



Title	Space Usage Prioritization Procedure
Responsible Office	Department of Event and Venue Management
Contact Information	Executive Director of Event and Venue Management Phone: 470-578-7912 Email: jskopitz@kennesaw.edu

1. Purpose Statement

The purpose of this procedure is to establish a uniform process by which Kennesaw State University manages space and resources. Facility and space utilization is a critical component in the delivery of academic and extracurricular programs and services at Kennesaw State University.

These guidelines establish priorities for the use of academic and non-academic spaces at Kennesaw State University (“The University”). It also protects resources, equipment, and the users through the implementation of a consistent campus-wide procedure.

The following applies to use of space for activities on all Kennesaw State University campuses except with regard to the assignment of departmental office space.

This procedure:

- Centralizes the process of requesting space throughout university property to maximize utilization and minimize scheduling conflicts.
- Establishes and enforces consistent scheduling priorities and procedures.
- Maintains and enforces consistent agreements and fees for the use of university spaces and resources

2. Guiding Principle Statement

Kennesaw State University campus space is considered a total resource under the control and management of the President’s Cabinet. No individual spaces or areas are regarded as the “real property” of any department, college or division of the University. Space is allocated taking into consideration several factors including campus priorities, best use, potential for academic classroom disruption, and obligations related to funding or other covenants and the campus mission. These factors will be fully considered in decisions about all space allocations, use and changes in assignments.

3. Definitions

- “Facilities” shall include all buildings, structures, grounds, sidewalks, areas, streets, and spaces that are owned or leased by the Kennesaw State University.

- “Use” refers to any event, activity, presence, or occupancy by an individual or a group.
- “Affiliated Entity” includes university departments, units, and divisions as well as registered student organizations, and cooperative agencies.
- “Non-Affiliated Entity” includes groups that are not affiliated with the University and do not qualify for University sponsorship or hosting, but who may rent University facilities in accordance with this procedure.
- “Registered Student Organization (RSO)” is any student organization that has properly followed the process to register their organization at Kennesaw State University in accordance with the most current version of the RSO Policy and RSO Manual.
- “Fronting” refers to the act of allowing a Non-Affiliated Entity to register under the guise of an Affiliated Entity.
- “Instructional Space” Includes classrooms, studios, labs, and other spaces specifically intended to hold academic classes. Restrictions on instructional space are outlined below in Section 4.
- “Academic Class” is a credit or non-credit bearing course that is an official part of the university curriculum including review sessions, study sessions, make-up classes, make- up exams, finals, and any other activity directly related to course instruction.
- “Academic Event” is an academic related activity, other than academic classes, scheduled as part of the curriculum, such as speakers, poster sessions, and presentations.
- “Signature Campus Event” is an event sponsored by an Affiliated Entity that is a hallmark of the University or its constituent campuses. These events may be, but are not limited to, those held annually or that are a key component of University heritage or tradition. This also includes events held at the direction of the University President. *Examples include Orientation, Convocation, Commencement, Homecoming, and Pumpkin Launch.*
- “Departmental Event” is a meeting, an event, or a series of meetings or events hosted and coordinated through academic or administrative departments of Kennesaw State University for the benefit of the campus community.
- “Student Event” is a meeting, an event, or a series of meetings or events hosted for the benefit of the Kennesaw State University campus community and coordinated through a Kennesaw State University RSO or other student group in good standing with the University.
- “External Event” is a meeting, event, conference, or a series of meetings or events held on campus on behalf of a non-Kennesaw State University organization, contracted directly with Kennesaw State University.
- “Responsible Party” is the primary contact for the reservation or event.
- “Simple Meeting” is a booking that does not require any type of setup, special audio/visual needs, an audio/visual technician, parking, food/catering, or additional support from any campus entity.

- “Event” is a use that requires any type of setup, special audio or visual needs, parking or food/catering.
- “Event reservation system” refers to the campus scheduling software.

4. Exclusions or Exceptions

Exceptions to this procedure can only be made by a member of the President’s Cabinet, and written documentation of the rationale behind the decision must be maintained by the Department of Event and Venue Management.

5. Priorities

5.1. College-Based Prioritization: Each college has one or more primary facilities (e.g., the Coles College occupies the Burruss Building). Schedulers should make every effort to cluster a college’s courses in those primary facilities.

5.2. Reservations: Reservation requests for the use of Facilities must be submitted via the event reservation system and scheduled based on the following priorities:

- **Academic classes.** Classes are scheduled through Academic Department Schedulers and through the Office of the Registrar and have priority in all spaces designated as “instructional spaces”.
- **Academic events.** These events must be confirmed by the Department of Event and Venue Management.
- **Signature Campus Events.** These are scheduled through the Department of Event and Venue Management which will play a key role, as described below, in planning and facilitating Signature Events.
- **Departmental Activities.** The role of the Department of Event and Venue Management in planning these activities will vary according to the complexity of the event requirements.
- **Student Activities.** These events must be approved by designated Student Affairs Staff, predominantly in the Department of Student Activities. Depending on the complexity of the Event requirements, the Department of Event and Venue Management may also be involved in the implementation of the events.
- **External Events.** These events will be coordinated via Department of Event and Venue Management. All rentals of University Facilities are subject to fees and the execution of a facility use agreement.

5.3 Cancellations & Bumps: If a higher-priority use arises for a room already reserved by another user, the following considerations must be made:

- **Consider Alternative Sites.** The higher-priority user should explore alternatives for its own event before bumping an existing reservation.
- **Timing.** The higher-priority user must provide a reasonable amount of time for the bumped user to find an alternative location.
- **Help Relocate.** The higher-priority user should help the bumped user find an alternative for the cancelled reservation.

6. Restrictions

6.1. Instructional Space Restrictions

In keeping with the University's academic mission, instructional spaces have the following restrictions:

- During the spring and fall terms, classroom space will be released to the Department of Event and Venue Management 1 days after Drop/Add for the session has passed to confirm event reservations that have been ON HOLD due to Drop/Add.
- During the summer semester, classroom space will be released to the Department of Event and Venue Management as Drop/Add for the session approaches to confirm event reservations that have been ON HOLD due to Drop/Add.

6.2. Rental and Other Hosted Event Restrictions

6.2.1. Hosted external activities may be accommodated during the academic year on a space-available basis. They will not receive priority scheduling, and may be subject to other facility-specific restrictions.

6.2.2. During the start of the academic term (one week before the first day of classes through three weeks after the first day of classes), the Carmichael Student Center, Wilson Student Center, Event Center, Convocation Center, Academic Learning Center, and Prillaman Hall are not available for reservation by external groups.

6.2.3. During Summer Conference Season (the period beginning the day after spring commencement and continuing until the Sunday before residence halls open for fall semester), event space may be available to conferences, who must contract their rental via the Department of Event and Venue Management.

7. Specialty Spaces:

"Specialty or Specialized spaces" are campus facilities equipped with unique features and designed to serve particular units and their missions. Specialty spaces are reserved for events that *require* the particular features in that space. *Managing units with the disciplinary requirements and expertise to effectively manage specialty spaces should retain authority to schedule their use and may set published rental rates based on competitive market rates for similar venues.* These rental rates will be updated and published annually. In some instances, it may be appropriate for other academic units, campus groups or registered student organizations to submit a space reservation request which will require review by the managing unit and Event and Venue Management. Activities related to the mission of the managing unit, however, will hold scheduling priority over events unrelated to the discipline. Some specialty spaces house premiere events that support both university community engagement efforts and the academic unit of the managing department. It is essential for contracts and lecture/performance agreements related to the academic mission of the managing department to be handled by the managing department. Rental fee rates for specialized spaces may be calculated based on competitive market rates of other similar venues.

The university retains the discretion to provide alternate event space for event requests of Specialty Spaces, as that term is defined in this procedure. If an adequate alternate space cannot be identified, the requesting organization will be responsible for costs to cover or block University or sponsor branding or images within the Specialty Spaces. Any such costs will be detailed in the facility use agreement.

Examples of Specialty Spaces:

Specialty spaces may include large event spaces at facilities such as the KSU Center, athletics venues, and performance halls, or smaller spaces with delicate or expensive instructional equipment or other unique features (e.g., chemistry labs, nursing labs, health care labs, high-tech computer labs, piano studios, computer labs, rehearsal halls, design labs, gymnasiums, weight rooms, performance studios, art studios, kitchens, practices rooms etc.).

8. Terms and Conditions

These terms and conditions apply to all University Facility use. The Responsible Party is responsible for ensuring that the following terms and conditions are met.

8.1. Overall Responsibility:

8.1.1. The responsible party agrees:

- to be present throughout the event and to have available for inspection the confirmation copy of the Event Request Form and applicable support documents and licenses;
- to be responsible for communicating any restrictions regarding the facility to the group and the participants;
- to be responsible, individually and jointly with the sponsoring group, for the charges levied for use of the facility, special services and equipment, repair of any damages to the facility, and cleaning above what is usual and customary.

8.1.2. Allowing a Non-Affiliated Entity to register under the guise of an Affiliated Entity is specifically forbidden.

8.2. Compliance with laws, policies, and regulations

8.2.1. It is the duty of the Responsible Party to ensure their event will be conducted in accordance with all applicable laws, policies, codes, and procedures set forth by all authorities that have jurisdiction. These include but are not limited to Kennesaw State University policies addressing alcohol possession and use, catering, sound amplification, posting, and vending. Copies of these and other applicable policies and regulations are available on the Policy Portal website (<https://policy.kennesaw.edu/>) or may be requested from the Department of Event and Venue Management at events@kennesaw.edu.

8.2.2. Any event found in non-compliance with these laws, regulations, and/or requirements will be required to cease immediately and will not be eligible for a refund.

8.3. Support Services

The University may assign support personnel to any event and bill the Responsible Party. The host will be notified in advance of estimated charges,

which may include, but not be limited to charges for:

- Public Safety officers (see Freedom of Expression Policy and Security Policy for further information)
- Risk Management officials
- Catering personnel
- Housekeepers or grounds crews
- Audio/visual technicians
- Electricians
- Event Personnel

8.4. Facility Use Charges

8.4.1. Facility use charges can be found here: <https://events.kennesaw.edu/pricing/>

8.4.2. The University reserves the right to cancel an event if any fees are not paid in accordance with the deadlines laid out in rental agreements and/or other usage agreements.

8.4.3. In accordance with university policy, users are required to maintain and provide evidence of adequate insurance coverage as required by the University. Requirements are found in facility rental contracts and/or other usage agreements.

8.5. Food and Beverage

Food and beverages are available through an approved vendor and must be consistent with other University Policies.

9. Denial of Reservation Requests

The denial of any reservation or rental request is based on a set of neutral principles listed below:

9.1. Registered Student Organizations

9.1.1. In accordance with Registered Student Organizations (RSO) Policy, requests from RSOs may only be denied for the following reasons, in accordance with the RSO Policy:

- The reservation request is not fully completed;
- The reservation request contains a material falsehood or misrepresentation;
- The area requested has previously been reserved;
- The reservation request was not timely submitted;
- The use or activity intended by the applicant would conflict with or disturb previously planned programs organized and conducted by the University;
- The area requested is not large enough to accommodate the expected or actual number of persons expected to attend the event;
- The use or activity intended by the applicant would present a danger to the health or safety of the applicant, other members of the KSU community, or the public;
- The use or activity intended by the applicant is prohibited by law, Board of Regents' Policy, or KSU Policy;

- The RSO seeks to reserve an area on campus that is not available for reservation

9.2. Other Reservation and/or Rental Requests

Other reservation and/or rental requests may be denied for the reasons listed above as well as:

- The event request form does not identify a university host
- The event is deemed in conflict with other reservation and/or rental requests
- The university is officially closed for the requested dates
- The requestor or host is not in good standing with the university

10. Violations of this Procedure

Persons found in violation of this procedure may be subject to disciplinary action in accordance with the appropriate University handbook. KSU reserves the right to suspend space request privileges to anyone in violation of this procedure.

11. Associated Policies and Regulations

- 11.1. Alcohol and Other Drug Policy
- 11.2. Catering Policy
- 11.3. Posting and Solicitation Policy
- 11.4. Security Policy
- 11.5. Freedom of Expression Policy

12. Procedures associated with this policy

- 12.1. KSU Facilities Reservations and Rentals Procedure

13. Review Schedule

This procedure will be reviewed annually.