Programming 101:

a brief guide to campus programming and resources

Whitman College Student Activities Office
Reid Campus Center (RCC) 202
Fall 2018
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Welcome to the Whitman College Student Activities Programming Guide!

This handbook is designed as a resource and guide for any group at Whitman who wants to host a program or event on campus. There is important information regarding timelines and checklists for planning, budgeting and marketing tips, and programming resources. This is a great place to start while brainstorming programming goals, or receiving a quick refresher on the basics of event planning. Remember, there’s always help available to you in the Student Activities Office when you can’t find the answers you’re looking for or when you just need some extra support. Come by our office in RCC 202 anytime to talk to a Student Activities staff member and let us help you achieve programming success!
“Programming” can describe a variety of events and activities designed to meet a number of different purposes. An example could include concerts to entertain students, and/or expose people to new kinds of music. In the past, some groups have brought guest speakers to educate or raise awareness around a specific topic, and organized workshops that taught particular skill or activity. Whatever the topic or format, all programs have the potential to contribute positively to the health and success of the Whitman community. At its core, most programming is aimed at doing just that: building community and enriching lives.

So, what kinds of programs are there?*

- **Social** - Programs that contribute to community development through social interaction. These activities emphasize and encourage an appreciation of our interdependence with others, the larger community, and nature.
- **Lifestyle** - Programs that address the ways in which individuals may approach the daily tasks of living (i.e. coping with the demands of work, family, and society) by encouraging curiosity, exploration, and appreciation of different means to these ends.
- **Emotional** - Programs that encourage awareness and acceptance of one’s feelings and addresses the degree to which one feels positive and enthusiastic about one’s self and life. Other emotional programs work towards the development of autonomy and the ability to share emotions with others.
- **Mental** - Programs that provide creative, stimulating intellectual activities, both academically and recreationally focused. These activities encourage the use of available resources, expansion of knowledge and improvement of skills.
- **Physical** - Programs that promote fitness, challenge, good nutrition, medical self-care, and discourage physically destructive behaviors.
- **Spiritual** - Programs that encourage an exploration of questions about the meaning and purpose of human existence. These activities should challenge conventional philosophies and promote an appreciation for the depth of life and its diversity of thought.

*Adapted from the Residence Life Office

Depending on the scope and goals of your event, you might find yourself planning a program that falls into one or several of these categories. Our Whitman community thrives when there are a diverse range of programs and activities that help students step out of their comfort zones. If a group is ever in a programming “rut”, it can be useful to try brainstorming programs that fall into a different category that has not be explored before. It is a great way to keep campus programming ideas fresh and interesting, and to help contribute to a fun and exciting campus community.
PROGRAMMING NUTS AND BOLTS

While each program you organize will certainly have a unique set of tasks and “to-dos” associate with it, most will follow the same general outline.

1. Assess Needs and Interests
   At the initial stages of program planning you need to consider the specific needs and interests of your audience. There are a number of ways to do this including conducting an interest inventory, distributing questionnaires, hosting informal group discussions or focus groups, having a suggestion box, or doing “get acquainted” interviews with individuals in your target audience. By identifying the specific needs or interests of community members before you begin designing your program you increase the likelihood that you will have a successful and well-attended event.

2. Develop a Purpose - Have a Vision!
   As you consider the information you gathered during needs assessment and begin the program planning process, it’s important identify your objective and formulate a rationale for the program. What do you hope to accomplish? Which community needs or interests do you want to meet? This is also your opportunity as a program planner to envision and create a unique event with your own personal signature. Even if you are planning an event that has taken place before, you should not overlook the importance of innovation and evolution. Here are some questions you may want to ask yourself to help develop a program vision:
   - What did the event look like in the past?
   - Which aspects do you want to keep?
   - Which aspects would you like to see change? What would you like to add?
   - What do you want people to walk away thinking or feeling about your event?
   - How will your program improve or add to the community?
   - What is the legacy you want to leave as the coordinator of this event?

   Consider writing your vision down in a clear concise statement that you can refer back to for inspiration and motivation as you work through the planning process!

3. Initiate Program
   With your purpose and vision in mind, start brainstorming specific ideas and formats for your program. This is a great time to go wild and dream big. In a brainstorm all ideas are written down and comments on and evaluations of ideas are kept to a minimum. This is the time to be creative and build off of the ideas of others. Once you have gotten everything down on paper, you can start to sort and evaluate the list. If you’re working in a group, try to reach consensus on a solid program idea that will meet your community’s needs and your group’s vision.

4. Implement Program
   Alright, time to get to work! This is the part of programming that most people think of when they imagine putting on an event and in truth, it does take up a majority of the time involved in programming. During this phase you’ll need to do some or all of the following:
   - Set a budget - think about where the funds will come from for your program and if necessary, seek out co-sponsorship with WEB or another campus organization (see WEB Co-
Sponsorship Request Form on the Student Activities webpage). Do research on the cost of producing your event to make your budget as accurate as possible (don’t forget rental fees, advertising costs, supplies).

- Contact potential resources early on - they really can help you! (i.e. Student Activities Office, Conference & Events, Bon Appetit catering, etc.).
- Identify possible dates, times, and places. Plan in event of inclement weather.
- Check for scheduling conflicts using the Whitman College Campus Calendar and the Student Events Calendar.
- Choose a specific time, date, and place; reserve your space and equipment immediately.
- Talk to Leann or Funmi in Student Activities if you will need to contract a performer or if your event will require a contract of any kind (you should NOT sign contracts as a student programmer).
- Start involving other people - delegate!
- Check out the Programming checklists on the Student Activities webpage to get specific ideas of the tasks you should be completing.

5. Publicity
   It’s important to consider the specific needs and interests of your audience. Consider conducting an interest inventory, distributing questionnaires, hosting informal group discussions or focus groups, having a suggestion box, or doing “get acquainted” interviews with individuals in your target audience. Effective advertising is critical to the success of each program or event! The last thing a club wants is low turnout due to your target audience not knowing about an event on campus.
   What are the different methods of advertisement? Social media, posters, box-stuffers, buttons, t-shirts, invitations, listserv/mailing list, word of mouth, radio/newspaper ads, sandwich board, window painting, Communication Services, etc.

6. Finalize Plans
   As the date of your event nears, you should confirm that all plans are in place and that everyone knows their roles on the day of the event (remember to assign a clean-up crew 😊). Remember to confirm room and equipment reservations, ensure that publicity materials have been distributed, check-in with volunteers and event coordinators, and assign last-minute tasks.

7. Day of Event
   At the time of your program, most details should be in place and all you need to concentrate on is executing your plans. You may need to make an introduction to the event or welcome your participants. Be attentive to discussions if they are an element of your program and help facilitate as needed. And remember to relax, have fun, and participate in your event! Don’t forget to take lots of great photos too!

8. Post Event
   Sometimes the relief of completing a successful program leads us to forget this last and critically important step in programming. Evaluating your program serves many purposes: it gives you a chance to celebrate your successes, and leave recommendations for possible changes or adjustments in the future. It is a great way to reflect on the things you learned as a programmer and event planner. There are some possible assessment worksheets on the Student Activities webpage.
A SPECIAL NOTE ON CONTRACTS

Contracts for speakers, bands, and entertainers can be tricky. They are often full of loopholes and very serious requirements that are easy to overlook. Regardless of what student group you are programming for, we strongly encourage you to work with the Student Activities Office to contract the act for your program.

However, if you receive any money from ASWC, either as a club, a club sport, or as a grant, YOU MUST work with the Assistant Director of Student Activities to contract the group or individual. This means setting up a meeting, bringing the contract with you, and working through the details before you contract and pay for the event. If you have ASWC funding and you do not do this and something goes wrong, you could be held personally liable.
CAMPUS AND COMMUNITY PROGRAMMING RESOURCES

Area Lodging

On Campus Housing
• Douglas Hall Guest Room: For information on the Douglas Hall guest room, including availability and rates, contact Caitlin Neidhardt, the Administrative Assistant for Residence Life and Housing in Memorial 130; 527.5297 or neidhaco@whitman.edu.

Walla Walla Hotels
Top 3 Choices in Walla Walla:
• Marcus Whitman Hotel & Conference Center: 6 W Rose Street, Walla Walla, WA 99362; 525.2200 or 866.826.9422; www.marcuswhitmanhotel.com, fom@marcuswhitmanhotel.com; ask for Whitman’s corporate rate.
• Courtyard Marriott: 550 W Rose Street, Walla Walla, WA 99362; 876-8100; http://www.marriott.com/hotels/travel/alwcw-courtyard-walla-walla/
• Red Lion: 325 E Main St, Walla Walla, WA 99362; 529.4360; www.redlion.com/walla-walla

Other Options:
• Best Western Walla Walla Suites Inn: 7 East Oak Street, Walla Walla, WA 99362; 525.4700
• Comfort Inn and Suites: 1419 W Pine Street, Walla Walla, WA 99362; 522.3500; www.choicehotels.com
• Elizabeth Inn Bed & Breakfast: 939 Bergevin Springs, Walla Walla, WA 99362; 522.1688
• Green Gables Inn: 922 Bonsella St., Walla Walla, WA 99362; 876.4373; www.greengablesinn.com
• Holiday Inn Express: 1433 West Pine Street, Walla Walla, WA 99362; 525.6200 or 888.465.4329; www.wwhie.com; fax 525.6210; info@wwhie.com
• Inn at Abeja, Bed & Breakfast: 2014 Mill Creek Rd., Walla Walla, WA 99362; 522.1234
• Inn at Blackberry Creek Bed & Breakfast: 1126 Pleasant Street, Walla Walla, WA 99362; 522.5233
• Quality Inn & Suites: 520 N. 2nd Ave, Walla Walla, 99362; 525.2522; www.choicehotels.com
• Super 8 Motel: 2315 Eastgate Street North, Walla Walla, WA 99362; 525.8800 or 800.800.8000; fax 525.8833; smoking rooms available
• Travel Lodge: 421 East Main Street, Walla Walla, WA 99362; 529.4940
• Wine Country Inn: 915 Alvarado Terrace, Walla Walla, WA 99362; 386.3592; www.wallawallawinecountry.net; winecountryinn@charter.net
Supplies

Arts & Crafts
- Craft Warehouse, 7411 W Canal Dr., Kennewick, WA, 783.9663
- Jo-Ann Fabrics & Crafts, 481 N Wilbur Ave, Walla Walla, WA; 529.6161
- Michaels Arts & Crafts, 6803 W Canal Dr., Kennewick, WA; 735.3404

General Supplies
- Amazon.com (requires meeting with Student Activities Director or Assistant Director prior to purchases).
- Safeway, 215 E. Rose St, Walla Walla, WA, 529.3711
- Shopko, 1651 W Rose St, Walla Walla, WA, 525.8733
- Staples, 420 N Wilbur Ave #116, Walla Walla, WA, 526.4664
- Walmart, 1700 SE Meadowbrook St, College Place, WA, 525.3468

Party Decorations and Rentals
- Let’s Party, 513 N Edison St, Kennewick, WA; 374.2468
- Sandy’s U-Rent, 1510 E Isaacs Ave, Walla Walla, WA; 525.1460
- Sun Rental Center, 1760 E Isaacs Ave, Walla Walla, WA, 525.3395

T-Shirts
- Graphic Apparel, 860 NE Rose St., College Place, WA; 525.7630
- T-Walla Walla, 19 N. Second Ave., Walla Walla, WA; 526.5193
The Student Activities Office is responsible for many of the major events occurring around campus. The Student Activities staff advises various student groups, including ASWC and the Whitman Events Board. They are also a valuable resource for advice and help with the details of programming specific events.

If you would like to host a speaker, movie event, concert, or dance, visit the Student Activities Office to discuss the logistics of bringing a large event to campus. They can assist you with all of the details that come with planning and executing an event on campus. The Student Activities Office can also suggest co-sponsorship options. Co-sponsorships are a great way to bring a larger event, movie, or activity then your budget would usually be able to handle. Consider reaching out to one or more other clubs or organizations to co-sponsor the event. Be creative! Think of ways to work with groups you might think you have little in common with.

The Whitman Events Board (WEB) is also a great organization to approach about co-sponsorship. If a club or organization has questions about co-sponsorship opportunities with the Whitman Events Board, please contact Zaynab Brown, the WEB Co-Sponsorship Coordinator at web_cosponor@whitman.edu.

The Student Activities Office provides resources to help support any student organization on campus, including a button maker, video game consoles, karaoke rentals, ideas and resources for group development (team-building, goal-setting, etc.), and group leader advising. If you want to work on leadership development, or simply get some help making progress on a project, don’t hesitate to stop by.
Table Toppers in RCC Café
There are 40 table toppers in the Reid Campus Center (30 in the Café, 10 in the Coffeehouse). To fit into the table topper holders, cards must be 4” or less in width. Table toppers need to include the date of the event and the sponsoring campus office/organization. The table toppers cannot promote alcohol or drug consumption, and must be directly related to a Whitman-affiliated group or event. Spaces in the table toppers are on a first come, first served basis, so be sure to submit requests immediately. Please bring completed table toppers to Barbara Maxwell, Associate Dean of Students, in Reid Campus Center 202.

Large Posters in Reid Campus Center
If you want to make posters to hang in the stairwell of the Reid Campus Center there are a few rules/guidelines.
- The Student Activities office strongly suggest that posters be portrait oriented.
- Space is on a first-come, first-served basis. You cannot tear down somebody else’s poster to hang yours up unless the event has already occurred.
- The poster must have the date of the event or activity so people know when they can take them down. The space is for advertising a specific event at a specific time.
- Posters cannot have anything to do with alcohol or drugs.
- Posters can only be hung with blue painters’ tape, clothes pins, alligator/binder clips, and ring clips. If the poster is hung with anything else, it will be removed and thrown away.

Fliers in Reid Campus Center
- Fliers may be posted underneath the TV screen in the lobby on the day of or day prior to your event. Please give your flier to the building manager to post.
- Fliers may be posted any time on the two bulletin boards to the left and right of the Bookstore, on the ground floor.
- Fliers posted anywhere else in the building (including doors, brick, walls, stairwell, etc.) will be removed and thrown away.

Window Painting in Reid Campus Center
- If a club is interested in painting a window in Reid Campus Center, please contact Funmi Oyekunle (oyekunfm@whitman.edu) in the Student Activities in Reid 202.
- Only the windows in the café, facing the back lawn may be painted, and the window painting must be cleaned within 24 hours of the completion of your event.

Digital Signage in Reid Campus Center
If there is interest in putting a flier or short, silent film on the TV screen in the Reid Lobby, please email Funmi (oyekunfm@whitman.edu) for pricing and detail.
To reserve a venue on campus, please contact the Office of Conferences, Events, and Scheduling as soon as you start thinking about the event. Email reservation@whitman.edu to find out which venues on campus are available and to reserve a space. Work with them to coordinate room set-up, staging, AV, tables, and chairs.

### Web-Calendars

#### Campus Calendar

The Campus Calendar (http://calendar.whitman.edu) is managed through the Conferences, Events, and Scheduling Office. This calendar lists major campus academic events, lectures, holidays, and other pertinent events at Whitman. Public events can be added to the calendar by emailing schillj@whitman.edu with the pertinent details including what is going on, where the event is occurring, when doors open, when the show starts, and who is putting on the event. Doing this not only helps advertise for the event, but also helps other people and groups that are planning events avoid multiple programs on the same date or time.

#### Security

Memorial 137, 527.5777

Director Matt Stroe, 527.5777, stroemj@whitman.edu

Many events on campus require security presence, including concerts, dances, and other large scale events. Contact John DeLaney, delanejj@whitman.edu or 527.5777 as soon as possible to find out whether the program or event will require Security and/or how many officers will be needed for staffing.
ASWC Sound and Lights
http://goaswc.org/programs/sound-lights/

Director of ASWC Sound and Lights: Liam Dubay, snl@whitman.edu

ASWC Sound and Lights (SNL) is responsible for the set-up, takedown, maintenance, scheduling, callbacks, and expansion of ASWC SNL equipment. ASWC SNL cannot provide staging or power. Staging is arranged through Conferences and Events (reservation@whitman.edu) and power through the Student Activities Office (for Reid or Cordiner) or Physical Plant, 527.5777 (for the rest of campus).

For questions related to the particular sound requirements for an event, email Liam Dubay (snl@whitman.edu). To request SNL equipment, use the Sound and Lights request form found on the SNL website. Equipment and staff is limited, so this form should be turned into the Director of Sound and Lights as soon as possible, and must be submitted at least 72 hours before the event. All prices below are minimum base prices and are subject to change depending upon the particular event/labor needs.

<table>
<thead>
<tr>
<th>Rates</th>
<th>ASWC Funded</th>
<th>Non-ASWC Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Sound</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic PA System (microphones and speakers)</td>
<td>$15</td>
<td>$25</td>
</tr>
<tr>
<td>Open Mic System</td>
<td>$20</td>
<td>$30</td>
</tr>
<tr>
<td><strong>Dance Systems</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small System (DJ mixer, CD player, speakers)</td>
<td>$35</td>
<td>$45</td>
</tr>
<tr>
<td>Medium System (same as small but add subwoofers)</td>
<td>$50</td>
<td>$70</td>
</tr>
<tr>
<td>Large System (same as medium but louder speakers)</td>
<td>$90</td>
<td>$110</td>
</tr>
<tr>
<td><strong>Band Systems</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small System (mics, monitors, speakers, board operator)</td>
<td>$50</td>
<td>$60</td>
</tr>
<tr>
<td>Medium System (mics, monitors, speakers, subwoofers, board operator)</td>
<td>$75</td>
<td>$85</td>
</tr>
<tr>
<td>Large System (mics, monitors, large speakers, large subwoofers, board operators)</td>
<td>$160</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Lights</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dance Lights</td>
<td>$20</td>
<td>$35</td>
</tr>
<tr>
<td>Large Stage Lights</td>
<td>$25</td>
<td>$40</td>
</tr>
<tr>
<td>Truss Lights</td>
<td>$60</td>
<td>$70</td>
</tr>
<tr>
<td><strong>Other Fees</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Late Scheduling Fee (for not scheduling prior to one (1) week before an event)</td>
<td>$25</td>
<td>$60</td>
</tr>
<tr>
<td>Off-Campus Fee (subject to change depending on location)</td>
<td>Starts at $20</td>
<td>Starts at $25</td>
</tr>
</tbody>
</table>
Bon Appétit holds the exclusive catering contract for Whitman College, which prevents other businesses from serving campus. Any club interested in having food at an event, must work with Teresa Maddess to make catering arrangements. Teresa can assist with orders ranging from boxed lunches, buffet or served dinners, and desserts. She can be reached at 527.5127 or maddesta@whitman.edu.

Board meal plans may not be used to purchase a catered event, but there are many different ways they can be used outside of the dining rooms and café. Sack lunches purchased with board meals are available for those with class or work conflicts and are available Monday through Friday. Ingredients for planned club/group cooking may be ordered with board meals (one time each semester) for Residence Hall sections, Residence Hall Desserts, Interest Houses and College Clubs & Organizations.

It’s important to plan on making arrangements 5-7 days before the event. For larger events, plan ahead to arrangements several weeks in advance to save the date. To reserve a dining hall, dining room, or the Reid Café for a special program, contact the appropriate manager. Bon Appétit is also a great asset for planning programs on food and nutrition!
Technology: Instructional Multimedia Services (IMS)
Hunter 202
527.5257
http://www.whitman.edu/content/wcts/ims
Open Monday - Friday, 8 am - Noon, 1 pm - 4 pm

Manager                                      Jon Loney, 527.4972, loneyjs@whitman.edu
Administrative Assistant                     Charles Marr, 527.5257, marrce@whitman.edu

IMS provides multimedia resources and support to the faculty, students, and staff of Whitman College. In addition to equipment checkout, delivery, setup, and operation, IMS maintains smart classrooms across campus. IMS check-out equipment is officially and primarily for academic, not personal use. IMS provides tech support for Whitman sponsored events including: recordings, power point, sound, and streaming. IMS requires two (2) business day’s notice for classes between 8 am and 4 pm Monday through Friday and seven (7) business days’ notice for all other needs.

Available Equipment:
• Data projectors
• Camcorders
• Digital Audio Recorders
• USB PowerPoint Remotes
• Portable projection screen
• Tripods
• Mac Adapters

Fees and Pricing

Equipment can be checked out for academic use free of charge. Late returns will be charged $10/day up to the replacement cost of the equipment. Event support will be provided at a cost of $20/hour. There is a $50.00 setup fee for streaming.
The MDL is a resource for Whitman students, staff, and faculty. There are resources to create (and be assisted in creating) video, audio, graphic, internet, and other technological projects. It is a space to work on multimedia project and get individual help if necessary. It is not, however, a production facility and will not “do a project for you”. The MDL has equipment for non-linear and linear video editing, DVD mastering, basic audio editing, flatbed and slide scanning, web-site creation, PowerPoint production, audio/video format conservation (e.g. transfer VHS to DVD, create a digital file from an audio cassette).

**Available software in the MDL includes:**

| Photoshop | Illustrator |
| Acrobat Professional | InDesign |
| Final Cut Pro | Premiere |
| Amadeus | Motion |
| AfterEffects | GarageBand |
| iDVD | Dreamweaver |
| Flash | ...and more! |

**Available Hardware in the MDL includes:**

- Nine 27 inch Apple iMacs: with 3.4 GhZ Processors. All are equipped to handle scanning (both flat and film), video editing, DVD authoring, web development, audio editing, and presentation
- Video duplication and conversion station: set up to convert VHS, miniDV and DVD
- Audio cassette to digital audio conversion
- Limited support for Hi8 and VHS-C also available

**To get help with multimedia projects:**

- Email mdl@whitman.edu to set up a time for in-person help or schedule an appointment at http://www.whitman.edu/mdl/
- Come to the MDL during staffed lab hours, and one of the MDL staff members will either help on the spot (depending on availability) or assist in making an appointment.
It’s not just about pretty paper and funky fonts; it’s about the message — who is the audience for your print publication, and what outcomes do you hope to achieve? Design Services can help target each club’s message and shape the look of posters, brochures, postcards, or booklets to achieve both the goals and the needs of the college. They can help find a unique approach to your publication while at the same time keep it an effective member of the Whitman family of publications. We will advise proper usage of the official college logos and seal, as it pertains to your publication.

The key is planning. In order to allow for the many variables involved in bringing a print publication from the idea stage to delivery, appropriate lead time is a must. In general, the following timetable allows for project specs, design, editing, proofing, approval, cost estimates, press time, post-production, delivery and mailing (from initial project discussion to final delivery):

- **Event poster:** Three weeks
- **Brochure:** Six weeks
- **Booklet:** Three to four months

These guidelines help ensure that projects will receive the attention necessary to make it the best it can be. While some projects may take less time, they cannot guarantee that rushing a last-minute project through to completion is possible since design and print production schedules are subject to change. Design time will be charged for projects, and project cost estimates are available upon request.

The design team uses Adobe InDesign CS4 (Mac platform) for general project layout. Original text files must be submitted in Word (RTF) with as little formatting as possible; we’ll handle that for you. Other software the staff can work with include Photoshop, Illustrator, Word, Excel, PowerPoint, and PDF files. Graphics and design should be of high resolution and photo files should be a minimum of 300 dpi at the size at which the photo is to be used. Please provide clear instructions and organized materials for your project.

The designers and other Communications associates will meet with clubs early on to discuss, strategize and schedule each project. Once it’s underway, the designers will issue printed and/or PDF proofs in a timely fashion, keeping the project on schedule until they receive a final signed and/or emailed approval. Their staff will check on each project as it moves through the many stages of design, production and post-production.

Before contacting Design Services about a design project, it is helpful to have the following details ready:
- The budget name and number to which the project will be charged
- Quantity
- Delivery date and location
- Desired paper stock
This department serves as a printing shop and outsource center. Among a wide variety of projects, the staff produces or outsources production of business cards, letterhead/envelopes, invitations, notepads, posters, publications, periodicals, fliers, booklets, manuals, banners, T-shirts, promotional items and more. Work produced can come directly from campus community members or through one of our designers/project managers, if that service is required.

Available Services

- Project Management: vendor selection, paper stock options, recycle properties, and more
- Photocopying: two digital copiers (one black and white, one color), can collate, staple, produce booklets, enlarge images and more
- Trimming: digital equipment trims business cards, booklet covers, postcards, posters, etc.
- Saddle Stitching: for booklets
- Comb Binding: for publications such as reports and manuals
- Padding Station: for items such as note pads and carbonless forms
- Lamination: for protecting such items as name badges, pictures, news clips
- Plotter: for large documents, posters, and banners
- Paper product inventory: stock of generic letterhead, generic envelopes of assorted sizes, plain white and colored paper

The most critical aspects toward ensuring success of each project are clear communication about exact needs and allowing ample lead time. Of course there will be “emergency” jobs, and Printing Services make every effort to accommodate those projects. The staff can provide a cost estimate to help budget for the expense. Note that most projects that come directly to the print shop do not require design services. If a project needs to be designed, contact the design staff, 527.5769.

- Giving the project: you can either hand deliver your project to us, campus mail it, or email it to pubprint@whitman.edu. When sending the project, please make sure that a Printing Services Job Ticket is completed, and attached. There are fields for every detail of the project. A complete and accurate job ticket ensures that the staff can correctly process your project. Projects can be received the following ways: hard copy or PDF document. For photos, TIFF or JPG.
- Turnaround Time: For basic printing needs (including posters, business cards and note pads), please allow three days. For booklets and manuals please allow five days. Note, these turnaround times reflect printing only.
- Inventoried Items: The inventory includes a wide variety of paper products and specialty items. To purchase any of these items, send an email to pubprint@whitman.edu. Each order will be filled and sent either via campus mail or pickup at the Boyer House.
The Mailing Services Team (formerly called Distribution) processes outgoing mail, including metering postage, address printing, mail merges, working with shippers, and managing USPS postal regulations and requirements. Services include:

- **USPS**: first-class, certified mail with return receipt, international, permit imprint mailings (first class and non-profit). Utilizing these services can reduce your postage costs significantly.
- **FedEx**: express and ground. FedEx express is faster and more costly; ground is slower and less expensive. FedEx is recommended when you need to track and/or insure (up to $100) a parcel. (Extended insurance is available at an extra cost.)
- **Processing Services**: printing on envelopes and postcards; mail merges; address updates for your mailing lists; tabbing; folding/inserting.

(Any fees associated with shipping and postage must be paid on site by cash or check.)

Need to have things dispersed on campus? If a club make a poster and copy it yourself but wants the posters to be hung around campus, please contact Michelle Sanderson at sandermr@whitman.edu. The charge for Mailing Services to hang posters across campus is $5.00. Linda needs about a week’s notice and will get them out as soon as they are on her desk. It is recommended that you get your posters up a week or more in advance.

**How Many Copies Should I Make?**

- **Full Campus Distribution** 72
- **Limited Distribution (academic buildings only)** 31
- **Residence Life (drop off in ResLife office, Memorial, 113)** 41

The Physical Plant Department needs to be contacted when events occur outside. If a club need to either reserve a vehicle, extra garbage cans, specific locations for underground pipes and wires are, or have the irrigation shut off, contact the Physical Plant. Call the main number, 527.5999 for assistance.
Vehicle Rental and Use

Whitman owns some vehicles that are available for use by groups doing Whitman College sponsored events or trips. These vehicles include 11-passenger vans, 14-passenger minibuses, and 8-passenger Suburbans. These vehicles may not be used for personal or otherwise non Whitman- sponsored trips. In addition, the Physical Plant will charge the account of the group that rents the vehicles through the business office only. They do not accept cash, checks, or cards.

Whitman vehicles are in high demand, so it is wise to plan in advance as possible. A club can always reserve one and then cancel it later. To reserve a Whitman vehicle, submit a request through the Whitman College online vehicle reservation system. First, contact Laurie Doohan 527.5999 to set up your online profile. You will receive an email from vehicles@whitman.edu with your username and password. Reservations are only accepted through the online reservation system.

It is important to note that academic and varsity sports programs have first priority with vehicle reservations. While clubs may reserve a vehicle, there is a slight, but rare chance that it may become unavailable. Academic and varsity sports groups must reserve at least one week in advance to trump their reservation. There are other car rental places that are covered by Whitman’s insurance, and are able to rent standard cars to student leaders who are under 25 years old. The policies that apply to Whitman vehicles also apply to these vehicles, including filling out a trip roster and waiver.

Requirements for Using Whitman Vehicles

Any student, faculty, or staff member who wishes to drive an 11-passenger van or larger vehicle must first complete the driver’s orientation program. All potential drivers of the aforementioned vans must have a valid U.S. driver’s license and be at least 19 years old with a minimum of three years of experience as a licensed driver and are subject to a three-year check of their driving record. Please contact Laurie Doohan, or vehicles@whitman.edu for more information.

Requirements for Using Personal Vehicles

Student groups that choose to use personal vehicles for trips should note that all trip participants will be required to fill out a waiver (found in the index of this programming handbook). Completed waivers should be turned it into one of the black dropboxes (outside Reid and the Science building).

Car Rental Information

- Enterprise, 629 W. Main St., 529.1988 (debit card AND proof of address or credit card)
- If renting a vehicle for a club, please see Funmi or Leann for an insurance card and waivers.

BBQ Rentals are available through the Student Activities Office (oyekunfm@whitman.edu)