

Table of Contents:

- [Introduction](#)
- [Honors and Awards](#)
- [Special Events/ Ceremonies](#)
- [Hosting Special Guests](#)
- [Alcoholic Beverages](#)
- [Guide to Services](#)
- [Food and Catering Policy](#)
- [Facilities](#)

Central Michigan University Protocol Handbook

Last updated October 20, 2003

For suggestions or additional information, contact

Mary Jane Flanagan
Executive Assistant to the President
E-mail: flana1mj@cmich.edu
(989) 774-3131

Introduction

The Central Michigan University Protocol Handbook provides procedures and information regarding official ceremonies, such as groundbreakings and dedications; official university honors, awards and recognitions; and the hosting of special guests.

This handbook includes summaries of appropriate policies and procedures, clarifies responsibilities, identifies available services and facilities, and provides methods for honoring and hosting special individuals, planning official and academic ceremonies, and arranging special events. Policies on food and alcohol are also included, as well as information that may be helpful in planning special events.

 [Top](#)

Honors and Awards

Honorary Degrees

Other than the earned doctorate, the greatest recognition Central Michigan University can give an individual is an honorary degree. Guidelines for the Honorary Degree Process may be found at http://www.cmich.edu/trustees/policies/honorary_deg.pdf

Alumni Association Awards

The Alumni Association has been giving awards since approximately 1970. The award categories may be found at www.alumni.cmich.edu/alum-awards.asp.

 [Top](#)

Special Events/Ceremonies

For major university events, particularly those where the president of the university is expected to be involved, and to assist the President's Office in serving your needs and representing CMU in the best possible fashion, please complete an [Engagement/Event Participation Request Form](#) as part of any invitation for the president to speak or attend an event or meeting.

While the president openly accepts the vast majority of invitations that are made, he must occasionally decline an invitation due to a calendar conflict. The president's office attempts to accommodate most requests that support the mission of the university and appreciates your patience with the president's complex calendar.

Policies and Procedures for:

- [SCHEDULING/CALENDAR](#)
- [COMMENCEMENT](#)
- [GROUNDBREAKINGS](#)
- [DEDICATIONS](#)
- [NAMINGS](#)

SCHEDULING/CALENDAR

The scheduling of special ceremonies and events that involve the president of the university or otherwise have a significant impact on the university must be made in consultation with the President's Office, Warriner 106, 989-774-3131. Such scheduling is to minimize calendar conflict, to include the event (when appropriate) on the president's calendar and the university calendar of events, to assist in planning, to provide support to the sponsoring individuals or organizations, and to ensure that the university puts its best foot forward. A calendar of major events is maintained by the Public Relations and Marketing office, 989-774-3197.

COMMENCEMENT

Commencement ceremonies are held in May, August, and December and are coordinated by the President's Office. For complete information regarding graduation and commencement, please see <http://www.cmich.edu/graduation/>.

GROUNDBREAKINGS

When a new university facility is constructed, the administrative unit responsible for the facility may feel that it is appropriate to conduct a groundbreaking ceremony. The determining factor in holding such an event should be the significance of the facility and the need to acquire publicity through the news media in an effort to draw attention to the facility or to express appreciation to those outside the university whose contributions have made the building a reality.

Location: Desirably, all of the groundbreaking ceremonies should be held at the site of the actual groundbreaking. When this is not feasible, a symbolic groundbreaking can be arranged inside a facility. This could be a requirement in the case of inclement weather.

Funding: If funds are needed for a program or for any other purpose related to the groundbreaking, these must be budgeted by the administrative unit arranging the groundbreaking. It is appropriate for refreshments to be offered immediately after the ceremony. Luncheons and dinners should be avoided for groundbreaking ceremonies.

Speakers: Groundbreakings do not require speakers. Only informal comments from the participants should be encouraged. If speakers are to be involved, they should be asked to make comments of only three minutes in length.

Invitation Lists: The President's Office helps determine the protocol guest list. Board of Trustees members should be invited. The official guest list should also include the architects, contractor, and when appropriate, members of the family for whom the building is being named.

Printed Program: There is no established shape, size, color, etc. for a program. The Public Relations and Marketing office can provide guidance and assistance in this regard. The program should contain information about the individual for whom the building is being named. It is appropriate to include the university seal or symbol on the back page. The printed format for the program generally should carry the full first name, middle initial and last name of each participant with title. Degrees should not be listed nor indicated.

Photographs: Publicity should be a major factor in planning a groundbreaking. When it is desirable, any number of individuals can be photographed in the groundbreaking. The photographs can then be used in a number of ways for public relations purposes.

DEDICATIONS

Program: The president of the university, or the designated representative, will preside at all dedications. Arrangements should be made in the program for the introduction of guests. This may be accomplished by the president or may be delegated to the head of the administrative unit involved. A dedicatory address by a prominent speaker is desirable, and on occasion more than one speaker may be included in the program, particularly when the funding of the facility was acquired from a number of sources. In such cases, however, caution must be exercised to assure that the speakers limit their comments. The total program should not exceed thirty (30) minutes. Cultural presentations are an appropriate substitute for speakers in some cases.

Procedure: Planning for a dedication should begin with the appointment of a small committee within the administrative unit involved. This committee should also serve as a work committee. Its efforts must be coordinated with the President's Office, which will also assist in developing a proposed guest list, and with Development as appropriate.

Funding: Dedications can be held for all new buildings constructed on the campus. The host unit is responsible for all dedication ceremony costs, including honoraria for speakers, dinners, luncheons or other entertainment. The President's Office will provide guidance as to the elaborateness of the dedication ceremony. The determining factors include publicity, funding available, and the need to express appreciation to those outside the university who may have had a part in making the facility a reality.

Location: It is desirable that dedications be held on the premises of the new facility. When this cannot be done, the dedication should be held within walking distance of the new facility. Generally, it is preferable to hold the dedication ceremony inside the new facility.

Speakers: The head of the administrative unit involved is responsible for recommending speakers to the President's Office.

Dinners and Luncheons: Dinners and luncheons are appropriate for major dedications. Funding of these occasions must remain the responsibility of the administrative unit involved. When funds are extremely limited, small luncheons or dinners should be held involving only the major participants.

NAMINGS

Please see <http://www.cmich.edu/trustees/policies/naming.pdf> for the policy for Naming Opportunities.

 [Top](#)

Hosting Special Guests

The President's Office should be notified of special guests to the university, such as prominent elected and appointed officials, distinguished alumni, nationally or internationally recognized individuals, or other guests that may have a significant impact on the university. Visits that will involve the president should be communicated far in advance and the timing of the visit coordinated with the president's schedule. The office of the vice president of government relations should arrange for, or be involved in the scheduling of, visits by elected officials.

 [Top](#)

Alcoholic Beverages Policy Summary

Sale, service, and consumption of alcoholic beverages on the Central Michigan University campus must be within the guidelines established by federal and state law and municipal and county ordinances. Safety should always be a major concern in the sale, serving or consumption of alcohol.

For a set of rules and guidelines regarding the use of alcohol on campus, visit the University [Alcohol Policy](#).

 [Top](#)

General Guide to Services for Special Events and Guests

A variety of services are available on-campus or in the Mt. Pleasant area to assist with arrangements for a special event or a special guest. Additional information about Mt. Pleasant may be found at <http://www.mountpleasantwow.com>.

Accommodations: A limited number of rooms for overnight accommodations of guests is available at the Bovee University Center. Reservation may be made by calling 774-7477. Other accommodations closest to the campus include the Comfort Inn (772-4000) and the Fairfield Inn (775-5000). Many area hotels and motels offer special rates to the university and to groups when arrangements are made in advance. Information for area hotels can be found at the Travel section of the Purchasing website http://www.purch.cmich.edu/Travel/loca_hotels.html.

Audio-Visual Aids/Equipment: Audio-visual equipment and services are available from a variety of campus sources. For most academic needs, contact Media Services, 774-3891. For broadcast quality video, contact Public Relations and Marketing, 774-3197. Other equipment and services may be available from University Events, 774-3355, and some of the larger meeting facilities, including the Bovee University Center. Generally, fees are charged.

Chairs, Tables, Platforms, Podiums and Tents: University Events can provide folding chairs, folding tables, platforms or staging of various heights, and podiums. Generally, there is a charge which includes delivery, set up and take down. The university also has a tent with sides. Based upon availability, it can be used on campus and by campus organizations. The fee for using the tent is based on the costs of set up and take down, if the sides are used, the need for lighting and other factors. Arrangements can be made by calling University Events at 774-3355.

Parking and Security: The CMU Police Department should be alerted when planning events that impact traffic, parking and security by calling 774-3081. The Police Department can also assist in making special arrangements for parking and security, when appropriate. For more detailed information on services offered, please refer to the Police Department's Special Events Planning website at <http://www.police.cmich.edu/sep.htm>.

Publicity: Help with on- and off-campus media coverage and publicity for events is available through Public Relations and Marketing, 774-3197.

Sound Systems: Many auditoriums and other large meeting places have their own basic sound system. It is a good idea to define the needs for amplification and determine if those needs can be met by the facility. Otherwise, sound systems, from simple public address voice amplification to major sound reproduction systems, are available from University Events. For more information, contact University Events at 774-3355.

 [Top](#)

Facilities for Meetings and Meals

Food and Catering Policy

Classic Fare Catering/ARAMark has exclusive food service control in the student residence halls and Bovee University Center. For most other buildings and areas on campus, Classic Fare Catering/ARAMark should be contacted before a licensed off-campus food service caterer may be used.

It is the responsibility of the sponsoring organization to assure that any off-campus caterers have the appropriate liability insurance, food service and, when applicable, liquor licenses. Sponsoring groups are also responsible for ensuring that state laws and university regulations are followed if alcoholic beverages are to be part of the service.

Facilities for Meals

Although meals can be served at many locations on campus, the following list of facilities is where food is most likely to be served.

Location	Unit in Charge of Reservations	Theater*	Conference**	Classroom***	Banquet
Bovee University Center Main Level	UC Room Reservations 774-7477				
Maroon		60	24	---	48
Gold		60	24	---	48
Chippewa		60	24	---	48
Maroon/Gold/Chippewa (combined)		180	---	---	144
Isabella		60	24	---	24
Mt. Pleasant		---	12	---	12
President's Conference Room		---	20	---	24
Rotunda		300	---	120	275
Rotunda/Terrace Dining Room (combined)		---	---	---	450
Terrace A		70	30	24	48
Terrace B		80	30	24	48
Terrace C		80	30	24	48
Terrace D		70	30	24	48
All Terraces		350	---	132	246
Down Under Food Court		---	---	---	598
Fireside		--	10	---	---

* Theater: rows of chairs ** Conference: tables surrounded by chairs *** Classroom: rows of tables

Meals cannot be served in the following Bovee University Center rooms:

Location	Unit in Charge of Reservations	Theater*	Conference**	Classroom***
Bovee University Center	UC Room Reservations 774-7477			
Auditorium		308	---	---
Lake Erie		---	16	---
Lake St. Clair		50	30	24
Lake Huron		50	30	24
Lake St. Clair/Lake Huron (combined)		100	60	48
Lake Michigan		100	36	36
Lake Superior		80	30	30
Lake Michigan/Lake Superior (combined)		180	76	80
Lake Ontario		---	14	---

Park Library

	Facility/Access Services 774-1030	
Group Study Room	Ranging in sizes, the largest will seat 12	No food allowed in these rooms
Auditorium	140	No food or drink allowed
Strosacker Room	40	Food/drink allowed

Kelly Shorts Stadium/Athletic Indoor Complex/Rose Arena

President's Suite	774-2715	
Indoor Athletic Complex	774-2715	
Rose Arena	774-3355	
Please note that the availability for general meeting usage is extremely limited for the above locations.		

Classrooms

Please contact University Events at 774-3355 for information on classrooms.

 [Top](#)
