

So you want to host a dance on campus?

Below is a timeline of all of the things you must complete in order to have a successful and approved dance on campus.

This entire packet that will walk you through step by step each task you must complete.

If you have any questions, you can email Natty at [Natty.Burford@mcla.edu](mailto:Natty.Burford@mcla.edu) or visit them in the Student Development Office in the Campus Center 3<sup>rd</sup> floor room 310.

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## Timeline

### Months before the event

- Pick up the party packet paperwork
- Look at the “cost of a Dance” decide if you club or group can afford it
- Look at “types of Dances” and decide what type of dance you want to have
- Look at dates on the outside of packet
- Contact Natty and put a “hold” on that date for the dance
  - Natty needs to respond and let you know if that date is still available
- Contact Natty to set up a “Dance Meeting”
- Start the process to book your DJ, Check “Booking a DJ” & “Performer Contract”
- Start to gather volunteers who are willing to work the dance, see “volunteers”

### 1 month out

- Schedule meeting with Natty at least 2 weeks prior to dance
- Submit your advertising with Natty
- Fill out a “room request form” to reserve your location & create your set up
- Order food from Aramark Catering and fill out a PO “How to do a PO”
  - Make an alternative plan for food, if not going through Aramark
- Coordinate a plan for volunteers working the dance see “volunteers”
- Create and impellent an advertising plan

### 2 weeks out

- Confirm your lighting plan. This could be from your DJ or an alternative location
- If using SAC equipment, have form turned in a week in advance see “SAC request”
- Contact Natty and let them know if your set up needs for facilities has changed

### The Wednesday before

- Send Natty the finalized list of your volunteers, where they will be, and at what time
- If inviting off campus guests, submit finalized list of registered attendees (inviting Williams college)

### The night of dance

- Arrive 2 hours early to set up your event, put up decorations, set up food, and other needs. See “setting the tone”
- After dance, break down and put away decorations and lighting
- After the dance, work with public safety to return all borrowed items
- After Dance check bathrooms
- Wait for DJ’s to pack up before leaving

### The Following Monday

- Take down the banner if one is still up in Marketplace
- Follow up with Natty if there are any other needs or issues
- Complete Dance Evaluation

## Cost of a Dance

All prices vary depending on many different factors; this list is the minimum list of things you will need to purchase to have a dance approved on campus. *These prices are estimations.*

Things you **must** contract/purchase: professional DJ (or approved student DJ), food, non-alcoholic beverages, advertising, having a paid Public Safety Officer present

Things you **may** have to contract/purchase: sound equipment, lighting, decorations, photo booth, additional event staff wages, fees if borrowed equipment is broken

**DJ-** costs of a DJ varies vastly, on average **\$400** is spent for the DJ. A DJ must be a professional DJ who has a website or a resume that can showcase their professional skills. We also request that the DJ must provide their own sound equipment and lights.

Sound Equipment – Renting SGA sound equipment is available but we recommend contacting DJs with their own equipment. Damages to the equipment will be billed to the club and has an average cost of \$500

Lights – You are welcome to add additional lighting beyond the required lighting package provided by the Student Development Office.

Hired **Public Safety Officer-** \$50 an hour with a 4 hour minimum, at least **\$200**

**Food** – Food items are required at each dance. At a minimum substantial snacks items and water. Food can also be catered by Aramark.

**Decorations-** adding a theme to your dance and decorating appropriately

*If using round tables for sitting, table cloths must be used*

**Flyers/ Advertisement-** to print 40 color copies of regular sized flyers is roughly **\$14**

*Electronic monitors, social media, and the events app is free to use*

## Types of Dances

There are a few different types of dances, each type of dance has different requirements

### Level A

#### A1.

This dance would only be open to MCLA students and no outside guests. Dance would be held between 6pm-11pm. The dance would need to be shut down and cleaned up before 11:15pm. The dance would need to be supervised by club advisor or by a Student Development staff. Advisor would need to be approved by Student Development no later than a week in advance. This dance does not require hiring a Public Safety Officer, or requiring a professional DJ. This type of dance, would not be held to all of the responsibilities outlined in this packet and does not need to choose from the dates on the outside of the envelope, instead please contact Natty via email.

#### A2.

This dance would only be for club members, no other MCLA students or non-MCLA guests. Special permission can be granted for this dance to go after beyond 11:15pm if circumstances are warranted. The dance would need to be supervised by club advisor or by a Student Development staff. Advisor would need to be approved by Student Development no later than a week in advance. This dance does not require hiring a Public Safety Officer, or requiring a professional DJ. This type of dance, would not be held to all of the responsibilities outlined in this packet and does not need to choose from the dates on the outside of the envelope, instead please contact Natty via email.

### Level B

This dance would be open to MCLA students and their approved guests with proper guest pass from Public Safety or a RA. Dance would be held between the hours of 6pm-1:00am. A hired Public Safety Officer and 2 staff members from the Student Development Office must be present at all times. This type of dance would be required to meet all of the tasks of the packet attached.

### Level C

This is a concert, an artist of any musical type is performing on campus. A Student Development staff member or Advisor would need to be in attendance and the event would need to meet the rules, guidelines, and responsibilities outlined in this packet. This event does not need to be one of the dates posted on the exterior, although the date does need to be approved by Natty Burford and a meeting must be set at least 3 weeks in advance to discuss the event and make a plan. Events open to the public would require a hired Public Safety Officer.

If you have any questions about what category, your dance would fit into, please contact Natty at [natty.burford@mcla.edu](mailto:natty.burford@mcla.edu)

## **Dance/Concert Meeting**

This meeting is a requirement in order for the dance or concert to take place on campus. Even if this meeting occurs, the Student Development Staff and/or Public Safety reserves the right to cancel ahead of the event or canceled at any time during the event. Safety will be a priority in planning.

Approval Meeting must take place at least 2 weeks prior to Dance and before the event is publicized.

Only one representative from the sponsoring group must attend, but more are welcome.

Prior to meeting, please make sure you have read the packet entirely.

At your meeting we will speak about;

- DJ
- Volunteers
- Food/Drinks
- Advertisement Plan
- Room Reservation and set up (will do this at meeting)
- Lighting
- Safety Plan (we will create this in the meeting)
- Supervisor Plan
- Budget
- Admissions Protocol.

### **Booking a DJ**

A DJ can make or break a dance. They help set the tone and the vibe for the dance. This is the reason we require that a professional DJ is booked. Hiring a professional will be required to understand our safety plan and supervisors role during the event.

Finding a DJ- Once you have confirmed a date with the Student Development Office you can begin to gage the availability of DJs. You can find DJs via google searches, personal references, YouTube, Instagram, or by Student Development for referrals. Make sure to be clear with the potential DJ about your budget; set a budget and stick with it. Another thing you need to make sure to check before booking them is if they have their own sound and lighting equipment as this is a requirement by the institution for DJs. Facilities can provide tables and low staging.

Campus DJs may be used with prior approval and completion of student hiring process. Resumes and /or official company indemnification must be submitted with contract.

### **Performer Contract**

- 1) Log into your MCLA Portal Page
- 2) Under the 'Forms' Section, go to the 'Administration and Finance' tab
- 3) Click on tab labeled 'Contract Form'
- 4) Fill out form on PDF, then click 'Print Form'

Print Form

**CONTRACT FOR SERVICES**  
**Massachusetts College of Liberal Arts**  
 375 Church Street  
 North Adams, MA 01247  
 Tel: 413-862-5529  
 Fax: 413-862-5610

This agreement made and entered into this day of \_\_\_\_\_ by and between \_\_\_\_\_ (Vendor name, hereinafter called Contractor), and Massachusetts College of Liberal Arts (herein called College), an agency of the Commonwealth of Massachusetts. Whereas the College desires to enter into a contract for services to be provided by the Contractor and the Contractor represents hereinafter as competent and qualified to accomplish the specific requirements of this contract to the satisfaction of the College, therefore this contract is entered into under the following conditions:

- The Contractor agrees to perform the following services: (Use additional sheet if necessary)  
 \_\_\_\_\_
- Terms of the contract from: \_\_\_\_\_ to: \_\_\_\_\_ (completion date, maximum of one fiscal year)
- College department of assignment: \_\_\_\_\_
- Payment Account #: \_\_\_\_\_
- Total payment shall not exceed: \_\_\_\_\_
  - The College shall compensate the contractor for the services at the rate of \_\_\_\_\_ per \_\_\_\_\_ (hour, week, semester, project)
  - Reimbursement for travel: \_\_\_\_\_ All travel and meals are part of this contract. No reimbursement will be made. \_\_\_\_\_ Contractor will be reimbursed for pre-approved travel in an amount not to exceed \$ \_\_\_\_\_ (receipts must be submitted)
- Terms and conditions are printed on the attached page of this contract or expressly incorporated and made a part of this agreement by the mutual consent of the parties.

**Signed:**  
**Massachusetts College of Liberal Arts**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ MCLA President/Vice President/Dean Date: \_\_\_\_\_  
MCLA Department Head Date MCLA President/Vice President/Dean Date

Contracting Company: \_\_\_\_\_ - OR - Contracting Individual: \_\_\_\_\_  
 Name (print): \_\_\_\_\_ Name (print): \_\_\_\_\_

You will then fill out;  
 #3 with your club name  
 #5 with price you agreed upon or 5a&5b if you are not compensating them with a flat rate. You will then take the form to Amanda Schuler in the SGA office turn it in.

## Volunteers

In order to have a dance approved you must provide enough volunteers to work all slots at the event, for the entirety of the event. If you cannot turn in a list of volunteers names, times, and positions to Natty by the Wednesday before the dance, your dance will not happen.

- If all volunteers do not attend the volunteer meeting at 9:40PM the night of the dance, your dance can not happen
- Volunteers must attend their shifts or club/eboard members will be required to cover shifts in order for the dance to continue

### Expectations of Volunteers

- Arriving on time, and check in with the Student Development Staff member prior to the start of their shift
- Will wear the Event Staff shirt for the entirety of their shift and return the shirt at end of shift
- Staying in their assigned position for the entirety of their shift
- Can not be under the influence of alcohol or drugs
- Will be alert and maintaining the safety of the students attending the dance
- Assisting or alerting the staff and Public Safety in any emergency or issue that occurs. Help Student Development Staff as needed
- At the end of the dance, help empty the gym of all dance goers, check bathrooms
- Assist in helping the DJ and club pack up and break down event

## Number of Volunteers Needed

### Venable Gym

1 at each door (3)

2 at the main entrance where they will be doing check in

The 3 other doors will be making sure no one enters or exits through the door

Keeping an eye on the participants of the dance making sure everyone is safe.

Church Street Center Social Hall (dances in the social hall are at the edge of campus and can be shut down by the city of North Adams if a neighbor complains)

1 at the back looking over 2 doors

1 at the far right wall looking over 2 doors

1 at the check in table

## **Advertising**

### For Flyers

- 1) Email a copy of the flyer to the Student Development Office for approval. In order for flyers to be approved
  - a Must state that valid MCLA ID is needed to enter
  - b Must have a start and end time
  - c Must have a location
  - d Must include who is sponsoring the event
- 2) Once approved, email flyer to Amanda Schuler to have flyers printed by the mail room, note that if you want the flyers printed in color it is 10 cents per copy. 18 copies are needed for the campus boards and 35 for the RPS boards.
- 3) You will receive an email from Amanda alerting you to pick up the flyers from the mailroom and bring them to the Student Development Office.
- 4) The office will stamp all the flyers and hang them up in approved spots on campus

### For App

If you would like your event to be added to the MCLA Events App- email Amanda Schuler to receive instruction on how to post an event to the app.

### Electronic monitors

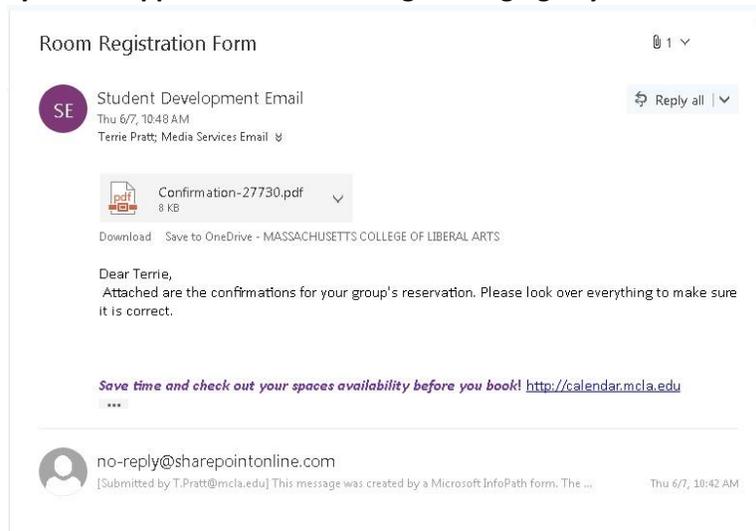
If you would like your event advertised on the MCLA electronic monitors please email StudentDevelopment@mcla.edu

## Banner

- 1) Follow the steps for reserving a room, but instead of picking a room, select a 'Marketplace Banner Space'. Then reserve dates for however long your group will need the banner up for. (Ex. February 23 to March 5)

The screenshot shows the 'MCLA EVENT SCHEDULING REQUEST' form, specifically the 'GENERAL ROOM INFORMATION' section. Red arrows point to the following fields: 'Event Title', 'Event Type' (with a dropdown menu open showing options like Banquet, BBO, Breakfast, etc., and 'Banner' selected), 'Person Responsible', 'Day of Event, Start Time', 'Day of Event, End Time', and 'SET UP/MAINTENANCE' (with 'Staging Size' set to 'Low').

- 2) Await confirmation from Student Development. REMEMBER! Although there appears to be plenty of banner space in the marketplace, there are only so many spots in the system to reserve. **Always await approval before making or hanging any banner.**



- 3) Once you have received the confirmation and the banner is made, bring it to the Student Development Office to get a final date stamp. Leave space at the top of the banner to allow for the stamp.

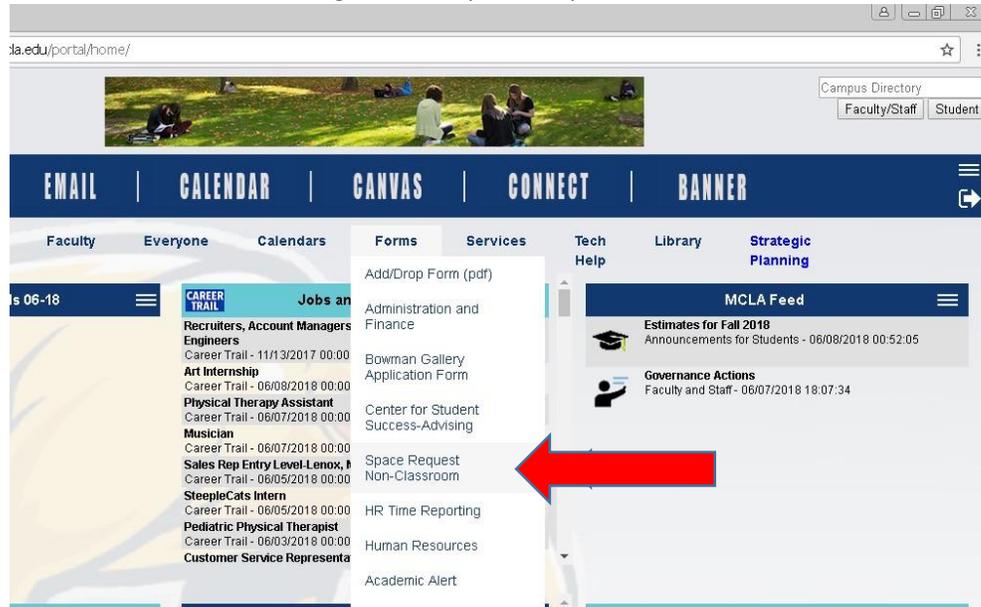
Do not hang up flyers or banners without approval first, they will be taken down.



## Room request form

Log into your MCLA Portal Page

Under the 'Forms' Section, go to the 'Space Request Non-Classroom' tab



- 2) Fill out form and make sure to fill in every section listed below seeing they are the most important.  
*Fill in other sections as seen fit.*
  - a. Event Title
  - b. Sponsor Group
  - c. Person Responsible, who do you want to get the confirmation email?
  - d. E-Mail
  - e. Event Type
  - f. Building + Room (put in a backup room in the tab labeled "Additional Dates" in case the event is out doors)
  - g. Day of Event, Start Time **AND** Day of Event, End Time

### MCLA EVENT SCHEDULING REQUEST

GENERAL ROOM INFORMATION			
<input checked="" type="radio"/> NEW RESERVATION <input type="radio"/> CHANGE/ADD TO OLD RESERVATION               TITLE OF OLD RESERVATION: <input style="width: 150px;" type="text"/>			
Event Title <input style="width: 95%;" type="text"/>	Sponsor Group <input style="width: 95%;" type="text"/>	E-Mail <input style="width: 95%;" type="text"/>	Role <input type="radio"/> Staff <input type="radio"/> Student <input type="radio"/> Faculty
Event Type Select... ▼	Person Responsible <input style="width: 95%;" type="text"/>	Day of Event, Start Time <input style="width: 95%;" type="text"/>	Day of Event, End Time <input style="width: 95%;" type="text"/>
Building + Room Select... ▼	Additional Building + Room Select... ▼	Set Up Event <input style="width: 95%;" type="text"/>	Break Down Event <input style="width: 95%;" type="text"/>
Additional Day(s) & Date(s) Needed - i.e., Thursday/May 18, 2017, Every Wednesday of Fall Sem <input style="width: 95%; height: 30px;" type="text"/>			

- 3) Anything else on the form needed can be filled out
- a. Media services (speakers, microphones, laptops, etc.)
  - b. Facilities (number of chairs and tables needed, podium and stage set up, style you would like the chairs to be arranged, etc.)
  - c. Hit submit, and you have completed the form
  - d. Your space is not “reserved” until you receive a confirmation email

**\*\*\*\*NOTES\*\*\*\***

- Remember to book time to set up your event before the dance would start  
Ex. Event Start Time: 10pm     Event Set Up: 5PM
- Remember to have the dance approved before booking the space

## MCLA Catering

1. Email MCLA Catering and to discuss food and beverage needs for your event, at least 2 weeks prior to the event
2. [mclacatering@mcla.edu](mailto:mclacatering@mcla.edu) to contact catering
3. Fill out a "Purchase Order" form after receiving an invoice from Aramark
4. Turn in Purchase order to SGA office

## How to do a PO

In order to pay anyone, a DJ, Catering, A restaurant, you will need to fill out a Purchase Order (PO)

- a. Log into Portal
- b. Click the 'Forms' Tab
- c. Click the 'Administration and Finance' Tab
- d. Find the link to 'Purchase Order' Form
- e. Fill out the PDF
- f. Turn in Purchase Order form to SGA

The image shows a screenshot of the MCLA portal interface. On the left, the 'Forms' tab is selected, and the 'Administration and Finance' section is highlighted. A red arrow points to the 'Purchase Order (PDF)' link. On the right, a sample of the 'Purchase Order' form is shown. Red arrows point to various fields: 'Vendor Name and Address', 'MCLA Dept.' (filled with 'Student Government Association'), 'Attn.' (filled with 'Your Clubs Name'), and the table header. The table has columns for 'Quantity', 'Description', 'Unit Cost', and 'Total Cost'. Handwritten blue text in the 'Description' column reads '# of products' and 'What the product is'. Another handwritten blue note says 'Cost per product' next to the 'Unit Cost' column. The form also includes sections for 'Accounts to be Charged', 'Authorization and Approvals', and 'Shipping Notes'.

## Food

It is required that you provide food for these events. We require this to help set the tone of your event and draw in more students. You can choose to use Aramark catering for this event, a local restaurant, or purchase items from a grocery store. The food must be more substantial than candy. When purchasing food from a location other than Aramark catering, you will need to see if they can accept a purchase order, if not you will need to check out the SGA credit card and purchase it in advance. If using another vendor your club/org is responsible for picking up the food prior to the event. Food must be present for the event to continue.

Some Ideas for food at your dance

- A Nacho Bar

- A chocolate fountain, with fruit and other items to dip

- A Mac and Cheese Bar from Aramark

- A late night Catering menu (mozzarella sticks, fries, onion rings)

- Party Pizza

- Dessert platters

- Deli Trays

## Lighting

As part of your required needs for a dance, lighting is one of them. There needs to be enough light in the space to illuminate the face of each individual at a minimum, each exit and all stairs. Adding additional lighting elements will add to the experience of the dance.

Getting lighting- your DJ must have lights, but often you want more lights to meet the requirements of the dance policy, you can request lights from SAC, you can request flameless candles from Student Development, you can ask Student Government to purchase dance lighting for all clubs, or you can use your budget to purchase additional lighting.

As a note\* if you use your budget to purchase lighting, your club will need to have the space to store the lighting after the dance. Also you should always check with other clubs, especially SAC, to see if you can get the lighting you want for free first.

Things to think about: how will you light the stairs? How will you light the food? Will you have tables for people to sit at? How will you light those tables? Will you want a light for the DJ?

## Request for SAC Equipment

Go to the SAC office (Campus Center 312) at least 2 weeks before the dance

- 2) Fill out a 'Co-Sponsor' form that is on the SAC office door
    - a. Be as specific as possible (Ex. 5 sets of String lights, 3 extension cords, one disco light, 4 up-lights, etc.)
  - 3) Slide form under SAC's door 4) Await approval via email
- \*Note the tech chair is responsible for equipment checkout. The tech chair for 18-19 is Erika Lucia

Some items SAC has that you can request to use

- Colored rotating disco ball
- 4 spot lights
- 2 light stands with "trees"
- 2 "trees" of lights, these have colored film options
- 1 light machine with rotating lazer lights
- Extension cords and power strips
- All white string lights
- Multicolored string lights
- Small clamp lamp
- A minimal amount of rope lights.
- A popcorn Machine

## Setting the tone

We want students to attend dances and have a good time. In order for dances to continue to happen on campus we provide a safe and fun environment for all. Put effort into making this happen. Pick a theme, decorate, have activities beside dancing, give away prizes, set up a photo booth or a dance competition, or complete a dance video challenge. Make it fun for everyone! Ask the Student Development for ideas, it is what we are here for!

**Safety**-If there is an issue for concern that you foresee arising at the dance(or prior to the dance), make sure to give the staff a heads up about what is going on. If you see a student who looks intoxicated, violent, rowdy, etc. make sure you are alerting Public Safety or a staff member for assistance. If safety precautions are compromised the dance will be canceled.

**Mood**- The mood of the dance is up to you. Make sure you are curating the event to be successful. Speak to the DJ you hired about the type of music you want to hear, the involvement from the DJ crowd hype wise, advertise an appropriate dress code to fit theme, have food that fits the vibe, decorate and light the event to match as well. This will all assist in a well-planned and well-executed event and the energy of the room will reflect that.