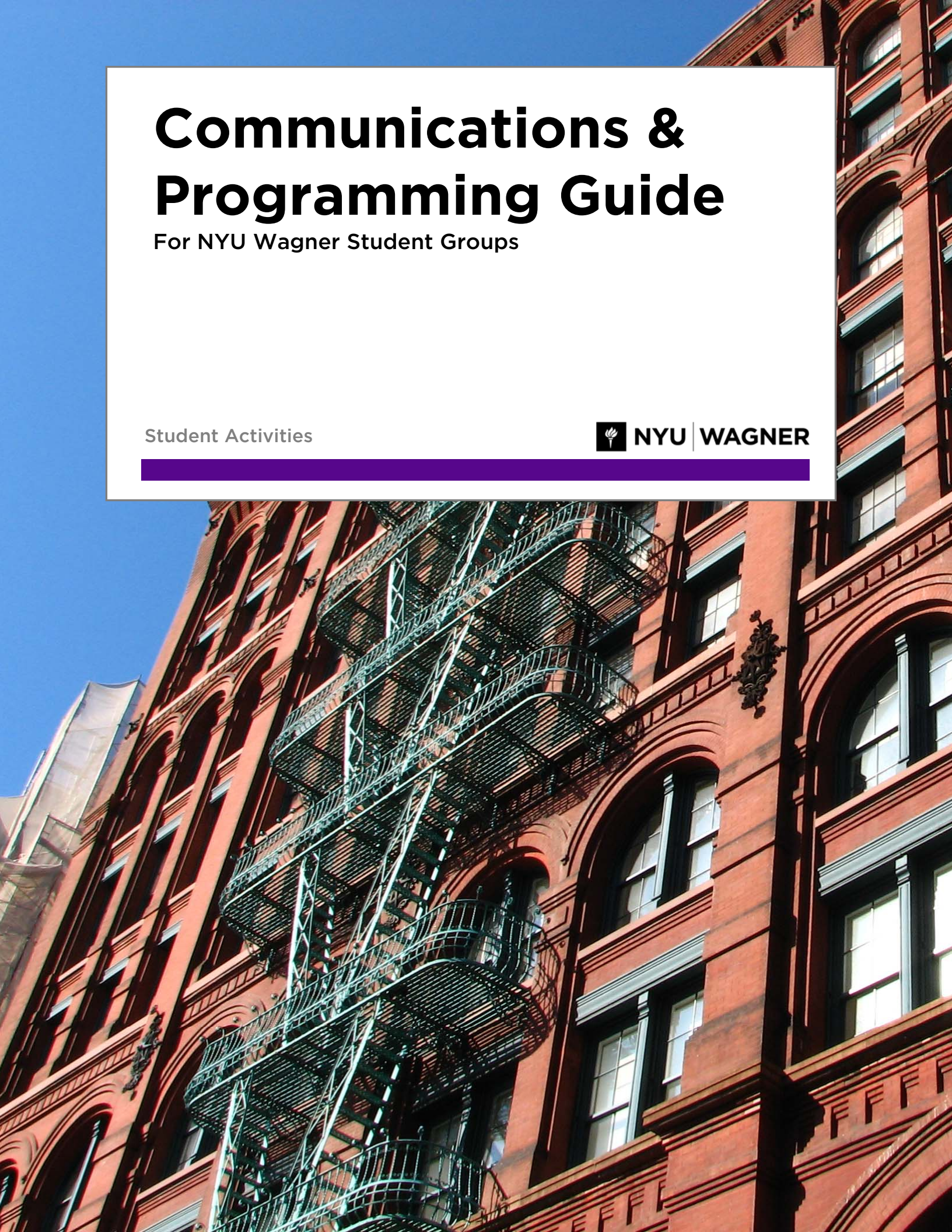


# Communications & Programming Guide

For NYU Wagner Student Groups

Student Activities





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## Introduction

NYU's Robert F. Wagner Graduate School of Public Service educates and prepares the world's future public service leaders. By blending theory and practice, our students transform personal commitments into the skills and experience needed to transform society. Our faculty of thought leaders reframe the way we understand, analyze, and act on issues of public importance.

NYU Wagner's Office of Student Activities (OSA) is responsible for the support of the current student community in the co-curricular. The basis of such at Wagner is nested within four pillars that serve as a means to ensure continuity and value. They are: community building, academic feedback, professional development, and visibility. Specific support is provided to student groups who exist to enhance the student experience – either by providing educational, networking, professional, and/or community benefits.

This guide serves to help student groups:

- Effectively communicate to their audiences.
- Establish a brand that is both consistent with the mission of the school and unique enough to reflect individual groups' identities.
- Properly plan, execute, and produce events that achieve the group's mission.

## **Communications**

### **Mission Statements**

NYU Wagner student groups exist to enhance the student experience – either by providing educational, networking, professional, and/or community benefits. Each NYU Wagner student group must have a mission statement that clearly defines why the group exists and what it aims to do. It should be concise and jargon-free so that external audiences understand the scope and context.

Your mission statement should very simply answer:

1. What is your organization's purpose? (Why do you exist?)
2. How do you achieve this purpose? (What do you do?)
3. What basic beliefs does your group hold? (What are your values?)

Keep in mind that you can communicate additional ideas in other communications, but the best mission statements are clear and concise.

### **Branding & Marketing**

Establishing a brand for your organization helps facilitate a sense of identity with, and connection to, your members and audiences. A strong brand reflects the feeling, attitude, or personal attributes of your group.

#### **Logos**

- All student groups are welcome to create a unique logo. However, the logo must incorporate the NYU Wagner logo, to show a clearer and stronger affiliation with the school. Aside from that, groups are encouraged to be as creative as they'd like.

#### **Print Marketing**

- Often student groups will create posters, flyers, or postcards to promote the group broadly, or a specific event.
- These materials should always include the group's logo, and the branding should remain reasonably consistent with NYU Wagner's brand.

#### **Digital Marketing**

- ListServes
  - Email is the most common way that student groups communicate with their members. However, students receive so many emails on a daily basis, that important information can get lost and overlooked. As much as possible, student groups should compile news items and send out weekly digests instead of daily emails. This will greatly increase the likelihood that the email will be read.

Also, remember that your ListServe emails are a public reflection of your group. They should include your logo, mission statement, social media links, contact information, and Board members. And if nothing else, be sure you proofread your emails before you send them!

- Mobile Apps
  - Some student groups have created mobile apps for their larger events, particularly when hosting conferences. If you have the expertise to create one, an app can make it easier for attendees to see all pertinent information in one online location, such as the agenda, speaker bios, evaluation forms, etc.
- Televisions/LCDs
  - The Puck Building lobby has a large TV screen that displays relevant NYU Wagner news and events. The Office of External Affairs is offering student groups the opportunity to promote their events on the screen. To request that your event be included on this display, please check the appropriate box in the Logistics Request Form.

## **Web Content**

All student groups have a presence on the NYU Wagner website, both on the student group directory page (<http://wagner.nyu.edu/students/wsa/directory>) and on individual student group pages. All groups should ensure that the information on these pages is accurate and up-to-date, including:

- Group name
- Social media links
- Contact information
- Mission statement
- Board members
- Link to the group's own website (if applicable)

For groups with their own independent websites, we request that you link back to the NYU Wagner homepage in a visible way to demonstrate your affiliation with the school.

## **Social Media**

Social media is an effective way for student organizations to connect with their audiences and with each other to promote news, opportunities, events, jobs, profiles, etc. But it's also an important part of the public NYU Wagner brand, as student groups showcase Wagner's diverse community and broad interests, and reach external audiences. Social media also

presents an opportunity for the school to more closely connect with student groups to cross-promote relevant news and information.

NYU Wagner maintains an official, public social media presence on:

- Facebook (<https://www.facebook.com/NYUWagnerSchool?fref=ts>)
- Twitter (<https://twitter.com/nyuwagner>)
- LinkedIn (<http://www.linkedin.com/company/3277520?trk=tyah>)
- Instagram (<http://instagram.com/nyuwagner>)

Implementing social media strategies successfully requires resources and planning. Below are several recommendations for using social media to connect with your group members, promote news and events, and strengthen your group's community.

- Make the commitment
  - Establishing an effective social media presence takes considerable time and resources. You will need to determine if your student group can commit to a significant and long-term social media effort, meaning that you don't let your accounts go dormant for long periods of time. It's better to have no account at all than a sporadic and silent account.
  - You should also assign one group member to be responsible for creating interesting and relevant content, because you'll project a more consistent brand and increased sense of ownership. If your group can't commit to doing that, you should reconsider whether you want to invest in a social media strategy.
- Create a Facebook group
  - All student groups are asked to use a Facebook group instead of a page. Groups allow student organizations to:
    - Maintain ownership over content.
    - Engender a stronger sense of community and trust among group members.
    - Better allow for conversation, as opposed to a one-way communication stream.
    - Control group membership.
    - Increase their reach.
  - As group members' posts will reach other members' newsfeeds automatically (versus a page, where only the official group posts will reach members' newsfeeds).  
*\*\*\* Note: Student groups should not have Facebook pages, as this confuses and undermines the larger NYU Wagner brand. \*\*\**

- Share information with NYU Wagner
  - The Communications Officer (or relevant member) from each student group is encouraged to keep Wagner informed of news, events, information, awards, competitions, etc. with which the group is involved.
  - The Communications Officer should message the NYU Wagner Facebook page or email the appropriate staff member to share the information so it can be cross-promoted. Likewise, we ask that student groups help to promote broader NYU Wagner news, as relevant to that group.
- Link to NYU Wagner social media
  - Student group members are encouraged to “like” the NYU Wagner Facebook page so that the school’s news appears in their feed and so it’s easier to share relevant content with their group.
  - Group members are also encouraged to follow NYU Wagner on Twitter, connect on LinkedIn, and follow on Instagram as a way to stay informed about school news.
- Promote
  - Once you have an established social media presence, make sure that your audiences know about it.
  - Ensure that your links are correct on the NYU Wagner website, include links in all of your listserv emails and on any flyers/brochures/collateral materials, encourage all of your group members to connect with you on social media, and promote the links on your own website (if applicable). DO NOT create individual Facebook events as the RSVPs from there cannot be tracked and are often inaccurate. OEA will not honor numbers from RSVP’s other than our internal website system.
- Interact and engage
  - The whole key to social media is engaging your audiences and giving them a reason to connect with you.
  - Post interesting, relevant information and encourage interaction by asking questions, requesting photos, posting surveys, etc.
  - Share information that you read from other sources, and cite that source for additional exposure.

## **Programming: Meetings & Events**

### **Meetings vs. Events: What's the Difference?**

Meetings (or general meetings) are frequent, repetitive check-ins with members of your organization. It may be exclusive to the executive board or include members at large, but aims to serve as a discussion forum to achieve a common purpose such as conveying information or conversation.

Events are gatherings that are generally considered to be non-routine. They require additional resources, time, and staff to help execute, and therefore may involve a large number of people. Events such as conferences, speakers, brown bags, panels, book talks, networking events, and celebratory parties all fall under this jurisdiction at NYU Wagner.

### **Pillars**

There are four pillars that guide NYU Wagner student groups, as a means to ensure continuity and value. Student groups and internal departments alike are asked to use these at a framework when creating and developing programming. We ask groups to try to incorporate as many pillars as possible when brainstorming the purpose of the event:

1. Community Building
2. Visibility
3. Professional Development
4. Academic Enhancement

### **Planning an Event**

In order to create a truly successful special event, you and your group should begin planning a minimum of 6-8 weeks in advance. This should include a planning session with your organization to outline roles, responsibilities, and a timeline using the “How to Plan Event” one pager.

Immediately following this planning session, the lead person(s) on the event should plan an Event Consultation meeting with OSA by emailing [wagner.activities@nyu.edu](mailto:wagner.activities@nyu.edu).

### **Logistics**

Once you've decided to host an event, it's important to first think through all of the details, from funding to who is involved to how to make it a success.

Sit with your group and answer the following questions to ensure that your event is effectively planned and executed. Additional supplemental materials, including production schedules and staffing assignment recommendations, may be found in the appendices at the end of this manual.



- Purpose
  - What is the purpose behind the event?
  - What will audience members gain from attending?
  - How does the event align with the hallmarks above?
- Audience
  - Who is the event for?
    - NYU Wagner or NYU students
    - Alumni
    - Professionals in a particular sector
    - Thought leaders
    - Other
- Speakers
  - Who will speak at the event?
  - How will initial contact be made and subsequently, how will logistics be coordinated and communicated?
 

*\*\*\*Note: If you wish to invite a dean or faculty member to speak or attend, make the request at least 8 weeks in advance.\*\*\**
- Budget
  - What funds are available for this event?
  - What kinds of costs are associated with hosting it (catering, advertising, invitations, programs, space or equipment rental)?
  - Is co-sponsorship something to consider, and if so, with whom (another NYU Wagner student group, an NYU student group, an NYU or NYU Wagner department, an alumni association, an outside organization)?
- Timing
  - When will the event be held?
  - Are there classes or other events that may conflict with it, or prevent people from attending?
  - Is it being planned on or near a holiday (religious or otherwise)?
  - If students are potential attendees, is it during winter or spring break, midterms, or final exams? If so, how will that affect attendance?
- Location
  - What size room is needed?
  - What A/V equipment and set-up is needed?
  - What will the room set-up be (theater style, roundtable, small discussion, etc.)?
  - What available spaces can accommodate those needs?
- Outreach
  - How will guests be invited to this event?

- Are invitations necessary, and if so, how will they be sent and to whom?
- What on and offline channels will you use to advertise the event?
- Staffing
  - Who from your organization will staff the event?
  - Is an event committee needed?
  - What specific individuals have you assigned to each role? Roles may include setting up the room, managing registration and check-in, serving as the event moderator or MC, greeting and escorting speakers, taking photos, documenting via social media, and cleaning up after the event.
- Additional Logistics
  - Will the event require catering, nametags, speaker gifts, or any additional collateral materials?
  - Will you video- or audio-record the event?
  - How will you use social media during the event – both for your group and your attendees?
  - Do you intend to attract media?
- Follow-Up
  - Will you blog about it or post a recap on social media?
  - Will you post photos or documents discussed at the event?
  - Will you communicate with the attendees after the event?
  - What are you responsible to provide to the Office of External Affairs?
  - Are there any outstanding invoices or reimbursements that need to be processed?

### Using & Reserving Space

Demand on rooms at the Puck Building is very high. As such, we've asked every staff, faculty, and student group representative to adhere to the following policies and procedures.

- Please do not book event space unless you definitely intend to use it. In the initial planning stages, groups have the ability to "HOLD" up to three dates. We kindly ask that as soon as the official date is confirmed you release any other holds associated with that event. If you have a date change or if you learn you will not be using a room you reserved, please release the space by emailing [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu).
- Rooms may be reserved for meetings and events that are being planned by and for members of the NYU Wagner community and their affiliated guests. All room reservations are made through the online Google calendar system.
- Reservations can be made by NYU Wagner staff and faculty, student employees, and student leaders who have gone through the Events Training.

- Individual students not affiliated with a student group may reserve conference room space for Capstone client meetings. NYU departments and centers may also request to rent space from NYU Wagner, though rental fees may apply. Both may make requests via [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu). Reservations made by other persons will be denied.

## Available Spaces

When planning your event, it's important to know the available space in each room. Below is the capacity for rooms in the Puck Building, which can be reserved via the Google calendar.

- The Rudin Family Forum for Civic Dialogue: 2<sup>nd</sup> Floor, Room 2215 (flexible seating up to 120, standing up to 200)
- The Rice Conference Room & Newman Reception Area, 2<sup>nd</sup> Floor, Room 2203 (flexible seating up to 35, standing up to 60)
- Student Group Project Rooms: 2<sup>nd</sup> Floor, Rooms 2213 and 2214 (seats 6-8 each)
- The Study: 3<sup>rd</sup> Floor, Room 3024 (seats 6-8)
- Jersey Conference Room: 3<sup>rd</sup> Floor, Room 3025 (flexible seating up to 30)
- Lafayette Conference Room: 3<sup>rd</sup> Floor, Room 3066 (seats 12-16)
- Mulberry Conference Room: 3<sup>rd</sup> Floor, Room 3072 (seats 20-24)

The following rooms are NOT available via the Google reservations system, but can be reserved with special permission from the Office of External Affairs. You may inquire about availability by emailing [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu).

- Murphy Student Lounge: 2<sup>nd</sup> Floor, Room 2216 (flexible seating up to 35)
- OCS Conference Room: 2<sup>nd</sup> floor, Room 2113 (flexible seating up to 16)

Registered student groups can also reserve space free of charge at the NYU Kimmel Center. Student groups must be a registered club with NYU's Center for Student Activities (CSA) and have updated their contact information for the current academic year by the deadline at the beginning of the fall semester. Once registered, create a Kimmel OneStop account to view available space at Kimmel and submit requests for reservations. If you are not registered with CSA, you may work through the WSA executive board to reserve space, as WSA is registered. For more information visit <http://www.kimmelonestop.nyu.edu>.

Other University venues can be found through Conference and Event Services (<http://www.nyu.edu/community/conference-event-services.html>). Please be advised that rental fees may apply.

## Reservation Times

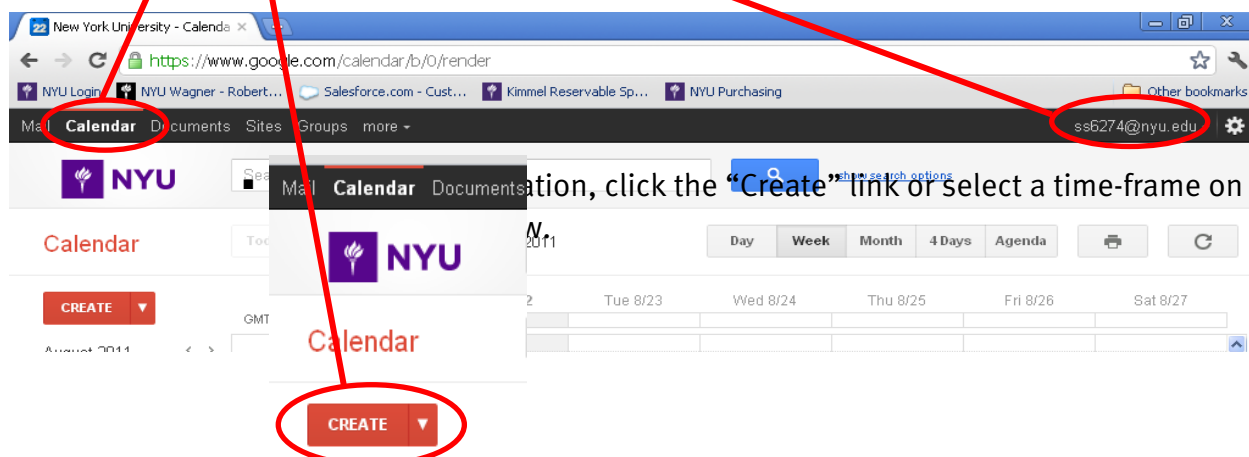
To maximize space usage at Puck, we recommend using the following guidelines for your space reservation time frames:

- During the workday, conference rooms should be used as meeting spaces, with each reservation running no more than two hours.
- During the evening, conference rooms may be used as meeting or event spaces. For an event, ideally a reservation should not exceed five hours, including set-up and clean-up time.
- Spaces may not be reserved on weekends or Friday nights (after 8pm), without (1) a discussion with and prior permission from OSA, and (2) the presence of a Wagner staff person on-site during the entire event/meeting.
- Please note that your group may be required to retain and pay for porter/trash removal services (approx. \$300-\$400), as well as other fees that may apply (i.e., requesting the freight elevator, which costs at least \$40/hr during overtime hours). All must be arranged in advance.
- Should your requested reservation exceed the suggested time frames, it will be subject to additional review before approval.

## Reserving Rooms at Puck

Room reservations in the Puck Building are made through Google Calendar by following the steps below:

- Find Available Space
  - To view all room calendars, visit the Event Resources tab in the restricted section of <http://wagner.nyu.edu>.
  - Login with your Net ID and NYUHome password.
- Make Your Reservation
  - Open Google Calendar by clicking the “Calendar” link on NYUHome or at the top of your Gmail window.
  - You must be logged in through your NYU email address in order to make room reservations. The calendars require NYU email account authorization.





- Once on the Event Details page view, type the event title in the box. Be sure to put your student group acronym at the beginning of the reservation title.
- Make sure you include set up and clean up time in the reservation.

Mail **Calendar** Documents Sites Groups more ▾

NYU Search Calendar [show search options](#)

[« Back to calendar](#) **SAVE** Discard

**OSE: Staff Events Training**

8/29/2011 1:00pm to 2:00pm 8/29/2011 [Time zone](#)

☐ All day ☐ Repeat...

Event details [Find a time](#)

Where

Add: [Guests](#) | [Rooms, etc.](#)

Enter email addresses

Calendar **Scott Sowell NYU Wagner** ▾

- To find available rooms, select the “Find a time” tab. Then select “Rooms, etc.” from the Add menu on the right side of the screen.
- Start typing the room’s name in the “filter room” box. A list of matching rooms appears in the list. Browse the list to find the room you want to book. To select a space and/or to see its availability, click “Add”.

7/1/2013 5:00pm to 6:00pm 7/1/2013 [Time zone](#)

☐ All day ☐ Repeat...

Event details **Find a time**

Go to event [How to use this tool](#)

Today < > Monday, Jul 1, 2013 Day Week

GMT-05 Jamie Lynn O'Regan

3pm

4pm

5pm

6pm

Add: [Guests](#) | [Rooms, etc.](#)

☐ Show only available

Wagner

- [Add](#) Wagner-Puck Bldg-Henry
- Hart Rice Conf Rm
- [Add](#) Wagner-Puck Bldg-Student Services Office

Wagner/OCS

- [Add](#) Wagner/OCS-Puck Bldg-Resource Rm

- To compare availability in multiple rooms, you can “add” as many as you like and a column for each room will appear in the “Find a time” calendar view. Be sure to delete all rooms you do not want in order to avoid duplicate reservations.
- Once you have entered all information, review the details of your reservation and click SAVE.

- Your reservation will appear on both the space calendar and your personal calendar, even though it has not been confirmed. Once your reservation has been confirmed or declined, you will receive an email. If it is declined, a note will be included as to the reasoning.
- Since these reservations are for the room calendars only, we kindly ask you to not invite guests directly to the calendar invitation as they may accidentally delete or edit the event.

## **Changes and Cancellations**

In the event your date has changed, or if you no longer plan to host the event, please notify the Office of External Affairs (OEA) as soon as possible to allow other departments and organizations access for their upcoming events. Also, please notify us no later than 2 weeks before your event if you plan to cancel.

## **Event Resources**

To help simplify the craziness that can go into planning and executing an event, the Office of External Affairs has created an Event Resources page. From this page, you can link to Create/Monitor RSVPs and submit Event Logistics requests to help simplify the process.

## **Creating an RSVP Page/ Monitoring Registration**

An RSVP page not only adds an additional web presence for your event, but also creates a main hub of information for your invitees. To accurately track the popularity of events and get a sense of true attendance, we ask that all events (other than general meetings) use this platform. It also allows us to gain a database of guests to help promote future events based on similar areas of interest.

- The form can be found on the Event Resources page located in the restricted section of the NYU Wagner website.
- We ask you submit the form no later than two weeks before your event to have enough time to effectively make edits and send back to you for review before publishing.
- Once published, student groups may monitor their event RSVPs similarly through the Event Resources page. However, due to restrictions per the Family Educational Rights and Privacy Act (FERPA), students are not allowed unlimited access to the all information housed in the RSVP.
- Once a student has gone through training, he or she will be granted access to this page via their NetID.

We also ask that organizations be aware of the potential “melt” of attendees when planning their event. Melt is an event planning term for the inevitable percentage of “no shows” to an event. Melt is caused by varying factors including weather, time of year/day/week, other events around campus or the city, target audience, etc. On average, you should expect your event to have a 40-50% melt. That means if 100 people RSVP that they are going to attend, you should expect only 50-60 to show up.

## Event Logistics Form

Navigating and overseeing event logistics can be a daunting task, which is why we’ve created the Event Logistics Form to help you.

- The Form can be found on the Event Resources page located in the restricted section of the NYU Wagner website.
- It requires that you know every detail about the event, including physical room set up, audio/visual needs, and collateral requests.
- We ask you submit the form no later than **two weeks** before your event to ensure that we can provide the supplies, staff, room set-up, and materials needed to make your event run as smoothly as possible.

## Catering

- You must work with your group’s Finance Manager for all catering orders, as they will be trained on the appropriate procedures. Key components to remember when dealing with catering are:
  - Make sure your invoice/receipt includes the full name of your group and the name of your event.
  - Provide the caterer with contact information for the person who will be meeting them on the day of the event, as this may not be the same as the person ordering the food.
- Gratuity is not always included and should be considered when planning an event.
  - 20% is the industry standard for catering gratuity.
  - Once an amount or percentage is agreed upon, it must be added to quotes, invoices, and receipts for reimbursement.
- OSA provides pitchers for water, cups, napkins, small plates, and biodegradable utensils for many NYU Wagner events at no charge. If you are requesting NYU Wagner’s “green” tableware, please ask your caterer to refrain from bringing these items.
- The Puck Building’s freight elevator is available for free from 8am – 5:00 pm, M – F, and is located at 281 Mulberry St.

- Outside of those hours, you will be charged \$350 to use the freight elevator. You must pre-arrange this with the Puck Building Maintenance Staff in advance by emailing [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu).
- We recommend all food and rental deliveries be scheduled to arrive no later than 4:30 to ensure arriving before the freight elevator closes.

## Alcohol

Alcohol can be a fun component at an event, but we encourage student groups to think about whether it is necessary. Below is a list of criteria to consider when deciding whether or not you want to include alcohol as part of your event.

- What is the value add of serving alcohol at your event? Are there any consequences?
- Only beer and wine are approved for student organization events at the Puck Building. Hard liquor is not permitted.
- Events before 5pm are not permitted to have liquor. Beer and wine MUST be purchased and inventoried exclusively by the Office of Student Activities.
- Not all requests for alcohol will be granted. Decisions will be made based on appropriateness of the event, venue, content, and audience.
- Serving amounts are based on RSVP numbers through the NYU Wagner Event RSVP system.
- Allotments may be amended down or up, day of, based on attendance numbers regardless of amount funded.

### Making a Request

- If you are already approved, the WSA Treasurer will inform OSA as to the amount approved. Please include your request in the Logistics Form to ensure items are purchased.
- If you need to submit a new request please contact the WSA Treasurer.

## Audio/Visual

### Student Project Room/Kiosk Computers

- The Kiosks and Student Project Room computers are available for use of the Wagner Community.
- If you need to print documents, then black and white printing is available within the Student Project Room. The computers are set by default to the printer within the room.
- The Student Project Room and Kiosk computers are maintained by the Wagner IT Department. Any inquiries for repairs or toner replacement should be directed to the front desk, and they will contact the proper person to remedy the issue.



## Laptop Loan Process

- When you are filling out the events form, there will be a section to make a request for a laptop for that event.
- Laptops must be checked out at the front desk on the day of the event. Each conference room has a laptop assigned to it, and you will receive the laptop that corresponds to that room. This will also require you to sign it out and leave your NYUID until the laptop is returned.
- Each laptop is equipped with a built in camera, but if that will not be sufficient, then you can sign one out from the Wagner IT Department.
- Cables for video and audio are available in each conference room.
- If you require more than one laptop for your event, indicate that in the Logistics Form, and another one will be provided by the Wagner IT Department.

## Film Screening and Licensing

- The U.S. Copyright Act (Title 17 of the United States Code) governs how copyrighted materials, such as films, may be used. Under copyright law, a copyright owner has the exclusive right to publicly display his/her work. Therefore, you must have the proper copyright authorization in order to publicly exhibit a film or video as an event. Videos, regardless of format, rented or purchased from stores or on-line services are intended for “home use only.” This means that neither the rental nor the purchase of films carries with it the right to show the film outside the home. Therefore, a public performance license must be obtained from the copyright owner or a licensing agent prior to publicly exhibiting the video.
- A license to show videos publicly may be obtained from a variety of sources. The copyright owner of a film is generally listed in the credits of the film. The film’s website may contain the basic information needed for this purpose and most film production companies authorize this through specific, affiliated distribution companies.

## Day-of Event Best Practices

The day of your event is an exciting and anxious time. Below are a few best practices to keep in mind.

- Get to the venue early.
  - The early bird gets the worm, especially for event planning and execution. It’s important you have members of your organization arrive early to ensure the room is set up properly, retrieve any materials you requested from OSA, organize check-in, do a sound and AV check, etc.
- Make sure you are OVERstaffed.
  - It’s essential you enlist the help of volunteers to make your event run smoothly. Always consider how many people you will need at check-in,

- as greeters, as guides for guests and speakers, to set up any pre-event items, to run microphones during Q&A, to clean up post-event, and to triage any potential issues that may arise.
- Be good neighbors; leave the room in better condition than you found it.
    - Place trash, leftover food, recycling, extra materials, etc. in the appropriate receptacle/areas. Leftover food for general consumption can be placed in the café fridge. Please notify [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu) if you do such as all items will be discarded weekly on Friday at 5pm.
    - Arrange chairs around the table in an orderly fashion and/or return room to its original configuration. Return any chairs that were removed.
    - Ensure all surfaces are free of debris, and are wiped clean with paper towels and cleaning solution, which can be found in the blue plastic storage bin labeled “Cleaning Supplies” found in each conference room.
    - If applicable, turn-off the projector and ensure the screen is lifted. Return laptop computers and cables to the Welcome Desk to retrieve your ID.
    - Make sure all window shades are open, doors are unlocked and lights are turned off.
  - Collect and submit final attendance.
    - In order to reconcile the actual guest list, please submit the attendance record to OEA. Scan and email it to [wagner.events@nyu.edu](mailto:wagner.events@nyu.edu), being sure to include the organization, date, and event name.

## After the Event

It’s important that you don’t let your event die once it’s done. You’ve put in a lot of effort to pull it off, so capitalize on that to give it a longer shelf life:

- Make sure that the person you assigned to record the event provides a story or blog post summarizing the event within 1-2 days of the event date.
- Make sure the photographer posts photos of the event within 1-2 days of the event date.
- Use social media to recap the event and any interesting, exciting, or thought-provoking ideas that were shared.
- Send thank-you notes or emails to your guests and speakers. Offer future opportunities for engagement and help cross-market with other organizations that share interests.
- Consider asking for feedback informally or via a survey to measure the success from your attendees’ perspective.

## **Reimbursements & Invoices**

All expenses associated with events should be accounted for and discussed previously with your Finance Manager to ensure you are within budget and University parameters for what can be compensated and submitted immediately.

### **Student Expense Reimbursements**

- Each organization must designate three members who are approved for reimbursement.
  - Each student organization must provide their list of three approved students to OSA.
  - One of the three approved student MUST be the group's Finance Manager.
- Students requesting reimbursement must complete the Student Expense Reimbursement Form found on the NYU Comptroller's website (a sample is provided in the appendices section of this guide).
- All reimbursements must be accompanied by a valid receipt. A valid receipt, as defined by New York University Student Council Budget Manual, must include:
  - The original receipts.
  - Receipts must have store name and address. Students may write this in if it is not pre-printed on the receipt.
  - Receipts must be itemized indicating what was purchased. Receipts that are not itemized cannot be processed.
  - Receipts should be neatly taped to an 8.5"x11" sheet(s) of white, unlined paper, and paper clipped to the back of the reimbursement form.
- Any expense totaling over \$100 per event must be pre-approved by the Assistant Director of Student Activities.
- For credit card or check reimbursements, the student payee must also include a copy of their credit card or bank statement with the valid original receipts and reimbursement form.
- Each student group Finance Manager will review forms for accuracy, validity of receipt/expense, and availability of funds.
- Then, the WSA Treasurer will review the forms and reconcile the expenses with each group's budget and the Contingency Fund Requests, and submit the completed forms to OSA for approval. OSA then submits them to NYU's Accounts Payable (AP) Office.
- Once submitted to AP, the payee can expect an email indicating that the reimbursement has been signed.

- If under \$300.00, students are given the original paperwork to take to the Bursar's Office, located at 24 West 4<sup>th</sup> Street, for a cash reimbursement.
- If over \$300.00, the reimbursement MUST be issued as a check and will take a minimum of 30-60 days for processing.

## **Vendors: Processing Invoices and Payments**

Similar to Student Reimbursements, all payments to vendors (including catering) should be quoted and negotiated in advance to secure that the cost stays within the event budget.

- When planning an event, please use pre-approved vendors whenever possible.
- For invoices up to \$999.99, a Business Payment Form may be submitted. The Business Payment Form can be found on the NYU Comptroller's website (a sample is provided in the appendices section of this guide).
- Any charge over \$1000.00 MUST involve the Office of External Affairs. These charges require a Purchase Order.
  - Purchase Orders are required to be submitted with a quote before the event occurs.
  - For vendors who are not already approved by NYU, this process can be lengthy so please begin this as far in advance as possible and arrange an event meeting with OSA.
  - Once approved, the invoice can be issued the day of the event and submitted by OSA to render payment through Account Payable.
- Most NYU internal vendors don't require payment, including the Kimmel Center and Top of the Square Catering. Instead, these vendors directly bill the proper NYU account number. In these cases, the proper account number is essential. If you are reserving space or ordering any services from Kimmel (such as catering or A/V), please be sure that the WSA Treasurer and OSA are copied in all correspondence.

## **Payment to Individuals**

Similar to student reimbursements and payments to vendors, Payment to Individuals are for the reimbursement of costs to a single person or persons who have accrued a one-time expense to be paid by the University. In regards to student groups, this type of reimbursement is generally for speakers or panelists and usually involves travel costs. It is essential you communicate to this third party the following key items in advance:


- You will be required to share your Social Security Number to be reimbursed by the University.



- You must save and submit all valid receipts in order to be paid.

Should there be any resistance to sharing the SSN# please let your individual know that it is required for tax purposes. The Office of Student Activities is happy to help liaison if they are not comfortable sharing with a student.

## Appendix A: Student Reimbursement Form



### NEW YORK UNIVERSITY

### STUDENT EXPENSE REIMBURSEMENT FORM

(LAST REVISED DEC 2009)

**Form EXP2000S**  
 For Accounts Payable Use Only

This form is to be used by NYU students only to request reimbursement for university business expenses.  
 NYU will not process requests for expenses that are deemed nonpermissible/nonreimbursable by the University.  
 For guidance, refer to the Business Expenses Policy and Expense Reimbursement Policy of the University ([www.nyu.edu/financial.services/cdv/policies](http://www.nyu.edu/financial.services/cdv/policies)).  
 If reimbursement is for travel, attach Form EXP2000T (reimbursement request for each trip must be submitted on a separate Form EXP2000T).  
 If reimbursement is for meals during business meetings or events, attach Form EXP2000M. Otherwise, complete Box 11.

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**CASH REIMBURSEMENT.**

☐ Mark box if total expenses are \$300.00 or less and you want reimbursement in cash. For cash reimbursement, take the form to the Office of the Bursar.  
 For location and office hours, please refer to the Office of the Bursar Website ([www.nyu.edu/bursar/location.hours](http://www.nyu.edu/bursar/location.hours)).

**Form EXP2000S**

For Accounts Payable Use Only

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**PAYEE INFORMATION**

<p><b>1. PAYEE'S FULL NAME</b> (FIRST NAME, MIDDLE INITIAL, LAST NAME)</p> <p><b>2. HOME ADDRESS</b></p> <p><b>3. ALTERNATE MAILING ADDRESS (IF APPLICABLE)</b></p> <p><b>4. DEPARTMENT TO BE CHARGED</b> Wagner Student Groups</p>	<p style="text-align: center;"><b>For Accounts Payable Use Only</b></p> <p><b>VENDOR NUMBER:</b></p> <p><b>5. UNIVERSITY ID NUMBER:</b> N _ _ _ _ _</p> <p><b>6. CONTACT PERSON (IF OTHER THAN PAYEE) AND TEL. NUMBER</b> Jamie L. O'Regan ext. 2-6511</p>
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**EXPENSE/ACCOUNT DETAILS**

7. EXPENSE TYPE	8. AMOUNT	9. CHARTFIELD					TAX CODE
		ACCOUNT	FUND	ORG/DEPT	PROGRAM	PROJECT	
	\$	1111	10	4519	1		
<b>TOTAL EXPENSES:</b>	\$ 0:00						

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**10. TOTAL AMOUNT OF REIMBURSEMENT (IN WORDS)**

**11. DESCRIPTION AND BUSINESS PURPOSE OF EXPENSE/S**

## Appendix B: Business Payment Form



### NEW YORK UNIVERSITY BUSINESS PAYMENT FORM (REVISED MARCH 2012)

<b>Form BUS5000</b>
For Accounts Payable Use Only

When a Purchase Order is not required, use this form to arrange for payment to a business entity with a Federal Tax I.D. number. (Refer to the Purchasing Web site [www.nyu.edu/purchasing.services](http://www.nyu.edu/purchasing.services) or the Controller's Division Web site [www.nyu.edu/financial.services/cdv](http://www.nyu.edu/financial.services/cdv) for further information.)

You must provide ALL NONRESIDENT PAYEES with a Tax Compliance Notification (for Payments via Accounts Payable) form. The Payee must then provide you with a completed Tax Compliance Notification form. Send the completed Tax Compliance Notification form, directly to the Nonresident Alien Tax Specialist. All non-U.S. Company/Entity payees will then be contacted by the NYU Tax Department to obtain additional tax forms via GLACIER, an online tax compliance system. More information can be obtained from the Controller's Division Website ([www.nyu.edu/financial.services/cdv](http://www.nyu.edu/financial.services/cdv)).

NOTE: Failure to complete information in GLACIER and/or to submit forms from GLACIER, if required, may result in maximum tax withholding.

#### PAYEE INFORMATION

1. FULL BUSINESS NAME (INCLUDE INC., CORP., LTD., ETC.)		For Accounts Payable Use Only VENDOR NUMBER	
2. ADDRESS		5. ENCLOSURE TO BE MAILED WITH CHECK (Extra copy of invoice must be attached.) <input type="checkbox"/> YES	
3. FEDERAL TAX ID NUMBER	4. DEPARTMENT TO BE CHARGED Wagner Student Groups	6. HOLD FOR PICK-UP? (For extra ordinary circumstances only. Print name and telephone number.) <input type="checkbox"/> YES	

#### EXPENSE/ACCOUNT DETAILS

7. INVOICE NUMBER (up to 12 char.) OR DESCRIPTION (6 char./digits) & SERVICE DATE (SEE INSTRUCTIONS)	8. INVOICE DATE OR DEPARTMENT PROCESS DATE	9. AMOUNT	10. CHARTFIELD					TAX CODE
			ACCOUNT	FUND	ORG/DEPT	PROGRAM	PROJECT	
		\$		1 0	4 5 1 9 1			
TOTAL AMOUNT		\$ 0.00						

11. TOTAL AMOUNT REQUESTED (IN WORDS)

## Appendix C: Production Schedule - Sample

FPWA, HSC, NYU Wagner, UNH

NYC Mayoral Forum: Revitalize, Rethink, Rebuild Neighborhoods  
Production Schedule

Friday, June 28, 2013  
Lighthouse International

From	To	Activity	Location	Who	Details
7:00 AM	7:15 AM	Scott, Jamie, & Cassidy arrive	Lighthouse International	Scott, Jamie, Cassidy	Set-up staff registration. Check Greenroom (Rm 101).
7:00 AM	7:15 AM	Breakfast is set	Lighthouse International	Lighthouse International	Make sure breakfast is set first in Greenroom (Rm 101), then in downstairs lobby
7:15 AM	7:30 AM	All Staff Call Time	Lighthouse International	ALL STAFF	Check-in at Registration (Jamie)
7:30 AM	7:45 AM	Staff Briefing	Greenroom (Rm 101)	ALL STAFF	Overview
7:30 AM	8:30 AM	Greenroom Attendant (Shift 1)	Greenroom (Rm 101)	Jason Wu	Remain in greenroom while candidates arrive. At 8:25 AM, transition Upstairs Lobby Usher.
7:45 AM	8:25 AM	Set-up Theater	Theater	Scott, Emily Gadd, Jamie O'Regan	Check theater and stage set-up. Verify set for candidates, place tent card and water. Place reserved signs in seats according to Scott.
7:45 AM	9:00 AM	Registration	Upstairs Lobby	Cassidy (Lead), Esther Lok, Cynthia Tao, Susan Johnson, Gregory Brender	Registration officially opens at 8:00 AM, but be prepared for early arrivals. When guests arrive, check them off the guest list and give them a program and question card. Direct them downstairs to the theater. If they are not on the guest list, have them fill out the sign-in sheet. Susan goes to photograph at 8:25 AM. Once the crowd has subsided, pack up registration and put out organization materials.
7:45 AM	8:30 AM	Upstairs Lobby Ushers (Shift 1)	Upstairs Lobby	Brian Roach & Greg Richane	Greg should stand by main entrance and greet guests, directing them to registration. Brian should stand at the top of the stairs, and count the number of guests going downstairs. At 8:25 AM, Brian goes to photograph and Greg moves to Greenroom.
7:45 AM	10:00 AM	Downstairs Lobby Ushers	Downstairs Lobby	Adriana DiFazio, Rachel Smith, Aseal Tineh	Stand by theater entrance. Guest may mingle in lobby and enjoy breakfast. When Scott gives cue (likely 8:00-8:10 AM) open doors. Distribute Blueprints as guests enter theater. Remind guests that NO FOOD OR DRINK is allowed in theater. Once forum is over, assist guests with leaving the building if necessary.
7:45 AM	10:00 AM	Theater Ushers	Theater	Dajanee Cockran, Kathy Fitzgibbons, Emily Miles, Stephanie Parkinson	Once the theater opens, greet guests as they enter. Verify reserved seating. Encourage guests to move towards the front rows and the center of the rows. Once forum begins, assist latecomers with seating. When cue is given by the moderator, collect audience question cards and give to Allison, Annetta, and Shana. Once forum is completed, assist guests with exiting the theater if necessary.

## Appendix D: Run of Show - Sample

Code for Change Kickoff Run of Show			
Time	Activity	Who	Details
	Jae in Place for Presentation Partners seated in Reserved Seating on Front Row	Jae	Transition from rolling presentation to clickable presentation
3:20 PM	Welcome	Neil & Shankar	
3:30 PM	Opening Remarks	Peter Levin & Sean Greene	Remarks from White House Officials
3:35 PM	Partner Remark 1 Introduce Client Pitches	Kevin Curry, Code for America	
3:45 PM	Client Pitch 1	Architecture Commons	Neil will sit in first row and serve as time keeper. He flash a sign after 1 minute, 1:30, and then at 2 minutes.
3:54 AM	Client Pitch 2	Building Educated Leaders for Life (BELL)	
3:58 PM	Client Pitch 3	Brooklyn Community Services	
4:02 PM	Client Pitch 4	Community Emergency Response Team (CERT)	
4:06 PM	Partner Remark 2	Rachell Bordoy, NPower -- The Community Corps	
4:10 PM	Client Pitch 5	Community in Schools	
4:14 PM	Client Pitch 6	CUNY Institute for Software Design and Development	
4:18 PM	Client Pitch 7	Jewish Board Family and Children Services	
4:22 PM	Client Pitch 8	Lighthouse International	
4:26 PM	Client Pitch 9	Metropolitan Council on Jewish Poverty (Met Council)	
4:30 PM	Partner Pitch 3	Matt Klein, Blue Ridge Foundation New York	
4:34 PM	Client Pitch 10	Network for Teaching Entrepreneurship	
4:38 PM	Client Pitch 11	NYC Campaign Finance Board -- Voter Assistance Advisory Committee	
4:42 PM	Client Pitch 12	NYC Department of Youth and Community Development (DYCD)	
4:46 PM	Client Pitch 13	NYC Office of Emergency Management (OEM)	
4:50 PM	Partner Pitch 4 Code for Change Overview	Arthur Grau, OneEconomy -- Applications for Good	
5:00 PM	Meet & Greet Begins Transition to Twitter Wall	Jae	Transition from presentation to twitter wall



## Appendix E: How to Plan an Event One Pager

### What to Know Before You Plan

#### A Step by Step Guide for Student Organizations



#### 1 Brainstorming

Before execution it is important to have a solid foundation for what you are trying to accomplish weeks or months before your scheduled event.



#### 2 Assessing Your Needs

After determining the direction of your initiative, it is imperative to assess your needs from the Wagner Student Association.



#### 3 Planning with limitations

To ensure you have the necessary materials for your event. Remember to include: catering & alcohol; AV/IT equipment; collateral like adhesive nametags & table tents; supplies like easels & markers.

