

# **BURRELL COLLEGE OF OSTEOPATHIC MEDICINE**

## **STANDARD OPERATING PROCEDURES**

<b>Title: External Relations and Events</b>		<b>SOP #: GA.028.00</b>
Effective Date	10.5.25	
Last Revision/Review	10.5.25	

### **1. Purpose**

To establish procedures for engaging with external entities and define criteria under which an event or meeting involving outside guests becomes an institutional event, to which approval by the President or designee is required. This applies to all interactions with external individuals, organizations, corporations, government representatives, or dignitaries visiting the college, whether initiated by departments, faculty, staff, student organizations, or external parties.

### **2. Related Policy/Authority**

### **3. Faculty/Staff Responsibilities**

#### **Office of the President**

##### *Primary Point of Contact for Institutional Oversight*

- Provides leadership and final approval for events involving external guests of institutional significance.
- Represents the college at high-level functions and ensures alignment with the institution's mission, values, and strategic goals.
- Delegates responsibilities to appropriate staff as needed to ensure seamless planning and execution.

#### **2. Chief of Staff**

##### *Coordinator of Event Logistics and Interdepartmental Alignment*

- Serves as the central coordinator for institutional events, managing timelines, stakeholder communication, and event flow.
- Ensures key internal offices are involved and responsibilities are delegated appropriately.
- Oversees protocol, guest experience, and coordination with security, facilities, or other operational teams.

#### **3. Executive Administrative Assistant**

##### *Operational and Scheduling Support*

- Provides direct support to the Office of the President or Dean by managing calendars, scheduling meetings, and confirming attendance.
- Assists with event documentation, invitations, correspondence, and logistical arrangements.
- Acts as a point of contact for internal and external inquiries related to institutional events.

#### **4. Office of Marketing and Communications**

##### *Promotion and Public Visibility*

- Develops and executes communications strategies for institutional events, including media releases, social media, and promotional materials.
- Ensures branding, messaging, and visual identity adhere to college standards.
- Coordinates media presence, photography, and post-event coverage when appropriate.

### **4. Definitions/Abbreviations**

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**External Entity:** Any individual or organization not formally affiliated with the college, including alumni, donors, government officials, community leaders, and business or academic partners.

**Institutional Event:** A gathering that represents the college in an official capacity, involves high-profile guests, or carries implications for the institution's public image, policy, or strategic relationships.

**Non-Institutional Event:** A gathering or meeting organized independently by departments, student organizations, or individuals that does not require institutional endorsement or representation.

### **5. Procedural Steps**

1. An event is considered **institutional** when one or more of the following apply. In these cases, coordination with the College's Chief of Staff and/or the Office of the President/Dean must occur prior to scheduling, announcement, or execution of the event:
  - a. Involves elected officials, government representatives, or high-profile public figures.
  - b. Includes formal engagement with donors, foundation representatives, or corporate sponsors.
  - c. Requires the presence or remarks of senior college leadership (President, Dean, etc.).
  - d. Is open to the public and advertised as hosted or co-hosted by the college as a whole.
  - e. Is being used to represent or promote the college's mission, strategic goals, or partnerships.
  - f. Has implications for institutional policy, branding, or external media attention.
2. Chief of Staff or Executive Administrative Assistant
  - a. Serve as the primary liaison for coordination with external entities of significant importance.
  - b. Ensure appropriate protocol, security, and institutional representation are in place.
  - c. Advise organizers on communication, media, and branding considerations.
  - d. Notify and involve senior leadership as needed.
3. Organizers are encouraged to notify the Office of Student Affairs or appropriate department heads when inviting outside guests but are not required to engage institutional offices unless criteria below are met. Events or meetings **do not require institutional designation** if they:
  - a. Are initiated and managed solely by a recognized student organization or academic department.
  - b. Involve guests whose participation does not carry institutional-level significance.
  - c. Do not require institutional funds, promotion through the College's Office of Marketing and Communications, or administrative support.
  - d. Are not promoted as official college events or involve use of the college seal, name, or leadership in a representative capacity.
4. For events potentially meeting institutional criteria, organizers must submit a proposal to the Chief of Staff utilizing the Event Request Form at least four (4) weeks in advance.
5. Failure to follow this process may result in cancellation or reclassification of the event.

### **6. Reports/Charts/Forms/Attachments/Cross References**

SOP FHS.011 Event Approval Process: <https://burrell.edu/FHS011/>

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### 7. Maintenance

### 8. Signature

Approved by  
Chief of Staff

10.5.25  
Date

### 9. Distribution List

Internal/External

### 10. Revision History

Revision Date	Subsection #	Summary of Changes	New/Cancellation/Replacement Procedure? (if applicable)	Approval Date