

ECP: COMMUNICATIONS-003 ASUCSD EVENT PROGRAMMING POLICY

Effective Date: January 28th, 2025

Responsible Official/Body: Chief Communications Officer (CCO)/ Office of Communications.

Authorizing clause of Bylaws/Constitution:

- I. ASUCSD Constitution Article II-A § 3(F)(e): *Develop and implement policies which facilitate communications, marketing, public relations and branding for the Association consistent with the Standing Rules.*
- II. ASUCSD Standing Rules Title II § 4(A)(b): *Give details on the programs and events of the office to the Chief Communications Officer to be used in Association marketing initiatives.*
- III. ASUCSD Standing Rules Title IV § 2.3(A)(c): *Notify the Chief Communications Officer of all upcoming events, including the logistics for participation and attendance, to ensure that all events are adequately publicized.*

Scope: All events that any entity within the Association is seeking to create, and it applies to all Association entities, unless stated otherwise within the policy.

Summary: This Executive Communication Policy (ECP) lays out the policies on how entities within the Association should inform the Chief Communications Officer of any events that they are seeking to create, will create, are creating, etc.

Purpose: To ensure that members within the Association and the general student body know about events in a timely manner and to provide a centralized system for viewing upcoming Association events.

SECTION 1 | Event Programming Policy

1. Event Programming or event for short, shall be defined as: the process of planning, organizing, and delivering of experiences that engage participants through interactive elements, discussions, travel, and/or, but not limited to, providing some sort of resource and/or incentive, all of which can occur in both a large and small scale manner. The following are considered event programming, however the definition's scope is not limited to this list solely:
 - 1.1. Conferences.
 - 1.2. Networking Events.

- 1.3. Townhalls.
 - 1.4. Festivals.
 - 1.5. Workshops.
 - 1.6. Concerts.
 - 1.7. Night Market.
 - 1.8. Movie.
 - 1.9. Study Jam.
2. An Association entity or entities shall be defined as one of the following:
 - 2.1. An individual employed by the Association (compensated and not compensated).
 - 2.2. An office.
 - 2.3. A commission.
 - 2.4. An auxiliary.
 - 2.5. A service or enterprise.
 - 2.6. Or any other group that is within the Association, based on the bylaws of ASUCSD.
3. The A.S. Event Programming Calendar (EPC) will be the primary method for notifying the Chief Communications Officer on any upcoming event.
 - 3.1. It shall take the form of a Google Sheet document.
 - 3.1.1. A majority of the data from the Google Sheet document will be utilized for a Google Calendar calendar.
4. All Association entities, unless granted an exemption by the Chief Communications Officer, shall be required to provide their event programming information to the Chief Communications Officer by filling out the A.S. Event Programming Calendar (EPC) as soon as the event has at least three of the following:
 - 4.1. A time.
 - 4.2. A date.
 - 4.3. A venue.
 - 4.4. A budget allocation amount.
 - 4.5. Marketing materials.
 - 4.6. Or any information pertaining to the development and implementation of an event.
5. If for whatever reason, an event requires a level of confidentiality or is not open to the public for a period of time or for its entirety, a formal email must be sent to the Chief Communications Officer elaborating on why this and must include all of the following (if one of the following cannot be provided, an explanation must be provided in its absence):

- 5.1. A purpose for concealing the event.
- 5.2. The time of the event.
- 5.3. The venue.
- 5.4. A budget allocation amount.
- 5.5. Or any other information pertaining to the event.

SECTION 2 | Event Programming Reporting Protocol

1. To accurately and promptly notify the Chief Communications Officer about any event programming, all Association entities must fill out the following information within the A.S. Event Programming Calendar (EPC), with an exception to Actual Attendance, which must be inputted after one day has since passed for that event:
 - 1.1. Status (Confirmed or Tentative).
 - 1.2. Week (1 through 10 or Finals week).
 - 1.3. Date (e.g. 1 January).
 - 1.4. Day (e.g. Monday, Tuesday, etc.).
 - 1.5. Time (e.g. 7 PM - 10 PM).
 - 1.6. Event Title.
 - 1.7. Type (Orientation, Movie Screening, Concert, Study Jam, Festival).
 - 1.8. Host (e.g. Office of Communications).
 - 1.9. Venue (e.g. Sun God Lawn).
 - 1.10. Involvement level (e.g. Producer, Consultant, Partner).
 - 1.11. Expected Attendance.
 - 1.12. Actual Attendance.
2. The A.S. Event Programming Calendar (EPC) will be made accessible through the main drive and the main A.S. website (pending its addition to the A.S. website by Association professional staff).
 - 2.1. Only the following members will have editing privileges:
 - 2.1.1. A.S. Professional Staff.
 - 2.1.2. All Assembly members (Senators, Associate Vice Presidents, and Executive Officers).
 - 2.1.3. Commission Heads (head refers to the highest ranking member within that group).
 - 2.1.4. Service or Enterprise Heads (head refers to the highest ranking member within that group).
 - 2.1.5. Auxiliary Head (head refers to the highest ranking member within that group).

SECTION 3 | Violation

In the case of any violations of these policies, the following steps will be taken by the Chief Communications Officer.

1. ASUCSD Pre-Event Violation Process
 - 1.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) requesting to fall back into compliance with the policies within this document, within a 48 hour time limit once the email is sent.
 - 1.1.1. If they do comply within the 48 hour time limit, no further action would need to be taken.
 - 1.1.2. If they do not comply within the 48 hour time limit.
 - 1.1.2.1. The Chief Communications Officer will file a grievance to the Judicial Board.
2. ASUCSD After Event Violation Process
 - 2.1. If an event has since passed and an Association entity did not notify the Chief Communications Officer (CCO) of the event occurrence by inputting the required information into the A.S. Event Programming Calendar (EPC), then the CCO will take the following step:
 - 2.1.1. Issue a warning to the Association entity found in violation of this policy, with the stipulation that another instance in which they do not notify the CCO by the aforementioned policy will result in the following:
 - 2.1.1.1. The Chief Communications Officer will file a grievance to the Judicial Board.
 - 2.2. If two or more events have since passed and an Association entity did not notify the Chief Communications Officer (CCO) of the events occurring by inputting the required information into the A.S. Event Programming Calendar (EPC), then the CCO will take the following step:
 - 2.2.1. The Chief Communications Officer will file a grievance to the Judicial Board.



*ANY AND ALL QUESTIONS SHOULD BE DIRECTED TO THE
CHIEF COMMUNICATIONS OFFICER*

This document may be edited at the discretion of the Chief Communications Officer (CCO) at any time but in doing so the CCO must inform the Association through both Slack and email, in order for the updated policy to take into effect, and no policy may be applied retroactively to any given circumstance or situation. Afterwards, the CCO must also at the next most immediate Senate and Cabinet or Assembly meeting make note (e.g. inform everyone in attendance) of the updated policy. This policy has no expiration.

