

Purpose: Events in or sponsored by the School of Law ordinarily will have some or all of the following as overarching purposes:

- Providing visitors with a favorable impression of the faculty, students, staff, programs operations of the law school.
- Providing students with a favorable impression of the educational environment, services, and opportunities at the law school.
- Providing an occasion for favorable publicity for the law school in appropriate media and venues.
- Providing opportunities to build support for the law school among important constituencies, both inside and outside the law school.

Every event should also have a clearly identified specific purpose or set of specific purposes consistent with the mission and goals of the School of Law. The purpose or purposes of an event should be stated clearly in writing.

Any event will be reviewed for approval and assessed afterwards in light of its purposes, both the overarching ones and the more specific ones, and the event must be organized with its particular purposes in mind. An event for which the proponent does not articulate clear purposes that advance the School of Law and its mission will not be approved.

Every law school event requires prior written approval of the Events Executive Committee if it consists of or involves:

- A conference or symposium;
- A prominent lecturer or visitor;
- A potentially large law school audience;
- An audience that includes persons outside the law school;
- A reasonable possibility of media coverage;

or if it otherwise is an event that has potential to significantly affect the reputation and visibility of the law school.

The request for approval should be submitted to the Assistant to the Dean no less than 28 days before the proposed date of the event. The request should be on a form available from the Assistant to the Dean, containing the following information:

- Proposed date of the event
- Proposed speaker or program
- Intended audience (demographics and size)
- Proposed budget for the event
- Proposed publicity, if any, for the event
- Reasons for event
- Goals and desired outcomes of the event
- Criteria for assessing success of event
- Persons proposed to be responsible for the event and its success

The request for approval shall be submitted to the Assistant to the Dean; the Event Executive Committee will take prompt action to approve or disapprove the event. If the Committee approves an event, it shall designate an individual to be responsible

for the event and its success. The Committee will also determine what publicity, if any, is appropriate for the event.

In planning events involving significant speakers or substantial numbers of students, the Student Bar Association, co-curricular organizations, and student organizations should follow the procedures established by the Director of Student Services consistent with this Protocol. Where the student event meets one of the criteria above, it must be approved by the Event Executive Committee.

Speakers, Distinguished Visitors, and Special Events: These events ordinarily require the prior approval of the Event Executive Committee. With regard to major speakers, distinguished visitors, and special events, the inviter should carefully consult the law school calendar when provisionally selecting a date. Except in cases where there is insufficient time for prior calendar review, the date of such a visit or event should not be fixed unless the Chair of the Calendar Workgroup (and, if appropriate, the Calendar Workgroup) has been able to review the proposed date for conflicts or potential problems. Where there is insufficient time for prior calendar review, the inviter should immediately provide the date to the Chair of the Calendar Workgroup for entry on the law school calendar.

Event Responsibility: For every event, a designated person will have primary responsibility for ensuring its proper management. The responsibilities of this person include:

- Scheduling the parts of the event or visit
- Securing rooms in the law school
- Budgeting and ensuring funding
- Ensuring that proper travel arrangements are made
- Coordinating local transportation
- Ensuring substantial attendance of faculty, students, or other intended audiences at planned events
- Planning lunches and dinners with faculty, students, alumni, or others
- Ensuring proper publicity for the event, both in the law school and outside (if appropriate)
- Ensuring that the needs of speakers or other visitors are met
- Ensuring that the event will provide visitors with a favorable impression of the faculty, students, staff, programs, and operations of the law school
- Ensuring that the event will provide students with a favorable impression of the educational environment, services, and opportunities at the law school

Publicity: The Associate Dean for Administration and Marketing has overall responsibility for publicity and marketing of speakers and events.

Student Engagement: Speakers and events at the law school should be used, where possible, for purposes of student engagement and internal student marketing. Events should be planned with an eye toward:

- Opportunities for students with interests or abilities related to those of a speaker to meet with the speaker.
- Professional development and career opportunities for students.
- Student satisfaction with the environment and services of the law school.

Assessment: An assessment shall be conducted for every event. The purpose of assessment is to provide data that will be useful in approving and managing future events, and to ensure that the law school resources are used responsibly and in accordance with mission and goals.

Responsibility: The individual assigned primary responsibility under this protocol shall have responsibility for completing an assessment survey. The Event Coordinator shall provide any needed assistance to the individual responsible for completing the survey.