

The background of the slide features a large, faint watermark of the Emory University crest, which is a shield containing two crossed torches.

# EVENTS & CONFERENCES

A UNIT OF AUXILIARY SERVICES, PARKING, AND TRANSPORTATION  
DIVISION OF FINANCE & ADMINISTRATION

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# BEFORE WE BEGIN

- Be sure to **SIGN IN** to receive a copy of this presentation via email
- Please hold **QUESTIONS** until designated question slides

# AGENDA

- 10:00 Vision Statements, Finance Administration Goal, 2018-19 Action Items
- 10:05 Current Organization Chart
- 10:10 What We Do
- 10:30 Who To Contact
- 10:35 Proposed Changes
- 10:45 Oxford Master Calendar Sneak Preview

# AUXILIARY SERVICES, PARKING, AND TRANSPORTATION



**WE AIM TO DELIVER EXEMPLARY SERVICES THAT ARE RESPONSIVE TO OXFORD'S PRIORITIES, WILL ENSURE A HEALTHY AND SUSTAINABLE ORGANIZATION, ENGAGE STUDENTS, INSPIRE CHANGE, AND ENRICH THE CAMPUS COMMUNITY.**



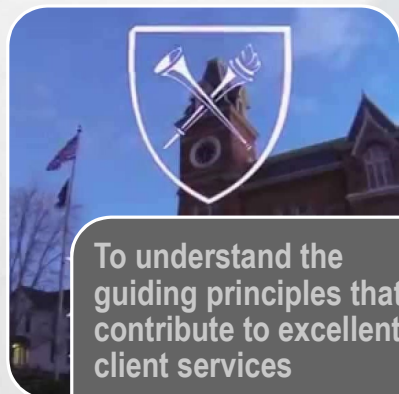
**OXFORD COLLEGE EVENTS & CONFERENCES WILL BECOME A "ONE-STOP SHOP" FOR CAMPUS-WIDE MEETINGS, CONFERENCES AND SPECIAL EVENTS.**

# 2018-19 FINANCE ADMINISTRATION GOAL



**ASSESS THE EVENTS OPERATION AND DEVELOP A SYSTEMATIC, CENTRALIZED MEANS FOR MANAGING THE USE OF ON CAMPUS VENUES AND TO AID IN THE SEAMLESS PLANNING, COORDINATION AND SUPPORT OF ALL CAMPUS-WIDE MEETINGS, CONFERENCES, CAMPS AND SPECIAL EVENTS.**

# 2018-19 OBJECTIVES & ACTION ITEMS



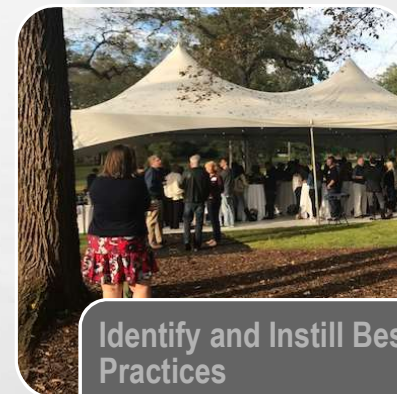
## To understand the guiding principles that contribute to excellent client services

- Understand the current processes within the campus
- Identify principal challenges in delivery of exceptional services
- Learn processes from peer institutions



## Recommend process improvement strategies to increase effectiveness, efficiency and exceptional services to internal and external clients

- Evaluate and streamline current roles and responsibilities
- Evaluate current facility rental rates and fee structure
- Determine resource needs

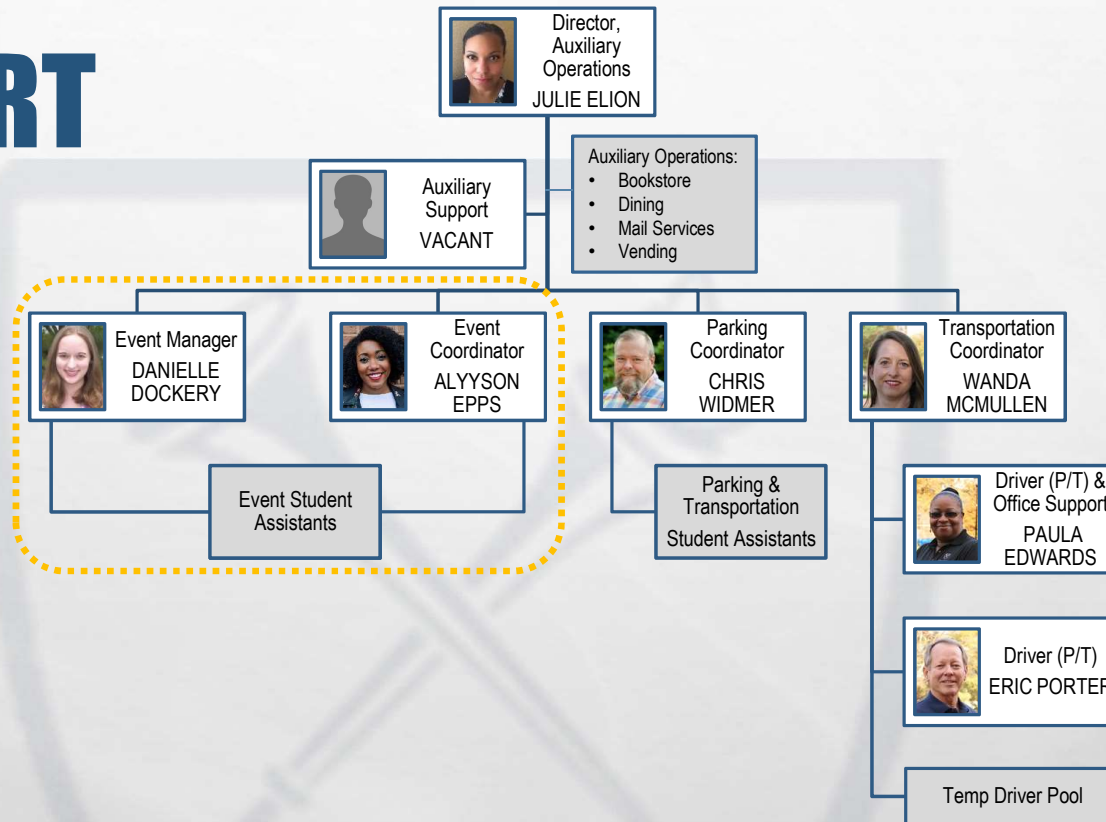


## Identify and Instill Best Practices

- Develop policies, procedures, and protocols for campus-wide programs
- Communicate to campus stakeholders

# ORG CHART

As of July 1, 2018



Recommend process improvement strategies to increase effectiveness, efficiency and exceptional services to internal and external clients

- Evaluate and streamline current roles and responsibilities
- Evaluate current facility rental rates and fee structure
- Determine resource needs



# WHAT WE DO

1

**Facilitate community and collaboration through engaging, thoughtful campus-wide events and programming that reflects and defines our campus culture.**



2

**Support the creation & execution of memorable and successful events by providing the seamless coordination of resources and services offered at Oxford College.**



3

**Establish and administer College protocols by providing guidelines and standards for welcoming guests to Oxford and programming events for audiences and constituencies of all kinds.**



# CAMPUS-WIDE EVENTS



**CAMPUS-WIDE EVENTS ARE THOSE EVENTS  
ROUTINELY SCHEDULED AND MANDATED BY THE  
UNIVERSITY OR COLLEGE.**

These include:

- Commencement
- Community or external sponsored events
- Convocation
- Dean's Holiday Party
- High Profile Events
- Move-in day logistics
- Orientation
- Staff Fest
- Student & Staff Awards Ceremonies



**Time for  
Questions**

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# SUMMARY OF SERVICES

for campus-wide events

- ✓ **OFFER A SINGLE POINT OF CONTACT FOR YOU, OUR CLIENT**
- ✓ **PROVIDE EVENT PLANNING, MANAGEMENT, & SUPPORT OF CAMPUS-WIDE EVENTS**
  - **Manage Event logistics**
  - **Audiovisual and Technical Services Coordination**
  - **Optimize of Campus Support Services**
  - **Arrange Dining and Catering Services**
- ✓ **MANAGE THE 25LIVE SPACE RESERVATION & EVENT MANAGEMENT SYSTEM**
- ✓ **MANAGE OXFORD'S EXTERNAL GUEST SERVICES & PROGRAMS**



# A SINGLE POINT OF CONTACT

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# A SINGLE POINT OF CONTACT

for campus-wide events

- **Serve as the primary point of contact between those hosting the event and the operations needed to ensure the event's success**
- **Provide “concierge” guest services as determined by your event goals**
- **Knowledge of facility rental rates and services available campus-wide**
- **Establish & communicate a clear set of policies, procedures, & protocols for campus-wide events**
- **Streamline billing and collections for campus-wide events**

*Note: For some “high profile” events, a liaison from the Dean’s office, Office for Community Relations, or Advancement & Alumni Engagement may be requested/assigned. In these cases the liaison will become the primary client of Events & Conferences. Example: Clarence Thomas Luncheon*





# EVENT PLANNING, MANAGEMENT, & SUPPORT

of campus-wide events

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# EVENT PLANNING, MANAGEMENT, & SUPPORT

of campus-wide events

- **Provide direction for establishing a budget**
- **Assist with selecting the best date for an event**
- **Track and communicate event plan and details**
- **Provide run of show or event script for each event**
- **Assign an event manager who will be on-site for each event**
- **Ensure a flawless execution of all event details**





# EVENT PLANNING, MANAGEMENT, & SUPPORT

of campus-wide events

## MANAGE EVENT LOGISTICS

- Provide room/space set-up and layout options to maximize space usage
- Coordinate third-party rental orders and supervise set-ups
- Recommendations for crowd management, traffic control, and parking
- Provide directional signage and coordinate exterior sign placement
- Arrange for transportation to and from campus
- Assist with on campus marketing
- Coordinate with facilities, BRS, dining, parking, transportation, EPD, OCIT, and others on your behalf
- Schedule Fire Marshall to approve outdoor event setups

## AV & TECH COORDINATION

- Determine AV needs by space, event type, and audience
- Coordinate with OCIT for:
  - Screen rentals, as needed, with projectors
  - Microphones, sound tests, presentation run-throughs
  - Lighting, if needed
  - Portable sound system
  - Technician for outdoor events



# EVENT PLANNING, MANAGEMENT, & SUPPORT

of campus-wide events

## OPTIMIZE CAMPUS SUPPORT SERVICES

- **Maintenance requests and work orders** to include requests for:
  - Setting up tables and chairs<sup>1</sup>
  - Setting up rooms
  - Recycling and composting bins
  - Stage set up
  - Podium
  - Fire extinguishers & Fire Marshall approvals
  - Lawn maintenance & spraying for mosquitos
  - Coordinating tent set up & inspection for outdoor events
  - Locating outside utility locations
  - Cleaning by BRS before and after events

## ARRANGE DINING/CATERING SERVICES

- **Based on your budgeted cost per person**
  - Request menu options on your behalf
  - Follow up and field all set up questions
  - Request tables to be set up by BRS Staging
  - Coordinate any potential rentals
  - Coordinate purchase of beer and wine
  - Request bartenders/servers, as required, through Bon Appetit

<sup>1</sup> *Oxford-owned tables & chairs are managed & assigned by Events & Conferences. All requests for these items should be submitted via the 25Live event request form under 'Resources'.*



 **RESERVATION & EVENT MANAGEMENT SYSTEM**

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# 25LIVE RESERVATION & EVENT MANAGEMENT

- **Schedule spaces for campus-wide meetings and events**
- **Confirm all event requests entered by departments into 25Live**
  - Audit event details and assist with adding logistics details, comments, or notes to confirmed events
- **Resolve scheduling conflicts**
- **Provide custom data reports**
- **Provide 25Live training – individual or group**



# **EXTERNAL GUEST SERVICES & PROGRAMS**

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# **EXTERNAL GUEST SERVICES & PROGRAMS**

- **Same services as internal**
- **Additional services offered**
  - **Competitive pricing**
  - **Single contract encompassing all support services**
  - **On-campus lodging (as available in summer)**
  - **On-campus marketing when appropriate for event**
  - **Access to on-campus experts to lead sessions (leadership, CEPAR training, library – plagiarism, research, etc)**

# ADDITIONAL SERVICES

## ✓ DEPARTMENT LEVEL EVENTS

- **Sponsored by a singular department or division**
  - These include: Admissions events, Alumni events, Athletics events, Campus Life events, Library events, and OxStudies events
- Level of support dependent on staff availability
- **Event planning, management, & support services:**
  - Provide direction for establishing a budget
  - Assist with selecting the best date for an event
  - Provide training on 25Live – entering your event, updating, checking details
  - Coordinate logistics (i.e. furniture rentals, tent rentals, Fire Marshall clearance for outdoor events, etc.)
  - Optimize support services (i.E. FM, BRS, dining, OCIT, parking, transportation, EPD)
  - Audit event details in 25Live and assist with adding logistics details, comments, or notes
  - Upon request, we *may* be able to provide additional staff to supplement your department staff and/or volunteers, as needed for event



# ADDITIONAL SERVICES

## ✓ STUDENT EVENTS

- Working with Campus Life, determine validity of events utilizing an Org Sync form
- **Event planning, management, & support services:**
  - Assist with selecting the best date for an event
  - Provide event planning & consultation services
  - Provide training on 25Live – entering your event, updating, checking details
  - Audit event details in 25Live and assist with adding logistics details, comments, or notes
  - Coordinate logistics (i.e. furniture rentals, tent rentals, Fire Marshall clearance for outdoor events, etc.)
  - Optimize support services (i.E. FM, BRS, dining, OCIT, parking, transportation, EPD)



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# PRIMARY CONTACTS

OCEC@EMORY.EDU | 770.784.8389

- Lead for External Guest Programs & Services
- Subject Matter Expert for:
  - Summer Camps & Conferences
  - Seminars & Training Institutes
  - Filming on campus
  - Facility Rental Agreements
- Transportation & Charter Bus Services
- Communications & Marketing
- Policies, Procedures, & Protocol
- Billing and collections

**Danielle**

**DOCKERY**  
Event Manager



- Event Lead for Internal Clients
- Includes but not limited to:
  - Oxford Affiliate Groups (*i.e* BOC, Alumni)
  - Special Events (*Staff Fest, OSO functions*)
  - Ceremonial Events (*Commencement, Convocation*)
- Content Expert for:
  - 25Live Reservation System
  - Student Organizations
  - Department Resources

**Allyson**

**EPPS-STUDER**  
Event Coordinator



**CONTACT US AT  
OCEC@EMORY.EDU!**

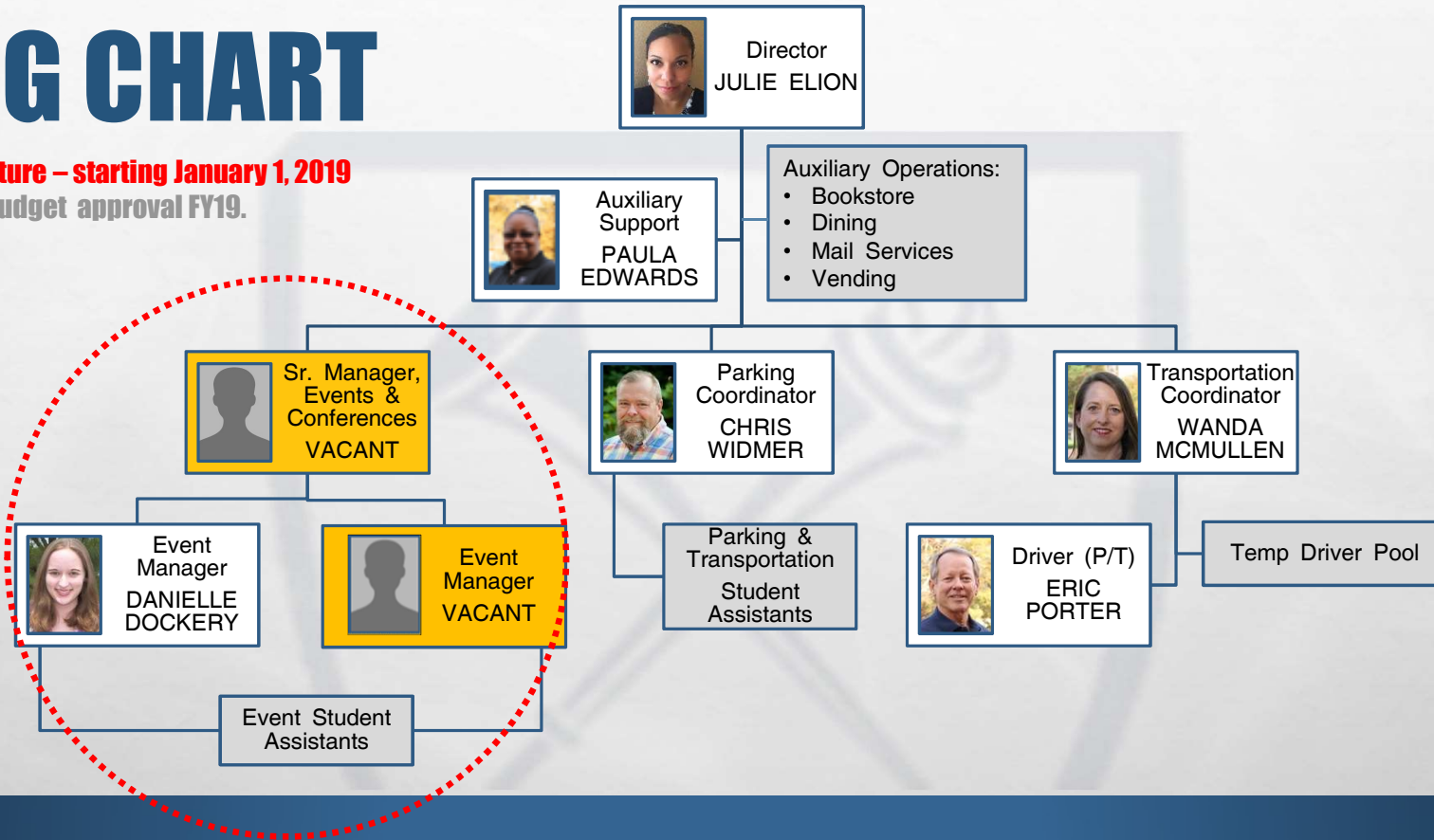
The event team will collaboratively support all campus-wide events regardless of who is designated as the 'lead'. The primary manager for each event will be confirmed based on the total number of events planned at the time that it is scheduled.



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# ORG CHART

**New Structure – starting January 1, 2019**  
Pending budget approval FY19.



# SENIOR MANAGER, EVENTS & CONFERENCES

- Manage day to day operations of events & conferences unit
- Will work with the Dean in **STRATEGY AND PLANNING** for the development and execution of high-level and engaging academically-focused events and programs that are aligned with the strategic goals of Oxford College and those of Emory University.
- Establish **BEST PRACTICE METHODOLOGIES** and administer **COLLEGE PROTOCOLS**
- Execution of **COMPETITIVE SERVICE STANDARDS** and provide **ASSESSMENT OF DEPARTMENTAL PRACTICES**
- **ADVANCE THE REPUTATION, STANDARDS AND OPERATIONS OF MEETINGS, EVENTS AND CONFERENCES AT OXFORD COLLEGE** and **MAXIMIZE REVENUES**







# OXFORD MASTER CALENDAR

Task Force Charge:

- To identify and implement a campus wide calendar tool to meet the needs of the Oxford College

Danielle Miller – Finance & Administration  
 Julie Elion – Auxiliary Services  
 Karen Summers – Dean's Office  
 Rhiannon Hubert – Campus Life  
 Stephanie Moncada - Registrar  
 Seth Tepfer - OCIT  
 Cathy Wooten – Communications  
 Lyn Pace – Chaplain

Ex-officio Members:  
 Danielle Dockery - OCEC  
 Allyson Epps - OCEC



Oxford College

[Click to View Oxford Class Calendar](#)  
[Click to View Oxford Planning Calendar](#)

Updated December 10, 2018

December 2018

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Today is: Dec. 11, 2018

Search

- Calendars
- Academic Activities
  - Admission Events
  - Alumni
  - Arts and Lectures
  - Athletics
  - Campus Wide Events
  - Community
  - Diversity

Table List Month

DECEMBER 2018

Sunday	Monday	Tuesday	Wednesday
25	26	27	28
1:30p AFDT Dance Practice	8:30a Finance and Administration Projects	8a CLC OAC Biweekly	9a Office of Finance and Administration
1:30p AFDT Dance Practice	2p Chemistry 202L	10a Finance and Administration	1p Tree Advisory Committee
1:30p AFDT Dance Practice	2p Active Flag	4:30p CAE's Writing Group #3	5:30p Bystander Empowerment Meeting
6:30p Intramural Sports	5p AFDT x Nishana Showcase	5:30p Yearbook Meeting	7p Oxford Athletics Dance Team
7p Oxford Athletics Dance Team	5p AFDT x Nishana Showcase	5:30p Yearbook Meeting	7p WGS SI Session
	5p AFDT x Nishana Showcase	6p Film Screening: DSC-101	7p WGS SI Session
	5:30p MED Club: General Body Meeting	7p Nishana Rehearsal	7:30p TedxEmory Oxford Salon
	5:30p MED Club: General Body Meeting		
	7p Oxford Athletics		

# OXFORD MASTER CALENDAR

TUESDAY, DEC. 11

Functional testing

WEDNESDAY, DEC. 12

Functional testing

THURSDAY, DEC. 13

Testing Feedback due by Noon

TUESDAY, DEC. 18

Master Calendar Intro & 25Live Updates 11am and 12pm, DDR

**WEDNESDAY, DEC. 19**

**Go Live!**

FRIDAY, JAN. 11

Master Calendar Intro & 25Live Updates 11am, OSB 115

<http://oxford.emory.edu/mastercalendar>

<http://oxford.emory.edu/feedback>

Thank You

**Oxford College Events and  
Conferences**

**OCEC@EMORY.EDU  
770.784.8389**

# EVENTS - INSIDE OUT

## **INSIDE = Internal Campus-Wide Events**

- **Sponsored/planned by Emory** university or Oxford College departments
- **Originating group is a campus department**
- Purpose directly ties to the mission of the University
- Intended primarily for EU/OC audience
- Generally **do not generate revenue**
- **Non fee based**

## **OUTSIDE = External Guest Services**

- Sponsored and/or planned by an outside entity **non-Emory** University or Oxford College departments
- **Originating group is an outside entity**
- Business purpose does not necessarily have a direct tie to the mission of the College
- Generally **revenue generating**
- **Fee based**