

STUDENT ORGANIZATION  
**Handbook**

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## ➤ 1. Introduction

As student leaders of the 35+ student organizations here at Richmond Law, you are a vital part of life on campus. This handbook is a resource intended to support your work. We've included guidelines for event planning, as well as some important Law School and University requirements.

If you have any questions about the materials covered in this handbook, please contact the [Associate Dean of Students](#). We are here to help you make your organizations as successful as possible!

## ➤ 2. Student Organization Requirements

In order to be recognized as an official Law School Student Organization, each group must:

- (1) Have a faculty advisor;
- (2) Have a "critical mass" of students interested in the group – generally translated into 10 or more potential members;
- (3) Have one designated main leader and one budget officer;
- (4) Have a current set of by-laws on file with the [Associate Dean of Students](#).

### 2.1 Main Leader

An organization leader's primary responsibility is to serve as the liaison to the Dean's Office, the Alumni and Development Office, and to the general public. They are required to provide their contact information so that prospective students, alumni, or the general public can submit inquiries regarding the organization or an upcoming event.

### 2.2 Treasurer/Budget Officer

The treasurer/budget officer is responsible for following appropriate funding and financial procedures and for keeping track of all the organization's expenses, reimbursements, and balances. Our [Budget Coordinator](#) is available for assistance as needed.

## ➤ 3. Student Organization Information & Mail

### 3.1 Hard Copy Mail

Hard copy mail for student organizations will be placed in the mail folder belonging to the student organization's president. All student mail folders are located outside of the Dean's Office. Packages will be delivered to the Dean's Office and you will be contacted for pickup.

All mail should be addressed as follows:

Recipient Name  
Richmond School of Law  
203 Richmond Way  
Richmond, VA 23173

### 3.2 Postage Meter

The postage meter is located in Room 221. In order to use it, you will need your organization's account number. If you don't have that information, please contact the [Administrative Coordinator](#).

### 3.3 Student Organization Descriptions

All student organizations should have a description posted on the Law School website: [law.richmond.edu/students/organizations.html](http://law.richmond.edu/students/organizations.html). If you'd like to update your organization's listing, please contact the [Assistant Dean for Communications](#).

## ➤ 4. Offices and Lockers

There are five student organizations with private or shared offices:

Organization	Phone Number
Public Interest Law Review (PILR)	289-8212
Journal of Law & Technology (JOLT)	289-8202
Law Review	289-8216
Shared Office - Moot Court and Trial Advocacy Board (TAB)	289-8215 (Moot Court)

### 4.1 Keys

If your organization is listed above and you don't yet have a key, please come to the Dean's Office with your request. Please remember to return keys at the end of the year.

### 4.2 Audix/Voice Mail

Directions: Dial 8999. Enter extension and pound (#) sign. Enter password and pound (#) sign. To administer personal greetings, press 3. Follow prompts to record your organization's greeting. For more information on voicemail configuration, visit <https://is.richmond.edu/telecom/office-phones/voicemail-configuration.html>.

### 4.3 Organization Lockers

For inquiries regarding student organization lockers, please contact the [Associate Dean of Students](#). Please note that no food or drink may be stored in student organization lockers.

## ➤ 5. Key Contacts

### **Sue Altorelli**

*Director of Budgeting & Operations*

804-289-6837 | Room 202C

[saltorel@richmond.edu](mailto:saltorel@richmond.edu)

- checking out organization credit cards (including payments for organizations without credit cards)
- venue and other contracts

### **Alex Brown**

*Digital Media Manager*

804-662-3088 | Room 230

[abrown7@richmond.edu](mailto:abrown7@richmond.edu)

Contact Alex for questions regarding:

- assistance with social media development
- photography requests

### **Emily Cherry**

*Assistant Dean for Communications*

804-287-1855 | Room 202E

[echerry@richmond.edu](mailto:echerry@richmond.edu)

Contact Emily for questions regarding:

- communications strategies
- websites

### **Leigh Deignan**

*Budget Coordinator*

804-289-8481 | Room 202

[ldeignan@richmond.edu](mailto:ldeignan@richmond.edu)

Contact Leigh for questions regarding:

- organization budget process
- approving reimbursements
- fundraising activities
- organization budgets & reallocations
- reimbursements & petty cash
- purchasing through Dean's office
- travel assistance

### **Katy Olney**

*Administrative Coordinator*

804-289-8184 | Room 202

[kolney@richmond.edu](mailto:kolney@richmond.edu)

Contact Katy for questions regarding:

- building and organization office keys
- general office support
- borrowing keys

### **Rhianna Shabsin**

*Director of Alumni Relations*

804-289-8016 | Room 106

[rshabsin@richmond.edu](mailto:rshabsin@richmond.edu)

Contact Rhianna for questions regarding:

- alumni participation in events
- contacting individuals or smaller groups of alumni
- recording alumni participation

### **Alex Sklut**

*Associate Dean of Students*

804-289-8186 | Room 202D

[asklut@richmond.edu](mailto:asklut@richmond.edu)

Contact Dean Sklut for questions regarding:

- organization guidance and oversight
- member transitions/elections
- leadership questions/issues

### **Mary Ruth Walters**

*Events & Communications Manager*

804-289-8895 | Room 202

[mwalters@richmond.edu](mailto:mwalters@richmond.edu)

Contact Mary Ruth for questions regarding:

- event planning
  - room reservations
  - catering requests
  - food waivers
  - event setup assistance
  - parking requests
  - event registration setup
- event publicity
  - The Docket
  - Events Calendar
  - flyers/d-flyers
  - bulletin boards
  - print and electronic invitations
- other event/space related needs

## ➤ 6. Event Planning

Questions during the event planning process? Please contact the [Events & Communications Manager](#).

### 6.1 The First Steps

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For every event, the very first steps to take are (1) choosing a date & securing a room, (2) checking your organization's budget to confirm that the event is part of the approved budget, and (3) for events involving guests, notify the [Events & Communications Manager](#) as early as possible so the Dean's Office can assist with scheduling and other logistics. It is **extremely important** to complete these three steps prior to planning any other details pertaining to your event.

### 6.2 Scheduling

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#### 6.2a Finding a Date

To minimize double booking, competing events, and low turnout, consult the online [Events Calendar](#) found at <http://law.richmond.edu/students/index.html> to see other events that may have an impact on selecting the perfect date. Also consider campus-wide events (such as Homecoming, Family Weekend, etc.) and major holidays.

Please note that you should notify the [Events & Communications Manager](#) of your ideal event date and/or submit an online room request **prior** to extending invitations to speakers and other guests. During major, large-scale events, such as symposia, Emanuel Emroch lectures, etc., the Dean's Office may decide not to permit other events to occur simultaneously.

If your event will involve applying for MCLE credits, keep in mind that this process can sometimes take 12-16 weeks to complete and receive verification. Learn more about MCLE credits in Section 6.11.

When setting a date for your event, try to plan as far ahead as possible. Try to come up with a few backup dates, as well.



**It is important to remember that your event is not confirmed until you have received a room confirmation.**

#### 6.2b Request a Room/Event Space

Once you have determined your ideal event date, request a room via the EMS/Centralized Scheduling Service online, found at <https://ems.richmond.edu/EMSWebApp/>



**Room reservation requests must be submitted at least two weeks prior to the proposed event date. Requests must include all relevant details (i.e. catering information, speaker details, etc.) before they will be approved. Requests made less than two weeks prior to the event date, or requests that have not been submitted in completion, may be denied.**

After this form has been submitted, the [Events & Communications Manager](#) and [Associate Dean of Students](#) will review your request and follow up. Remember that filling out the online form is simply a request, and is not guaranteed until you've received confirmation from the [Events & Communications Manager](#).

Please note that, due to the fact that the Law Library occasionally has different hours than the Law School, Rooms L30 and L31 may not always be available.

### **6.2c Dean Attendance**

If you would like Dean Perdue to attend your event and/or make an introduction, contact the [Events & Communications Manager](#). This should be done as far in advance as possible.

### **6.2d Tabling**

If your organization plans on tabling in the atrium or hallway, contact the [Events & Communications Manager](#) at least one week in advance.

## **6.3 Finances & Budgeting**

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Prior to planning any event, you are expected to check your organization's budget to confirm that the event is part of the approved budget. Budget-related questions can be directed to the [Budget Coordinator](#) in the Dean's Office.

### **6.3a Review All Event-Related Expenses**

Create a detailed budget and list expenses for all elements of your event, such as marketing, printing, speaker fees, transportation, lodging/accommodations, food, entertainment, taxes, service charges, audiovisual equipment, and production costs.

Items to consider when determining expenses and budget:

- Speakers
  - Travel (air, cab, bus, train, etc.)
    - Include transportation to/from hotel
  - Lodging/Accommodations (see Section 8.7a for more details)
  - Meals
  - Gifts
  - Honoraria (these are typically *not* approved; see Section 6.9i for more information)
- Printing
  - Flyers
  - Invitations (including postage)
  - Nametags
- Posters
- Other event supplies
  - Pens
  - Registration sheets
  - Printed handouts
  - CLE forms
- Catering
  - Meals/Breaks
  - Snacks for event staff
  - Alcoholic beverages & ABC licenses
    - No more than 40% of a student organization budget can be spent on alcohol. See Section 7.1c for more information.
  - Non-alcoholic beverages
  - Water for speakers



## 6.4 Publicity & Communications

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When you submit a request for a room and note that you'd like it included in the Events Calendar, it will be automatically included in the following outlets. There is no need to resubmit your information for the various publications (unless there is a change). Changes to your submissions can be coordinated with the [Events & Communications Manager](#).

- **Online Events Calendar**

The Law School maintains an up-to-date calendar listing found online at <http://law.richmond.edu/students/index.html>

- **The Docket**

The Docket is an email newsletter distributed each Sunday evening and Thursday morning that contains a list of events arranged by week with links for more information. Submit your publicity request by Friday at 9 a.m. or Wednesday at 9 a.m. for inclusion on Sunday or Thursday (respectively).

If you do not indicate that you'd like your event included in the Events Calendar when making your original online room request, you may use the [Publicize an Event Form](#) found at <http://law.richmond.edu/about/events/event-form.html>.

For large-scale events, including symposia, we'll set up a meeting to discuss extra communications efforts, including invitations to the wider community, potential media opportunities, public calendar placements, etc.

We're available for communications consultation on any student programming. Contact the [Assistant Dean for Communications](#) and the [Events & Communications Manager](#) to discuss ideas for publicity and design, or to brainstorm different ways to approach communications strategy around a particular event or program.

### 6.4a Flyers

Student organizations are encouraged to post flyers on the "events" bulletin board in the hallway near the library. Please note that taping flyers is not permitted.

If you'd like design assistance, contact the [Events & Communications Manager](#). You are also welcome to design these yourself, as well. Keep the following tips in mind for design:

- Keep it simple
- Remember the basics, including date and location
- Use the fewest words possible to convey a compelling message
- Avoid cheesy clipart
- Avoid copyright-protected images found online
- White space is your friend

To request a high-resolution copy of the Law School logo or emblem, contact the [Assistant Dean for Communications](#).

When printing flyers, copies can be made at the [Campus Print Shop](#).

#### **6.4b Digital Flyers (D-Flyers)**

You may submit a digital flyer (d-flyer) for display on the monitors by sending an email to the [Events & Communications Manager](#). You can also use a standard PowerPoint slide with a 16:9 ratio. If you're using a design program, the slide should be 1080x608 pixels.

When designing a d-flyer, keep the following tips in mind:

- Minimize text – a dozen words or less is ideal
- Keep fonts large and easy to read
- Keep bright colors to a minimum
- Save as a JPG

#### **6.4c Internal Directional Signs**

The Dean's Office has two standing floor signs that can be used as needed to direct event attendees to the specified room. Contact the [Events & Communications Manager](#) for more information.



**Only painter's tape is permitted to tape items on walls or doors. Signage may not be taped to artwork or furniture. If signs or flyers are found taped incorrectly, they will be removed immediately.**

#### **6.4d Reserved Parking/External Directional Signs**

Parking and external directional signs can be purchased from the Campus Print Shop for about \$5 each (which includes a wooden stake). These signs can be placed on campus to direct event attendees. It is your responsibility to put these up prior to your event and **remove them no later than 24 hours after your event has concluded**.

#### **6.4e Emails to Alumni**

If you would like to share information about an event with the alumni audience, please send it to the [Assistant Dean for Communications](#) for inclusion in our e-Connections alumni newsletter, which is distributed every month during the academic year. The newsletter is distributed around the 15<sup>th</sup> of every month; the deadline for submission is the 5<sup>th</sup> of every month.

If you'd like to explore additional alumni outreach, please meet with the [Director of Alumni Relations](#).

#### **6.4f Online Registration**

If you plan on requiring attendees to register for your event, contact the [Events & Communications Manager](#) for assistance in setting up an online registration site.

The online registration system will also issue two emails to all registered attendees. The first email, sent approximately one week prior to the event, will serve as a reminder to attendees and provide information regarding parking and the event schedule. The second email, sent after the event, will include a brief thank you and link to the post-event evaluation survey, if applicable.

Please note that any events that offer CLE credit will require the creation of a registration page. We are required to keep records of CLE event attendees per the Virginia State Bar.

If your event requires attendees to pay a registration fee, additional online setup and permissions may be required. Discuss this with the [Events & Communications Manager](#).

#### **6.4g Facebook, Twitter, and Instagram**

We will publicize student organization events via social media when appropriate, via Facebook ([facebook.com/URLawSchool](https://facebook.com/URLawSchool)), Twitter ([twitter.com/URLawSchool](https://twitter.com/URLawSchool)), and/or Instagram ([instagram.com/urlawschool](https://instagram.com/urlawschool)).

For more information on social media promotion, please contact the [Digital Media Manager](#).

#### **6.4h Email Blasts**

Each student organization is permitted one email blast per major event. Exceptions may be granted upon request through the [Associate Dean of Students](#).

Failure to use discretion when emailing listservs may result in removal of sending privileges.

- 3L Class Listserv: [lawclassof2021@richmond.edu](mailto:lawclassof2021@richmond.edu)
- 2L Class Listserv: [lawclassof2022@richmond.edu](mailto:lawclassof2022@richmond.edu)
- 1L Class Listserv: [lawclassof2023@richmond.edu](mailto:lawclassof2023@richmond.edu)
- LLM Listserv: [llm@richmond.edu](mailto:llm@richmond.edu)
- Faculty Listserv: [lawfaculty@richmond.edu](mailto:lawfaculty@richmond.edu)
- Staff Listserv: [lawstaff@richmond.edu](mailto:lawstaff@richmond.edu)
- Faculty & Staff Combined Listserv: [lawfacstaff@richmond.edu](mailto:lawfacstaff@richmond.edu)

Please remember that all internal organization communication should go through your organization's private email list.

#### **6.4i Print Invitations**

If you would like to issue print invitations to potential event attendees, contact the [Events & Communications Manager](#).

#### **6.4j Printed Materials for the Day Of**

Discuss the printing of event materials with the [Events & Communications Manager](#). Please note that advance notice for printed materials may be required, depending on the complexity of the request.

Printed materials include:

- Programs
- MCLE forms
- Posters
- Attendee list
- Table tents (name labels) for speakers

## 6.5 Catering

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After scheduling your event, consider any catering needs. **Prior to securing any catering for your event, it is important to familiarize yourself with all food and beverage (alcoholic and non-alcoholic) policies set by the University.** These policies can be found in Section 7.

It's important to plan in advance in case any check requests need to be submitted to the University, which can take up to two weeks for processing.

There are three primary options when it comes to catering: 1) UR Catering, 2) an approved vendor, 3) or providing your own food.

### 6.5a UR Catering

The University offers full-service catering options through UR Catering and the Heilman Dining Center. All requests for university-provided catering should go through the [Events & Communications Manager](#). Because UR Catering tends to book up far in advance, it is recommended to make your request at least four weeks prior to your event.

Please note that any event occurring in the Jepson Alumni Center is required to use UR Catering, as they are the exclusive caterer.

### 6.5b Approved Vendors

The University issues a list of approved vendors who can be used for catered events. A full list can be found online at <http://dining.richmond.edu/common/approvedvendorslist.pdf>. Please note that this list is updated frequently.

When planning an event with alcohol using an approved vendor, see Section 7.1 for guidelines about ABC licenses.



**In the event that an approved caterer requires a signed contract, you are required to submit the contract to the Dean's Office. See Section 7.4 for more information on contracts.**

### 6.5c Providing Your Own Food or Sourcing Food from an Outside Vendor

For liability reasons, a Food Waiver Application must be submitted for approval prior to hosting an event using goods or services of an outside (non-approved) vendor. By submitting a Food Waiver Application, the contact or coordinator is agreeing on behalf of the group or organization to release the University of Richmond Dining Services from any and all responsibility or liability for any injury or illness resulting from consumption of food or beverage which Campus Dining Services did not prepare, distribute, or provide. In addition, the reserving individual/organization is responsible for ensuring all University policies are in compliance.



**This includes any pick-up order (deliveries to campus from non-approved vendors are prohibited) from an outside vendor who is not on the approved vendor list.**

The waiver must be submitted and approved **prior** to purchase.

Please note that you are **not** required to submit a Food Waiver Application if any of the following apply to your event:

- University Catering is providing your food/beverage
- You are using a University-approved vendor listed in the "Caterer" category (example shown below)

→ Caterer	Noodles and Company 1601 Willow Lawn Drive
→ Caterer	Panera LLC (9200 Stoney Point pkwy #158D)
→ Caterer/FS	Panera LLC (CATERING HUB-8800 Staples Mill)
→ Caterer	Papa Johns Store #296 8903 Patterson Ave. (PJ United Inc.)
Rental	Party Perfect -KAP Inc
→ Caterer	Pearls Cupcake Shop LLC



You must submit any Food Waiver Applications to the [Events & Communications Manager](#) **no fewer than 10 business days** prior to your event. Once you have submitted the application, it will be sent to the University for approval. The [Events & Communications Manager](#) will let you know when/if it has been processed and approved. **Filling out a Food Waiver does not guarantee University approval.**

The [Food Waiver Application](#) can be found online at <https://dining.richmond.edu/common/food-waiver-request.pdf>.

### 6.5d Other Catering Guidelines

#### Invoices

It is your responsibility to ensure that all catering invoices have been paid in full and in a timely manner. Refer to Section 8.3 for more information.

### 6.6 Multimedia & Audiovisual Needs

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For multimedia/AV assistance or video recording, contact the [Events & Communications Manager](#).

#### 6.6a Photo/Video Release Form

Any speakers participating in your event that will be photographed or recorded must fill out a Photo/Video Release Form prior to the event. This form gives permission for photographs or video recording of the event. A link to the form can be found at <http://law.richmond.edu/about/events/photo-permission.html>.

#### 6.6b Wi-Fi Access

A wireless network is available for visitors. To log on, connect to the VisitUR network, then check the box labeled "I accept the terms of use" followed by clicking "Log In."

If you are distributing printed materials to your event attendees, consider including this information, or placing signs on registration tables.

#### 6.6c Live Streaming & Recording

If you would like your event to be live streamed or recorded, contact the [Events & Communications Manager](#).

## 6.7 Event Setup

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### 6.7a Tables

A small quantity of 6' and 8' rectangular tables can be found in the closet behind the Moot Courtroom. Please check with the [Events & Communications Manager](#) before you use the tables to make sure another group has not already made arrangements to use them.

### 6.7b Linens

The Dean's Office owns two black linens that fit 6' rectangular tables. You may request to use these for by contacting the [Events & Communications Manager](#). These linens can only be used on registration tables. Any linens for food tables must be rented through your event caterer, as we do not provide linens for food tables.

### 6.7c Special Setups

Any special room setup must be requested through the [Events & Communications Manager](#). Please note that many room setups are permanent and cannot be configured.

In the colder months, it may be helpful to request the use of coat racks for large events. Contact the [Events & Communications Manager](#).

### 6.7d Housekeeping

Keep in mind that large events create a large amount of trash and additional cleanup. It's important to consider whether or not your event requires additional housekeeping services. Discuss this with the [Events & Communications Manager](#).

### 6.7e Kitchen Keys

If you need access to the first-floor kitchen (located next to the Carle E. Davis Commons), contact the [Administrative Coordinator](#) in the Dean's Office.

### 6.7f Community Cabinet

If you need extra supplies (such as napkins, paper plates, cups, cutlery, etc.) there is a Community Cabinet located in the kitchen area of the DownUnder. This cabinet will be restocked by the Dean's Office at the beginning of each semester. Because this is a shared cabinet available for use by all students, please practice common courtesy when taking supplies. If you have leftover supplies, you are encouraged to donate them to the cabinet for use by your fellow classmates.

## 6.8 Parking

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If you have event attendees or guest speakers who are not University of Richmond students, faculty, or staff, you may need to request parking passes or reserve parking lots.

### 6.8a Parking Passes

Individual parking passes for visitors can be requested in small quantities from the Dean's Office (see the [Administrative Coordinator](#)). These passes can be requested up to a week ahead of time.

Visitor parking passes can also be requested online at [parking.richmond.edu/registration/visitor.html](http://parking.richmond.edu/registration/visitor.html).

If you wish to reserve a few parking spaces for your special guests or guest speakers, you may request to use traffic cones. Contact the [University Police Department](#) for this request.

### **6.8b Parking Lot Requests**

If you are expecting a large number of non-UR event attendees, you should consider reserving a parking lot. Parking lot requests must be submitted through the [Events & Communications Manager](#). Please remember to request parking as far in advance as possible.

On the day of the event, you will need to enlist someone to remove cones blocking off your reserved parking lots prior to your event start time.

Parking signs are available for purchase through the Campus Print Shop (see Section 6.4d).

### **6.8c Campus Parking Map & Directions**

Be sure to send campus maps to your attendees prior to the event. A campus parking map can be found at <https://www.richmond.edu/visit/maps/print/parking.pdf>.

Instruct attendees to use the address **203 Richmond Way, Richmond, VA 23173** (this will bring them directly to the Law School).

## **6.9 Event Speakers**

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**Prior to contacting any potential guest speakers, you must consult with the Dean's Office for approval.**

### **6.9a Do Your Research**

Research how to reach the speaker. Contact the administrative assistant, legislative assistant, etc., to determine if the speaker's calendar is open and how scheduling decisions are made. Determine if your organization members have a contact to the speaker. If a faculty member or dean has a relationship with the speaker, use those connections. If the speaker is an alumna/us of Richmond Law, contact the [Director of Alumni Relations](#).



**Remember, event dates are not finalized until you receive a confirmation from the Events & Communications Manager. Do not extend an invitation to a speaker for a specific date until you have received formal approval.**

### **6.9b Extend an Invitation**

Extend a formal invitation to the speaker outlining the reasons why you're inviting them to your program. A written letter is best.

The invitation should include the following basic components:

- Name, date, and venue of the event
- Theme or focus of the event
- Why you think the speaker would be a good fit for the event
- What you want the speaker to do at the event (Speak and provide an article? Speak only?)
- How it would benefit the speaker (talk about publicity that will be done, other speakers already committed or invited, etc.)

- Your contact information

Four steps to sending out invitations:

- (1) Send out a “first batch” of invitations, which should include your top speaker choices
- (2) Wait for responses and follow up when necessary
  - a. Follow up with a phone call timed a few days after the letter would have arrived
- (3) Assess the responses
  - a. If your top speakers cannot attend, begin reaching out to your second choices
- (4) Send another batch of invitations and repeat

### **6.9c Handling Responses**

When a speaker says “no,” be gracious and thank them for considering the opportunity. If it feels appropriate, you could also ask for recommendations for other speakers.

When a speaker says “yes,” you will need to reach out via phone, Skype, or in person to give them more information about the event and the presentation. You’ll need to discuss the following:

- Detailed information about the program you’re planning
- Information about your organization
- If you are assigning an individual point of contact to this speaker, be sure to give all contact information (including cell phone numbers)
- Let your speaker know that you would like to record the event and request a Photo/Video Release Form (see section 6.5a)
- Be clear about expectations:
  - Will the speaker need to submit materials/handouts in advance of the program for MCLE purposes?
  - Will the speaker be required to write an article before/after their talk?
  - Will the speaker need to collaborate with other panel members? If so, give names and contact information and see if you can arrange a conference call. Provide the name of the moderator. The moderator should also be informed of contact information on all panelists.
  - Set firm deadlines for your required materials (follow up with phone calls if necessary)
- Request photos/headshots, bios, and preferred title for publicity and introductions
- Inquire about any dietary restrictions or needs
- Discuss travel and hotel arrangements with the speaker
  - The University will reimburse speakers for expenses (coach travel only).
  - Be in touch with your speakers about parking, hotel confirmations, flight confirmations, etc.

### **6.9d Hotel Accommodations**

See Section 8.7a for more information regarding hotel accommodations for speakers. No Airbnb or similar rentals are permitted.

### **6.9e Transportation/Travel Arrangements**

Mileage will be reimbursed at the University’s mileage reimbursement rate.



### **6.9f Reimbursements**

See Section 8.7 for more information on reimbursing speakers.

### **6.9g Speaker Gifts**

Consider gifts to give to your speakers. Any questions should be directed to the [Events & Communications Manager](#).

SBA sets limits on the amount spent on speaker gifts. If your student organization is funded through SBA, contact the SBA Treasurer for more information.

### **6.9h Political Activities**

As a charitable entity exempt from taxation under Section 501(c)(3) of the Internal Revenue Code, the University is prohibited by law from participating, directly or indirectly, or intervening in political campaigns at the federal, state, or local level. The University's facilities and resources may be used in connection with political campaigns only as permitted by official University policy. To reference this policy, please contact the [Associate Dean of Students](#).

### **6.9i Honoraria/Speaker Fees**

Payments for honoraria or speaker fees are not typically approved, unless there are exceptional circumstances that warrant it. Contact the [Association Dean of Students](#) to request honorarium approval *before* confirming with speakers.

## **6.10 Campus Police/Security**

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Some events may require the presence of a police officer or security guard, depending on whether or not alcohol is served, the number of attendees, and the location of the event. The [Events & Communications Manager](#) will consult with URPD to determine if police presence is required. Please note that police/security presence will incur additional fees, which will need to be factored into the budget.

High profile speakers or event attendees may require special police/security presence.

## **6.11 MCLE Credits**

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When planning an event, consider Mandatory Continuing Legal Education (MCLE) credit opportunities. Please contact Maureen Moran (*Reference and Research Services Librarian*) at [mmoran@richmond.edu](mailto:mmoran@richmond.edu) for assistance.

The application process should begin about 12-16 weeks prior to your event. Applications submitted in the fall can take up to 10 weeks to be processed by the Virginia State Bar; applications submitted in the spring can take up to six weeks for processing.

After MCLE credit has been granted, be sure to update your website and registration information. MCLE materials should be added to the website one week in advance. MCLE sessions should be indicated as such on the event program.

Please note that registration is **required** for all events that offer MCLE credit. See Section 6.4f for more information about setting up a registration site.

## 6.12 Post-Event

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### **6.12a Return Borrowed/Rented Items**

If you borrowed or rented any items, be sure to return them after your event. Items can include:

- Keys
- Sign stands
- Tables and/or linens

### **6.12b Follow Up with Your Speakers**

If you had any guest speakers, follow up shortly after the event with an email or written thank you letter. Use this opportunity to request final expenses and receipts.

### **6.12c Conduct a Post-Event Survey**

Discuss issuing a post-event survey with the [Events & Communications Manager](#). These should be sent approximately 24-48 hours after your event, so make arrangements to have it prepared beforehand and automatically sent.

## ➤ 7. University Policies



Please note that failing to comply with any University policies may result in the decline of reimbursement requests.

### 7.1 Alcohol

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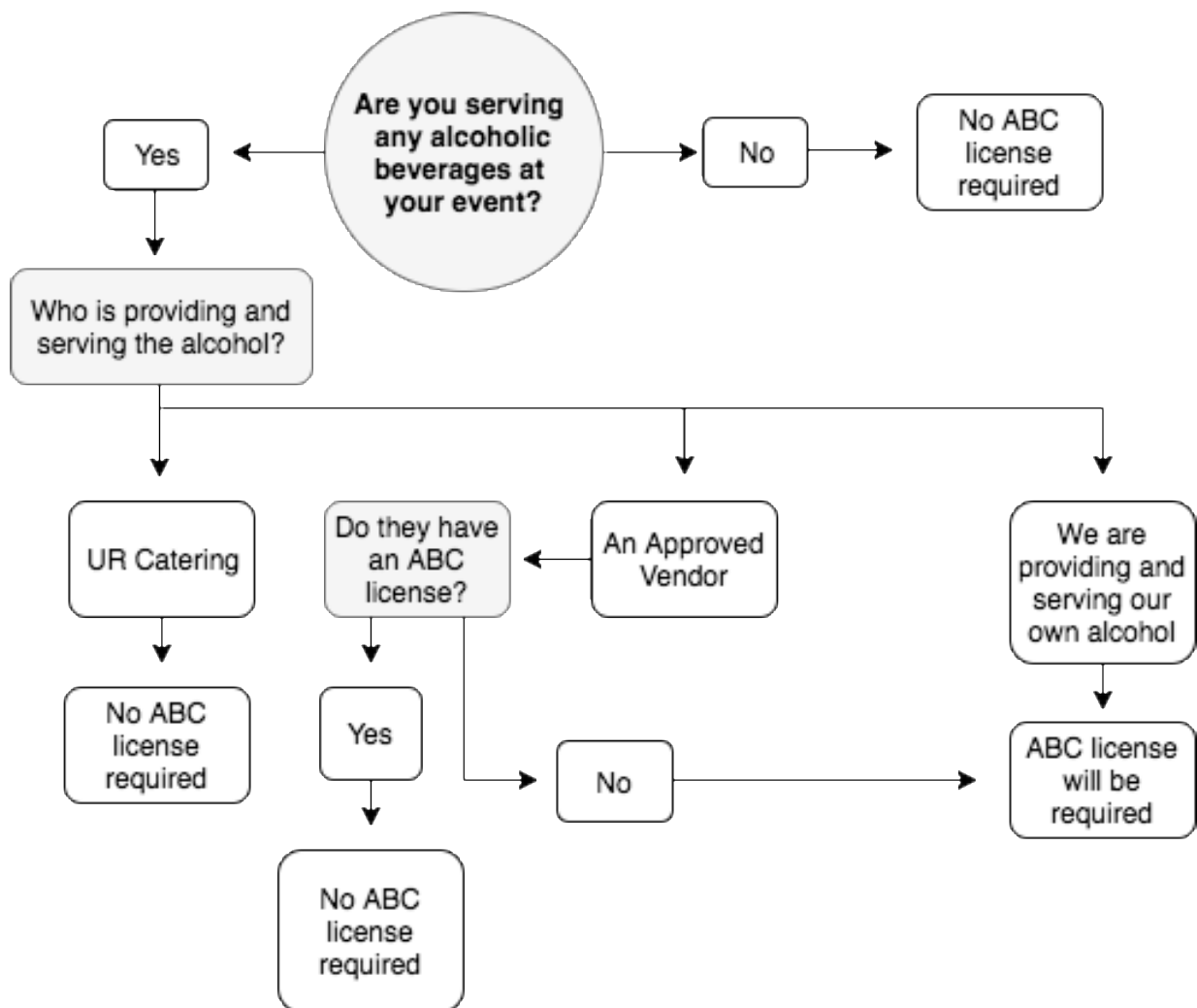
#### 7.1a When to Obtain an ABC License

The University monitors all food and alcohol being served on campus. Therefore, alcohol use at an



event must be recorded in EMS/Centralized Scheduling Service. **You are required to inform the [Events & Communications Manager](#) whenever you plan on serving alcohol at an event.** You (or your approved event caterer) will also be required to display ABC license at the event.

Use the chart below to determine whether or not you will need to obtain an ABC license for your event.



### 7.1b How to Obtain an ABC License

A one-day banquet ABC license costs \$55. There are three ways to apply for an ABC banquet license for your event:

- (1) **Online:** You may apply for a banquet license online **at least 12 days prior to the event date** and submit payment using a credit card. *Applying online is the easiest method to obtain an ABC license.* Visit <https://www.abc.virginia.gov/ebanquet/public/welcome.do> to apply online.
- (2) **In Person:** You may apply in person at a Virginia ABC regional office **at least 10 days prior to the event.** Please note that regional offices do not accept credit cards. The application can be found online at <https://www.abc.virginia.gov/library/licenses/pdfs/banquetlicense.pdf>
- (3) **Via Mail:** You may mail in your application and payment at least 10 days prior to the event. The application can be found online at <https://www.abc.virginia.gov/library/licenses/pdfs/banquetlicense.pdf>

It is **strongly** encouraged to apply for an ABC license as far in advance as possible. If you have any questions about obtaining a license, contact the [Events & Communications Manager](#).



**Once you have obtained an ABC license for your event, you must submit a copy (at least 72 hours in advance) to the [Events & Communications Manager](#).**

### 7.1c Other Alcohol Policies

#### Serving Food with Alcohol

The Law School has a policy regarding the serving of food and alcohol at student events. If alcohol is being served, food must be served commensurate both with the quantity of alcohol available as well as the time of day.

As a general guideline, events that *start* during traditional dinner time (6-7 p.m.) or lunch time (12-1 p.m.) and that also serve alcohol should offer a meal. Events or receptions serving alcohol and hors d'oeuvres should provide a *minimum* of six pieces of food per attendee per hour. Food quantity is subject to review and approval by the Dean's Office.

#### Student Organization Budgets & Alcohol

Student organizations are not permitted to spend more than 40% of their annual expenditures on alcohol or alcohol-related expenses. Alcohol-related expenses include gratuities on a bar tab, cost of bartenders, ABC licenses, etc.

#### Police/Security

Campus police will be notified for large (100+ people) receptions or parties. If they determine that security is needed, additional fees may apply.

#### Self-Service Bars

Self-service bars are not permitted. If an organization is providing and serving their own alcohol, they must designate a volunteer "bartender" or someone to monitor the bar at all times. The designated person will be obligated to refrain from consuming alcoholic beverages for the entirety of the event. According to University policy, this person cannot be compensated or paid for their services.

#### Removing Alcohol from Premises

Alcohol is not permitted beyond Law School premises.

## 7.2 Food & Beverage

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### 7.2a *Non-Alcoholic Beverage Policy*

The University has contracted with the Coca-Cola Company for exclusive beverage representation on campus. Therefore, only Coca-Cola products are to be sold, dispensed, served, or sampled on campus. Per this agreement, products must be purchased through the University's retail outlets (ETC or the bookstore) or Heilman Dining Center. **The purchase of Coca-Cola products from any non-campus retailer is not permitted.**

Coca-Cola products include soft drinks, bottled water (Dasani), energy drinks, Minute Maid juice, Seagram's, Nestea, and PowerAde.

If you are using a University-approved caterer to cater your event, they must serve only Coca-Cola products.

If you plan on purchasing your own beverages for any event, you are required to purchase them through the University. To order, call 804-289-8512 (Monday – Friday, 9 am. – 4:30 p.m.) at least three business days prior to your event.

### 7.2b *Food Waivers*

Please refer to Section 6.5c for more information regarding Food Waivers.

## 7.3 Fundraising

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**Students and student organizations are prohibited from soliciting financial support from alumni or any outside sources including foundations, corporations, or law firms without the prior written consent of the [Associate Dean of Students](#).** Requests for permission to solicit must be submitted in writing to the [Associate Dean of Students](#) and must include:

- 1) a statement describing the purpose of the solicitation and any related events and/or activity(ies),
- 2) the names and affiliations of all prospective donors, and
- 3) exact copies of all proposed solicitation materials.

Please understand that the [Associate Dean of Students](#) may need to consult with others within the Law School and the University, and therefore it may take up to four weeks from receipt of a complete solicitation request to receive a decision regarding the request.

### 7.3a *Donations Involving Goods & Services Received*

If an approved fundraising activity involves offering tangible goods or services for cash, no tax-deductible receipt can be issued. This includes items donated for auction purposes. These activities still need to be pre-approved by the [Associate Dean of Students](#).

### 7.3b *Cash Donations*

If the approved function or activity generates cash gifts with no tangible goods or services received by the donor, the Dean's Office should be notified immediately for the purpose of generating an official thank you/receipt and to record the gift. (This includes donated items, not used for fundraising such as restaurants donating food - a gift in kind.) All monetary gifts need to be turned into the Dean's Office for forwarding to the Advancement Office for posting to your organization's account. Businesses and individuals rely on charitable donations for their tax deductions. The IRS only acknowledges official gift receipts when presented on official university letterhead.

### 7.3c Fundraising on Behalf of Third-Party Non-Profits

Student organizations who wish to solicit funds for a third party should have all donations made out directly to the third party. Funds should not be directed to Richmond Law with the expectation that they will be donated to the third party by the school in the future. For example, checks should be made out directly to the organization, not to the Law School.

### 7.4 Contracts

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All contracts and contractual agreements must be entered into an online system that is monitored and reviewed by the University. Once reviewed by University approvers, they are then submitted to the Dean for review and signature.



**Please note that you, as a student, are not permitted to sign any contracts. This includes, but is not limited to, catering contracts, hotel/room block agreements, facility rental or event space agreements, event/event equipment rental contracts, speaker agreements, etc.**

You must contact the Dean's Office to begin the contract review and approval process. Keep in mind that this process may take several weeks, depending on the terms and conditions of the agreement. Contracts must be submitted to the University for approval prior to any deposits or payments.

### 7.5 Alumni Outreach

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We welcome and encourage student-alumni collaboration and communication. If you'd like to reach out to any alum on behalf of your organization (for purposes including, but not limited to, making a presentation, filming a video, or fundraising), you must contact our Alumni & Development Office first. The best way to do this is to reach out to the [Director of Alumni Relations](#). Our staff will be able to help you discuss the best outreach approach.

### 7.6 Logo Use and Licensing

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All logo use requests must be submitted to the [Assistant Dean for Communications](#). Any items ordered with the school's logo or the school name (such as t-shirts or other promotional products) must be ordered from an approved vendor and approved by Collegiate Licensing.

### 7.7 Organizational Transitions

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At the end of the school year, when a new leadership team is transitioning in, students should make every effort to ensure that the new team has access to all of the materials and communications tools used by the organization. Please see our Student Organization Transitions Guidelines document for full details: [law.richmond.edu/students/student-org-transitions.pdf](http://law.richmond.edu/students/student-org-transitions.pdf).

## ➤ 8. Student Organization Budgets

This budget is based on the Student Organization's total funds for the year and should list categories of proposed expenses. The budget must be approved before any expenses are incurred. If there are extenuating circumstances, please contact the [Associate Dean of Students](#) and the [Budget Coordinator](#) to request use of budget funds before the start of the academic year. Please note that this should be a rare occurrence and justification must be approved prior to incurring any expenses.

Budgets for advocacy boards, journals, and the McNeil Society are determined by the Dean's Office. All other organization budgets are determined by the Student Bar Association (SBA).

Funds allocated by the SBA will not be transferred to the organization until a budget has been submitted and approved.

### 8.1 General Information & Strategy

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Organization budgets are comprised of all anticipated expenses and associated activities for each organization for the duration of the academic year. All expenses are charged to each organization's index number. Index numbers can be provided by the organization's treasurer or the [Budget Coordinator](#).

In order to effectively manage the approved budgets, please note the following policies.

#### **8.1a Amending Approved Budgets and Budget Reallocations**

Approved budgets cannot be amended without the express approval of the SBA, with the exception of journals, advocacy boards, and the McNeil Society.

Budget reallocation requests from journals, advocacy boards, and the McNeil Society must be submitted to the [Associate Dean of Students](#) or the [Budget Coordinator](#) for budget review. All other organization budget reallocations must be submitted to and approved by the SBA officers.

Any organization events or activities not previously included in the approved budget require review and approval by the Student Bar Association, the [Associate Dean of Students](#) and the [Budget Coordinator](#) **prior to incurring any expenses.**

#### **8.1b Unauthorized Expenses**

Unauthorized expenses include but are not limited to furniture, personal items, computer equipment, and alcohol purchases in excess of 40% of an organization's total expenditures. Incurring unauthorized expenses may result in a demand to the organization or individual for repayment and/or other sanctions by the [Associate Dean of Students](#) and/or the Student Bar Association.

Expenses incurred in violation of the Events policies and procedures may require reimbursement to the University by the individual(s) incurring the charges. Please refer to the Section 6 (Event Planning) of this handbook regarding the use of the University's catering services and the list of approved vendors and products.

### **8.1c Approved Vendors**

Whenever possible, please use a University-approved vendor. The vendor list can be found online at <http://dining.richmond.edu/common/approvedvendorslist.pdf>

Any vendor not on this list may be considered a new vendor and will require additional processing time to request new vendor approval and a University ID (used for check requests).

Please note that all items printed with the school's logo or common words (such as "Richmond Law") must be ordered from an approved vendor and approved by Collegiate Licensing. See Section 7.6 for more information.

## **8.2 Receipts & Reimbursements**

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### **8.2a Submitting Receipts**

Original and detailed receipts are **required** for all expenses including on-campus services (University Catering, Printing Services, etc.).

Receipts for reimbursement must be dated **no more than 60 days** from the date of purchase. Receipts over 60 days will not be accepted or reimbursed.

Bank and credit card statements are not acceptable forms of expense documentation. However, paid online receipts or copies received directly from the vendor will suffice for an original receipt.

Receipts are required for all printing orders placed through the University's Print Shop. Be sure to submit the yellow copy of the Print Shop form to the [Budget Coordinator](#).

Receipts are required for all bookstore purchases that have been charged to the organization's Index number.

### **8.2b Meal Receipts**

For any meal receipts, if fewer than 10 guests are included on the receipt, please write the names of each guest on the receipt. Please include both the title and company name for any external guests. If more than 10 guests are included on receipt, simply write "10+ attendees" on the receipt. Any meal receipt submitted without this information will be returned delaying the reimbursement process. The maximum gratuity on meal receipts is **15%**. Gratuity on delivery orders should not exceed \$10.00. Meal receipts must be itemized.

### **8.2c Missing Receipts**

The University no longer offers a missing receipt form. You will not be reimbursed if you do not have a receipt.

### **8.2d Reimbursements**

**All reimbursement requests should first be submitted to your Treasurer or External Chair for approval.** They can then be submitted to the [Budget Coordinator](#) for processing.

Accounts Payable processes checks on Tuesdays and Thursdays only. They require 10 business days to process payments.

Students have the option to choose direct deposit or a physical check when submitting requests for reimbursement. Direct deposit is the quickest avenue for reimbursement and can be set up in Bannerweb.



## 8.3 Payments

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### 8.3a Forms of Payment for Student Organizations

The following are two valid forms of payment available for the purchase of goods and services by organizations.

#### (1) Student Organization P-Cards

The Student Organization Purchasing Card (SOC) is a corporate MasterCard issued in the organization's name to provide an efficient way to process orders of University business and travel-related purchases. Qualified purchases within a predetermined purchase limit (\$500/transaction maximum; up to \$5,000) can be charged directly to the SOC.

Training by the Dean's office is required before using a SOC. Original receipts are required of all SOC purchases. These receipts should be turned in within 72 hours of purchase.

The SOC **can** be used to purchase:

- office supplies
- small, replaceable equipment (such as calculators)
- subscriptions
- books
- videos
- printing at off-campus locations
- miscellaneous one-time purchases
- ground transportation
- parking
- other travel and social expenses

The SOC **cannot** be used to purchase:

- any computer and computer-related equipment (this must be purchased through Information Services [IS] or the department must receive written approval from IS to make the purchase)
- furniture (the University's Design Services must approve any and all furniture purchases; please contact the [Budget Coordinator](#) or [Director of Budgeting & Operations](#) for assistance or questions)
- on-campus purchases at the Post Office, Dining Halls, Cafes, Print Shop, or the Bookstore
- alcohol

When using an SOC while traveling, the user must be sure to have additional funds available in the event the SOC is declined for any reason.

#### (2) Invoice submitted to the [Budget Coordinator](#).

Invoices that require payment by check can be brought directly to the [Budget Coordinator](#) for processing. All requests should first be authorized by the organization Treasurer. Checks will be mailed directly to the vendor; you may not pick up checks for vendors from Accounts Payable.

## 8.4 Gifts/Prizes/Awards Reporting Form

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In the event that you are giving away a gift, prize, or award, you may need to submit additional information to the University. The Gifts/Prizes/Awards Reporting Form can be found online at

<http://controller.richmond.edu/common/pdf/accounts-payable/forms/Gift-Reporting-Form071113.pdf>.

The University no longer allows the purchase of gift cards.

**Prizes and awards** are tangible personal property bestowed on University students in recognition of performance-related activities.

**Gifts** are tangible personal property given to University students in recognition of a particular achievement of participation in an activity.

In almost all circumstances, gifts, prizes, and awards are considered taxable income to the recipient and are included in the recipient's gross income if the gift is paid for (either directly or indirectly) by the University. Recipients outside of the University (speakers, competition judges, etc.) are not taxed and are not reported.

Gifts, prizes, and awards of tangible personal property valued at \$50 or less are excluded from gross income.

If, at the time of purchase, the recipient(s) of the gifts are unknown (i.e. door prizes or drawings), you will not be able to submit a request for reimbursement until that information is known. Accounts Payable will not process the reimbursement without this information or any supporting receipts.

## **8.5 Deposits**

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Please submit checks to the [Budget Coordinator](#) for depositing. All checks must be made payable to "University of Richmond."

### **8.5a Dues**

Any dues collected by student organizations must be submitted to the [Budget Coordinator](#) for deposit. These funds will be kept separate from funds allocated by SBA.

## **8.6 Student Travel**

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### **8.6a Airfare**

Airfare can be charged to the Law School's credit card. Please see the [Budget Coordinator](#) to make reservations. You must have all of the following information before we can make any reservations:

- Name, phone number, email address, and date of birth for each traveler
- Destination(s)
- Travel dates
- Website/link to proposed itinerary OR preferred airline, departure, and return times
- Travel insurance should not be purchased.

Note: names listed on reservations must match the traveler's U.S. government identification.

### **8.6b Mileage**

Students will be reimbursed for mileage at the University's mileage reimbursement rate. Gas expenses will not be reimbursed.

### **8.6c Meals**

There is a limit of \$25 per day for meals, plus not more than 15% gratuity. Alcohol is not a reimbursable expense.

### **8.6d Lodging**

Students are not permitted Airbnb or similar rentals.

## **8.7 Guest Speakers**

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The University typically does not pay an honorarium for a guest speaker (see Section 6.9i). However, reimbursements for mileage and meals may be permitted and should be submitted within two weeks of travel. Please contact the [Budget Coordinator](#) to confirm before making any commitments to the speaker.

### **8.7a Speaker Reimbursements**

- (1) Please provide the [Budget Coordinator](#) with a list of speaker names in advance along with their mailing address, email, and phone number. If the speaker prefers to reimburse someone else (a firm or a university) we will need the name, address and Federal ID# if the recipient. Having this information in advance will allow for faster reimbursements.
- (2) Encourage speakers to make any travel arrangements as soon as possible in order to get the best price. Please let them know the University will not pay for travel insurance or upgrades.
- (3) Ask speakers to send all receipts for which they will be seeking reimbursement to the organization Treasurer within 2 weeks of the event.
- (4) After approval, the organization Treasurer can turn them into the [Budget Coordinator](#) for processing.

### **8.7b Hotel Accommodations**

The Law School has a special rate at the Graduate Hotel. Hotel reservations should be made through the [Events & Communications Manager](#).

No Airbnb or similar rentals are permitted.

### **8.7c Mileage**

Speakers are reimbursed for mileage at the University's mileage reimbursement rate. Gas expenses will not be reimbursed.

### **8.7d Travel**

If a speaker is not driving to/from the Law School, and instead utilizing airlines, bus, or train service, only coach travel will be reimbursed.

### **8.7e Meals**

See Section 8.2 for more information.

## 8.8 Exclusions

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The Law School will not pay for an organization to obtain a membership card to Sam's Club, Costco, BJ's, etc., nor will anyone be reimbursed for paying a membership fee.

## ➤ 9. Social Media & Websites

These social media guidelines and best practices are designed to help Richmond Law student organizations run successful social media accounts.

### 9.1 Requirements

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All student organizations should have a written code of conduct that expresses your values and regulates how members of the social media community may engage with your content. Some examples include:

- We welcome respectful discussion in our comments.
- We will acknowledge and rectify any errors or mistakes promptly.
- Comments must be relevant to the topic posted. Irrelevant comments will be deleted.
- Comments that use profanity or hate speech, or are a personal attack, will be deleted and the user will be blocked.

Upon graduation, students with administrative privileges to a student org social media account must terminate those privileges and ensure that they're transferred to another student to take over account duties.

### 9.2 Setting Up an Account

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**Be Strategic:** Before beginning an account, define the goals, target audience, voice, and the best platform(s). Revisit these frequently to see if they've changed and adjust accordingly. Consider starting with one platform before moving on to create accounts on other platforms.

**Do Your Research:** See what similar student organizations at other law schools are doing. This is a good way to see what type of content is relevant and engaging.

**Handles:** When naming an account, choose something easily recognizable (and available across platforms, if setting up multiple accounts). Keep the "name" and handle consistent. If it's necessary to differentiate the account name/handle, abbreviate to Richmond Law (RL) or UR Law.

### 9.3 Content

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**Quality Graphics:** Professional equipment is not required to have a successful social media account. However, quality images and videos will go a long way even if they are taken on a phone. (Note: Wipe cell phone camera lenses before taking pictures or videos to prevent smudgy images.)

**Phrases to Avoid:** Stay away from using phrases such as "comment below," "tag a friend," "like this post," etc. Consider encouraging engagement organically by asking a question in a caption or story.

**Be Accurate:** Check to ensure the location, names and titles, and/or facts and statistics are correct before posting.

**Get Permission:** Proactively ask visitors and guest speakers for their permission to use their image. Before an event, send them this link and ask that they fill it out in completion. If tagging an individual, get their permission before tagging them in an image or caption.

**Accessibility:** Use captions for videos and add alt text when posting on Instagram.

## 9.4 Maintaining an Account

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**Post Consistently:** Stick to a manageable posting schedule. For Facebook and Instagram, a recommended goal is three posts per week, with increased frequency as time allows. More frequent posting (e.g. a couple times a day), is more common on Twitter, unless you're using the channel in a specific/targeted way (e.g. only during an event or conference).

**Be Engaging and Engaged:** Welcome conversation and engagement from followers. Try to respond with a like or comment within 24 hours.

- Show support and community. Tag other student organizations on campus in posts that involve them and like/comment on their posts.
- Monitor engagement according to your written code of conduct.

**Make a Smooth Transition:** Pass along account information when the executive board changes so that new pages do not need to be created for the same organization every year. This will prevent future members and followers from being confused as to which page/profile is "official."

**Follow Your Policy:** People may leave comments that are negative, critical, or inappropriate/irrelevant. Stick to your code of conduct when it comes to engaging with comments.

## 9.5 Additional Resources

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### Content Management

- [Planoly](#) – Social media management website and app. Helps organize content into a feedmap. The free subscription will not post automatically but will remind you when it's time to make a post.
- [Later](#) – Social media management tool, similar to Planoly, but specifically for Instagram.
- [Airtable](#) – Content calendar website good for planning content across multiple platforms.

### Content Creation

- [Canva](#) – Create graphics without needing Adobe software.
- [Unfold](#) – App for creating stories.

### Photo Editing

- [Snapseed](#) – Photo editing app.

- [VSCO](#) – Photo filter app.

### **Captioning**

- [Rev](#) – Captioning services. Costs \$1 per minute.
- [Clipomatic](#) – Captioning app good for automatic captioning of a video with one person speaking (i.e. Instagram stories).

## **9.6 Websites**

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Student organizations that would like to host organization websites are encouraged to set-up a site through the University's Wordpress account. Contact the [Assistant Dean for Communications](#) to set-up such an account, or to discuss general website strategy. Wordpress training resources are available through the University's Technology Learning Center.

## **9.7 Helpful Contacts**

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Let us know when you're launching an account or website so we can help expand your reach! Contact the [Digital Media Manager](#) or [Assistant Dean for Communications](#).

# Addendum A: Event Planning Timeline & Checklist

## As Early as Possible

- Choose a date
  - Submit request through EMS/Centralized Scheduling Service
    - Include as much information as possible
- Solicit speakers (see Section 6.9)
- Begin the MCLE application process (process can take 12-16 weeks from start to finish)
  - Contact Maureen Moran ([mmoran@richmond.edu](mailto:mmoran@richmond.edu))
  - Once MCLE credit is received, update advertising and website

## 8 Weeks Prior

- Decide on food/catering needs
- Submit a Publicize an Event Form (if you did not already include this information in your original space request through EMS)
- Consider other ways of publicizing your event
  - Inviting alumni as guests (see Section 6.4e for guidelines)
  - Invited external audiences
  - Flyers and D-flyers
  - Email blasts
- Check in with speakers
  - Provide outline/talking points to your speakers
  - Assist speakers with travel arrangements (coordinate with Dean's Office)
  - Request photos and bios of speakers for your publicity and introductions
  - Consult with speakers/special guests if they have any special dietary needs and communicate these to the caterer
- Reserve a parking lot by contacting the [Events & Communications Manager](#)

- If the event is a named lecture, be sure to personally invite the donor (notify [Assistant Dean for Communications](#) and [Director of Alumni Relations](#))
- Consider what gifts you would like to provide to your speakers
- Contact [Events & Communications Manager](#) if you would like to request that Dean Perdue introduce your speaker(s) or host any special meals at her house

## 6 Weeks Prior

- Work with [Events & Communications Manager](#) on publicity (social media, electronic monitors, posters, mailings, etc.)
- For photo arrangements, contact the [Digital Media Manager](#) to see if they are available
- If you'd like to have your event filmed, contact the [Events & Communications Manager](#)
  - Make sure you have a signed release form for any guest speakers for any photography or videography (see Section 6.6a)
- Apply for an ABC license (if needed)

## 2 Weeks Prior

- Arrange for someone to pick up speakers at airport/train station if arriving from out of town
  - If driving, provide speakers with parking passes (see Section 6.8)
- Arrange for nametags to be printed for all attendees
- Arrange for table tents (name labels) for speakers
- Prepare website with materials (if MCLE needed to distribute URL)
- Create and print day-of program
- Identify roles of all volunteers and train, if necessary

- ❑ Create a day-of timeline and assignments
  - Include who will be introducing speakers, who will be escorting speakers, etc.
- ❑ If security or police may be needed, contact the [Events & Communications Manager](#)

- ❑ Place parking directional signs in strategic locations indicating the appropriate parking lot
- ❑ Make sure you have enough trash cans available throughout the building

### 1 Week Prior

- ❑ Contact the Police Department for cones if you'd like to reserve a few spaces in the parking lot for your guest speakers
- ❑ Send speakers/attendees directions via email
- ❑ Request parking directional signs from the Print Shop
- ❑ Confirm travel details with all of your speakers
- ❑ Print attendee list
- ❑ Double check that all signed release forms have been submitted for your speakers

### Day Before Event

- ❑ Stop by the Dean's Office to sign out any keys that might be needed
- ❑ Provide welcome material at hotel for your speaker(s) (program, agenda, directions, etc.)

### Day of Event

- ❑ Make sure water is provided for speakers (see Section 7.2a)
- ❑ If a meal is served, be sure to have someone gather food for your speakers

### After Event

- ❑ Return any keys to the Dean's Office
- ❑ Remove any directional signs posted on campus
- ❑ Write and email thank you letters to your speakers (use this as an opportunity to request final expenses and receipts)
- ❑ Send a post-event evaluation survey to attendees
- ❑ Send list of alumni attendees and speakers to the [Director of Alumni Relations](#)
- ❑ Conduct a post-event meeting with your organization board and store files in your Box
  - Include details such as:
    - Important contact names and information
    - Total attendance
    - Makeup of attendees
    - Best thing about the program
    - Things you would have done differently
    - Recommendations for repeating a similar program in the future
    - Important evaluation comments from participants