

UC San Diego

Chancellor and Event Protocol Guidelines

1. Overview: The Importance of Protocol and the Role of the Chancellor

Observing established protocol ensures the success of your activity by providing guidance to plan and implement events that include important donors, visitors, and campus senior leaders. Advice from the experts in the Office of Special Events and Protocol (SEP) and adherence to these Protocol Guidelines help you to avoid missteps in handling all of the details and logistics for your campus activity.

SEP staff members plan major campus events that involve the chancellor. As the chief executive officer of the campus, the chancellor has an established role in events that is prescribed by best practices and established protocol. As you plan an event, you need to follow protocol regarding the issuing of the official invitation; identifying the appropriate seating for the chancellor, senior leaders, and your guests; determining the order of program speakers; and staffing the chancellor. SEP will guide you in these important decisions.

2. Event Categories

If you are planning any of the following campuswide events, a call to the Office of Special Events and Protocol is your first step. In order to have a successful event, you must contact SEP for advice and consultation. In most cases, when the chancellor is involved in these events, SEP will provide an event manager to oversee planning, budget, management, and execution of the event. For a significant campuswide event, you may receive financial support. Consultation with SEP staff will help you to determine whether funding is available. These events include the following:

- groundbreaking and building dedications
- campuswide celebrations and ceremonies
- anniversaries and memorials
- high-profile dignitary lectures or programs

3. High-Profile Visiting Dignitaries

Proper protocol is essential in the initial contact with high-profile visiting dignitaries and throughout the event planning process. An invitation to a significant campus event must be extended from the chancellor. The chancellor reserves the right to extend the invitation to high-profile dignitaries, including—but not limited to—the sitting or former president of the United States and high-ranking representatives of foreign governments.

Prior to extending an invitation to a high-profile visiting dignitary, contact the Office of Special Events and Protocol at (858) 534-6386. SEP staff will advise you on the steps to gain the chancellor's approval for the event and the invitation. Dignitaries may be defined as any of the following:

- current or former chiefs of state, heads of government, or their spouses
- high-ranking members of royalty
- United Nations secretary general
- high-ranking representatives of foreign governments
- religious or spiritual leaders, such as the pope or the Dalai Lama
- members of the United States Cabinet
- members of the United States Congress (senators and representatives)
- governor of the state of California and/or first spouse
- mayor of San Diego
- University of California chancellors or California State University presidents

Invitations to governmental or elected officials require additional protocol decisions, which SEP staff and their colleagues in government relations can provide. If in doubt about issuing an invitation, contact SEP, and the staff will provide guidance about how to appropriately issue an invitation to high-level dignitaries.

4. Chancellor and Administrator Roles

The invitation—and acceptance—to your event begins with intensive planning, and Special Events and Protocol will advise you about next steps. In addition to the chancellor reserving the right to extend the invitation to any dignitary, his/her role may also include the following:

- extending personal invitation letters to dignitaries
- serving as host or cohost on printed invitations sent to guests
- greeting dignitaries and their delegations upon their arrival
- providing welcome remarks and introducing the dignitary at any program
- presenting any honors bestowed upon the dignitary
- presenting an official gift on behalf of UC San Diego

You will need to be mindful that one or more of the appropriate campus administrators should attend the formal greeting when a high-level dignitary visits UC San Diego. The chancellor may recommend that his/her role be conducted by another campus official of his/her designation. SEP will advise on the appropriate protocol, including the briefing format and staffing of the chancellor and/or senior administrator(s).

5. Event Related Materials

All event-related printed materials that include the name of the chancellor or executive vice chancellor **require approval prior to publication and/or distribution.** The Office of Special Events and Protocol coordinates this process. Such printed materials include, but are not limited to the following:

- invitations, save-the-date cards (printed or electronic)
- programs, tribute books, thank you card, brochures
- commemorative language on awards and plaques
- promotional, event-related advertisements

6. Event Expenses

Events for which you may receive funding from the Campus Events Fund require specific preapprovals and paperwork. Your discussion with Special Events and Protocol staff will help you to determine what portion will need to be provided by the department or unit. Before your department or unit considers sponsoring a dignitary visit to campus, be aware that dignitary visits at any level may involve significant costs, including security. These costs are the responsibility of the department or unit sponsoring the visit. When considering an invitation to a visiting dignitary, ensure there is adequate funding to host these event. It is recommended you consult with SEP early in your planning to avoid unanticipated expenses that could negatively impact your event.

7. Audrey Geisel University House

The Audrey Geisel University House serves as the private residence of UC San Diego's chancellor and his/her family. It also serves as an event venue to engage various constituents and friends of the campus in the promotion and advancement of UC San Diego's mission. To learn more about holding an event at Geisel House, please contact the Claire Hopkins, director of Geisel House and chancellor's events, at cfhopkins@ucsd.edu or (858) 534-3774.

8. Conclusion

Careful planning and sound advice from experts in Special Events and Protocol will result in a successful event.