

TEXAS STATE TECHNICAL COLLEGE
STATEWIDE OPERATING STANDARD

No. GA 1.20	Page 1 of 5	Effective Date: 12/05/2019
DIVISION:	General Administration	
SUBJECT:	Event Management and Dignitary Protocol	
AUTHORITY:	Executive Order	
PROPOSED BY:	Roger Miller	
TITLE:	Sr. Vice Chancellor Chief Gov. Officer	Date: 12/05/2019
RECOMMENDED BY:	Roger Miller	
TITLE:	Sr. Vice Chancellor Chief Gov. Officer	Date: 12/05/2019
APPROVED BY:	Mike Reeser	
TITLE:	Chancellor & CEO	Date: 12/05/2019

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Proposed 12/2013

I. STATEWIDE STANDARD

EXECUTIVE ORDER: By order of the Chancellor, Texas State Technical College (TSTC) shall have standing procedures in place for the proper handling of dignitary and distinguished person visits to any and all campuses and for the management of significant campus or statewide events.

II. PERTINENT INFORMATION

Although the primary mission of TSTC shall remain the education of its students and the placement of those students into rewarding careers, the College must often host dignitaries and hold special events on its campuses. Those dignitary visits and special events can significantly influence the prestige of the College in the political, academic, and larger economic development communities. Therefore, it shall be imperative that TSTC have procedures in

place for the administrative responsibility of dignitary visits and/or special events in order to ensure these visits/events are conducted in a manner that reflects admirably upon the College, that honors proper protocols where applicable, and that meets event objectives.

III. GENERAL GUIDELINES

TSTC shall have procedures in place for the administrative responsibility of dignitary and distinguished person visits to all campuses of the College. TSTC's Dignitary Protocol and Event Management procedures shall be designed to ensure that the proper TSTC personnel are notified in advance of each dignitary visit and/or a significant event on a TSTC campus.

The designee in the Office of Events Management shall offer protocol assistance for dignitary visits and shall serve as the office of record for such visits. This establishes the responsibility and procedure for arranging visits, to ensure that the visits are well coordinated and that event goals and objectives are met.

IV. DEFINITIONS

Dignitaries: Notable or high-profile individuals who have a prominent profile in the media and who are easily recognized. Individuals of this type will more than likely require security and may generate substantial media attention and large audiences. Dignitaries fall into several categories, which include, but are not limited to, the following:

1. Federal Officials

- a. Current or former US Presidents, Vice Presidents, and spouses
- b. Current or former members of the US Congress (senators and representatives), and spouses
- c. Current US Cabinet members or spouses
- d. Senior-level administrators of federal agencies

2. State Officials

- a. Current or former Governor, Lt. Governor, and spouses
- b. Current state agency heads or chief administrators
- c. Current state senators or representatives

3. TSTC Board of Regents and their spouses

4. Local Elected or Appointed Officials

- a. Mayors
- b. County Judge and/or County Commissioners
- c. City Council members
- d. City managers

5. Other

- a. Foreign dignitaries or heads of state
- b. Ambassadors or representatives of foreign governments

- c. Presidents or heads of large corporations or organizations
- d. Religious or spiritual leaders, such as a bishop or the Dalai Lama
- e. Individuals and/or groups who could attract opposition or spark controversy
- f. High-ranking members of royalty
- g. High-profile individuals, such as celebrities or public lecturers
- h. Any other high-ranking or high-profile individual not specifically named in the above categories

Event Levels: A way of defining and prioritizing events based upon the host or sponsor for the event. For example:

1. Sponsored Events – TSTC hosting event or dignitary
2. Hosted Events – External host using a TSTC facility

Event Types: Events that fall into various categories and that may or may not relate to educational endeavors. Examples include but are not limited to:

1. Education
 - a. Board of Regents meeting
 - b. Groundbreaking
 - c. Building dedication
 - d. Community appreciation dinner
 - e. Industry Career Day / Student Job Fair
 - f. ISD campus tour
 - g. Press conference
 - h. Donor appreciation event
2. Community Events
 - a. Chamber of Commerce event including Business After Hours
 - b. City press conferences
3. Statewide Events
 - a. Industry association tours
 - b. Visits and/or tours by members or staff of the Texas Legislature, US Congress, and/or state/federal agencies
 - c. Official meetings/hearings conducted by a committee of the Texas Legislature or US Congress
 - d. Public forum conducted by an office holder or a state/federal agency head
 - e. Media event of any kind
4. Dignitary Visits

V. DELEGATION OF AUTHORITY

The Chancellor has the authority to implement this Statewide Operating Standard (SOS) and delegates to the Provosts, or their designees, the responsibility to ensure compliance with its provisions on their campuses in coordination with the College's designee in the Office of Events Management.

VI. PERFORMANCE STANDARDS

1. Provosts notify the designee in the Office of Events Management of events and dignitary visits in a timely manner as outlined by this SOS. Dignitary visits are coordinated with the Office of Government Affairs as appropriate.
2. Appropriate departments are notified of the schedule, needs, and requirements well in advance of dignitary and special events in order to ensure successful outcomes.
3. The designee in the Office of Events Management maintains a schedule of events and activities on TSTC campuses.
4. The provisions of this SOS are reviewed and updated as needed.

APPENDIX

VII. RELATED STATEWIDE STANDARDS, LEGAL CITATIONS, OR SUPPORTING DOCUMENTS

None Applicable

VIII. OPERATING REQUIREMENTS

Dignitary Visits:

Personnel on individual campuses must notify their respective Provost, or his/her designee, prior to any and all major events on campus involving dignitary visits to campus. The Provost shall then notify the College's Office of Government Affairs (GA).

Prior approval from the GA Office shall be required before any TSTC representative may invite a federal or state official, a foreign dignitary, or head of state to a TSTC campus. When prior approval is not possible, the Provost shall notify TSTC's GA Office immediately once he/she learns that a dignitary of this caliber is to be on the campus.

Further, the Provost, or his/her designee, shall notify the designee of Events Management at first knowledge of all dignitary visits. The designee in the Office of Events Management shall work with TSTC's GA Office to plan these visits of state, federal, or foreign dignitaries, to include a head of state.

When necessary, a temporary Event Coordination Team may be formed to ensure that all aspects of the visit are considered and well planned. Representatives from departments across the College may be tasked to form the team and may include, but are not limited to, representatives from the GA Office, the Department of Communications and Creative Services, the Department of Institutional Advancement, and the Office of Information Technology.

Special Events:

For all other events, the designee in the Office of Events Management shall determine the purpose, dimension, and scope of each event and establish to what extent campus personnel and TSTC administrators shall be involved in the event.

The designee in the Office of Events Management may form a temporary Event Coordination Team for any high-profile event on an as-needed basis in order to ensure every event at TSTC reflects admirably upon TSTC.