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# The Creation Of An Event Planning Manual For Seton Hall University

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**THESIS PROJECT:  
THE CREATION OF AN EVENT PLANNING MANUAL  
FOR SETON HALL UNIVERSITY**

**BY**

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**Submitted in partial fulfillment of the requirements for the  
Master of Arts in Corporate and Public Communication  
Seton Hall University**

**2002**

## ABSTRACT

BY SHERYL L. PILLO

The objective of this research project is to create an event-planning manual for Seton Hall University. The manual will include information for all aspects of event planning including: facilities descriptions, policies and procedures, contact information, planning timeline and budget strategy.

The event planning process at Seton Hall includes many steps. The process begins with scheduling the appropriate room to hold the event. At Seton Hall University this is not a simple concept. The institution has over twenty employees from various departments whom are involved in scheduling different buildings or rooms. This system can be confusing for both internal and external parties, as the proper lines of communication are often unclear.

There is a demand for a more systematic and organized approach to scheduling and planning events at Seton Hall University. The goal is to compile a manual to guide Seton Hall University employees, students and outside organizations in planning events using campus facilities. The manual will list and explain Seton Hall University policies and procedures, and offer specifics regarding the event planning process.

Every detail counts when planning an event. Whether it is a black tie gala, an intimate lunch meeting or a formal speech; coordinating an event is a process. The proposed manual is an effort to facilitate this process.

## ACKNOWLEDGEMENTS

The author would like to thank those individuals who made it possible for her to complete this study. To begin, she would like to recognize the numerous Seton Hall University employees who provided information for the contents of this project. The author wishes to thank her advisor Dr. Lombardi for his enthusiasm and encouragement throughout her graduate career. Lastly, the author would like to express deep gratitude to Seth Cohen for his continuous patience and support.

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## Chapter I

### Preface

One Saturday evening a children's concert was scheduled at a major university. Many guests showed up in anticipation of seeing the performance. Upon arrival they were told the concert had to be cancelled. The children, who were prepared to perform, and their families left disappointed.

A group renting Seton Hall University's facilities organized this concert. The group reserved a room for the concert, but did not coordinate to get the building opened or request the institution's grand piano. Consequently on the night of the event, guests did not have access to the building, the room was not set-up properly and the piano was not accessible. Unfortunately the situation could not be remedied, as administrators were not present because it was the weekend. This scenario could have been avoided if the external group was aware of the event preparation methods and communication lines.

### Introduction

The objective of this research project is to create an event-planning manual. The manual will include information for all aspects of event planning specific to Seton Hall University. For example: facilities descriptions, policies and procedures, contact information, planning timeline and budget strategy.

The manual will contain information in conjunction with the results compiled from a controlled research survey. The survey reflects the experiences and observations of Seton Hall University employees and preferred vendors concerning events on campus. These employees and vendors were selected on the basis of their position and

responsibilities relevant to event planning. The objective of the survey is to obtain qualitative data that targets what areas of event planning should be referenced in the manual.

The event planning process at Seton Hall includes many steps. The process begins with scheduling the appropriate room to hold the event. At Seton Hall University this is not a simple concept. The institution has over twenty employees from various departments whom are involved in scheduling different buildings or rooms. This system can be confusing for both internal and external parties, as the proper lines of communication are often unclear.

There is a demand for a more systematic and organized approach to scheduling and planning events at Seton Hall University. For example, events held at Seton Hall must obey compliance codes for fire and safety regulations, however these are not always followed. These necessary regulations are not clearly defined and communicated to the event planners.

Every detail counts when planning an event. Whether it is a black tie gala, an intimate lunch meeting or a formal speech; coordinating an event is a process. The proposed manual is an effort to facilitate this process.

#### Research Project

The goal is to compile a manual to guide Seton Hall University employees, students and outside organizations in planning events using campus facilities. The manual will list and explain Seton Hall University policies and procedures, and offer specifics regarding the event planning process.

### Subsidiary Questions

In an effort to comprehend the necessity and relevance of implementing Seton Hall University's Event Planning Manual, this project will include answers to the following questions:

1. Who are the recommended or preferred vendors of Seton Hall University?
2. What are the dimensions of the event equipped rooms at Seton Hall University, and how many people can fit for a dinner, reception, lecture, etc. in each room?
3. How does one obtain media resources?
4. What are the fire and safety regulations for Seton Hall University?
5. Can any outside organization use Seton Hall University facilities?
6. When planning an event, what are the guidelines for alcohol, banners and tent usage?
7. What are the fees for renting Seton Hall University facilities?
8. What is the recommended timeline for planning an event?
9. How does an event planner coordinate a budget?
10. In relation to event planning, what are the policies and procedures for Seton Hall departments?

### Purpose of the Project

The Event Planning Manual is designed to inform the group or organization about every aspect of event planning at Seton Hall. The manual will include step-by-step procedures that should be taken months before the event date. Providing a copy of the manual to every external or internal group that plans an event on campus



alleviates planning liability of Seton Hall University. In most cases, all responsibility would be incurred by the event planner or organization.

The Event Planning Manual will create a planning template to be followed by internal and external groups. Providing guidelines will control and regulate the event planning process, improve communication and help to better maintain campus facilities.

### Objectives

The intention of this project is to evaluate the university procedures in regards to event planning. The manual will be formatted to outline and restructure the way events are planned and executed on campus for internal and external groups. Additionally, the manual will provide written guidelines and rules of proper facility usage for outside organizations, and determine privileges for internal groups.

The expectations after the Event Planning Manual is distributed is as follows:

- To avoid scheduling conflicts
- To improve overall communication on campus concerning events
- To make internal and external groups aware of the correct maintenance procedures before and after events; which will better maintain the campus facilities in the long-term
- To avoid last minute requests of any departments services
- To provide ample time to target or invite the intended audience
- To provide Seton Hall University students and employees with the ability to organize their own events

- To inform and educate outside organizations of what Seton Hall University facilities have to offer
- To simplify and organize the event planning process for the Seton Hall community
- To clarify Seton Hall's policies and procedures
- To specify responsibility of the event planner/host organization
- To identify and regulate fire and safety compliance for all events held at Seton Hall University

#### Definition of Terms

The following terms may be referenced throughout the course of this project.

1. Mult. Box: a sound outlet with multiple outputs used for best sound quality when there is an abundance of media filming an event.
2. Physical Plant: A department that deals with the physical attributes of the Seton Hall campus. This department is composed of electricians, carpenters, painters and landscapers.
3. Preferred vendor: A vendor that is recommended by Seton Hall University.
4. Signage: any sign posted at an event. Usually used to provide directions to guests or to display a logo.
5. Stanchion: a. rope and poles used to reserve or block off areas at an event. b. A wooden pole used to post a sign.

### Limitations

This project is concentrating on event planning exclusively at Seton Hall University. All information therein does not apply to any other institution. All information is the most current as of the original publication date. However, this information is subject to change.

The Event Planning Manual will include specific information about event planning procedures. As every event is different and original, it is the users responsibility to apply the information provided as needed. Not all of the information provided in the manual is guaranteed to pertain to each event. For example, one would not follow exactly the same procedure to plan a meeting as one would to plan a concert. Discretion will be left to the user, as it is impossible to create a format that coincides for every event.

## Chapter II

### History

In 1998, members of the Executive Cabinet at Seton Hall University appointed a task force to evaluate the current event planning and scheduling processes. Among other recommendations, the task force identified the following:

1. An inexperienced user does not understand the components of event planning; and much time is wasted trying to figure this process out by trial and error.
2. Seton Hall University policies and procedures need to be clearly outlined.
3. There is a need for change in the facilities scheduling process.

Due to funding issues no processes changed after the research and evaluation was completed.

In 2001, a member of the executive cabinet appointed another task force to address the same existing event planning and scheduling issues. Because the funding issue had not changed, the mission of the 2001 task force was to compose realistic solutions within budget parameters. One of the major issues the committee addressed, also identified by the task force in 1998, was that no event planning policies and procedures existed. This is the first step in reorganizing the process of event planning at Seton Hall.

As the Event Manager and a member of the 2001 task force, the author took on the task of creating the first ever Event Planning Manual for Seton Hall University.

## Methodology

### Survey

The author conducted a controlled survey consisting of forty-five participants. The subjects pooled included other members of the 2001 task force, Seton Hall employees and several vendors frequently utilized and familiar with events at Seton Hall. Of those people surveyed, thirty-three responses were received and tabulated. Please see chapter three for complete survey results.

The results from the survey established a need for an event-planning manual at Seton Hall. One hundred percent of the survey respondents agreed or strongly agreed it would be helpful for the University to provide information on event planning. Seventy-five percent of survey respondents agreed or strongly agreed most Seton Hall administrators would not be able to organize their departments' events. Ninety percent of survey respondents agreed or strongly agreed fire codes are not common knowledge and are not always followed at the institution.

The valuable input the survey results provided, revealed much information that would aid users of the manual. After evaluation of the results, the author compiled the various sections of the event planning manual.

### Contact Information and Campus Map

The first section of the manual contains an introduction, a short description of the manual's purpose and the author's contact information. The next few pages include directions to Seton Hall University and a campus map.

### Event Request Form

The page following is an event request form. This form acts as the first step in requesting the use of Seton Hall University facilities. All external organizations must complete this form and return it to the Public Relations Events Office. Additionally, any external group must also provide detailed information about their organization and event plans. This form is required to be eligible for approval by the University Affairs office prior to requesting a room reservation. Upon approval, the form will be faxed or mailed back to the event planners attention.

### Event Planning Timeline

Timing is essential in event planning. Early preparation better ensures that the requesting party will have access to reserve the room of their choice based on availability. The timeline recommends planning should begin at least 4 months in advance from the date of the event. The purpose for this suggested time frame is valuable when preparing for any of the following needs:

- To print/send invitations or to plan publicity. This will give the invited audience plenty of advanced notice.
- To reserve rooms including the set-up and breakdown times.
- To reserve entertainment/speakers/photographers in advance.
- To be sure to have enough time to order and receive giveaways, T-shirts, trophies or awards.
- To block off hotel rooms, if necessary.
- To have enough time to receive RSVP after the due date. This will provide the planner with an estimated attendance number.

Less involved events, such as small departmental meetings, would not need as much preparation time, although room reservations should be confirmed as early as possible.

The timeline is a solid tool to prepare for an event of any size, although the information provided will not be necessary for all events. The elements outlined will assist in keeping the planner organized and generate the users thoughts.

#### Budget and Event Checklist

The next section includes a budget/event checklist. As with the timeline, this tool will keep the planner organized. This checklist keeps a record of cost, order date, description of order, amount ordered and vendor. This method will ensure that the planner stays within the total budget. It can also be beneficial after the event, to follow up on invoices and to have a record of arrangements for future reference.

#### Seton Hall and Preferred Vendor Contact Information

The next section contains contact information for various departments at Seton Hall University. It is necessary to contact these selected departments while preparing for an event at the Seton Hall campus.

The pages following contain Seton Hall preferred vendor contact information. To compile this information, the researcher contacted the Procurement Department, which handles preferred vendor information. The manual includes a portion of the University's preferred vendors that often provide services related to event needs. Each vendor listed is recommended as a result of a competitive bid they attained. Campus planners are strongly encouraged to use only those vendors listed for each commodity unless another vendor offers the exact same item at a lower price. The entire list of preferred vendors, in

excess of event planning needs, is available by accessing the Seton Hall web site at [www.shu.edu](http://www.shu.edu).

### Building List

The next page of the manual includes a University Building list, to inform external users on which buildings can or cannot be used for events. This list contains a key at the top of the page indicating the types of buildings on campus. The building indicators are: athletic complex, academic room, event room, administrative office, Priest Community and residence hall. The list also indicates which buildings are wheel chair accessible.

### Facilities Guidelines, Descriptions, Capacities and Fees

The next section of the manual is comprised of all room rental information; including facility guidelines, descriptions of rooms, capacities and fees. The buildings and rooms described are those available for event related needs. This information was supplied by various Seton Hall departments including:

- Community Development Scheduling Department
- Academic Services
- Recreation Center
- Campus Ministry
- Media Center
- Physical Plant
- Compliance Office

An administrator from each department was interviewed. The researcher took the information provided and formatted it into the manual. The administrator was then given the complete data for approval. This process was repeated if any changes were requested.



The process was completed with a signature as indication that the information was approved for printing.

This section includes room capacities based on the dimensions of the rooms and fire codes. There is a breakdown of capacities for each room for the following types of events:

- Reception/cocktails
- Theater style
- Dinner without a dance floor
- Dinner with a dance floor
- Buffet dinner

Each building and room indicated in this section has dimensions, description, usage guidelines for internal and external groups, reservation procedures, rental fees and maximum room capacities. Included are diagrams for eight of the most frequently used rooms. Room dimensions, fire exits, restrooms locations, doorways, elevators and entrances are illustrated in the diagram. Based on the size, shape and location on campus, the illustrations make the room selection process easier for external users not familiar with the Seton Hall facilities. The following diagrams are included:

- Kozlowski Hall Atrium
- Kozlowski Hall Auditorium
- University Center Chancellor's Suite
- Duffy Hall Graduate Lounge
- University Center Faculty Lounge and University Club
- University Center Main Lounge
- University Center Pirate's Cove
- Walsh Library Beck Room

After the desired room is selected, the planner can remove the diagram from the manual and map out the event. This allows the planner to illustrate and arrange the tables, buffet lines, stage, podium, bar area, registration, etc. The completed diagram

could then be forwarded to the building manager, rental company, caterer or any other relevant party. This process facilitates visual communication with vendors so their time is spent efficiently. This method assures that the room will be set-up however the user decides. The planner should always keep a copy of the completed illustration. The diagram serves as a visual record, which can be evaluated and altered for future events.

Additionally, in the Facilities Guidelines section is the audio and visual equipment list and rental information. The audio and visual equipment list is located under the Media Center Guidelines. Some rooms have equipment already in place, which should be checked prior to ordering equipment from the Media Center. This information can be accessed from [www.tlrc.shu.edu](http://www.tlrc.shu.edu). The user is responsible for damage or loss of any equipment lent by the Media Center.

#### Departmental Policies and Procedures

The next portion includes departmental policies and procedures. This segment contains contact information, description of services and indicates when the department should be contacted in regards to events at Seton Hall. This is an essential piece of the manual. This section is designed to open the lines of communication so the user and various departments are aware of events scheduled on campus.

To compile this information the researcher met with the head of each pertinent department, most of which did not have policies and procedures currently in writing for their department. This event-planning manual will help alleviate liability of the university, provide guidance for users and set a standard for how events should be done.

The researcher collected all of the information from each department, and formatted each policy similarly to keep consistency in the manual. A questionnaire was formed including questions and comments brought to the head of the department and any other employee the department head deemed necessary. The manual's purpose and expectations were described to the representatives of each department; including who will have access to the information and the benefits the manual offers. The representatives were shown a sample of the manual and a copy of information regarding their department. The researcher then inquired about the following:

1. What is the preferred contact information for the department?
2. What are the hours of operation?
3. What services does the department provide?
4. What is their preferred timeline for incoming requests?
5. Are there different procedure preferences for internal/external users? What are these procedures?
6. What are their fees? Are there extra costs after normal working hours?
7. Does the department currently enforce any policies and procedures? What are they?
8. Is there any other information the department wishes to include in the manual?

After this meeting, the researcher gathered this information and added it to the manual. A final draft was sent to the department head for printing instructions. The participant would make changes or additions and indicate one of the following directions:

- OK to print
- OK to print with the changes made
- Please show me a final copy with the changes made

The participant would sign, date and return the document. The process would repeat if necessary. The researcher met and confirmed information with the following Seton Hall departments:

- Gourmet Dining Services
- Housekeeping
- Housing and Residence Life
- Music Department
- Physical Plant
- Public Relations and Marketing
- Public Safety and Security
- University Compliance
- Finance and Administration

#### Fire Safety Procedures for Events

The Compliance Officer of the University provided information for the Fire Safety Procedures for Events section. This part contains contact information for inquiries related to fire safety and a list of items and actions prohibited at Seton Hall. The Special Events segment indicates fire safety procedures that must be taken prior to an event at Seton Hall.

#### Alcohol, Banner and Tent Permits

The next page contains information on obtaining alcohol, banner and tent permits. The author met with the Director of Business Affairs, who provided the policies and procedures to complete this section of the manual.

#### Event Evaluation Form

The next few pages are an Event Evaluation Form. This form is designed to give the event planner an organized evaluation of the event for future use. The form requires

the user to evaluate the facility condition, catering services, housekeeping service, physical plant, security, vendor assistance, scheduling and any other Seton Hall department involved. This form is important to keep for any future events.

#### Suggested Restaurants and Hotels

The final page of the manual is a list of suggested local restaurants and hotels. This list can assist the planner in making arrangements for guests while they are in the South Orange area.

## Chapter III

### Description of the Survey

The intention of the survey (see Appendix A) was to evaluate the scale of interest and need for an Event Planning Manual at Seton Hall University. The secondary purpose of the survey was to access the information subjects indicated should be included in the Event Planning Manual. The survey was not presented as an evaluation of the Public Relations Events Managers and the events conducted from the area of University Affairs. But rather a generalization of all events year round, organized by internal and external groups using the Seton Hall University facilities.

The fore page of the survey asks the participants to answer all or none of the following inquiries:

- Gender
- Age
- Years in the workplace
- Type of job; events management, scheduling, building management, vendor, other

With this information the author could assess the responses based on years of experience and type of job.

The participants were asked to evaluate thirteen statements regarding event planning at Seton Hall University. The participants assessed the statements by using the following scale:

SA = Strongly Agree  
A = Agree  
N = Neutral  
D = Disagree  
SD = Strongly Disagree

### Sample

The controlled survey was distributed to 45 people. The selected sample included building managers, scheduling officers, various administrators, public relations administrators, events managers and preferred vendors of the University. Of the 45 people surveyed, 33 responses were collected and tabulated. All of the individuals surveyed were targeted for either (a) their event related experience, (b) their expertise with the Seton Hall facilities or (c) their experience in providing event related services to the University.

### Purpose of the Study

The objective of this survey was to assess the need and value of an Event Planning Manual specific to Seton Hall University. Further, the study was designed to provide input on additional information to be included in the manual utilizing the subjects' responses. The survey was intended to prove it is a necessity to have policies and procedures in place regarding event planning at Seton Hall University.

### Analyzing the Results of the Survey

The survey was conducted via e-mail, inter-office mail and personal interview. Each of the thirty-three respondents answered all thirteen questions. The results were tabulated on the basis of the scale: strongly agree, agree, neutral, disagree and strongly disagree.

Statement 1: Almost every event at Seton Hall is well organized and executed.

Two respondents or 6 percent strongly agreed, seven respondents or 21 percent agreed, five respondents or 15 percent chose neutral, twelve respondents or 36 percent disagreed and seven respondents or 21 percent strongly disagreed with this statement.

The majority of respondents (nineteen or 47 percent) disagreed or strongly disagreed with this statement implying that not every event is well organized and executed at the University.

Statement 2: Most administrators, faculty and staff would be able to organize their departments' events.

One respondent or 3 percent strongly agreed, five respondents or 15 percent agreed, two respondents or 6 percent chose neutral, 18 respondents or 54 percent disagreed and seven respondents or 21 percent strongly disagreed with this statement.

The majority of respondents (twenty-five or 75 percent) disagreed or strongly disagreed with this statement attesting most administrators, faculty and staff would not be able to organize their departments' events.

Statement 3: Most Seton Hall employees understand budgeting for events. For example: rented tables and chairs, sound system, lighting, publications, mailing, decoration, catering, security, etc.

Twenty-one respondents or 63 percent disagreed and twelve respondents or 36 percent strongly disagreed with this statement. There were zero responses for strongly agree, agree or neutral.



Every respondent (thirty-three or 100 percent) disagreed or strongly disagreed with this statement. This result demonstrates the survey participants believe most Seton Hall employees do not understand budgeting for events, and what items should be allocated within a budget.

Statement 4: In most cases, Seton Hall employees are aware of the recommended vendors of the University and utilize their services for events.

One respondent or 3 percent agreed, ten respondents or 30 percent chose neutral, seventeen respondents or 51 percent disagreed and five respondents or 15 percent strongly disagreed with this statement. Zero respondents strongly agreed with this statement.

The majority of respondents (twenty-two or 66 percent) disagreed or strongly disagreed with this statement exhibiting Seton Hall employees may not be aware of the recommended vendors of the University and do not utilize their services for events.

Statement 5: The facilities at Seton Hall are cleaned regularly, before and after events.

One respondent or 3 percent strongly agreed, six respondents or 18 percent agreed, eight respondents or 24 percent chose neutral, thirteen respondents or 39 percent disagreed and five respondents or 15 percent strongly disagreed with this statement.

The majority of respondents (eighteen or 54 percent) disagreed or strongly disagreed with this statement. This reveals the facilities at Seton Hall are not being cleaned regularly before and after events. This may not be a housekeeping issue, but rather a lack of communication with the housekeeping staff after an event ends.

Statement 6: The facilities at Seton Hall are almost always in working order. For example: air conditioning, lighting and sound systems.

Nine respondents or 27 percent agreed, five respondents or 15 percent chose neutral, fifteen respondents or 45 percent disagreed and four respondents or 12 percent strongly disagreed with this statement. Zero respondents strongly agreed with this statement.

The majority of respondents (nineteen or 57 percent) disagreed or strongly disagreed with this statement demonstrating the facility equipment may not always be operational. This includes: air conditioning, lighting and sound systems.

Statement 7: The Seton Hall community is usually well informed of events.

Five respondents or 15 percent agreed, seven respondents or 21 percent chose neutral, sixteen respondents or 48 percent disagreed and five respondents or 15 percent strongly disagreed with this statement. Zero respondents strongly agreed with this statement.

The majority of respondents (twenty-one or 63 percent) disagreed or strongly disagreed with this statement implying the Seton Hall community is not always well informed of events.

Statement 8: There are rarely scheduling conflicts.

One respondent or 3 percent agreed, three respondents or 9 percent chose neutral, twenty-four respondents or 72 percent disagree and five respondents or 15 percent

strongly disagreed with this statement. Zero respondents strongly agreed with this statement.

The majority of respondents (twenty-nine or 87 percent) disagreed or strongly disagreed with this statement. This response indicates there are scheduling conflicts at Seton Hall.

Statement 9: There is usually ample preparation time allotted to set-up and breakdown events.

Eight respondents or 24 percent agreed, seven respondents or 21 percent chose neutral, fifteen respondents or 45 percent disagreed and three respondents or 9 percent strongly disagreed with this statement. Zero respondents strongly agreed with this statement.

The majority of respondents (eighteen or 54 percent) disagreed or strongly disagreed with this statement exhibiting there is not always ample preparation time allotted to set-up and breakdown events.

Statement 10: The fire codes for maximum room capacities are common knowledge and always followed at Seton Hall University.

Three respondents or 9 percent chose neutral, seventeen respondents or 51 percent disagreed and thirteen respondents or 39 percent strongly disagreed with this statement. Zero respondents' chose strongly agree or agree.

The majority of respondents (thirty or 90 percent) disagreed or strongly disagreed with this statement. This result shows that fire codes for maximum room capacities are not common knowledge and not always followed at Seton Hall University.

Statement 11: For the most part, the proper permits for tents, alcohol and banners are acquired before events.

One respondent or 3 percent chose strongly agreed, four respondents or 12 percent agreed, twelve respondents or 36 percent chose neutral, ten respondents or 30 percent disagree and six respondents or 18 percent strongly disagreed with this statement.

The majority of respondents (sixteen or 48 percent) disagreed or strongly disagreed with this statement implying that Seton Hall administrators may not always acquire the proper permits for tents, alcohol and banners before events.

Statement 12: Seton Hall employees know how to obtain the correct town and fire department permits.

Three respondents or 9 percent chose neutral, seventeen respondents or 51 percent disagree and thirteen respondents or 39 percent strongly disagreed with this statement. Zero respondents' chose strongly agree or agree.

The results for this question mirrored the results from question 10 regarding fire codes for room capacity. The majority of respondents (thirty or 90 percent) disagreed or strongly disagreed with this statement indicating that Seton Hall employees do not know how to obtain the correct town and fire department permits.

Statement 13: It would be helpful for Seton Hall University to provide information on event planning.

Twenty-five respondents or 75 percent strongly agreed and eight respondents or 24 percent agreed with this statement. There was zero responses for neutral, disagree or strongly disagree.

Every respondent agreed or strongly agreed it would be helpful for Seton Hall to provide information on event planning. This response proves there is a need for an event planning manual specific to Seton Hall University.

#### Survey Conclusion

The survey results indicated a must for more organization in events at the University, and stressed the importance of providing more information on event planning at Seton Hall.

Numerous statements in the survey received a response in either total disagreement or agreement. The first was statement number three, identifying one hundred percent of survey respondents believe Seton Hall employees do not have an understanding of budgeting for events. After evaluating this response, the author included an extensive budget and event checklist in the manual.

The second profound response was statement number eight, in which eighty-seven percent of respondents believe there are scheduling conflicts at the University. This can occur if the event requestor does not allow enough set-up or breakdown time for the event. For example, if a lecture program ran from 4pm to 5:30pm, the requestor should reserve the room by at least 1pm to leave time for set-up and to make sure the

room is cleaned. In this scenario, the requestor should reserve the room until 7:30pm to make sure the attendees have left and the room is cleaned for the next user. Frequently, space is reserved by the actual event time rather than set-up to breakdown time, which can cause scheduling conflicts. To alleviate this problem, an Event Request Form was created to be included in the manual. This form specifically asks for a set-up and breakdown time from the requestor.

Additionally, problems could occur beyond requesting time conflicts when a scheduling department double books a room. To avoid this problem, an Event Time Line was designed. This reminds the event planner to verify all room reservations with scheduling departments and to get confirmation in writing.

Statement ten and twelve had similar results. Statement ten indicates ninety percent of survey respondents suspect fire codes for maximum room capacities are not common knowledge and not always followed at the University. To rectify future fire hazards, a Fire and Safety section was added to the Event Planning Manual. Also included in all room descriptions is the fire code for maximum room capacity.

Statement twelve reveals ninety percent of survey respondents do not believe Seton Hall employees know how to obtain the correct town and fire department permits for events. In response, a section on alcohol, banners and tent permits is outlined in the manual. This section includes all pertinent information to obtain the correct permits from the Town of South Orange and the South Orange Fire Department. The Fire and Safety Guidelines section can also be referenced for further information on fire safety.

The final statement of the survey had a unanimous response. One hundred percent of survey participants agreed it would be helpful for Seton Hall to provide

information on event planning. This one-sided reaction is evidence an event planning manual will be a valuable tool to alleviate the problems the University has experienced with past event planning.

The quantitative information obtained from the survey provided the author with ideas for content in the Event Planning Manual. Survey participants were invited to provide comments on the bottom of the survey. Three participants added written responses, which were evaluated and considered by the author.

One of the written comments indicated the subject believes events planned by anyone outside of the University Affairs area are "disastrous". This respondent also outlined that problems usually occur due to lack of signage, security involvement, coordination and delegation of staff responsibility. The Event Planning Manual is designed to address all of these issues with the coordination process outlined for event organizers.

Another comment made by a survey participant states, "An overall aspect that seems to be missing at Seton Hall is a centralized Events Functions Office." This participant added that a structure change could alleviate difficulties in event planning.

Another subject made a related comment to the previous declaration. "There is currently no real process in place, just bits and pieces distributed to different departments," the participant wrote. Research reveals this statement is correct. Event planning is completely decentralized at Seton Hall, although changing the overall structure at the University is a long-term goal. One of the purposes of the Event Planning Manual is to define the process for event organizers, and make information readily available.

Overall, participants seemed to positively receive the survey. The survey results provided information, which was helpful in arranging the contents of the event-planning manual. For complete survey calculations see Appendix B.



## Chapter IV

Seton Hall University's  
Event Planning Manual

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## Introduction

This manual has been written to assist you in organizing an event at Seton Hall University. Regardless of the size of your event, this guidebook is designed to help you with the correct procedures, information and suggestions to ensure its success.

When planning an event at Seton Hall University please utilize this guide. Upon making a request for Seton Hall University facilities, please be aware of the following:

- Events are never allowed to exceed the fire code capacity of the room. Please see room descriptions for fire code capacities.
- Seton Hall is a registered trademark and may not be used for promotional purposes.
- Event organizers are responsible for all losses or damages incurred during their occupancy.
- Seton Hall University is a private Catholic University and reserves the right to grant use of its facilities based on determination made by institutional directors.

Please complete the Event Request Form and fax or mail it to:

Sheri Pillo  
Event Manager  
Seton Hall University  
457 Centre Street  
South Orange, NJ 07079  
(973) 378-9833 Phone  
(973) 378-9812 Fax

\*This manual has been updated on 05/06/02 by Sheri Pillo. If you have any questions, comments or suggestions on its context please contact (973) 378-9833. Seton Hall University is not responsible for any information that has changed since the distribution of this manual.

## Directions To Seton Hall University

### **From 78 East (Local)**

Take Exit 49B (Maplewood). Stay to the right off the exit. Make the second right, which is a jug handle, and cross over Springfield Avenue onto Valley Street. Take this street approximately 3 miles to South Orange Avenue. Turn right and proceed 1 mile to the University. Enter through the Farinella Gate on the right.

### **From 78 West (Local)**

Take Exit 50B (Millburn), and turn right onto Vauxhall Road. Go three lights and bear right onto Valley Street. Take this street approximately 3 miles to South Orange Avenue. Turn right and proceed 1 mile to the University. Enter through the Farinella Gate on the right.

### **From 280 East**

Take Exit 9, Mt. Pleasant Avenue/West Orange/Montclair. Stay on Brennan Drive to the end. Make a right onto Northfield Avenue. Go two lights and turn left onto Gregory Avenue. Continue straight to the end of Gregory Avenue. (Gregory Avenue becomes Wyoming Avenue.) At the end of Wyoming Avenue, turn left onto South Orange Avenue. Drive through the Village of South Orange; the campus is approximately 1 1/2 miles on the right.

### **From 280 West\***

Take Exit 10, West Orange/South Orange. Proceed to the first light and turn left onto Northfield Avenue. Go three lights and turn left onto Gregory Avenue. Continue straight to the end of Gregory Avenue. (Gregory Avenue becomes Wyoming Avenue.) At the end of Wyoming Avenue, turn left onto South Orange Avenue. Drive through the Village of South Orange; the campus is approximately 1 1/2 miles on the right.

### **From the Garden State Parkway (North or South)**

Take the Garden State Parkway to Exit 145. \*Follow directions for 280 West.

### **From the New Jersey Turnpike**

Take the New Jersey Turnpike to Exit 15W. \*Follow directions for 280 West.

### **From New York City**

Go through either the Lincoln or Holland tunnel. From the Lincoln Tunnel, take the New Jersey Turnpike South to Exit 15W. From the Holland Tunnel, take the New Jersey Turnpike North to Exit 15W. \*Follow directions for 280 West.

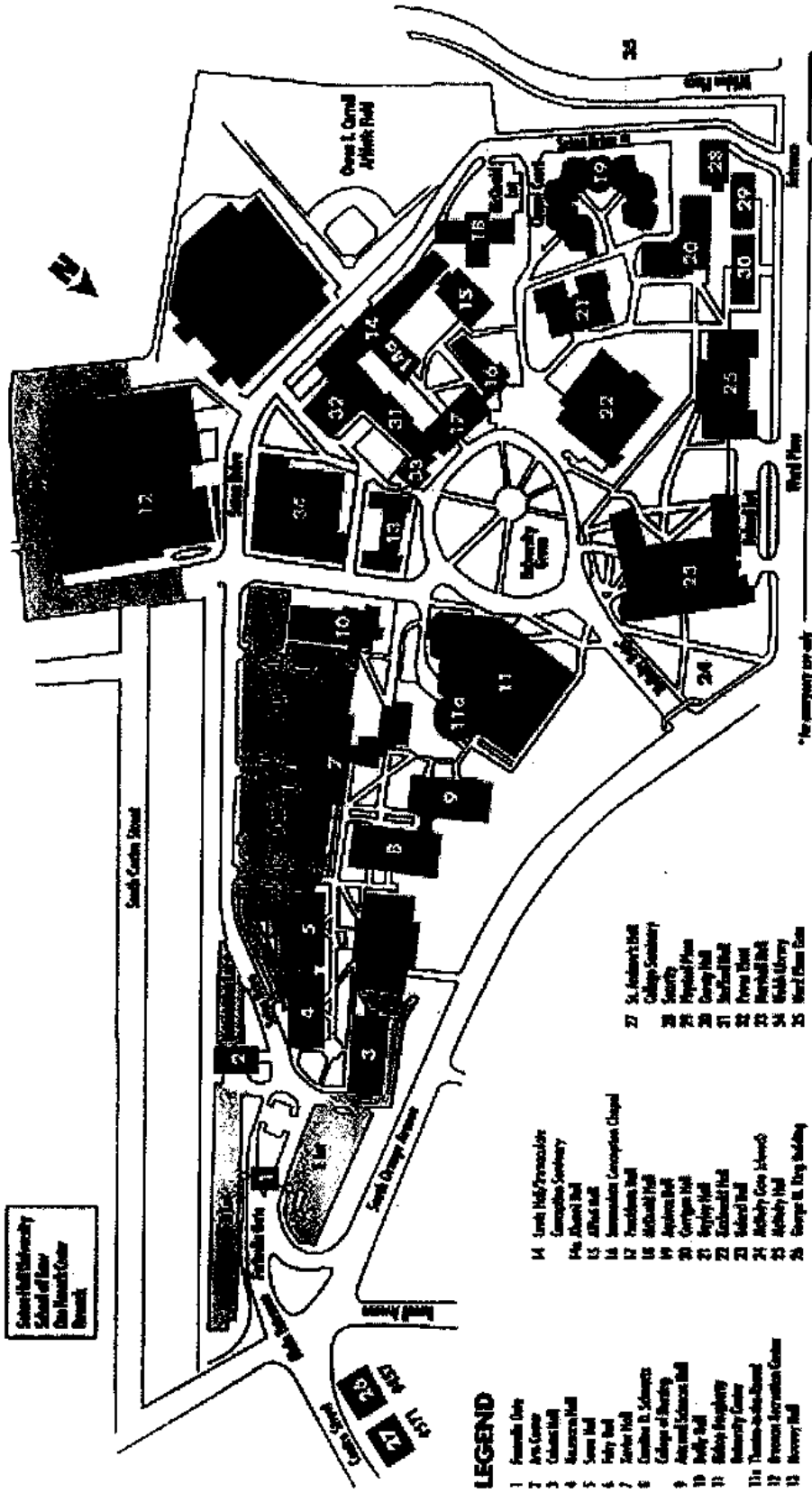
### **From Pennsylvania**

Take the Pennsylvania Turnpike East to the New Jersey Turnpike North. Get off the Turnpike at Exit 11 (Garden State Parkway North). Take the Parkway to Exit 145. \*Follow directions for 280 West.

### **From Connecticut**

Take Route 84 West into New York State until Route 84 ends. Take 684 South toward White Plains/Tappan Zee Bridge. Take 287 West over the Tappan Zee Bridge. Take Exit 14A (Garden State Parkway South) to Exit 145. \*Follow directions for 280 West.

# Seton Hall University Campus Map



Seton Hall University  
School of Law  
Law Research Center  
Research

### LEGEND

- |    |                            |    |                   |
|----|----------------------------|----|-------------------|
| 1  | Franklin Hall              | 27 | St. Andrew's Hall |
| 2  | Arch Center                | 28 | College Seminary  |
| 3  | Colwell Hall               | 29 | Security          |
| 4  | Marquette Hall             | 30 | Physical Plant    |
| 5  | St. Ann Hall               | 31 | Geology Hall      |
| 6  | Polly Hall                 | 32 | Surficial Hall    |
| 7  | Archie Hall                | 33 | Power Plant       |
| 8  | Cumbe B. Schaefer          | 34 | Book Library      |
| 9  | College of Society         | 35 | Wood Room Room    |
| 10 | Advanced Science Hall      |    |                   |
| 11 | Belle Hall                 |    |                   |
| 12 | Edith Maguire              |    |                   |
| 13 | University Center          |    |                   |
| 14 | Thomas-Alexander           |    |                   |
| 15 | Present Information Center |    |                   |
| 16 | Beverly Hall               |    |                   |
| 17 | St. Joseph's Hall          |    |                   |
| 18 | Conception Seminary        |    |                   |
| 19 | St. Joseph Hall            |    |                   |
| 20 | St. Ann Hall               |    |                   |
| 21 | St. Joseph Hall            |    |                   |
| 22 | St. Joseph Hall            |    |                   |
| 23 | St. Joseph Hall            |    |                   |
| 24 | St. Joseph Hall            |    |                   |
| 25 | St. Joseph Hall            |    |                   |
| 26 | St. Joseph Hall            |    |                   |

\*For emergency use only

1/8" = 1/4 mile

# Seton Hall University's Event Request Form

Organization/Department \_\_\_\_\_

Contact name \_\_\_\_\_ Phone number \_\_\_\_\_

Event Name \_\_\_\_\_

Description of Event

\_\_\_\_\_

\_\_\_\_\_

Date(s) Requested \_\_\_\_\_ Day(s) of the week Sun Mon Tue Wed Thurs Fri Sat

Time event begins \_\_\_\_\_ Time event ends \_\_\_\_\_

Set-up Time needed before the event \_\_\_\_\_ Breakdown time needed \_\_\_\_\_

Room(s) Requested \_\_\_\_\_

Number of Attendees expected \_\_\_\_\_ Open to the public Yes No

\*The organization/department sponsoring the event is responsible for all event-planning arrangements. The organization/department is required to leave the facilities and/or equipment in the same condition as which it was lent. Please sign below acknowledging that you have understood and agreed to this information.

Responsible party signature \_\_\_\_\_ Date/time \_\_\_\_/\_\_\_\_/\_\_\_\_ :\_\_\_\_ am

Please attach information about your organization, purpose and content of the event and submit this request to:

University Affairs Events Department  
Public Relations and Marketing  
Seton Hall University  
457 Centre Street  
South Orange, NJ 07079

Or

Fax to:  
(973) 378-9812

---

### Event Management Use ONLY

APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_ Signature \_\_\_\_\_/\_\_\_\_/\_\_\_\_ Date

Notes: \_\_\_\_\_

\_\_\_\_\_

## Event Planning Time Line

### **4 months prior to event**

- Select the date, but before confirming it clear the date with important participants.
- Select a location and send the Event Request Form to the University Affairs Events Department. This department must grant approval for all outside organizations before a reservation can be confirmed.
- Make room request. Follow reservation procedures outlined in the Facility Guidelines section of this manual.
- Develop a rain plan if the event is to be held outdoors. Make alternate reservations.
- Begin to keep a file for you event. Remember to keep copies of all correspondence/arrangements.
- After room requests are confirmed, conduct a site inspection. While inspecting the room check the room set-up and contents. Some rooms may already have podiums, tables and chairs. If not, these items must be arranged for if necessary. Also, make note of where the light switches and fire exits are located.

### **3 months prior to event**

- Select a theme/ objective for the event.
- Confirm a master of ceremonies and program speakers.
- Reserve entertainment and photographer(s), if necessary.
- Reconfirm room reservations.
- Determine program and agenda layout.
- Plan promotion and publicity.
- Select and order gifts/giveaways/recognition items and get them engraved, if necessary.
- Decide on a guest list.

### **2 ½ months prior to event**

- Have design for invitations finalized and brought to a printer.
- If using a mailing house- prepare a request for labels or information on disk for delivery to mail house at the same time as invitations.
- Make hotel arrangements for guests, if necessary.
- Make travel/accommodation arrangements for speakers/VIP's.

### **2 months prior to event**

- Determine communication and audio/visual needs for speakers.
- If the event requires audio/visual needs, check if the reserved rooms are technology enabled at <http://tltc.shu.edu/support>. If necessary, contact a sound system technician or the Media Center for any additional audio/visual needs.
- Create or have directional and/or welcome signs made if necessary.
- Select the menu(s). Decide on a per person cost based on your budget.
- Inform security of this event and make arrangements for any special needs.
- Complete insurance form (for non-University users only - see Insurance Information in this manual)
- If you are expecting any media to attend, contact the Public Relations Department.

### **1 month prior to event**

- Address invitations and set a mailing date.
- Finalize decorations and facility arrangements.
- Secure the extra staffing needed for greeting, ushering and check in.
- Reserve any rentals such as tables, chairs, podiums, tents, etc...
- Retrieve the proper fire and town permits when using alcohol, banners and tents.
- Order flowers, if necessary.
- Arrange with the Physical Plant Department any special moving and or electrical needs.
- Insure all checks for vendor payment are confirmed for pickup on the day of the event unless otherwise arranged.

### **Three weeks prior to your event**

- Make arrangements for incidentals (microphone, podium, decorations, etc.)
- Contact housekeeping and inform them of your event and any special needs.
- Decide on room set-up and draw a diagram including tables, chairs, podium etc. Feel free to utilize the diagrams located in the manual. Review the set-up with the rental company and catering company.

-Continued on the next page-

## Event Timeline (continued)

### Two weeks prior to your event

- Accept reservations.
- Pick up all printed materials.
- Stuff registration packets if necessary.
- Finalize arrangements with vendors, set-up staff, security, food service, physical plant, housekeeping, etc.
- Confirm staff assistance and delegate responsibilities.
- Schedule delivery times for any vendors coming on campus and inform security for main gate or University Green access, if necessary.
- Confirm guests for an accurate head count.
- Confirm details with guest speaker including travel times and arrangements if necessary.
- Prepare briefing agenda for event staff to include:
  - Guest list with VIP attendees identified and profiled if necessary
  - Seating chart and reserved seating
  - Program details
  - Responsibilities
  - Event timeline

### The week of your event

- Prepare nametags and place cards if necessary.
- Provide caterer with a final head count, and finalize setup times and the menu selection.
- Print out the guest list in alphabetical order if necessary.
- Finalize seating chart if necessary.
- Brief greeters, volunteers, VIP escorts, if necessary.
- Gather all presentation items such as gifts, plaques, etc...
- Gather all items needed at the event; put them in one place to transport to event site. It may be helpful to bring an assortment of tools such as: tape, scissors, pens, markers, paper, stapler, Velcro tape, blank nametags, etc.
- Call security and double check all arrangements. Provide them with final itinerary and VIP information.

### The day of your event

- Arrive at the location at least two hours before the event. In some cases, it may be helpful to arrange to meet with the rental company and caterer just as they are setting-up for the event. This will ensure that the room and food will be in place and that you will not have to rearrange the room at the last minute.
- Check for rentals and food deliveries. Adjust the room set-up if necessary. For example: make sure no fire doors have been blocked with tables.
- Have all instructions, directions, phone numbers, keys, seating charts, programs, signage and guest lists with you.
- Check facilities to make sure lights are on and working, air conditioner/heating is on (if necessary) and all entrances utilized are open. If not contact Physical Plant (or the Boiler Room after 3:30pm and on weekends) and Security.
- Double check sound system.
- Check the facilities for cleanliness and call housekeeping if necessary.
- Check all room set-ups.
- Set-up registration table.
- Place your assistants/ greeters in key areas of the facilities.
- As the event planner, it is your responsibility to inform guests of the fire exits at the beginning of each event. See Fire Safety Procedures for Events on page 42.
- Relax and smile. Never let on to your guests that things may be less than perfect. Chances are no one but you will notice minor mishaps.

### Post Event

- Do a final accounting and processing of all invoices.
- Conduct post event follow-up meeting with staff.
- Keep notes on evaluation for events thereafter.
- If deemed appropriate, send thank you cards to participants, vendors, staff, etc.



# Budget checklist for your event

One of the first things that must be done is to compile a list of projected costs. If you are estimating the cost of an item, always try to err on the more expensive side than the least expensive side to avoid under budgeting.

Total budget \$ \_\_\_\_\_ Total cost per person \$ \_\_\_\_\_ # of invitees \_\_\_\_\_ # of attendees expected \_\_\_\_\_

Item	Needed	Order Date	Description / Amount	Vendor	Cost
<input type="checkbox"/> Printed Material					
<input type="checkbox"/> Invitations	Yes No				
<input type="checkbox"/> Postage/Mailing	Yes No				
<input type="checkbox"/> Programs/printing	Yes No				
<input type="checkbox"/> Signage	Yes No				
<input type="checkbox"/> Flyers	Yes No				
<input type="checkbox"/> Banners	Yes No				
<input type="checkbox"/> Other _____	Yes No				
<input type="checkbox"/> Rentals					
<input type="checkbox"/> Tables	Yes No				
<input type="checkbox"/> Chairs	Yes No				
<input type="checkbox"/> Coat racks	Yes No				
<input type="checkbox"/> Other _____	Yes No				
<input type="checkbox"/> Catering					
<input type="checkbox"/> Order # _____	Yes No				
<input type="checkbox"/> Order # _____	Yes No				
<input type="checkbox"/> Order # _____	Yes No				
<input type="checkbox"/> Table linens	Yes No				
<input type="checkbox"/> Award(s)	Yes No				
<input type="checkbox"/> Gifts / giveaways	Yes No				

-Continued on the next page-

Budget (continued)

Item	Needed	Order Date	Description / Amount	Vendor	Cost
<input type="checkbox"/> Flowers/plants					
<input type="radio"/> Stage	Yes No				
<input type="radio"/> Centerpieces	Yes No				
<input type="radio"/> Corsages	Yes No				
<input type="radio"/> Other _____	Yes No				
<input type="checkbox"/> Audio/visual equipment	Yes No				
<input type="checkbox"/> Sound system/lighting	Yes No				
<input type="checkbox"/> Photographer	Yes No				
<input type="checkbox"/> Speaker/fee	Yes No				
<input type="checkbox"/> Seton Hall's Grand Piano	Yes No				
<input type="checkbox"/> Housekeeping	Yes No				
<input type="checkbox"/> Security					
<input type="radio"/> Building open	Yes No				
<input type="radio"/> Special parking	Yes No				
<input type="radio"/> Guest passes	Yes No				
<input type="radio"/> Extra guard request	Yes No				
<input type="radio"/> Other _____	Yes No				
<input type="checkbox"/> Physical Plant					
<input type="radio"/> Move requests	Yes No				
<input type="radio"/> Electric needs	Yes No				
<input type="radio"/> Garbage cans	Yes No				
<input type="radio"/> Electrical needs	Yes No				
<input type="radio"/> Other _____	Yes No				

-Continued on the next page-

Budget (continued)

Item	Needed	Order Date	Description /Amount	Vendor	Cost
<input type="checkbox"/> Decorations	Yes No	_____	_____	_____	_____
<input type="checkbox"/> Band/ DJ/entertainment	Yes No	_____	_____	_____	_____
<input type="checkbox"/> Miscellaneous					
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
○ _____	Yes No	_____	_____	_____	_____
<b>TOTAL \$</b>					_____

NOTES:

## Seton Hall Phone Numbers

Seton Hall Departments	Phone
• Bookstore	(973) 761-9065
• Boiler Room (Phys. Plant Emergency #)	(973) 761-9378
• Campus Ministry	(973) 761-9545
• Conferences	(973) 761-9020
• Gourmet Dining Services	(973) 761-9559
• Health Services	(973) 761-9175
• Housekeeping	(973) 761-5243
• Housing and Residence life	(973) 761-9172
• Media Center	(973) 761-9554
• Parking Services	(973) 275-2445
• Physical Plant and Grounds	(973) 761-9454
• Public Relations	(973) 378-9834
• Public Safety and Security	(973) 761-9300
• Recreation Center Front Desk	(973) 761-9730
• Scheduling Office	(973) 275-2906
• Telecommunications	(973) 761-9214
• University Center Front Desk	(973) 761-9091

\*Please note – when on campus you can dial the last 4 digits of the phone numbers above from any courtesy phone.

## Preferred Vendors

For a full list of preferred vendors, go to [www.shu.edu](http://www.shu.edu), click on Faculty and Staff, click Procurement Department and then click preferred vendor list. The contact name and phone numbers are provided there. Each vendor listed is recommended as a result of a competitive bid they won. Campus users are strongly encouraged to use only those vendors listed for each commodity unless they can obtain the exact same item from another vendor at a lower price.

The following preferred vendors are recommended for event related purposes.

Commodity	Vendor/location	Contact name	Contact numbers
Balloons	Serendipity Designs P.O. Box 563 Union, NJ 07083	Janet Haggerty	(908) 964-0279 phone (908) 688-2203 fax
Blinds and drapes	Bloomfield Drapery 948 Paterson Ave. East Rutherford, NJ 07073	Steve Gold	(973) 777-3566 phone (973) 777-4402 fax
Bus Services	Academy Bus Tours P.O. Box 3218 Hoboken, NJ 07030	Nicole Rossmango	(800) 442-7272 x2237 phone (201) 420-8097 fax
Carpeting	Carpet, Etc. 166 Ridgedale Ave. Morristown, NJ 07960	Frank Keller	(973) 605-8181 phone (973) 605-5332 fax
Car rental/leases	Enterprise Rent-A-Car Valley Street South Orange, NJ 07079	John Buchanan	(973) 763-6670 phone (800) RENTACAR phone
Disc Jockey	3D DJ's 40 Country Club Lane East Hanover, NJ 07936	Bob Rafanello	(973) 887-7126 phone (973) 884-1899 fax
Entertainment	LaGuardia & Assoc. 25 Pompton Ave. Verona, NJ 07044	Jerry LaGuardia John Alati	(973) 571-9744 phone (973) 571-9740 fax
Flowers	Michael's Florist 280 Berkeley Ave. Bloomfield, NJ 07003	Alan L Quaglia	(973) 743-3132 phone (973) 743-8640 fax
	A New Leaf 15 Hoskier Rd. South Orange, NJ 07079	Harriet Tarnow	(973) 763-5055 phone (973) 763-6840 fax
*Food Service	Gourmet Dining 400 South Orange Ave. South Orange, NJ 07079	Fran Navarro	(973) 761-9559 phone (973) 761-9650 fax

-Continued on the next page-

## Preferred Vendors (continued)

Commodity	Vendor/location	Contact name	Contact numbers
Furniture Rental	Hodges Party Rentals 682 Main Street Belleville, NJ 07109	Roy Steele	(973) 759-6891 phone (973) 759-3830 fax
Hotel Services	Hilton Hotels 1170 Spring St. Elizabeth, NJ 07109	Robert Wilson	(908) 351-3900 phone (908) 351-9716 fax
Liquor	Bliwise Liquors 1267 Rt. 22 Mountainside, NJ 07018	Glenn Bliwise	(908) 233-1133 phone (908) 789-8699 fax
Limousine Service	Country Club Limo P.O. Box 2240 Newark, NJ 07114	Karen D'Andrea	(973) 242-4437 phone (973) 623-2207 fax
Photography	Bill Blanchard Photography 2296 Whittier St. Rahway, NJ 07065	Bill Blanchard	(732) 340-9197 phone (732) 340-9198 fax
	Linz Photography 20 Greenways Lane Lakewood, NJ 08701	Steve Linz	(732) 341-1900 phone (732) 341-1483 fax
Promotional Items Gifts, plaques, etc.	Signs and... P.O. Box 694 Nutley, NJ 07110	Lois Tirell	(973) 759-2330 phone (973) 450-1681 fax
	Imprint Avenue 835 E. Lamar Blvd. #376 Arlington, TX 76011	Jeff Christensen	(817) 275-0241 phone (817) 925-3762 fax
	Prime Promotions 159 Willow Grove Dr. Lincroft, NJ 07738	John Wittlieb	(732) 741-0075 phone (732) 741-9528 fax
Sound System	John Leone Sound P.O. Box 969 N. Elizabeth Station Elizabeth, NJ 07208	Kevin Leone Greg Leone	(908) 354-1705 phone (908) 820-4391 fax
Travel	Town &Country 3 S. Washington Ave. Bergenfield, NJ 07621	Karen Buehler	(201) 387-0776 phone (201) 387-2447 fax

\*=This vendor is contracted with Seton Hall. No other vendor with the same commodity is allowed to render services at Seton Hall.

# University Building List

## KEY:

- A** = Athletic Complex  
**C** = Academic Classrooms  
**E** = Event Rooms  
**O** = Office Building  
**P** = Priest Community Building  
**R** = Residence Hall  
**W** = Wheel chair accessible  
**W1** = Wheel chair accessible to the first floor only  
**WB** = Wheel chair accessible to the basement only

Alumni Hall.....	P/W
Alfieri Hall.....	O/W
Aquinas Hall.....	R/W
Arts Center.....	C/O/W1
Arts and Science Hall.....	C/W1
Bayley Hall.....	O/W1
Boland Hall.....	R/W
Cabrini Hall.....	R/W
Caroline D. Schwartz College of Nursing.....	C/W1
Corrigan Hall.....	C/O/W
Duffy Hall.....	C/O/E/W
Fahy Hall.....	C/O/W
George M. Ring Building.....	O
Gerety Hall.....	P/R/W1
Immaculate Conception Chapel.....	W
Kozłowski Hall.....	C/E/O/W
Lewis Hall/Immaculate Conception Seminary.....	P/R/W
Marshall Hall.....	P/O
McNulty Hall.....	O/C/W
McQuaid Hall.....	O/W1
Mooney Hall.....	C/O
Neumann Hall.....	R/W1
Physical Plant.....	O/W1
President's Hall.....	O/WB
Brennan Recreation Center.....	A/E/W
St. Andrew's College Seminary.....	P/R
Schwartz Hall.....	O
Security Building.....	O/W1
Serra Hall.....	R/W1
Theater-in-the-Round.....	E/W1
Bishop Dougherty University Center.....	E/O/W
Walsh Library.....	C/O/W
Xavier Hall.....	R/W

# Academic Classrooms

## Room Descriptions and Usage Guidelines

Classrooms range in size to seat between 15 and 60 people, and are located in various buildings on campus including:

- Arts Center
- Arts and Sciences Hall
- College of Nursing
- Corrigan Hall
- Duffy Hall
- Fahy Hall
- Kozlowski Hall
- McNulty Hall
- Mooney Hall

No classroom can be reserved until after academic scheduling is complete.

Classroom scheduling is allocated in the following preference:

1. Academic scheduling and Presidential events
2. University sponsored events
3. External constituents

For classrooms seating 15-60 people, there is a \$60 fee per day (for non-University users only).

The following classrooms are permanently set-up theater style, with capacities indicated. The fees are \$60 per room/per day unless otherwise indicated.

<u>Room</u>	<u>Capacity</u>	<u>Fee for non-University users</u>
• Nursing Amphitheater.....	150.....	\$250
• Science Amphitheater.....	215.....	\$250
• Arts and Science room 107.....	60	
• Arts and Science room 109.....	60	
• Fahy room 2.....	35	
• Fahy room 7.....	35	

### Reservation procedures:

**Internal Groups:** Contact the Office of Academic Resources and Services at ext. 9362. If deemed suitable, the Office of Academic Affairs office will send a confirmation form. The requesting party should complete the form and return it to the Office of Academic Resources and Services, 3<sup>rd</sup> floor, President's Hall. Upon successful review of the completed confirmation form, the Office of Academic Resources and Services personnel will reserve the requested space and send a confirmation to the requesting party. The hosting party is responsible to ensure that the location is returned to its original state at the conclusion of the event.

**External Groups:** An outside organization is required to send the Event Request Form (page 5) to the University Affairs Event Department. Upon approval from the University Affairs office, the external group will be directed to contact the Office of Community Development to reserve any space at the University (excluding the Atrium). If deemed appropriate, the Office of Community Development will obtain, complete and forward a reservation form to the Office of Academic Resources and Services. Upon successful review of the completed reservation form, the Office of Academic Resources and Services will reserve the space if available and send a confirmation to the Office of Community Development. The Office of Community Development will inform the external party of the outcome. The hosting party is responsible to ensure that the location is returned to its original state at the conclusion of the event. A fee and a refundable deposit may be required. If the host fails to properly return the reserved space to its original state satisfactorily, the deposit may be forfeited.



# Immaculate Conception Chapel

## Room Description and Usage Guidelines

**For Reservations email [drennama@shu.edu](mailto:drennama@shu.edu) or call (973) 761-9589.**

Office hours are Monday through Friday from 9a.m. to 5p.m. Only students, Alumni, and present University personnel may reserve the Chapel for Catholic Services. (Must have been a student for at least two years.)

### Description:

- There are thirteen pews on each side
- The maximum capacity is 182 people
- The center aisle is fifty feet long
- The Chapel is air-conditioned.

There is no fee for Baptisms, Anniversary Masses and Memorial Masses. A donation to the Chapel is greatly appreciated.

### Masses:

- There is a ten-dollar offering for Mass cards.
- Masses scheduled outside of the Main Chapel must be booked with the Parish secretary to reserve the Altar and reserve a Sacristan.
- For a deceased student: Campus Ministry will take responsibility to contact Student Affairs and Health and Counseling to arrange for a memorial mass and repast.
- For deceased faculty, administrator or staff person: The department of the deceased person is responsible for arranging a mass/memorial service. Campus Ministry will facilitate. If a mass is requested apart from the regular schedule, the department requesting the mass must obtain the priest.

### Baptisms:

- Couple must attend baptismal instructions within their own parishes.
- The couple must obtain a letter of permission from their pastor to have the baptism take place at Seton Hall and obtain their own clergy.
- At least one of the Godparents must be in full communion with the Roman Catholic Church.
- Please call the Parish secretary to reserve the Chapel.

### Weddings

- The couple must obtain a letter of permission from their pastor to have the wedding take place at Seton Hall. They must also obtain their own clergy.
- Weddings must be booked at least one year in advance.
- The chapel should be reserved prior to a banquet facility.
- There is a \$750 fee, which includes the organist, cantor, sacristan and other related fees.
- For cancellations, the fee is completely refundable up to 30 days prior to the wedding date.

# Kozlowski Hall

## Room Descriptions and Usage Guidelines

Kozlowski Hall, which opened in 1997, is a state of the art facility that houses the W. Paul Stillman School of Business, the College of Education and Human Services, the Center for Public Service and the Department of Psychology. This academic building is designed with computer and multimedia capabilities to enhance undergraduate and graduate teaching and learning. It includes more than 30 teaching rooms from seminar rooms seating eight, to an auditorium seating 393.

### Atrium

The Atrium is located on the fourth floor of Kozlowski Hall. Since the Atrium is not designed to host many of the functions that occur within the University, use of this room is limited. The Atrium may only be used to host certain functions for University sponsored events. University personnel may not reserve the Atrium for external groups.

*Description:* There are couches and chairs on a carpeted area, which is typically used as a student lounge. The rest of the room has a marble tiled floor and a very high windowed ceiling. Lights in this area come on automatically when it becomes dark outside. The room does not have any media or a/v equipment. It is not recommended to have an event that has a great deal of speaking in this room because the sound quality is not very good. Microphones and speakers would have to be arranged for any speaking to take place (Refer to the Media Center Guidelines for information on audio visual equipment). Please see the Atrium diagram on page 19.

### Auditorium

The Auditorium is a lecture hall with classrooms surrounding the area. The Auditorium is located on the first floor of Kozlowski Hall, with a balcony entrance on the second floor. Non-University users may be required to pay a fee for the use of this room.

*Description:* The Auditorium seats a maximum of 393 people. The 1<sup>st</sup> floor area seats 212, and the balcony on the second floor seats 81. The seats and stage are permanent. The stage is 17 feet deep and 50 feet wide. There is a grand piano on the stage, which cannot be removed, although it can be pushed aside. For information on requesting the use of the grand piano, please refer to the Grand Piano Guidelines on page 34. Media equipment located in the Auditorium includes: 16' x 20' screen, audiotape recorder/player, CD player, VCR, LCD projector, VGA connection, capability for twelve microphones, 1 wireless hand held microphone, 1 lavalier microphone, wireless network capability and three LAN connections. Microphones and media equipment need to be arranged prior to an event (Refer to the Media Center Guidelines for information on audio visual equipment). Please see the Auditorium diagram on page 20.

### Conference Room 132

Conference Room 132 is located on the first floor of Kozlowski Hall and seats a maximum of 25 people. There is a conference table and chairs, which cannot be removed from the room. There is also a dry erase board at the head of the table, although dry erase board markers are not provided. There is a \$60 fee for non-University users only.

### Conference Room 231

Conference room 231 is located on the second floor of Kozlowski Hall and seats a maximum of 14 people. There is conference table and chairs, which cannot be removed from the room. There is also a dry erase board at the head of the table although dry erase board markers are not provided. There is a \$60 fee for non-University users only.

### Reservation Procedure for the above areas:

**Internal Groups:** Contact the Office of Academic Resources and Services at ext. 9362. If deemed suitable, the Office of Academic Affairs office will send a confirmation form. The requesting party should complete the form and return it to the Office of Academic Resources and Services, 3<sup>rd</sup> floor, President's Hall. Upon successful review of the completed confirmation form, the Office of Academic Resources and Services personnel will reserve the requested space and send a confirmation to the requesting party. The hosting party is responsible to ensure that the location is returned to its original state at the conclusion of the event.

#### *Flags and banners:*

Internal groups may also contact the Office of Academic Resources and Services to request the use of academic banners, United States, Papal, New Jersey and Seton Hall flags. Upon approval of this request, the requesting party is responsible to arrange for these items to be moved to the event location and returned in the same condition it was lent. The responsible party will be held accountable for damage or loss of any of these items. The Physical Plant department can be contacted to move these items for a fee. See Physical Plant under the Departmental Policies and Procedures section in this manual.

-Continued on the next page-

## **Kozlowski Hall (continued)**

**External Groups:** An outside organization is required to the Event Request Form (page 5) to the University Affairs Event Department. Upon approval from the University Affairs office, the external group will be directed to contact the Office of Community Development to reserve any space at the University (excluding the Atrium). If deemed appropriate, the Office of Community Development will obtain, complete and forward a reservation form to the Office of Academic Resources and Services. Upon successful review of the completed reservation form, the Office of Academic Resources and Services will reserve the space if available and send a confirmation to the Office of Community Development. The Office of Community Development will inform the external party of the outcome. The hosting party is responsible to ensure that the location is returned to its original state at the conclusion of the event. A fee and a refundable deposit may be required. If the host fails to properly return the reserved space to its original state satisfactorily, the deposit may be forfeited.

### **5<sup>th</sup> Floor Stillman Room**

The Stillman Room has a conference table, which can seat up to 10 people. There are two armchairs and a small round table. The room can comfortably hold approximately 12 people. The walls are glass, and there is an opening in the ceiling to the 6<sup>th</sup> floor lounge. If you are having a private event, you may want to reserve both the 5<sup>th</sup> and 6<sup>th</sup> floor areas so that another group does not occupy the other space.

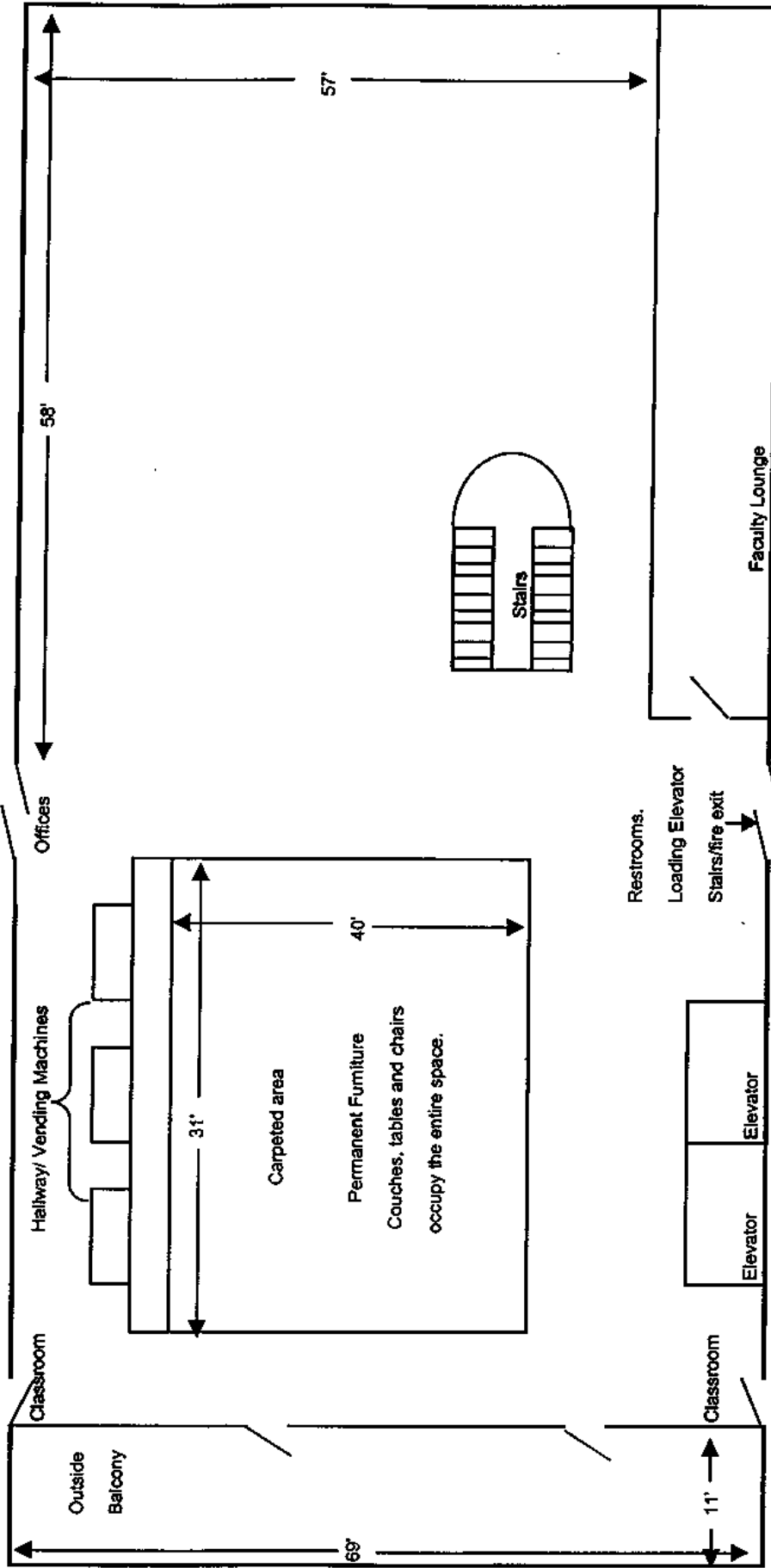
### **6<sup>th</sup> Floor Faculty Library**

The Library has two large round tables, which can seat up to 10 people at each. There is a couch, two armchairs and a coffee table. The room can comfortably hold approximately 25 people. The walls are glass, and there is an opening in the floor to the 5<sup>th</sup> floor Stillman Room. If you are having a private event, you may want to reserve both the 5<sup>th</sup> and 6<sup>th</sup> floor areas so that another group does not occupy the other space.

### **Reservation Procedure for the 5<sup>th</sup> and 6<sup>th</sup> floor areas:**

\*To request for a reservation, contact Dolores Condon at (973) 761-9013 or extension 9013 from a campus phone. Upon approval, the requesting party is responsible to leave the room in the same condition as it was lent. If there is any food/decorations, the room must be cleaned. The hosting party is responsible to ensure that the location is returned to its original state at the conclusion of the event. A fee and a refundable deposit may be required. If the host fails to properly return the reserved space to its original state satisfactorily, the deposit may be forfeited.

### Atrium – located on the 4<sup>th</sup> floor of Kozlowski Hall

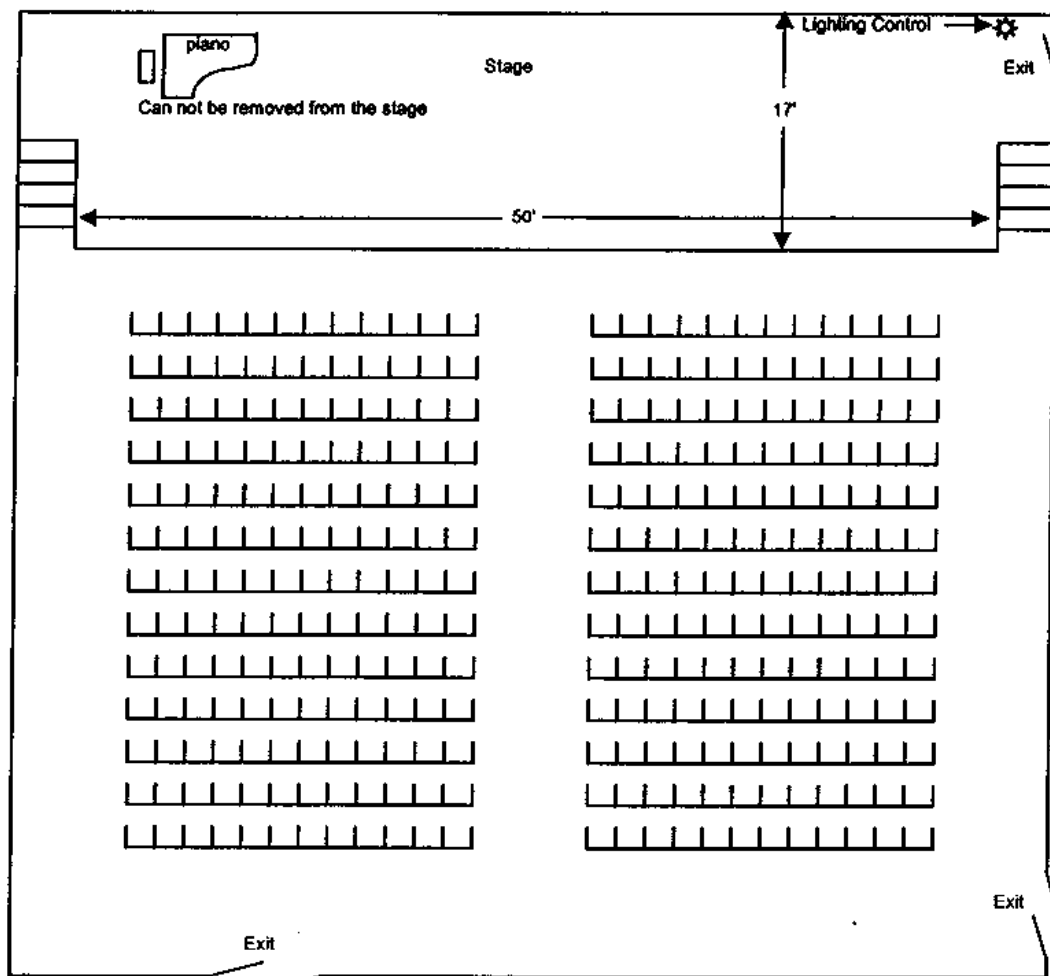


Rental fee..... no fee (only used for university related events)

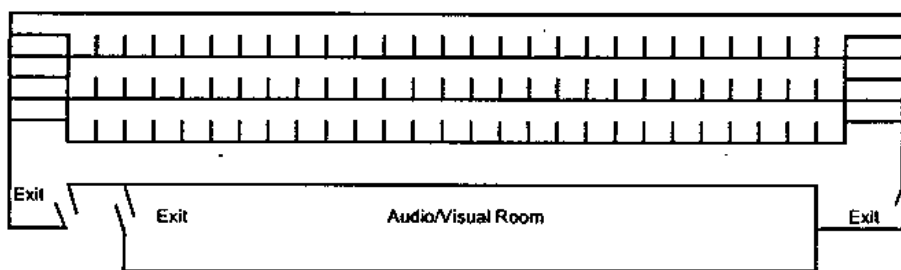
**Room Capacity (excludes carpeted area)**

Reception/cocktails.....	150
Theater style.....	150
Buffet Dinner.....	100
Dinner w/o dance floor.....	120
Dinner w/ dance floor.....	100

**Auditorium – located on the 1<sup>st</sup> and 2<sup>nd</sup> floors of Kozlowski Hall**



**First Floor - Seats 312**



**Second Floor Balcony - Seats 81**

A fee may apply to non-University users only for the use of this room.

**Room Capacity**

Theater style.....	393
First Floor.....	312
Second Floor.....	81

# Media Center

## Room and equipment descriptions and Usage Guidelines

In order to maintain the highest quality of service to the community, the Teaching Learning and Technology Center (TLTC) respectfully requires that two-business days notice be given for any equipment or facility use request. Please note that all requests must be in writing, in the form of an email to [mediacenter@shu.edu](mailto:mediacenter@shu.edu). Requests are handled on a first come first serve basis. Use of the Interactive Television Classroom (ITV), the Beck Rooms A, B, C or special equipment can be arranged by following the procedures outlined below. Any questions regarding the technology in these rooms please contact Ron Myzic, Assistant Director of the TLTC, at [myzieron@shu.edu](mailto:myzieron@shu.edu) or (973) 275-9429 to discuss your needs or concerns.

Access to TLTC resources is permitted within the operating hours of the TLTC and/or the Walsh Library. The TLTC will not allow the use of its resources outside of the normal operating hours of the Library unless confirmation of early or late openings of the Library is received from the Dean of the Library. Once a confirmation is received the TLTC will reserve the resources requested if available, and schedule the necessary support for the times requested.

The Beck Rooms are heavily used for classes requiring Beck-specific equipment and facilities, special programs and lectures, meetings, conferences, etc. Because of the diversity of uses for the rooms and their special nature, the Beck Rooms CAN NOT BE USED for regularly scheduled recurring classes or programs. The Beck Rooms are not classrooms. Requests to conduct regular classes or recurring programs that may exclude all other users cannot be honored.

### Beck Rooms A, B and C

TLTC can be contacted to reserve Beck Rooms A, B and/or C located on the first floor of Walsh Library. This room is perfect for conferences, meetings or lecture series. Each section of the Beck Room can hold 30 people, for a total of 90 people maximum. The furniture in this room is also designed so the room can be set up in almost any way, from a lecture series format to meeting style. Beck Room A and B can also be divided by request into two smaller rooms, or combined with Beck Room C to make one larger room.

Media equipment is located in section A or B including: LCD projector, 10foot screen, VCR, sound system, two microphones, podium, cable TV, LAN connection, wireless capabilities, phone jack and three dry erase boards. If you require media equipment in Beck Room C, arrangements must be made with the TLTC at least two weeks prior to the event. The fee required for non-University users for use of Beck Rooms A, B and C is \$750 per day, for just A and B \$500 per day, and for just one section either A, B or C \$250 per day. Please see the Beck Room diagram, fees and capacity information on page 23.

### ITV Room

TLTC can also be contacted to reserve the ITV room located on the first floor of Walsh Library. It is equipped with the technology necessary to conduct and participate in videoconferences from around the world. This room has a permanent conference table with approximately 12 chairs. There are additional desks and chairs surrounding the conference table for a maximum capacity of 25 people. There is media equipment installed in the ITV room including: LCD projector, ISDN and IDLS for conferencing capabilities, document camera, VCR, PictureTel Videoconferencing System, six table microphones, audio conferencing, screen and dry erase board. The fee required for non-University users for use of ITV room is \$750 per day.

If you are requesting any other service of the TLTC, in support of your on campus event, the TLTC requires a two week notice and a meeting with Eva Gale, Assistant Director of the TLTC, at [galeeva@shu.edu](mailto:galeeva@shu.edu) or (973) 275-9522 to plan the support of your event and discuss any additional staffing needs and costs that may be necessary to support your event successfully.

**Please note that classroom activities take priority over any other service provided by the TLTC. We reserve the right to bring in additional resources for a non-classroom activity or any activities that are outside the normal operating hours of the TLTC. Any costs related to these additional resources will be charged to the department requesting the service, via an electronic IDT. This IDT must be signed and returned to the TLTC prior to a confirmation of support or equipment use.**

If you have any questions or concerns relating to these policies and procedures, please contact Paul Fisher, Associate Director of the TLTC at extension 2929 (on campus) and 973-275-2929 (off campus).

-Equipment rental fees continued on next page-

## Media Center (continued)

One of the services provided by TLTC is the renting of equipment to outside organizations that are not affiliated with Seton Hall University. Listed below are the resources and their current cost. Prices are subject to change.

### Media Center Equipment Rental for Events - charged only to outside organizations

<u>Equipment</u>	<u>Rental fee per day</u>
Easel	\$10.00
Laser Pointer	\$35.00
Projector cart	\$15.00
35mm slide Projector	\$30.00
Dual Projector Dissolve	\$35.00
Overhead Projector	\$30.00
13" VCR/TV Combo	\$35.00
20" VCR/TV Combo	\$95.00
LCD Projector 800x600	\$450.00
LCD Projector 1024x768	\$600.00
VCR	\$50.00
Document Camera	\$275.00
Microphone, Corded with stand	\$25.00
Microphone, wireless or Lavalier	\$125.00
Portable PA System	\$80.00
Audio Cassette/CD Player	\$50.00
All Portable Screens	\$25.00
*Video Camera w/Tripod	\$100.00
Technician (Per Hour)	\$35.00
ITV Room - (All Day)	\$750.00 plus cost of call and any refreshments

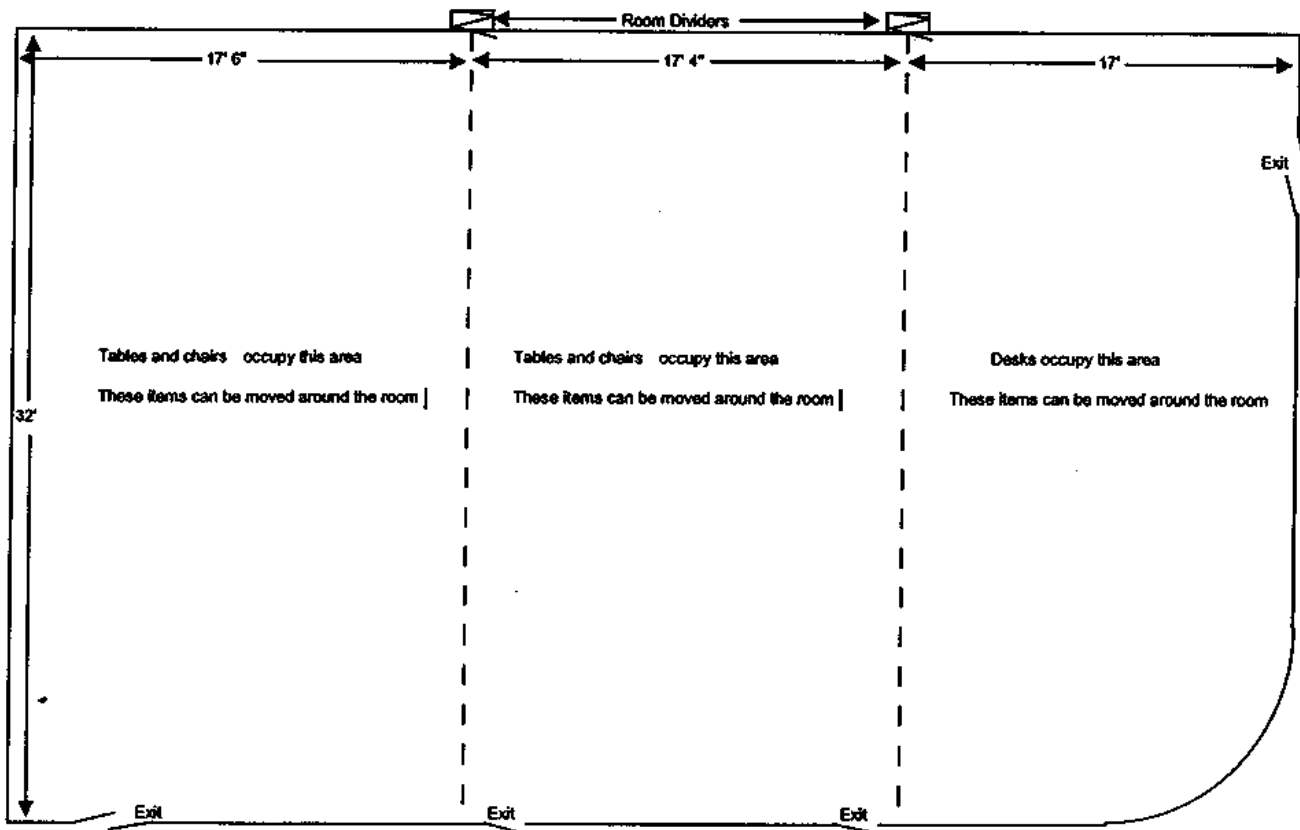
\*TLTC is does not provide a cameraperson to videotape classes or on-campus events. Camcorders may be requested for use, but the user is responsible for obtaining a camera-operator.

For complete descriptions of the following information and services also provided by the Media Center, please go to <http://tltc.shu.edu/support>:

- Available equipment
- \*Production Services
- \*Loaner laptop guidelines
- Technology enabled classroom lists

\*For use only by Seton Hall University Community members

Beck Rooms A, B and C – located on the first floor of Walsh Library.



Rental fee applies to non-University users only.

Room	Fee	Room Capacity
A, B and C.....	\$750 per day.....	90
A and B.....	\$500 per day.....	60
Per section (A, B or C).....	\$250 per day each section.....	30
Rooms with equipment installed.....	\$100 per day for use of the equipment	

Equipment is built in for use in ABC or AB. Equipment must be ordered separately for C, please see Media Center Guidelines on page 21 -22.



# Recreation Center

## Room Descriptions and Usage Guidelines

**For Reservations email [sponzoke@shu.edu](mailto:sponzoke@shu.edu) or call (973) 275-2849.**

All requests must be made at least six months in advance. All events must be cleared through the Assistant Director of Facilities before a confirmation is made to the requestor. Office hours are Monday through Friday, 9am – 5pm.

No events can be scheduled until intercollegiate athletics schedules have been completed for the calendar year.

Events are scheduled in order of the following preference:

1. Athletics events/practices
2. University events
3. External events related to the University
4. External events not related to the University

Room rental fees vary upon each event. There may be additional fees for housekeeping and security costs.

The Recreation center will perform the following tasks, which may be added to the rental fee:

- Set-up and breakdown of Walsh Gym and Field House equipment, (i.e. floor cover)
- On-site personnel

### Facility Description

#### Walsh Gym

- 88' x 124'
- Stage – 67' x 26'
- 1200 lecture style
- 800 dinner with dance floor
- 850 dinner with no dance floor
- Balcony area seats 926
- The Walsh Gym is unavailable from September 1 until June 1
- All non-athletic events in Walsh Gym requires the floor to be covered

#### Field House

- 300' x 165' (or 49,500 square feet)
- Seating capacity varies
- Any food or beverage service requires the floor to be covered
- If there are any special power or lighting needs, Physical Plant assistance would be required

### Regular Hours of Operation

Monday – Thursday	7am – 10pm
Friday	7am – 9pm
Saturday	10am – 8pm
Sunday	10am – 10pm

### Summer Hours of Operation

Monday – Friday	7am – 8pm
Saturday – Sunday	10am – 4pm

# University Center

## Room Descriptions and Usage Guidelines

The Bishop Dougherty University Center is named for Bishop John J. Dougherty, president of Seton Hall from 1960 through 1970. This modern building contains the Galleon Room/food court, and art gallery, the Theater-in-the-Round, a student study lounge, student publications, student government, administrative offices, and student clubs and organizations.

### Chancellor's Suite

The Chancellor's Suite is located on the lower level of the University Center. Non-University users are required to pay a fee of \$650 per day for use of this room.

*Description:* The Chancellor's Suite has a maximum capacity of 250. The walls are pink and the carpet is green. There is a small un-carpeted area in the center of the room that may be used as a dance floor. Numerous chandeliers hung from the ceiling light the room. There is a sound system in the room. Arrangements for stage, tables and chairs must be made with the Community Development department at (973) 761-9590. Please see the room diagram on page 28.

### Duffy Hall Graduate Lounge

The Duffy Hall Graduate Lounge is located on the second floor of Duffy Hall. Although this room is not located in the University Center, the same reservation information applies. Non-University users are required to pay a fee of \$75 per day for the use of the room.

*Description:* The room is equipped with tables and chairs, which can be rearranged. The maximum capacity for this room is 46 people. Please see the room diagram located on page 29.

### Faculty Lounge

The Faculty Lounge is located on the third level of the University Center. Non-University users are required to pay a fee of \$500 per day for the use of this room.

*Description:* The Faculty Lounge has a maximum capacity of 40 people. The room has a lounge set-up on one side with a couch, chairs and coffee table. The other side can be set-up lecture style or for a dinner. There is a permanent buffet table on a wall. Arrangements for tables and chairs must be made with the Community Development department at (973) 761-9590. Please see the room diagram located on page 30

### Galleon Lawn and University Green

The Galleon Lawn is located next to the University Center and faces South Orange Avenue. Only internal organizations and groups may request the use of this space. The University Green is located in the center of campus. If you are interested in requesting either of these areas you must send a detailed proposal to the Community Development Department. If approved the requesting party is responsible for the following:

- Ensuring that there are sufficient garbage receptacles.
- \*While class is in session, events in which involve amplified sound (DJ or band) are permitted to use outdoor space from Friday at 12pm to Sunday at 5pm only, or at the discretion of the Scheduling Office.
- \*Events without loud amplified sound are permitted to use outdoor space Monday through Sunday.
- Any event that requires electrical power must contact the Physical Plant Department.
- If events require tables, chairs, etc., the group must insure that roads and sidewalks are cleared for emergency vehicles.

\*Please contact the Community Development Office at (973) 761-9590 for specific information on sound ordinances.

-Continued on the next page-

## University Center (continued)

### Main Lounge

The Main Lounge is located on the main level of the University Center. Non-University users are required to pay a fee of \$1,000 per day for the use of this room.

*Description:* The Main Lounge has a maximum capacity of 500 people. The dimensions of the room are 70' x 72'. The walls are off white and the windows are covered with gray drapes. The lighting control is located in the Foyer area, and has four lighting scenes. The room has sound and stage lighting capabilities. There is a patio adjacent to the room, with permanent wood tables and chairs. Arrangements for stage, tables, chairs and audio/visual needs must be made with the Community Development department at (973) 761-9590. Please see the room diagram located on page 31.

### Pirate's Cove

The Pirate's Cove is located on the main level of the University Center. This room is only available on weekends and in the summer. Non-University users are required to pay a fee of \$900 per day for the use of this room.

*Description:* The Pirate's Cove has a maximum room capacity of 150 people. The room is set-up like a coffee house. During the academic year, this room is used for students on the weekdays. There is a permanent stage and booths. There are couches, arm chairs, small round tables with chairs and taller tables with stools. There are also stools surrounding a serving area. The lights are dim. The room does have sound capabilities. Arrangements for audio/visual needs must be made with the Community Development department at (973) 761-9590. Please see the room diagram located on page 32.

### Theater-in-the-Round

The Theater-in-the-Round is located on the main level of the University Center. Non-University users are required to pay a fee of \$600 per day for the use of this room.

*Description:* The maximum capacity of the room is 350. There are 296 fixed seats. The room is typically used for theater performances, and all requests for reservations would have to be approved through the theater department. The Theater Department can be contacted at (973) 275-2790 or extension 2790 from campus.

### University Club

The University Club is located on the third level of the University Center. Non-University users are required to pay a fee of \$500 for the use of this room.

*Description:* The University Club has a maximum capacity of 100 people for a reception and 60 people for a sit down dinner. The room has a permanent buffet in the center area and permanent tables. The room is also equipped with tables and chairs. This room cannot be used for lectures. Please see the room diagram located on page 30.

### Reservation policy for the above areas:

**\*Internal Groups:** All requests for use of campus facilities, other than for the regularly scheduled classes must be approved and/or cleared through the Community Development Scheduling Office. Seton Hall organizations can contact the Scheduling office directly at (973) 275-2906.

**\*External Groups:** Must contact the Public Relations and Marketing Department at (973) 378-9833 prior to contacting the Scheduling Office. Once approved, the organization will be directed to contact the Office of Community Development to request a room reservation.

The University obtains the right to substitute rooms of comparable size at any time upon notification to the event organizer.

**\*Every organization must complete a reservation request form and mail, fax or interoffice the document to the Scheduling Office in Community Development. Room reservation requests require at least 72 hours confirmation. Confirmation forms will be mailed back to the requestor. Room reservations are not approved without authorization by the appropriate member of the Department of Community Development. No events can be scheduled outside of the University Center hours of operation.**

-Continued on the next page-

## University Center (continued)

### \*Hours of operation:

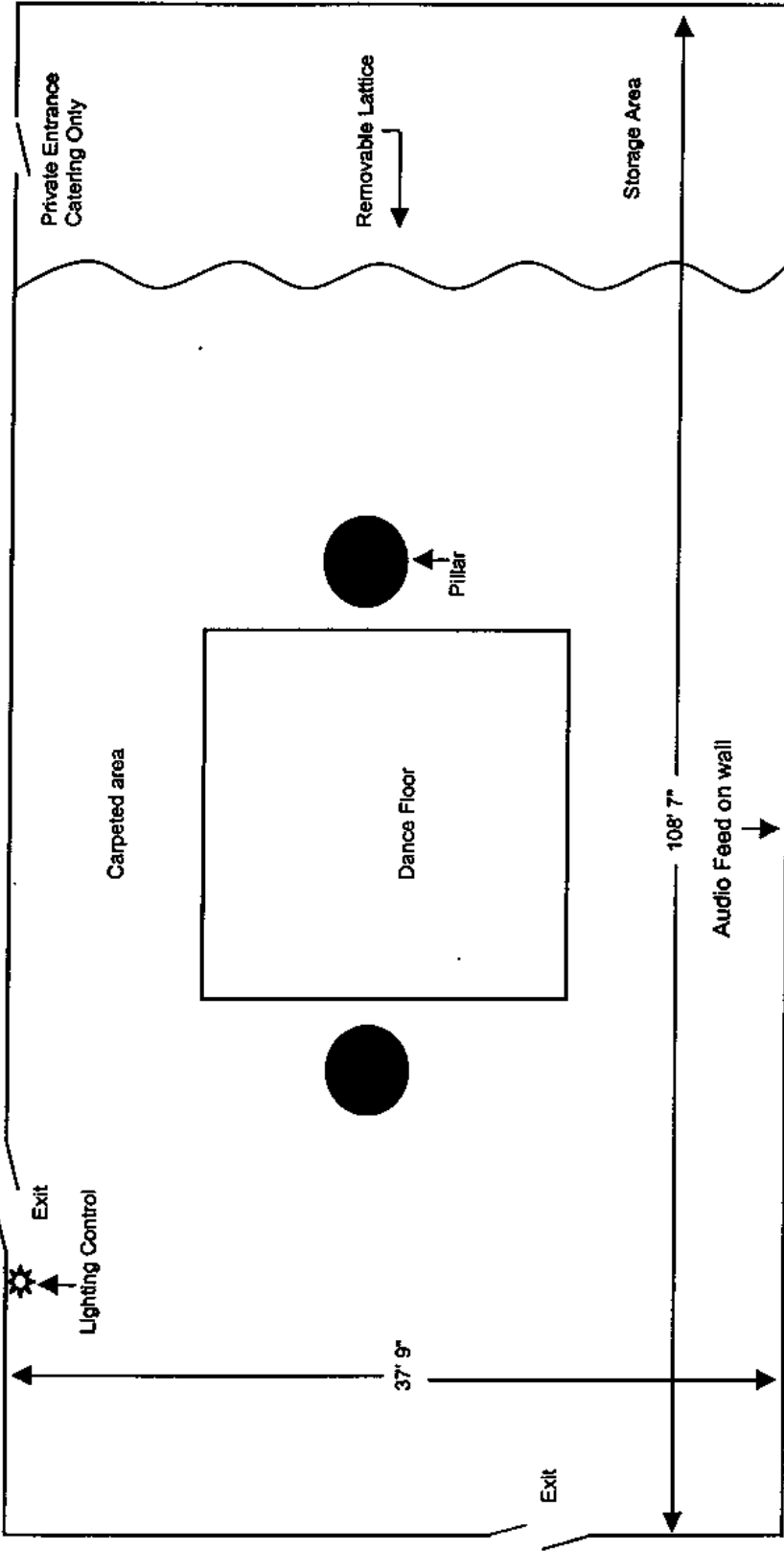
Monday through Thursday.....8am – 1am  
 Friday & Saturday .....8am – 12am  
 Sunday..... 10am – 11pm

\*When classes are not in session the building is open Monday through Friday until 6pm and the building is closed on the weekends. These hours are subject to change

Upon room confirmation, the requesting party is responsible and should be aware of the following:

- The Scheduling Office must be notified of any cancellations at least one week prior to the event. A non-refundable deposit of \$100 is required before an event can be confirmed. Full payment is due five business days prior to the event.
- If tickets are to be sold, ticket sales must go through the ticket office located in the University Center on the first floor.
- Events are not allowed to exceed the fire code capacity of the room. Please see room descriptions for fire code capacity above.
- Arrangements for equipment and room set-up must be made at least two weeks in advance. There may be additional charges for equipment usage and/or difficult or large set-ups.
- There may be additional charges for special events, clean up, etc.
- Room charges for the Theatre-in-the-Round do not include professional sound and stage lighting. General lighting is provided.
- Making sure that the event has the proper security coverage. Please see Security Guidelines on page 41.
- External groups are required to provide their own insurance in accordance with the University's policies and procedures. Please see Insurance Information on page 44.
- Events where alcohol is served must be in accordance with the Seton Hall policy. Please see Alcohol Permit information on page 43.
- Event organizers are responsible for all losses or damages incurred during their occupancy.

### Chancellor's Suite – 1<sup>st</sup> floor of the University Center

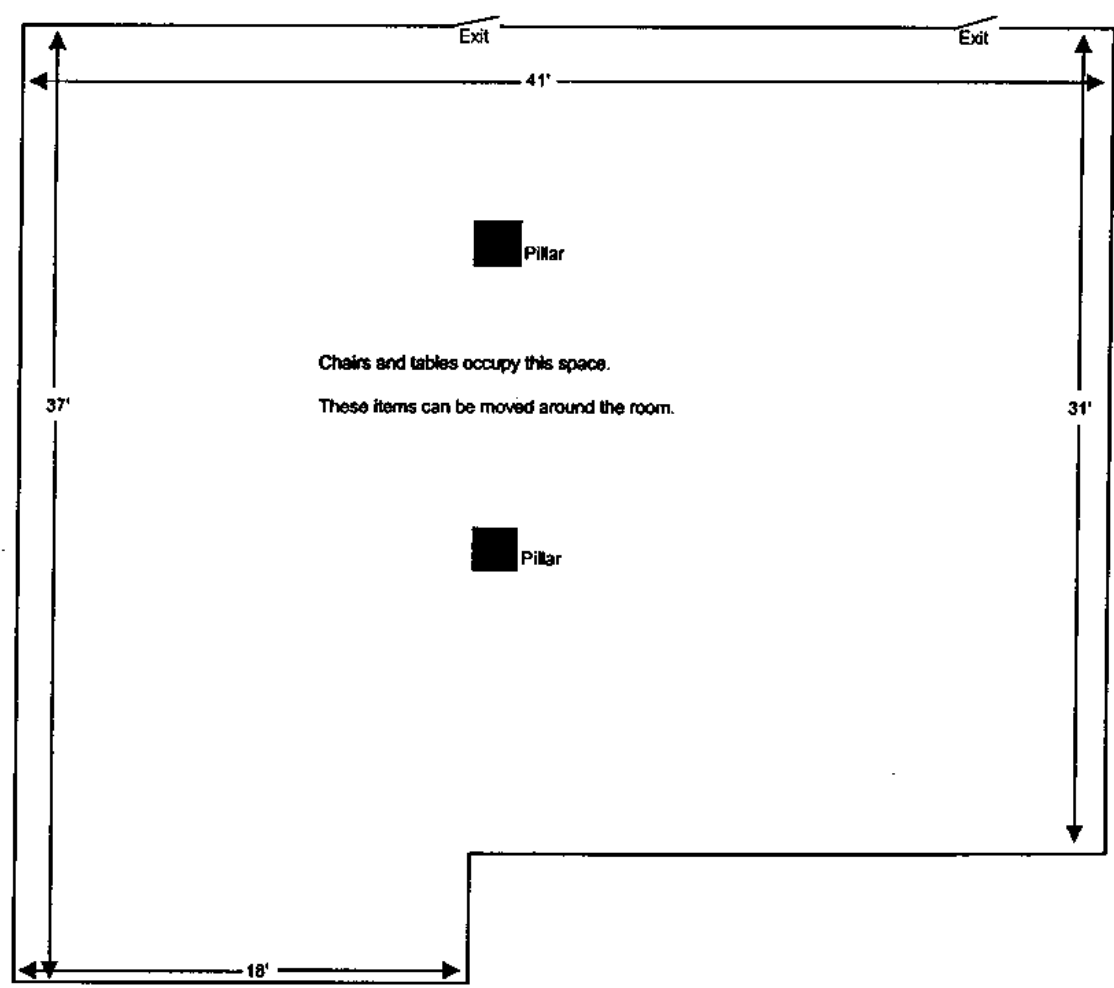


Rental fee.....\$650 per day (fee applies to non-University users only)

Room Capacity

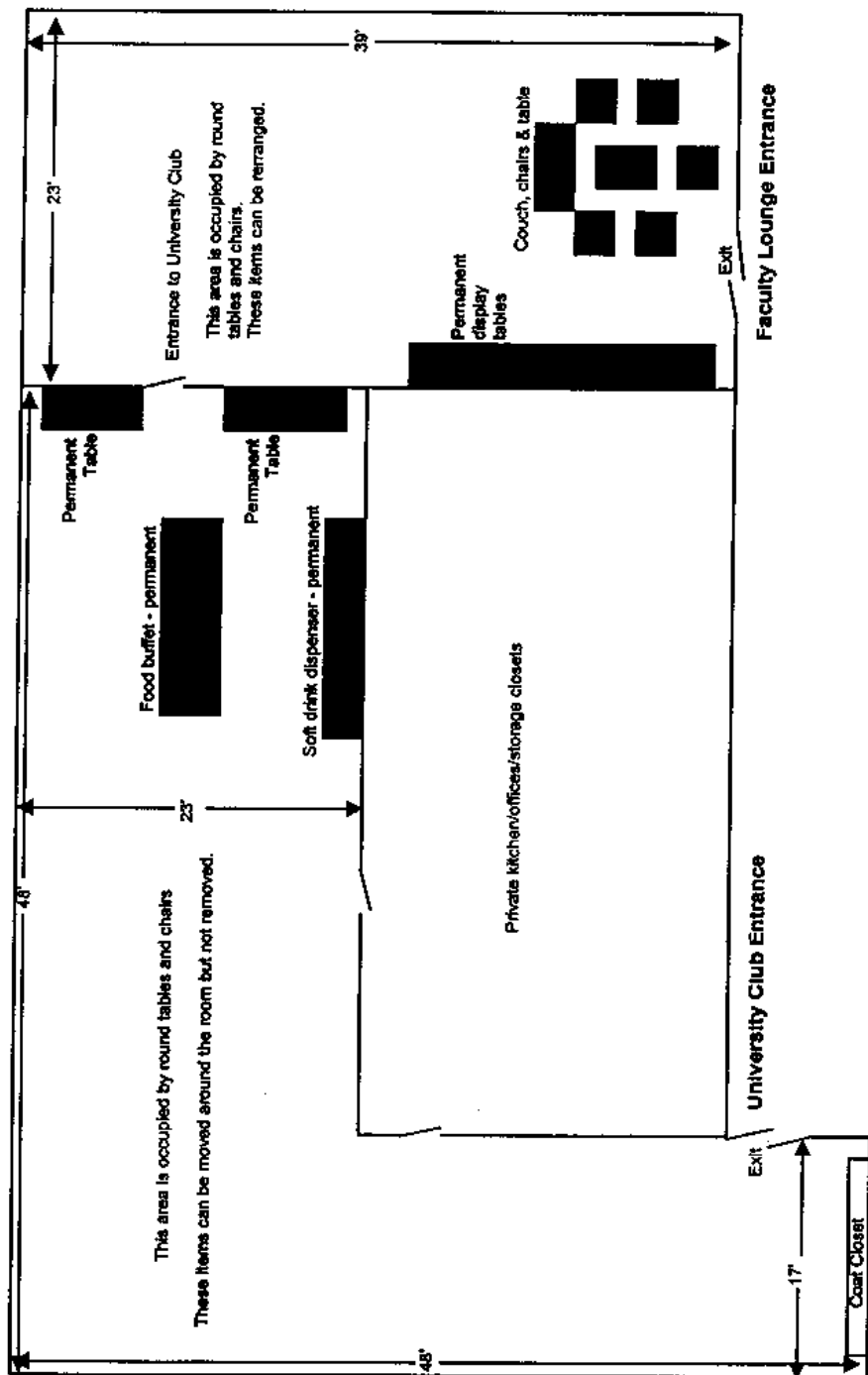
- Reception/cocktails..... 250
- Theater style..... 250
- Dinner w/o dance floor..... 200
- Dinner w/ dance floor..... 160
- Buffet Dinner..... 160

### Duffy Graduate Lounge -- located on the second floor of Duffy Hall.



Rental fee.....\$75 per day (fee applies to non-University users only)  
Room Capacity  
Theater/meeting style..... 46

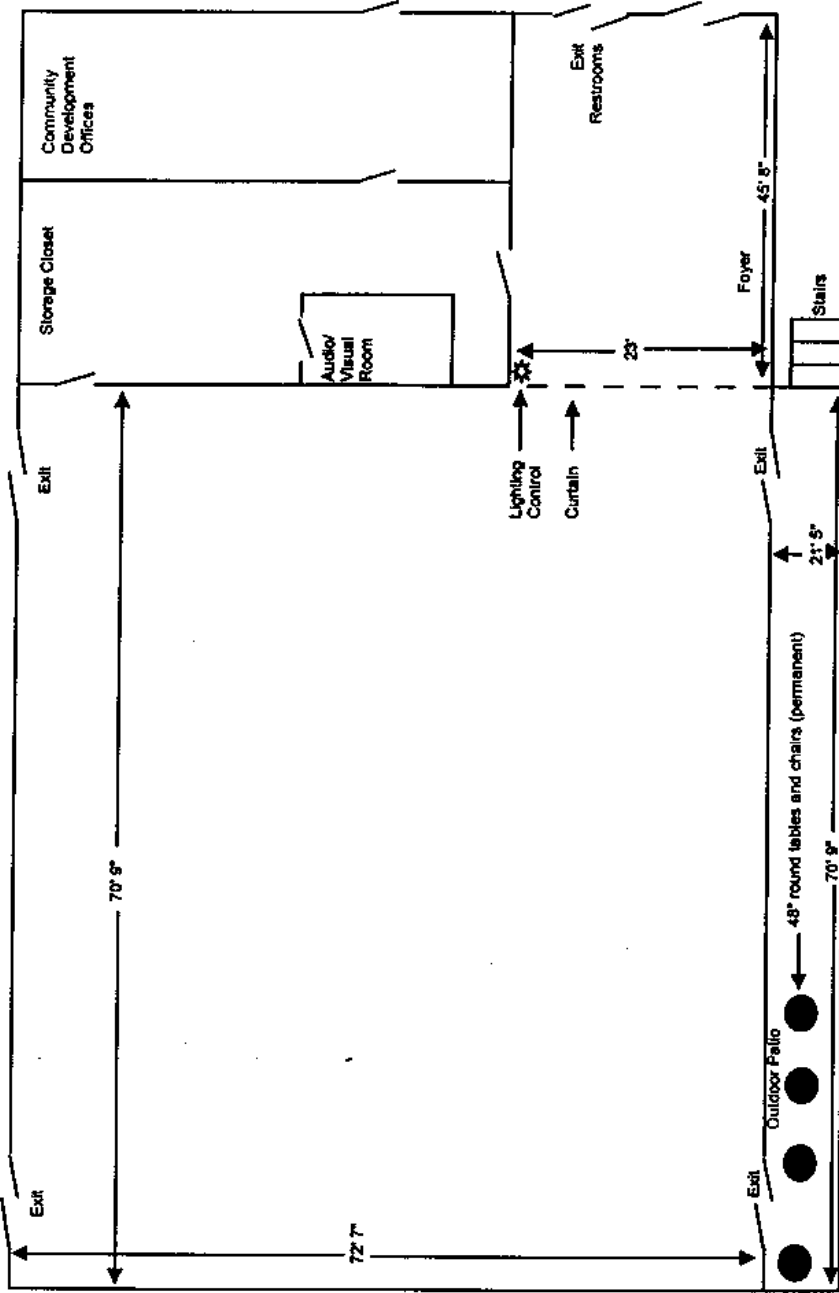
# Faculty Lounge and University Club - 3rd floor of the University Center



<b>University Club</b>	<b>Faculty Lounge</b>
*Rental fee..... \$500 per day	*Rental fee..... \$500 per day
<b>Room Capacity</b>	<b>Room Capacity</b>
Dinner w/o dance floor..... 65	Dinner w/o dance floor..... 40
Buffet Dinner..... 65	Buffet Dinner..... 40

\*(Fee applies to non-University users only)

# Main Lounge — located on the second floor of the University Center



## Main Lounge

\*Rental fee..... \$1,000 per day

Room Capacity

Reception/cocktails.....	450
Theater style.....	500
Dinner w/o dance floor.....	400
Dinner w/ dance floor.....	370

\*(Fee applies to non-University users only)

## Main Lounge Foyer

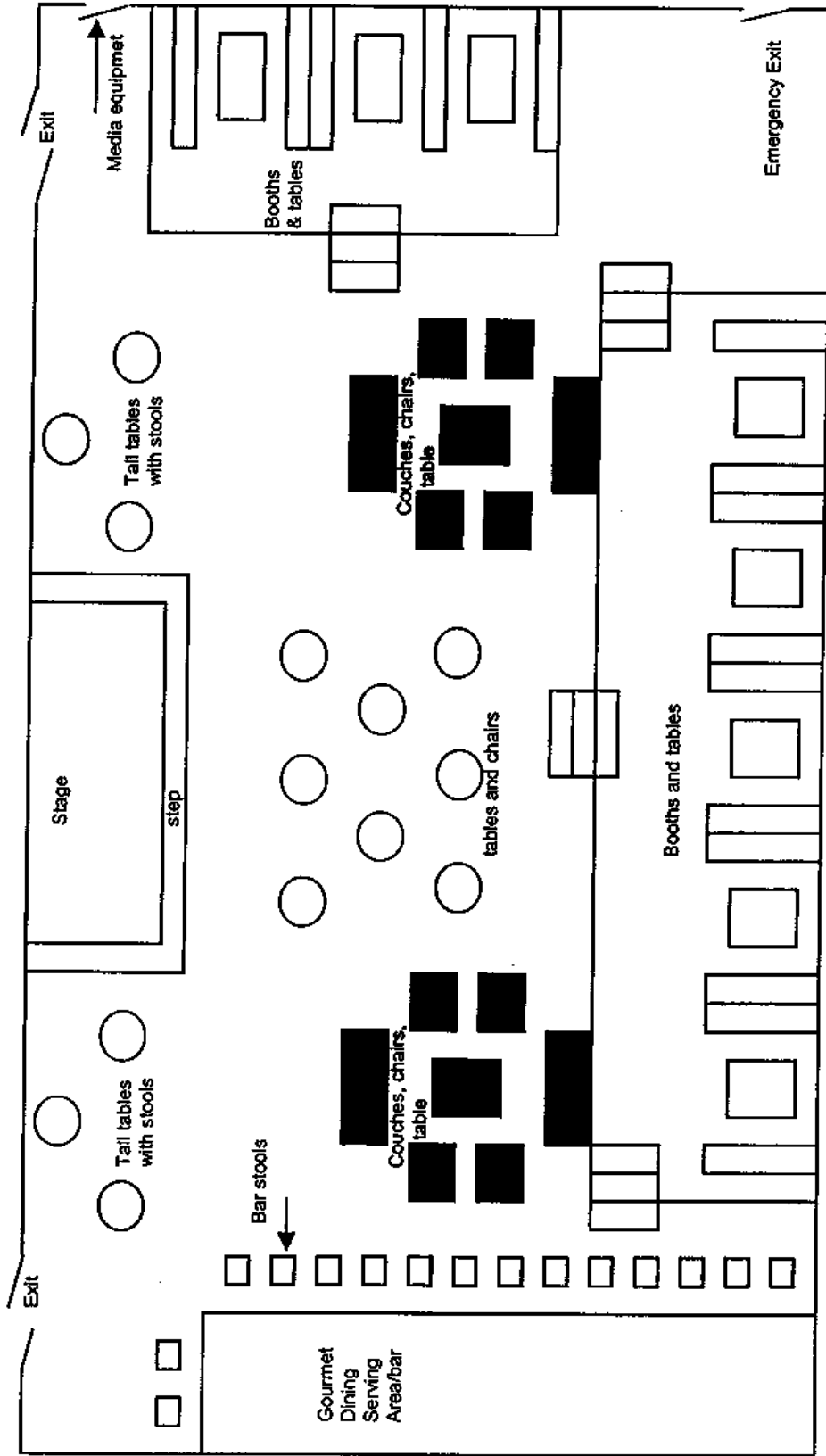
\*Rental fee..... \$350 per day

Room Capacity

Reception/cocktails.....	80
Theater style.....	80
Dinner w/o dance floor.....	60



Pirate's Cove – located on the second floor of the University Center



Rental fee.....	\$900 per day (June, July and weekend rentals only, fee applies to non-University users only)
Room Capacity	
Reception/cocktails.....	150

# Conference Housing

For reservations contact [constaau@shu.edu](mailto:constaau@shu.edu) or (973) 761-9172

Conference Housing (overnight sleeping accommodation) is coordinated through the Department of Housing and Residence Life. This department is located in room 64 Duffy Hall on the South Orange campus. Office hours are Monday through Friday from 9:00am – 5:00pm. Throughout the year there is always a professional staff member on call.

The conference season runs from mid May through mid August each year.

## Type of housing available:

Our residence halls are structured primarily as double occupancy rooms, in a suite style. Each bedroom holds two persons of the same gender who share a connecting bathroom with another two persons of the same gender. There are some three-room suites also available that share one bathroom. All of the rooms have twin beds, desks and dressers. All of the halls are air-conditioned except Boland Hall. Front desks are staffed 24 hours a day for your safety and service, and laundry facilities are located in each building. Single occupancy rooms are available at an additional cost. Linen set-up is available for groups up to 150 persons. Linens include pillow, flat and fitted sheet, blanket, towel, washcloth and lamps. Toiletries are not included. Linen service (change of linen during the stay) is not available.

## Fee Structure:

Fee structure varies dependent upon desired accommodations, length of stay and other needs. The fees are adjusted annually.

Hall	Double Occupancy	Single Occupancy	Linens Provided	Additional Costs
Xavier	\$27 pp/night	\$35 pp/night	+ \$8 per night	N/A
Serra	\$27 pp/night	\$35 pp/night	+ \$8 per night	N/A
Aquinas	\$27 pp/night	\$35 pp/night	+ \$8 per night	N/A
Boland*	\$20 pp/night	\$25 pp/night	+ \$8 per night	Desk Coverage

\* Boland Hall is not air-conditioned.

Additional costs may include lost key fees and/or room damage fees.

## **HOW TO MAKE A RESERVATION:**

When contacting the Housing and Residence Life Office, please be prepared to provide the following information:

- Anticipated number of participants
- Start and end dates of your program
- Contact person name, phone and fax number
- Any special needs

*Groups* desiring to book overnight accommodations are advised to contact Housing and Residence Life at least six months in advance. A contract is drawn up between the two parties stipulating price, minimum and maximum group size, arrival and departure times and articulating policy. Once the contract is duly executed, the housing accommodations are confirmed. Billing is completed post conference stay. The guaranteed number for lodging is due at least five business days prior to the arranged starting date.

*Individuals* desiring to book long-term (1 week +) accommodations are advised to contact the Assistant Director at least 6 months in advance. If space is available, a contract is drawn up between the two parties stipulating price, arrival and departure times and articulating policy. Once the contract and full payment in advance are received, the housing accommodations are confirmed.

## **OTHER INFORMATION:**

All other arrangements: food, parking, conference rooms (non-sleeping accommodations) are made through the appropriate office. The contract signed with Housing and Residence Life deals ONLY with residence accommodations.

## Department of Art and Music

To request the services of the Department of Art and Music for an event, members of the Seton Hall community must contact the Department of Art and Music at extension 9417 and send a written request to Jeanette Hile, Director of Choral Activities, Corrigan Hall 3<sup>rd</sup> Floor, or send an e-mail to [hilejean@shu.edu](mailto:hilejean@shu.edu).

The Department of Art and Music requires at least one and a half month's notice to consider a request. All requests must include the following information:

1. Time the event begins and ends
2. Date
3. Location
4. Desired music to be performed

The Department of Art and Music is happy to accommodate requests when performers are available. Consideration of requests is determined according to student availability and academic obligations. There are no fees for the Department of Art and Music performances, however donations are welcome and can be sent to "Friends of Art and Music" at the Department of Art and Music, Seton Hall University, South Orange, NJ 07079 ATTN: Marge Marren.

No performances can take place during University holidays or beyond the academic year.

Students may be available by special request for singing or private instrumental performances. Some special requests may require students to perform beyond normal hours or on the weekends. In such cases, a donation for the student is suggested out of courtesy for any performance beyond a students' regular responsibility.

### **Equipment Policy**

No one is allowed to use the Department of Art and Music equipment including:

- Instruments
- Music stands
- Risers

If you are interested in renting these or other music items, please feel free contact the following suggested vendor:

The Music Den  
(973) 770-1188

If you would like more information on the Art Gallery located in the University Center please contact:

Charlotte Nichols

Associate Chair for Art and Music

400 South Orange Avenue

South Orange, NJ 07079

(973) 761-9775 or extension 9775 from a campus phone

[nicholch@shu.edu](mailto:nicholch@shu.edu)

If you would like more information regarding the Art Gallery located in Walsh Library, please contact Joann Cotz, Director at (973) 275-2033 or extension 2033 from a campus phone.

## Kozlowski Hall Grand Piano

**For requests and availability please contact the Art and Music Department at (973) 275-2450, or extension 2450 from a campus phone.**

The Steinway Concert Grand Piano on the stage of Kozlowski Hall Auditorium is managed and maintained by the Department of Art and Music. It is a precious instrument that should only be used for serious piano playing. Please see the room reservation information for Kozlowski Hall on pages 17-18 prior to requesting the use of the grand piano.

For those unwilling or unable to observe the following rules, the Department of Art and Music recommends the use of the Clavinova that belongs to Campus Ministry. The Clavinova is available upon request and availability for \$100 per day. Campus Ministry can be contacted at (973) 761-9589, or at extension 9589 from a campus phone.

### Rules for use of the Steinway Grand Piano:

1. After room reservation has been confirmed, send a written request for use of the piano to Dena Levine, Department of Art and Music, Corrigan Hall, or e-mail [levinede@shu.edu](mailto:levinede@shu.edu). Please indicate exact date and time.
2. Non-University users please send a check for \$250.00 to "Friends of Art and Music," at the Department of Art and Music, Seton Hall University, South Orange, NJ 07079 ATTN: Marge Marren. This is a security deposit that will be refunded after use if no harm was done to the piano.
3. Non-University users please send a check for \$200.00 to "Friends of Art and Music," at the Department of Art and Music, Seton Hall University, South Orange, NJ 07079 ATTN: Marge Marren. This is a non-refundable maintenance fee.
4. Call Piano tuner, Bob Dowling, at (973) 734-6050, and arrange for a tuning. He will bill the user directly. Approximate tuning cost: \$100. Please note that no other tuner is allowed to work on this instrument. If this rule is not observed, the security deposit will not be refunded.

## Gourmet Dining Services

Office (973) 761-9559 Fax (973) 761-2650

Gourmet Dining Service is the exclusive caterer for Seton Hall University. If you need food and beverage at your next event contact the catering department to get menu and current price list. Please follow this procedure:

1. Check the availability and confirm reservations for your desired room by calling the scheduling office at (973) 761-2906. All external groups must contact the Department of Public Relations and Marketing at (973) 378-9833 prior to contacting the Scheduling Office.
2. When using the University Center facilities contact the Scheduling Office to arrange for tables and chairs. When using any other campus buildings, contact a rental company to arrange for these needs. These are not provided by Gourmet Dining Services.
3. The client is responsible for all centerpieces, balloons, decorations rentals, audio and video.
4. After confirming room reservations, contact Gourmet Dining. The catering office is open Monday through Friday, 9am - 5pm. If your event takes place on the weekends and you need to contact Gourmet Dining, call the kitchen directly at (973) 761-5198.
5. If the event is being charged to a Seton Hall budget account, all proper signatures and account numbers must be on the special function form before the event will be allowed to take place.
6. If the event is not being charged to a Seton Hall budget account, a 50% deposit is required upon booking the event. The balance is due seventy-two hours before the event takes place.
7. All events not being charged to a Seton Hall University budget account, please add an additional 15% gratuity and 6% New Jersey sales tax.
8. To ensure success of your event, all details pertaining to food service should be booked 10 days in advance. All coffee services, drop off box lunches, etc. should be booked at least 72 hours in advance.
9. The guaranteed number of guests is due 72 hours before the event takes place. Before this number is given there will be no charge for cancellations. After the guarantee number is given, you will be billed for that number of guests. If your number of guests exceeds the guaranteed number than you will be charged for additional guests.
10. Linen cloths are available in a variety of colors at \$5.40 each. Linen napkins are \$0.50 each. Table skirting is available for \$36.05 per table.
11. Service Staff - All service staff is attired in black formal pants, white tuxedo shirts, black or blue bowtie and cummer bun.
  - a. Service staff is \$17.00 per hour/per person with a 5-hour minimum.
  - b. Bar staff is \$18.00 per hour/per person with a 5-hour minimum.
  - c. For buffet service - 1 server per 20 guests
  - d. For served dinner - 1 server per 15 guests
  - e. For station service staff - 1 server per 15 guests  
(1 hour minimum service staff \$20.60 per hour/per person)
  - f. For BBQ service staff - 1 server per 20 guests  
(2 hour minimum service staff \$17.00 per hour/per person)

### **Galleon Room/Food Court/Pirate's Cove**

Gourmet Dining Services also coordinates the Galleon Room, food court and the Pirate's Cove, which includes:

- *Galleon Bay 1 and Bay 2* offers home cooking for breakfast, lunch and dinner. Also located in these areas are a fruit and salad bar, pastas and sauces, Chinese food, sandwiches and grilled items served to order.
- *The Food Court area* offers Nathan's, Ice Cream Parlor, Coffee and Sweet Shop, Pizzeria, Taco Bell and KFC.
- *The Pirate's Cove* offers coffees, sandwiches and dessert in a relaxing coffee house setting.

# Housekeeping

Office (973) 761-0710 Fax (973) 761-7055

Housekeeping is run by the Sodexho Campus Services. This is a 24-hour operation service. The office hours are Monday through Friday from 7:00am to 4:30pm. If there is no answer, leave a detailed message with contact name and phone number. After office hours and in case of an emergency you can contact security at (973) 761-9300 and they will contact housekeeping for you.

Outside organizations are responsible for notifying the Housekeeping Department prior to the event so that the space can be properly prepared. Housekeeping should also be contacted when the event concludes for cleanup.

Housekeeping is not responsible for food clean up. Please contact Gourmet Dining for those needs.

## **When to contact housekeeping:**

- Several weeks prior to the event.
- To provide the expected attendance number. This will affect the supplies in the nearby restrooms.
- When the room requires immediate cleanup due to a closely timed event following your event.
- When you need extra garbage bags. Please note; Housekeeping does not provide garbage cans. The Physical Plant department can be contacted for those needs.

The person/group organizing the event is responsible for cleaning up all the areas used for your event, i.e. boxes, programs, decorations, etc.

## Physical Plant

Office (973) 761-9454 Fax (973) 761-9787

Physical Plant may be required to support an event for electrical, plumbing, heating, air-conditioning, carpentry, grounds or moving purposes. This department needs four weeks advanced notice for any request. The office hours are 7:00am to 5:00pm. After hours call their direct line and follow instructions from the answering machine. In case of emergency and after office hours contact the Boiler Room at (973) 761-9378 or extension 9378 from a campus phone.

Vendors must follow Seton Hall University guidelines to minimize the potential damage to the landscape and facilities. If a vendor is found to be negligent, they will be billed for any repairs.

### **When to contact Physical Plant?**

- When electric service is above what is normal in that area. If a generator is needed there is an additional charge of approximately \$250, depending upon the size of the generator required.  
NOTE: Outside electricians (or other personnel) are not allowed to tie into Seton Hall University's electrical panels or perform work on any Seton Hall University equipment.
- When there are multiple tables or booths that need power.
- When the event requires stand by support for electrical, sound, lighting, plumbing, or air conditioning requirements.
- When an event is scheduled that will require the use of the lawn areas.
- When an event requires a number of trash disposals.
- When your event requires any furniture or equipment to be moved.
- When your event requires any directional signage to be placed around campus.

Physical Plant charges approximately \$35.00 per hour/per person for their services, plus the cost of specific materials needed to be purchased for the function and/or any materials needed for repairs, if necessary. Please contact the Physical Plant office directly to coordinate their assistance.

# Public Relations & Marketing

Office (973) 378-9834 Fax (973) 378-9812

The Public Relations and Marketing Department consists of the Account Team, Advertising and Budget Manager and Events Managers. This area serves as counselor to all levels of management within the University in researching, planning, conducting and evaluating communication strategies that further University goals and objectives.

## Account Management

The Public Relations and Marketing Account Managers conduct public relations and communication counsel for Seton Hall departments.

*\*Internal Groups:* For Public Relations support, internal groups should contact their designated account managers, as outlined below. If you are not assigned to an account manager and you require public relations assistance, please contact the Director of Public Relations, Robina Schepp, at (973) 378-9835 or extension 9835 from campus.

*\*External Groups:* External groups and organizations are responsible for all public relations needs.

**\*In order to manage media relations successfully, the University requires all media to be accompanied by a member of the Public Relations and Marketing staff. Internal organizations must contact their account manager at least six weeks in advance if any media has been invited to the event. External organizations must contact the Public Relations and Marketing Department at (973) 378-9834 at least six weeks prior to the event if any media has been invited.**

<b>*Account Manager</b>	<b>Accounts Assigned</b>
Robina Schepp..... Director of Public Relations	Enrollment Services and the Law School
Margaret Horsfield..... Senior Account Manager	University Advancement, Seminary Development, Annual Fund, Donor Relations, Planned Giving, Corporation and Foundation Relations, Major Gifts, Government Relations, Pirate Blue Athletic Fund, School of Theology, the Priest Community, Saint Andrew's Seminary
Nancy Masterson-Newkirk..... Account Manager	Alumni Relations, School of Diplomacy and International Relations, Asia Center, the College of Education and Human Services
Rosemary Mercedes..... Account Manager	College of Arts and Sciences, Chesterton Institute, Institute on Work, Human Resources, Center for Public Services, Special Academic Projects
Jennifer Hopek..... Account Manager	Student Affairs, Stillman School of Business, College of Nursing, Freshman Studies, Graduate Program in Museum Professions, Student media
Catherine Memory..... Account Manager	University College, Seton WorldWide, School of Graduate Medical Education, Sister Rose Theiring Endowment, Division of Information Technology, Judeo-Christian Institute, Arts Programs
Frank Fleischman..... Account Coordinator	University Libraries, Charter Day, SHU 500, Community Relations, Special Projects

-Continued on next page-



## Public Relations and Marketing (continued)

### Events Department

The Public Relations and Marketing Events Department is involved in assisting with non-student events at Seton Hall University. Primarily, this department plans, organizes and executes all University Events. A University Event is defined as an event sponsored by the Office of the President, the Division of University Affairs (including Alumni, Public Relations and University Advancement), the Office of Mission and Ministry and the Provosts Office. A University Event is also defined as any event involving celebrities, politicians, and the church or other dignitaries and those events expected to bring more than one hundred people to campus. The University Events Department also coordinates the approval process for all non-University requests for use of the campus facilities. Office hours for the Public Relations department are 9:00AM to 5:00PM Monday through Friday. This department can be reached at (973) 378-9834, or by fax (973) 378-9812.

*Internal Groups:* An Event Manager will be happy to offer guidance with the coordination of your event. However, due to the overwhelming number of on-campus events, it cannot be guaranteed that an event manager will be able to plan or be present for your event.

*External Groups:* The Events Office does not assist in planning an event or support on the day of an event for external groups. This department is available for guidance in planning and executing events at Seton Hall in conjunction with the contents of this manual.

All requests for event planning services should be directed to Sheri Pillo at (973) 378-9833 or extension 9833 from on campus, or Marybeth Ferrigno at (973) 378-2662 or extension 2662 from campus. If room reservations have not been made, please provide at least four months lead-time. If venue reservations have been secured, three months lead-time is sufficient.

### When to contact Public Relations:

#### Internal groups:

- ◆ When seeking guidance in planning an upcoming event.
- ◆ When seeking guidance on University policies and procedures.

#### External Groups:

- ◆ When requesting information on planning an event using Seton Hall University facilities.
- ◆ When requesting a room reservation.

## Public Safety and Security

Office (973) 275-2814 Fax (973) 275-9534

The Public Safety and Security department is located on the second floor of the Security Building, located near the Ward Place entrance gate on Seton Drive.

A contract security firm provides the University with qualified and trained security personnel who patrol the campus 24-hours a day, 7 days a week. A Security Dispatcher is always on duty in the Communications Center, located on the first floor of the security building. This dispatcher can be reached at (973) 761-9300 or extension 9300 from a campus phone.

Public Safety and Security consists of; fifty contracted officers, ten Seton Hall Public Safety officers, five Seton Hall Dispatchers, four Seton Hall Managers and senior level Seton Hall Administrators.

TO ARRANGE FOR EXTRA SECURITY GUARDS for coverage at special events, please contact the security office at (973) 275-2814 or extension 2814 from a campus phone at least two weeks in advance of the event date.

The cost for extra guard coverage is based on a prevailing rate, depending on the grade or classification of the security guard(s) assigned. A four-hour minimum tour of duty is required for each guard hired.

One security guard is required for approximately every 100 persons expected to attend a given event; this ratio is subject to change.

Please be prepared to provide the following information to the Security Office at the time of your request:

- 1) The event name, date and location (building/room) where the event will take place.
- 2) The sponsor name, phone number/extension, department and division.
- 3) The contact person's name, phone number/extension if different from sponsor name.
- 4) The start time and expected end time of the event.
- 5) The number of people expected to attend the event.
- 6) The anticipated number of cars, so that parking arrangements can be made.
- 7) If you will require the main gate guard to distribute maps or specific directions to attendees.
- 8) If you will need a secured storage of equipment/materials at the time of the event.
- 9) If buses are coming to the campus, how many and what is the approximate time of arrival. Also note if they will be parking on campus for the duration of the event.
- 10) What time specific buildings need to be opened/secured. To request a building to be opened earlier/later than normal hours you must contact the building manager and they will arrange this with security for you. Please note that Security can only open/secure external doors, but has no keys to internal rooms. As the regular building opening/closing hours change seasonally, please contact the security office to receive a current schedule.

## Fire Safety Procedures for Events

For the complete Fire Safety Policies and Procedures, or with related inquiries, please refer to the University Safety Policy or contact the Compliance Office, Monday through Friday from 9am – 5pm at (973) 761-9615 or from on campus at extension 9615.

The University is committed to providing students, staff, faculty, residents and guests with a safe environment to learn, live and work. All fire safety policies and procedures must be strictly adhered to. Failure to do so may jeopardize the safety and well being of yourself and others around you.

Public Safety has primary responsibility for managing fire emergencies and must be notified immediately of such situations at their emergency number. Immediately call 911, (973) 761-9300 or extension 9300 from a courtesy phone.

The following items are prohibited on campus unless specifically inspected and approved by the Compliance Office.

- Space heaters (only University issued heaters are allowed)
- Small appliances  
*Exception:* Coffee makers, refrigerators (not larger than 2CF and 3 amps) and microwaves (under 600 watts) are allowed
- Open coil hot plates
- Halogen lamps
- Candles or any other type of open flame  
*Exception:* Candles used in the Chapel or for priest community religious purposes are allowed
- Extension cords (only power strips with a circuit breaker are allowed)
- Multiple plug adapters
- Door stops
- Smoking (private rooms in some residence halls are excluded)
- Parking in fire lane or fire zone
- Holiday decorations (unless inspected and approved by the Compliance Office) including:
  - Live trees or wreaths
  - Holiday lights
  - Decorations that block any exit or fire safety device
  - Decorations that may hinder a safe exit from the building
  - Decorations hung from the ceiling which may fall and hinder evacuation

### Special Events

At certain times of the year, special events may be held at the University, which require special attention. Special events are defined as those that contain more than fifty attendees. In particular, events that bring a group of visitors or guests to campus are of main concern. The following procedures should be followed for all special events:

- During the planning and/or scheduling phase, the department or group sponsoring the event must make Public Safety and Security and the building Fire Warden aware of their plans. Public Safety will make subsequent notification to the fire department.
- Information such as the type of event, number of guests and any special hazards, conditions or requirements should be communicated with Public Safety.

Prior to the event, the department or group should check the facility for the following:

- All egress doors, hallways and stairs are clear of any and all storage or debris.
- Check for all non-approved items (outlined above)
- Make sure no doors are being propped open with doorstops or other items.
- Any hazardous conditions, i.e. broken outlets, open electrical boxes, etc.

At the time of the event, prior to either the presentation or the activity-taking place, a representative of the sponsoring department should address the group and review the following:

1. State to the group, "Upon activation of a fire alarm immediate evacuation to the closest exit is required."
2. Review with the group the location of the nearest exit(s) or stairwell
3. State to the group, "The use of the elevators is prohibited during an alarm."
4. Review with the group the collection area for the building.
5. State to the group, "Once outside the building, everyone must proceed to the collection area and wait there until an "all-clear" is given by the fire department prior to re-entry."

## Alcohol, Banner and Tent Permits

### Alcohol

No liquor license is required as long as all of the following conditions are met:

1. The event is held either in South Orange at the main campus, or in Newark at the Law School.
2. The event is not open to the public and there is no charge whatsoever. A charge includes:
  - a. A direct fee for drinks
  - b. Payment imposed through the sale of tickets
  - c. Charging of admission
  - d. Required donation or special assessment
  - e. An expenditure made ostensibly for food, entertainment or anything else in connection with the event
3. Seton Hall itself purchases the alcohol within the state. If alcohol is transported from outside New Jersey, there are certain restrictions on the volume, which may be brought into the state.

If any of the above conditions are not met, you must obtain a temporary liquor license. To obtain a temporary liquor license please contact:

State of New Jersey  
 Department of Law and Public Safety  
 Division of Alcoholic Beverage Control  
 CN 087  
 Trenton, NJ 08625

### Banners

In order to hang a banner inside or outside of any building or structure at Seton Hall University, the Physical Plant Office must be contacted at (973) 761-9454, or at extension 9454 from on campus. The requestor may incur labor charges and the cost of materials used to hang the banner. Please see the Physical Plant Department policies and procedures located in this manual for fee information.

### Tent

Tent permits must be obtained prior to erecting a tent on campus. The group or department that is planning on using a tent must obtain a permit at the Town of South Orange Building Department, located on South Orange Avenue. The fee varies based on the size of the tent and amount of time the tent will be in place.

The group must also obtain a permit from the South Orange Fire Department for a fee of \$35.00. A copy of both permits should be forwarded to the Assistant VP for Administration, Roger Demereski, 2<sup>nd</sup> Floor in Bayley Hall, and the requesting party should keep a copy. The tent should also be erected a few days prior to the event.

The responsible party must also arrange for the Town of South Orange Building Department and the South Orange Fire Department to come and inspect the tent prior to use. Approved permits should be posted in a clear pouch on the inside corner of the tent.

The responsible party must also arrange for fire extinguishers to be placed on either side of the tent secured to the corner. Steve Zuchowski of Public Safety and Security can be contacted at (973) 761-9300 for the temporary use of the fire extinguishers. Security will provide at least one 4-A rated or two 2-A rated fire extinguishers per tent. The requesting party is responsible for loss or damage to the fire extinguishers.

## Insurance Information (Does not apply to the Seton Hall Community)

All external groups planning an event at Seton Hall University must provide a certificate of insurance prior to the event. Upon receiving this certificate, these groups must sign an agreement form (below). This form is subject to change. To make arrangements, or for questions and concerns please contact:

Dan Taylor

Director of Business Affairs

Finance and Administration Department

400 South Orange Avenue

South Orange, NJ 07079

(973) 761-9746

**ADDENDUM TO AGREEMENT  
BETWEEN  
Group Name  
AND SETON HALL UNIVERSITY**

**INSURANCE:**

A certificate of insurance (COI) showing proof of comprehensive general liability and property liability coverage in an amount not less than one million dollars (\$1,000,000.00) per occurrence and three million (\$3,000,000.00) in the aggregate. The COI shall be furnished to Seton Hall University at the commencement of the term of this agreement and each renewal certificate of such policy shall be furnished to Seton Hall University upon reasonable request. Group Name further agrees to include Seton Hall University as an additional insured under its insurance policy.

**INDEMNIFICATION AND HOLD HARMLESS PROVISION:**

- A. Seton Hall University agrees to defend, indemnify and hold harmless Group Name and its directors, trustees, officers, and employees from and against any and all claims and liabilities (including reasonable attorney's fees and expensed incurred in the defense thereof), relating to personal injury or property damage to the extent arising out of the negligent acts or omissions of Seton Hall University and/or its employees or agents in connection with their duties under this agreement.
- B. Group Name agrees to defend, indemnify and hold harmless Seton Hall University and its directors, trustees, officers, and employees from and against any and all claims and liabilities (liabilities (including reasonable attorney's fees and expensed incurred in the defense thereof), relating to personal injury or property damage to the extent arising out of negligent acts or omissions of Group Name and/or its employees or agents in connection with their duties under this agreement.

Each party agrees that it shall give the other party prompt notice of any claim, threatened or made, or suit instituted against it that could result in a claim for indemnification above.

Both parties agree that in the event that indemnification is sought under this provision, the party seeking indemnification shall furnish the indemnifying party, upon request, all information and assistance available to the indemnified party for defense against any such claim, suit, or demand.

Group Name

SETON HALL UNIVERSITY

By: \_\_\_\_\_

By: \_\_\_\_\_

## Event Evaluation Form

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

Date(s) of Event: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_:\_\_\_\_ am pm Attendance: \_\_\_\_\_

Description of Event \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Location(s) of event: \_\_\_\_\_

Condition of facility:

Before event: \_\_\_\_\_

After event: \_\_\_\_\_

Set-up requirements: \_\_\_\_\_

Gourmet Dining assistance Yes \_\_\_\_\_ No \_\_\_\_\_

Comments \_\_\_\_\_  
 \_\_\_\_\_

\* Menu(s) description/evaluation: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Housekeeping assistance Yes \_\_\_\_\_ No \_\_\_\_\_

Comments \_\_\_\_\_  
 \_\_\_\_\_

Housing assistance Yes \_\_\_\_\_ No \_\_\_\_\_

Comments \_\_\_\_\_  
 \_\_\_\_\_

Media Center assistance Yes \_\_\_\_\_ No \_\_\_\_\_

Comments \_\_\_\_\_  
 \_\_\_\_\_

Physical Plant assistance Yes \_\_\_\_\_ No \_\_\_\_\_

Comments \_\_\_\_\_  
 \_\_\_\_\_

-Continued on the next page-

**Event Evaluation Form (continued)**

Public Relations assistance                      Yes\_\_\_\_                      No\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_

Public Safety and Security assistance                      Yes\_\_\_\_                      No\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_

Scheduling Department assistance                      Yes\_\_\_\_                      No\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_

Vendor Assistance (Company Name)                      Comments

Vendor Assistance (Company Name)	Comments
_____	_____
_____	_____
_____	_____
_____	_____

**Additional notes and future suggestions:**

- \_\_\_\_\_
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## Suggested Restaurants and Hotels

### **Restaurants**

#### **Blue Moon Diner (American)**

Sloan Street and South Orange Avenue.

Left out of University gate onto South Orange Ave. Proceed to the fifth light and turn left. Restaurant is on the corner.

#### **Bunny's Bar and Restaurant (very casual pizzeria)**

12 W. South Orange Avenue

Left out of the University gate onto South Orange Avenue, proceed past 5<sup>th</sup> light; restaurant is on the left after the overpass. Parking is located in the back.

#### **Café Arugula (Italian)**

59 South Orange Avenue

Left out of the University gate onto South Orange Avenue, proceed past 3<sup>rd</sup> light; restaurant is between the third and fourth light. Parking is located in the back.

#### **Cryan's Beef and Ale House (Irish pub)**

24 First Street

Left out of the University gate onto South Orange Avenue, proceed past 3<sup>rd</sup> light and turn left on Valley Street. Turn right onto First Street and park in either parking lot on the left or the right.

#### **Gaslight Brewery (American pub)**

15 South Orange Avenue

Left out of the University gate onto South Orange Avenue, proceed past 4<sup>th</sup> light; restaurant is on the right just before the overpass.

#### **Neelam's (Indian)**

115 South Orange Avenue

Left out of the University gate onto South Orange Avenue, proceed past 2<sup>nd</sup> light; restaurant is on the right.

#### **Reservoir Restaurant (Italian)**

South Orange Avenue

Left out of the University gate onto South Orange Avenue, proceed past 5<sup>th</sup> light; restaurant is on the left after the Exxon Station. Parking is located across the street.

#### **Toro Loco (Mexican)**

23 Valley Street

Left out of the University gate onto South Orange Avenue, proceed past 3<sup>rd</sup> light and turn left on Valley Street. Turn right onto First Street and park in either parking lot on the left or the right.

### **Hotels**

#### **Hilton at Newark Airport**

1170 Spring Street  
Elizabeth, NJ 07021  
(973) 351-3900

#### **Livingston Travelodge**

550 W. Mt Pleasant Avenue  
Rt. 10  
Livingston, NJ 07039  
(973) 994-3500

#### **The Hilton at Short Hills**

41 JFK Parkway  
Short Hills, NJ  
(973) 379-0100

#### **Ramada Hotel**

130 Route 10 East  
East Hanover, NJ  
(973) 386-5622



## Chapter V

### Conclusion

The manual contains extensive event planning information that will assist internal and external groups in planning their own events using Seton Hall facilities. The survey proves the manual would be beneficial, with 100 percent of the subjects agreeing, "it would be helpful for Seton Hall to provide information on event planning" (Chapter 3).

It is the author's intent for various departments on campus to make procedure changes before distribution of the manual. Theoretically with these changes, the implementation of the manual will make the transition easier. As a result, users will have more information than ever before to assist in planning their events.

After distribution, continuous updating of the manual's content will be necessary. Obtaining feedback from departments and external parties can aid in the direction and growth of the manual. The author's goal is to eventually have the manual utilized for all events at Seton Hall. However, the project's future success relies on cooperation from the Seton Hall community.

Throughout the compilation of this project, the author found that problems in event planning occur at the University due to a lack of communication and outlined procedures. Logically, if you have never planned an event before, you would not know how to proceed. The manual acts as a mentor for this purpose. Although the planner may be coordinating the event on their own, the University Affairs Event Department would always be accessible for guidance, creative ideas and recommendations.

### Benefits

The survey results reveal the manual will benefit members of the Seton Hall community including administrators, faculty, staff and students. The manual will open the lines of communication between planners and various departments. This advantage will make the planning process less complicated by eliminating the "middle man," and offer support with contingency planning.

The institution's employees and students will be able to plan smaller events, conferences and private gatherings more efficiently. All major University events and any event involving media will remain the responsibility of the University Affairs Event Department. The manual will also assist departments in learning how to manage their own events.

The timeline provided in the manual gives planners step-by step guidelines to ensure every detail is accounted for. It is intended to alleviate last minute requests of any departments' services. For example, a planner may forget to contact the Public Safety and Security Department or the Housekeeping Department prior to an event. Both departments have duties crucial to the proper execution of an event. The timeline would remind a planner to request assistance with the correct departments in advance. With this tool events will become more organized, successful and the facilities will be better maintained.

The Event Planning manual is a reference guide and can be used as a workbook when planning events of different sizes. It will aid the user from the completion of the event request form, to the filing of the event evaluation form. Pages of the manual can

also be removed and used in the coordination process. For example, the planner can draw the event configuration on a diagram provided in the manual and send copies to rental and catering companies to make certain of the correct set-up.

For the first time Seton Hall can offer event planning information to external organizations. Allowing external parties to work with Seton Hall representatives to rent the facilities and organize their own events. This alleviates several problems, such as the cancelled children's concert described in chapter 1. Additionally, the university's liabilities will decrease when an outside organization is using the facilities. All external groups will have the information at hand; therefore, it becomes their responsibility to coordinate all aspects of the event. While the manual will ultimately bring more control of events, transition in the system may generate some criticism.

#### Feedback

The author received positive and negative feedback throughout the process of compiling information for this project. Most departments and administrators surveyed reacted optimistically to the concept of the Seton Hall Event Planning Manual, agreeing written policies and procedures were overdue. These administrators welcomed the opportunity to share and confirm information regarding their departments' responsibilities and services, although this affirmative sentiment was not unanimous in the Seton Hall community.

A few administrators were hesitant to provide specific information or give a complete listing of services of their department. This limited the author. To avoid including misinformation in the manual, the author utilized details she knew to be factual

and included them in the manual. All the information taken into account is true as of April 2002.

Additionally, there was variance between some departments' knowledge and practice of procedures. The author found a few departments' administrators would be reluctant to change certain policies and procedures because of past processes, and that practices in these departments would remain. To this concept the author concludes that change is necessary in today's ever-changing environment, and cooperation is essential for the manual to be most effective. The author hopes to examine procedure issues throughout the content approval process before the manual is distributed.

#### Future Goals

It is the author's objective for the manual to help plan every event held at Seton Hall University. To achieve this goal, the manual will go through an approval process at the executive cabinet level. Upon approval, the author expects to supply the manual to all Seton Hall administrative offices in an Event Planning binder. The Public Relations Event Management Office will continuously revise the information in the manual, updating new information and making changes with evaluations and experience. These revisions will be supplied to each of the offices, which can update the binders accordingly. The author anticipates that using a binder will be most efficient. When information changes the pages of the binder can be replaced, which avoids having to re-print the entire manual.

The manual will be available to Seton Hall students and external groups who are planning events on campus. This will be distributed by mail or e-mail upon request. It is

intended to eventually have the entire manual available from the Seton Hall web page. This would ease the cost of printing, distribution and facilitate changes made to the manual.

#### From the Author

The author first became interested in improving event planning at Seton Hall University shortly after becoming the Event Manager in the Public Relations and Marketing Department. She is responsible for planning events for the President's Office, Provost's Office and the Office University Affairs (Alumni, Development and Public Relations). In addition, the author assists with events for various Seton Hall departments that involve media, public officials, dignitaries and special needs. This same department can be available upon request and is always accessible for consultation to any internal and external organization using campus facilities.

Since the author attained the position of Events Manager in September 1999, there has been an increase in events at the University. The amplified volume of event requests is not manageable, as the University Affairs Events Department is comprised of only two Events Managers. Budgeting has also hampered the department. A solution was necessary to deal with these limitations without increasing staffing. The concept of compiling event planning information and procedures specific to Seton Hall University first arose after the 2001 task force collaboration. To the author's benefit, the creation of an Event Planning Manual was also approved as a Thesis Project.

In addition to the objectives outlined in chapter 1, it is the author's objective that the Event Planning Manual will alleviate requests of event planning services from the

University Affairs Events Department. This pertains to small-scale events, small conferences, lunch meetings or any event not requiring special event planning expertise. The hosting department/group, in conjunction with the information provided in the Event Planning Manual, can organize these events.

The author wants to install a process for departments to request the University Affairs Events Department services, rather than expect their involvement. In doing this, Events Managers will be utilized only for events that require event planning expertise, and can be available to provide guidance and recommendations for all other events. This will allow the Events Department to concentrate on the growing number of University Events.

The author found many administrators directly involved with providing services or venues for events were anxious to have policies and procedures in writing. Throughout this process, it was difficult to limit the information that was to be included. The author did not want the final product to be an overwhelming amount of information. Rather to provide pertinent contact information and recommendations for planning an event of any size. The manual is designed to be user friendly and is intended to ease the planning process.

The author recognizes the Event Planning Manual will not rectify all existing problems in relation to events, scheduling and facility conditions. The success of the manual relies on the cooperation of Seton Hall departments along with a conscious effort of event planners. The Event Planning Manual is proposed to be the first step in the long-term goal of modifying the way events are planned and executed at Seton Hall University.

A sudden transformation in policies may be unrealistic, but subtle change is possible. Even after the completion of this project, the author is dedicated to continuing research to attain a more structured and consistent format of event planning at Seton Hall University.

**Appendix A**

**Survey**





**Rate the following statements based on your experience at Seton Hall University using the scale below.**

**SA =Strongly agree      A =Agree      N =Neutral      D =Disagree      SD =Strongly disagree**

- |  |    |   |   |   |    |
|--|----|---|---|---|----|
| 1. Almost every event at Seton Hall is well organized and executed.  | SA | A | N | D | SD |
| 2. Most administrators, faculty and staff would be able to organize their departments' events.   | SA | A | N | D | SD |
| 3. Most Seton Hall employees understand budgeting for events. For example; rented tables and chairs, sound system, lighting, publications, mailing, decoration, catering, security, etc. | SA | A | N | D | SD |
| 4. In most cases, Seton Hall employees are aware of the recommended vendors of the University and utilize their services for events.   | SA | A | N | D | SD |
| 5. The facilities at Seton Hall are cleaned regularly, before and after events.  | SA | A | N | D | SD |
| 6. The facilities at Seton Hall are almost always in working order. For example, air conditioning, lighting and sound systems.   | SA | A | N | D | SD |
| 7. The Seton Hall community is usually well informed of events.  | SA | A | N | D | SD |
| 8. There are rarely scheduling conflicts.  | SA | A | N | D | SD |
| 9. There is usually ample preparation time allotted to set-up and breakdown events.  | SA | A | N | D | SD |
| 10. The fire codes for maximum room capacities are common knowledge and always followed at Seton Hall University.  | SA | A | N | D | SD |
| 11. For the most part, the proper permits for tents, alcohol and banners are acquired before events.   | SA | A | N | D | SD |
| 12. Seton Hall employees know how to obtain the correct town and fire department permits.  | SA | A | N | D | SD |
| 13. It would be helpful for Seton Hall University to provide information on event planning.  | SA | A | N | D | SD |

Please provide additional comments, ideas or suggestions regarding events at Seton Hall University.

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**Appendix B**  
**Survey Calculations**

# Survey Tabulation

## Thirty-Three Total Responses

Q		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Responses	2	7	5	12	7
	Percent	6	21	15	36	21
2	Responses	1	5	2	18	7
	Percent	3	15	6	54	21
3	Responses	0	0	0	21	12
	Percent	0	0	0	63	36
4	Responses	0	1	10	17	5
	Percent	0	3	30	51	15
5	Responses	1	6	8	13	5
	Percent	3	18	24	39	15
6	Responses	0	9	5	15	4
	Percent	0	27	15	45	12
7	Responses	0	5	7	16	5
	Percent	0	15	21	48	15
8	Responses	0	1	3	24	5
	Percent	0	3	9	72	15
9	Responses	0	8	7	15	3
	Percent	0	24	21	45	9
10	Responses	0	0	3	17	13
	Percent	0	0	9	51	39
11	Responses	1	4	12	10	6
	Percent	3	12	36	30	18
12	Responses	0	0	3	17	13
	Percent	0	0	9	51	39
13	Responses	25	8	0	0	0
	Percent	75	24	0	0	0