



Title: USE OF MATC COOLEY AUDITORIUM BY MATC
FACULTY, STAFF AND STUDENT ORGANIZATIONS

Code: GG0052

Policy Reference: N/A

It is the procedure of the Milwaukee Area Technical College District to make Cooley Auditorium available to MATC departments, faculty, staff, and student organizations for their use in providing employee training and informational activities, enhancing educational programs, and promoting multicultural enrichment consistent with the MATC Mission statement. Examples of these types of activities include: orientations and training sessions, lectures, seminars, and workshops. Student activities also include entertainment scheduled by Student Life and various student organizations (see exceptions).

To ensure events in Cooley Auditorium reflect the college in its best light to both internal and external stakeholders and partners:

- All requests for Cooley Auditorium by faculty and staff must be made through the Office of College Events. A completed application must be submitted at the time of the [request](#).
- College employees must reserve the space at least two weeks prior to an event with this exception:
 - If you are hosting a theater production, concert, or any event that requires a special display set, employees must reserve the space at least four weeks prior to the event.
- This facility works best for groups with 200 or more attendees.
- All photos, videos and presentations must be shared with the College Events Coordinator and Auditorium Specialist three (3) business days prior to the event. These items will be provided in a single Microsoft PowerPoint presentation. All videos must also be provided as separate files or links to YouTube and all videos must be captioned in accordance with MATC policy. Captioning resources are available [online](#). (For events that are part of the college's events portfolio, the events coordinator assists as appropriate in developing these.) A walkthrough that tests all photo, video and presentation elements and includes all speakers (excluding those traveling from out of town who cannot attend) must take place at least 24 hours prior to the event. This is scheduled by the College Events Coordinator.
- All speakers must arrive at least 30 minutes early for a microphone check before doors open.
- Music to be played prior to or during the event must be free of any copyright restrictions. As such, most popular music cannot be played for a large audience without special permission.



**ADMINISTRATIVE REGULATION
AND PROCEDURE**

Title: RENTAL OF MATC FACILITIES BY EXTERNAL
INDIVIDUALS AND GROUPS

Code: GG0052

- Event hosts (those requesting the space) will communicate both when the house opens and when the event begins to participants and audience members so they can properly plan. College Events will open house doors before an event and close them after an event.
- In addition to any printed program, event hosts will prepare a run of show that specifies in detail what occurs, who sits on the stage, and who speaks at approximately what time during the event. If there is a presentation, photos or videos, this run of show will include cues for these items. (For events that are part of the college's events portfolio, the events coordinator assists in developing these.)
- Event hosts are responsible for inviting college leaders as appropriate and posting opening times on the house doors. If the college president is speaking, event hosts will contact the Director of Marketing and Communications to prepare remarks.
- A pre-recorded house announcement takes place before the event begins, which asks guests to silence phones, asks them to identify the nearest exit and identifies restroom relocations.
- In the event of an emergency, MATC Public Safety will make necessary decisions and communicate any needed actions through the College Events Coordinator or designee.
- Event hosts must designate an on-stage individual who would convey emergency instructions or identify the College Events Coordinator (or coordinator's designee) as that person. The Office of College Events, in coordination with Public Safety, provides the emergency messages as needed.
- Event hosts will include an announcement during the event regarding where any reception will take place and how to arrive.
- No beverages or food are permitted unless approved by the College Events Coordinator in conjunction with college facilities staff.
- Use of Cooley Auditorium must be consistent with the procedures of external and internal facility use (see [GG050](#) and [GG051](#)).
- Any product sales or vendor booths must be approved by the Office of College Events.
- Any event that requires decorations or props must be approved by the Office of College Events with sufficient set up time as determined by the Event Coordinator.

Office of Responsibility: Department of Marketing & Communications - College Events
Last Reviewed: Dec-2020