

<b>Scope</b>	These guidelines apply to the area of operations of Continuing and Professional Education Services (CPES) at Colorado School of Mines (Mines) in which CPES provides various services to Mines-related and non-Mines-related organizations and individuals that desire to conduct an event either at or in association with Mines.
<b>Purpose</b>	Colorado School of Mines provides education not only to degree-seeking undergraduate and graduate students, but also to non-degree-seeking professionals. Courses for such professionals are intended to provide them with specific knowledge related to their field, and to provide them with either official recognition of achievement in a specific area of interest or with needed career development skills. Mines also supports hosting of conferences and workshops related to industry societies and other sponsoring agencies and entities.
<b>Background</b>	<p>For more than 30 years, Mines operated the Office of Special Programs and Continuing Education (SPACE) whose primary responsibility was to grow, manage, and facilitate short courses for non-degree-seeking professionals. Most of the short courses were delivered by Mines faculty; however, in some cases, outside professionals delivered or co-delivered the courses. SPACE also provided support for hosting of workshops and conferences.</p> <p>In late 2016, reorganization occurred that shifted the approach the university is taking regarding management and direction of these activities. Effective January 1, 2017, SPACE as an internal department was disbanded. The responsibility for attracting and approving the non-degree-seeking/hosting activities previously assigned to SPACE was transferred to the colleges of the university and to each respective dean. A new organization, Continuing and Professional Education Services (CPES), was formed to provide administrative and logistical support for these courses, conferences, and other activities.</p>
<b>Version</b>	These guidelines are effective as of July 1, 2017. This instance of the guidelines is Revision 1.0 issued December 1, 2017. This revision of the guidelines supersedes all previous versions and revisions and is in effect until further revised or rescinded.
<b>Appendices</b>	<p>Appendix A :: Definition of Terms <i>(Terms for which definitions exist in Appendix A are identified in CAPITALIZED text within the body of this document and its appendices.)</i></p> <p>Appendix B :: Basic and Advanced Services provided by CPES</p>

## Section 1: Short Courses, Contract Programs, and Other Continuing Education Programs

All educational outreach endeavors (short courses and continuing education programs) — hereafter within this Section generally referred to as “courses” — must be administered by Continuing and Professional Education Services and must be conducted under the approval of one of the colleges of the university. Prior to the delivery of any course, the dean of the associated college will approve the content of the course, the course’s connection with Mines, the course’s budget (including instructor remuneration), resolution of conflicts (timing and/or relational) that might arise from the course, and all other aspects of the course. The dean of the college has the authority to approve or deny delivery of any course.

### *Financial Structure for Courses:*

For courses for which this Section applies, CPES will provide both BASIC SERVICES and ADVANCED SERVICES (see appendix B for services provided). Revenue collected will be allocated as follows:

- For courses conducted by MINES ENTITIES, 25% of the course's GROSS REVENUE will be allocated to the General Fund.
- For courses conducted by NON-MINES ENTITIES, 30% of the course's GROSS REVENUE will be allocated to the General Fund.
- Remaining funds received will be used for payment of DIRECT and/or DISCRETIONARY costs related to the event including remuneration for faculty.
  - Standard remuneration for Mines faculty will be \$2,000 per day; additional remuneration must be approved by the Dean
- Any available balance remaining from the event after paying for all costs may be distributed, pursuant to the discretion and approval of the appropriate dean, to one or more of the following:
  - Mines faculty members involved in the planning and/or conduct of the event
  - The college and/or department with which the event is associated
  - The sponsoring organization for the program or event

It is intended that these funds will be used for business purposes to further advance Mines.

## Section 2: Workshops, Conferences, Symposia, and Other Similar Events

Any academic or research-sponsored event that does not meet the criteria set forth in Section 1 of this document but accepts fees paid by attendees, exhibitors, or any other participants, or accepts funds from sponsors or any other supporters or from any other source must be administered by Continuing and Professional Education Services and must be conducted under the approval of one of the colleges of the university. Typically, such events would be workshops, conferences, symposia, or other similar events that are hosted at or on behalf of Mines.

### *Funding structure for events:*

For events for which this Section applies, CPES will provide BASIC SERVICES at no charge to the event.

If an event under this Section desires CPES to also provide ADVANCED SERVICES, revenue collected will be allocated as follows:

- For courses conducted by MINES ENTITIES, 25% of the course's GROSS REVENUE will be allocated to the General Fund.
- For courses conducted by NON-MINES ENTITIES, 30% of the course's GROSS REVENUE will be allocated to the General Fund.
- Remaining funds received will be used for payment of DIRECT and/or DISCRETIONARY costs related to the event including remuneration for faculty.
  - Standard remuneration for Mines faculty will be \$2,000 per day; additional remuneration must be approved by the Dean
- Any available balance remaining from the event after paying for all costs may be distributed, pursuant to the discretion and approval of the appropriate dean, to one or more of the following:
  - Mines faculty members involved in the planning and/or conduct of the event
  - The college and/or department with which the event is associated
  - The sponsoring organization for the program or event

It is intended that these funds will be used for business purposes to further advance Mines.

See Appendix B for identification of BASIC SERVICES and ADVANCED SERVICES.

For some events, the need for additional services may be minimal. In such cases, CPES will work with the event's organizer to develop a flexible budget in which the General Fund contribution may be reduced.

## Section 3: General Information

This section of the Guidelines contains information that pertains to all courses, events, and programs— hereafter within this Section generally referred to as “events” — for which Section 1 or Section 2 applies.

### *Revenue Deficit*

If the amount of an event's GROSS REVENUE remaining after deduction of the applicable contribution to the General Fund is insufficient to pay for all DIRECT and DISCRETIONARY costs, the department and/or college that approved the event will be responsible for providing sufficient funds to settle all unpaid claims against the event.

### *Event Cancellation*

If an event is cancelled before commencement or completion, the following actions and requirements will apply:

- Registration fees and all other funds received by the event at the time of cancellation will be refunded in full to the parties from which the fees/funds were received, likely reducing GROSS REVENUE to zero.
- The department and/or college that approved the event will be responsible for furnishing funds sufficient to settle all claims existing against the event at the time of cancellation and those that may accrue after or as a result of the cancellation.

#### **NOTE**

If this copy of the CPES Operations Guidelines does not include Appendix A and Appendix B, a complete copy of the Guidelines can be downloaded from the Internet at the following address:

<http://eventplanning.csmSPACE.com/page/refguidelines>

# Appendix A

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Continuing and Professional Education Services Operations Guidelines

## Definition of Terms

**Note:** Within this Appendix, the term “event” and any of its logical variants shall be considered to apply equally to courses, programs, events, workshops, conferences, symposia, or any other endeavor for which CPES may supply services and/or support.

## Advanced Services

ADVANCED SERVICES provided by CPES consist of the services listed below. **Note:** DIRECT COSTS and DISCRETIONARY COSTS associated with or required by any of the ADVANCED SERVICES must be paid by the event.

- Facilitation of event planning, procurement, and management
- Payment of the event’s direct expenses (direct expenses will be charged at cost)
- Web Management
- Event Registration Management
- Financial Management and Accounting
- Logistics Planning
- Marketing Services
- Sponsor and Exhibitor Management
- On-Site Event Management
- Document Management

*See Appendix B for more detail relating to Advanced Services.*

## Basic Services

BASIC SERVICES provided by CPES consist of the services listed below. **Note:** DIRECT COSTS and DISCRETIONARY COSTS associated with or required by any of the BASIC SERVICES must be paid by the event.

- Event Registration
- Financial Accounting

*See Appendix B for more detail relating to Basic Services.*

## Direct Costs

DIRECT COSTS are those contracted/direct expenses required for the program. Examples include:

- Labor (other than that supplied by CPES in providing BASIC and/or ADVANCED SERVICES)
- Venue rental
- Food, beverages, catering
- Audio-visual equipment purchase or rental
- Travel expenses
- Translation services
- Printing/copying expenses
- Entertainment
- Marketing expenses; e.g., graphic artist fee, advertising fees, mailing lists, photo license
- Web expenses; e.g. photo license, special graphics
- Document management system procurement or usage fees
- On-site management; e.g., extra personnel, security, Wi-Fi charges, business center

## Discretionary Costs

DISCRETIONARY COSTS are those expenses that are not required to offer the program; i.e., they are optional

## Mines Entity

A MINES ENTITY is a Mines faculty/staff person who is actively involved in the planning and/or conduct of an event.

**Non-Mines Entity**

A NON-MINES ENTITY is an individual not employed by Mines, but who is actively involved in the planning and/or conduct of an event.

## Appendix B

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Continuing and Professional Education Services Operations Guidelines

### Basic and Advanced Services

**Note:** Within this Appendix, the term “event” and any of its logical variants shall be considered to apply equally to courses, programs, events, workshops, conferences, symposia, or any other endeavor for which CPES may supply services and/or support.

BASIC SERVICES provided by CPES consist of the services listed below. **Note:** DIRECT COSTS and DISCRETIONARY COSTS associated with or required by any of the BASIC SERVICES must be paid by the event.

- Event Registration  
CPES will provide access to a system that will allow individuals or groups that desire to attend the event to register as attendees and to pay by credit/debit card all registration fees.
  - a) Simple online (web-based) registration form/webpage(s) for collection of data defined by the event’s organizer, with data stored in a database. The registration form ultimately routes the registrant to CashNet for payment processing; registrant is returned to registration web-site/webpage for confirmation of successful payment. Payments through CashNet post directly to Banner index, which can be either a CPES or non-CPES account.
  - b) A simple webpage is provided to allow the event’s organizer to, on demand, download the registration and payment data collected through the time of download. Access to the webpage is restricted to defined users by username/password. Data is downloaded as a file suitable for import into Microsoft Excel.
  - c) For successful payment, an email receipt is sent to the customer, and a notification email is sent to a designated address(es) as specified by the event’s organizer. A postback notice (email) is sent to the system administrator for use if troubleshooting is required
  - d) The data collected, including CashNet transaction information, is stored in a database.
  - e) A web application (accessed with a user name and password) is available to the event’s organizer to download the registration data as a formatted CSV file.
- Financial Accounting
  - a) If registration payments made through CashNet are posted to a Banner account administered by CPES, CPES will assume responsibility for payment, up to the amount of registration payments received, of charges and costs accrued by the event.
  - b) Payment of charges and costs accrued by the event that exceed the registration payments received will be the responsibility of the college and/or department associated with the event.

ADVANCED SERVICES provided by CPES consist of the services listed below. **Note:** DIRECT COSTS and DISCRETIONARY COSTS associated with or required by any of the ADVANCED SERVICES must be paid by the event.

- Web Management  
In collaboration with the event organizer and with extensive input from the organizer, CPES will produce and host on the Internet a collection of individual but related webpages (a website) containing information pertaining to the event as set forth below. The website will be accessible 24/7/365 world-wide, and will be available to visitors for a period of one (1) year after the conclusion of the event or the last instance of the event in the case of an event series.
  - a) Event website based upon a “standard” design, which is suitable for viewing in both desktop and mobile environments
  - b) Enhancements of standard design (custom header layout/images, navigation mechanism, page layout, etc.) can be provided. For such enhancements, the event organizer shall provide all necessary content; for example, images, graphics, and verbiage to be used on the webpage(s)
  - c) Creation and maintenance of a website for the event that may include information such as:
    - 1) Program content
    - 2) Location of the event
    - 3) Registration information and access to an online registration form



- 4) Paper information and/or guidance and submittal information
  - 5) Information for non-US (international) attendees, including means to acquire invitation letters
  - 6) Transportation information, including travel to/from the city of the event and transportation options while attending the event
  - 7) Lodging information, including reserved accommodations information if applicable
  - 8) Awards information, such as identification of awards to be presented or solicitation of nominations for awards
  - 9) Identification of sponsors, including display of sponsors' logos
  - 10) Identification of exhibitors, including display of exhibitors' logos
  - 11) Information about the event venue
  - 12) General and/or historical information about the city in which the event is taking place, possibly including information about available activities or points of interest
  - 13) Prior and future events related to or the same as the current event
  - 14) Frequently asked questions about the registration process, the venue, or attendance of the event; does not include information about the event content
  - 15) Identification of separate contacts for event information and for registration assistance
  - 16) Creation and maintenance of a comprehensive online registration form to accommodate a broad range of registrant details, categories, fees, and other information required for the event. Sample data: name, address, phone, fax, email, other details such as pre and post events – spouse programs – meal choices; special options – ADA special needs
  - 17) Additional web pages (about the organization conducting the event, group tours, “on your own” extracurricular activities, venue-specific information, etc)
  - 18) Frequent website modifications and additions
- Event Registration Management
    - a) Creation and maintenance of all event “properties” in the event database so that correct information (location, dates, fees, options, special information) is dynamically displayed in the online registration form
    - b) Data management of all registrant information (name, address, phone, etc) so as to be available for use to produce name tags, table tents, participant lists, master roster, and other similar items. The data management system will provide real-time access to attendee registration details for CPES staff and the event organizer.
    - c) Collection of online payments, checks, wire transfers deposited directly in Mines systems and tied to Banner; includes automatic preparation and sending of invoices and payment reminders for promised payments by checks and wire transfers
    - d) Multiple attendee registration types allowed (with provision for fees that vary by type); for example, member/non-member, early/regular/late, multi-person discount, partial attendance, special promo codes for unique discounts
    - e) Processing of refunds as required
    - f) Automated correspondence with attendee for confirmation materials, receipts, any additional updates to attendees [parking details, venue, venue change, reading materials]
    - g) Fielding questions from registrants via email and phone
    - h) Preparation of attendee packets to include: participant list, appropriate maps, name tag/table tent, pen, pad
    - i) Post-registration communication with registrants to provide pre-event information (reminders, requirements, schedule changes, etc.) and/or to collect registrant preferences, such as meal selection for event-related banquets
  - Financial Management and Accounting

- a) Developing event budget (includes initial setup and modifications/updates/tracking as event planning progresses)
  - b) Planning, organizing, directing and monitoring the financial activities such as procurement, vendor payments, instructor/contractor remuneration, interdepartmental fund transfers
  - c) Applying general management principles to financial resources
  - d) Oversee collection of revenues and expenditures
  - e) Balance/reconcile and provide a final summary of all incomes and expenses (full reconciliation to be done within 90 days after the conclusion of the event)
- Logistics Planning
  - a) Arrange for all required catering associated with the event. Develop menus for meals and identify food and beverage to be supplied to event attendees at specified breaks and social events (including alcoholic beverages)
  - b) Provide coordination and support for event-related activities requested by the event organizer including, but not limited to: social events, banquets, committee dinners, award ceremonies, field trips, excursions, and accompanying person programs
  - c) Arrange for event venues including auxiliary venues for items listed above
  - d) Provide coordination and logistical support for transportation as needed for items listed above
  - e) Reproduce and assemble course materials (as provided by the event organizer)
  - f) Purchase necessary preprinted course materials/books/flash drives
  - g) Purchase any required speaker/chair gifts; award plaques/trophies
  - h) Coordination of supplemental audio/visual needs; videotaping; remote participant access; interpreters
  - i) Supplemental details required to send to attendees outside of confirmations, receipts such as liability/release forms
  - j) Arrange hotel blocks
  - k) Arrange wireless internet access
- Marketing Services
  - a) Management of the marketing process from flyer/tri-fold brochure design through printing and distribution. Design and development of marketing materials shall be accomplished in collaboration with the event organizer and shall use images/graphics/verbiage supplied by the organizer.
  - b) Assistance with promotional strategy and distribution channels with input from the event organizer
  - c) Secure appropriate mail/email lists for distribution and e-marketing blasts
  - d) Preparation of journal ads. Design and development of advertisements shall be accomplished in collaboration with the event organizer and shall use images/graphics/verbiage supplied by the organizer.
- Sponsor and Exhibitor Management
  - a) Additional web presence for sponsorship and exhibitor opportunities; for example, listing of sponsors/exhibitors and display of company logos on the event's website
  - b) Financial management with special payment portal that not only includes payment process but ability to upload company logo, company description, designate specific exhibit locations
  - c) Floor planning, lighting, audio/visual, and technical support and any necessary contract negotiating with outside vendors

- On-Site Management/Event Management
  - a) Registration Desk/Concierge Service that is open throughout the event [additional fee for hours beyond contract]
  - b) Orienting volunteer or student registration workers
  - c) Ability to register on-site, make substitutions, correct name badges, replace lost badges
  - d) Coordination with vendors/on-site facility management/audio-visual
  - e) Take payment for additional products or services (proceedings, flash drives, meal tickets)
  - f) Production and installation of signage at the venue
  - g) Production of attendee guides and information: venue layout, event schedules, check-in instructions, emergency information
  - h) Real time coordination with event venue management
- Document Management
  - a) Provide assistance and/or recommendations to the event organizer in selecting a document management strategy and an appropriate supplier or solution
  - b) Oversight of the document management process and assistance in resolving issues with the document management process being used