



# Expectations of Student Programmers

## Preliminary Work:

- ◆ Complete definitive online grant proposal (glk.geneseo.edu) **2 weeks prior** to event
- ◆ Create a descriptive and appropriate event title
- ◆ Identify desired learning outcome ~ The GLK Coordinator will be happy to assist you with this

## Planning:

- ◆ Develop a budget **for all** projected expenses, including any food needed from CAS
  - ◆ Note: A student organization can be approved for **up to \$300** in programming funds, including **up to \$100** for food from CAS
- ◆ Meet with GLK staff member at least a week before the event
- ◆ Make necessary contacts with approved outside performers (such as DJ's/speakers)

## Publicity:

- ◆ **If you choose to do your own publicity, everything must have prior approval from the GLK Coordinator, including flyers, posters, handbills, and whats-ups. Failure to have these items approved can result in consequences from either Late Knight, Student Association, or both.**
- ◆ Geneseo Late Knight is unable to fund any form of advertizing that has not been previously approved.
- ◆ Please read and sign the Publicity Expectations checklist for further details.

## Event Supplies:

- ◆ Check GLK office inventory before purchasing any supplies
- ◆ Obtain the correct form of payment from Student Association office (CU 316) with permission of GLK staff
  - ◆ There are a variety of payment options available, by working with the GLK staff, you can figure out what will best work for your organization
- ◆ Request any needed electrical equipment **at least two weeks** in advance
- ◆ Note: Purchases of gift cards to stores that sell alcoholic beverages, tobacco products, or weapons is prohibited. (Such stores include Wal\*Mart and Wegmans)
- ◆ Note: All permanent supplies are property of GLK and must be returned to the office at the end of the night.

## Night of Event:

- ◆ Arrive to venue at least 30 minutes prior to starting time
- ◆ The organization is responsible for both set-up and clean-up
- ◆ Troubleshoot event logistics with the help of GLK staff
- ◆ Present any out-of-the-ordinary or emergency situations to GLK/Knight Spot staff
- ◆ Return all receipts and cards to GLK coordinator the **night of the event**. Failure to do so could result in the organization being held financially responsible for all purchases.
- ◆ Have a FANTASTIC night!

## After the Event:

- ◆ Complete the Event Review Form
- ◆ Meet with the GLK Coordinator to discuss the event

Name of Event: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Signature GLK Staff: \_\_\_\_\_

Signature of Representative: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# Publicity Expectations

## Overview:

- ◆ Geneseo Late Knight receives a portion of their funding from the Student Association. As a result, individuals and student organizations that receive GLK funding are expected to follow SA policy.
- ◆ This applies to all student organizations, even those that are not funded directly by SA. All forms of publicity **must** have the expressed approval of the Late Knight Coordinator, such as flyers, handbills, posters, and what's-up E-mails.
- ◆ All forms of publicity must positively portray the mission of both Geneseo Late Knight and Student Association.

## Flyers, Posters, & Handbills:

- ◆ Flyers, Posters, & Handbills must contain the GLK logo, the SA logo, and any others as may be necessary. Please use the new logos that each of these organizations have created. In order to find out what other logos may be necessary, please see the GLK Coordinator.
- ◆ In order to adhere advertisements to the floor in the CU, permission must be granted by Chip Matthews, Director of College Union and Activities.

## Whats-ups and other E-mails:

- ◆ All E-mails must contain the line: "Funded in part by GLK and mandatory Student Activity Fees".

## Facebook- (Including events, messages, and flyers)

- ◆ Facebook publicity must contain the GLK logo, the SA logo, and any others as may be necessary. Please the use new logos that each of these organizations have created. In order to find out what other logos may be necessary, please see the GLK Coordinator.

## Any other form of publicity:

- ◆ Late Knight strongly encourages all students and student organizations to be creative. If you have a unique publicity idea, please come see us and we will be more than happy to assist you in that endeavor.

Note: If the organization will be serving any food that has been ordered from Campus Auxiliary Services, CAS must be indicated as sponsor along with GLK and SA.

Name of Event: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Signature GLK Staff: \_\_\_\_\_

Signature of Representative: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# Expectations of Late Knight Staff

## Preliminary Work:

- ◆ GLK staff will assist with brainstorming event ideas and identifying potential resources

## Food:

- ◆ Order food through CAS

## Scheduling:

- ◆ Schedule the event's venue through the College Union and Campus Scheduling
- ◆ Make necessary contacts with College administrators
- ◆ Schedule an in-house DJ if requested
- ◆ Assist in the negotiating of performance contracts when applicable

## Publicity:

- ◆ Develop GLK billboards for an entire weekend, which will include YOUR event
- ◆ Include the event on the GLK website
- ◆ The use of the GLK Facebook and AIM profile will be at the discretion of the GLK staff
- ◆ If the organization chooses to create additional publicity, the GLK staff will have to approve the request and assist if necessary

## Night of event:

- ◆ Provide any necessary supplies from the office
- ◆ Provide necessary electrical equipment, provided it has already been requested by the organization
- ◆ Schedule a GLK student employee to work the event
- ◆ GLK staff will regularly check in with the leader of the event throughout the night
- ◆ Assist in addressing any out-of-the-ordinary or emergency situations in the venue
- ◆ Assist in trouble shooting event logistics
- ◆ Assist in set up and clean up

Note: In the case that there may be any ambiguity, it is the responsibility of the GLK staff to make any final decisions regarding a GLK sponsored event.

Name of Event: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Signature GLK Staff: \_\_\_\_\_

Signature of Representative: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_