

Principles to undergird a policy on campus events scheduling

Goals

1. Public events at Kenyon College should be scheduled with attention to the location and time of the event so as to maximize the opportunities for students, faculty, staff, and community members to attend.
 - a. Public events are understood to mean events to which the public is invited to attend.
2. Public events at the College should be scheduled with attention to the likely consequences of the event for the public image of the institution.
 - a. Three principal audiences are of concern: a speaker/performer being invited to the College, the audience that will likely attend the event, and the broader public
3. Public events at Kenyon should be scheduled so as to have maximal cultural and academic impact given the resources allocated to the occasion. Costs associated with over-programming of cultural events should be reduced.

Scheduling Principles

Given the above goals, scheduling of public events, including events that involve invited speakers or groups, artistic work, or performance groups, should adhere to the following principles:

1. Avoid direct scheduling conflicts with major campus ceremonies: opening convocation, Founders' Day, Honors Day, commencement-related events, and ad hoc ceremonies scheduled by the President's Office.
2. Avoid scheduling major public events during the daytime academic schedule (MWF 8-4, TR 8-11 and 1-4). Common hour exists for daytime public events. Events may be scheduled within the 4-7 time period, but with the recognition that such events will conflict with the athletic practice schedule and many inter-collegiate athletic events.
3. Minimize direct scheduling conflicts with previously scheduled major public events. Check with Susan Spaid, Director of Cultural Events for potential conflicts.
4. Minimize scheduling public events during the final week of classes each semester; avoid reading days and the final exam period.
5. Schedule public events with attention to potential audiences on campus at the time the event is to occur, with special attention to normally non-resident audiences: alumni gathering for alumni affairs or development events, prospective students, parents and other family members, members of the Board of Trustees
6. Schedule major public events as far in advance as possible so that those events can be well publicized.
7. Schedule major public events with attention to avoiding the possible duplication of topics or the over-programming of events within short time periods, thereby optimizing potential benefits from events within a reduced cost structure
8. Post scheduled events on the College master calendar to alert others planning similar events of already reserved times and locations. The Kenyon web calendar should be the definitive record of upcoming cultural events.

Role of the Director of Cultural Events

Given the above goals and principles, the Director of Cultural Events will review proposed events that include invited speakers/performers/groups (1) to avoid major conflicts with already scheduled events; (2) to advise those proposing events about how to best schedule major events within the rhythm of the academic year and how to best host their invitees; and (3) to alert College officers of proposed events that have the potential of adverse publicity or unexpected major costs. Those requesting space for major public events will contact the Director of Cultural Events first in order to ensure that the above principles are met. Campus event schedulers and planners will meet regularly to improve communication and efficiency.

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