



Wisconsin Foundation and Alumni Association
Alumni Park Facilities Patron Code of Conduct

Alumni Park, One Alumni Place, Rooftop Deck, and Goodspeed Family Pier
April 23, 2019

Alumni Park is a special-use park on university lands. Alumni Park was developed and is managed by the Wisconsin Alumni Association®, a division of the Wisconsin Foundation and Alumni Association (WFAA), in collaboration with the University of Wisconsin Madison and the Wisconsin Union as outlined in the Operating and Service Agreement for Alumni Park between WFAA and the Board of Regents of the University of Wisconsin System.

Wisconsin Foundation and Alumni Association (WFAA) mission: To promote the welfare of and advance the objectives of the University of Wisconsin–Madison by encouraging the interest, engagement and financial support of alumni, donors and friends in the life of the university and with each other. The Alumni Relations and Engagement division works to strengthen the university by connecting UW–Madison alumni and donors with the university and with each other.

Alumni Park mission and intended uses: Honoring UW–Madison alumni living the Wisconsin Idea; offering educational experiences via permanent exhibits and artworks; fostering alumni connections with each other, students, campus and community; and providing a green space for campus and patrons.

Alumni Park facilities intended uses:

- One Alumni Place: As a welcome center for UW–Madison alumni, guests and Wisconsin Alumni Association members; as an Alumni Park visitor and information center; and as a programmatic event space.
- Rooftop Deck: As a gathering space for UW–Madison alumni and guests, Wisconsin Alumni Association members, and Alumni Park patrons, and as a programmatic event space.
- Goodspeed Family Pier: Public boat slip access to campus and Alumni Park for UW–Madison alumni and guests, Wisconsin Alumni Association members, and Alumni Park patrons, and as a programmatic event space.

Wisconsin Foundation and Alumni Association strategic beliefs include:

- The University of Wisconsin–Madison has a transforming impact on students, alumni, and society.
- Authentic, lifelong relationships and engagement with alumni, donors, and friends are fundamental to sustaining the reputation and continued success of the University.
- Philanthropy has an essential and growing importance on the future progress of UW–Madison.
- Diverse views, experiences, and perspectives strengthen WFAA and the university community.

Purpose of the Policy

WFAA, working in partnership with the University and Wisconsin Union, is responsible for managing the various functions of Alumni Park and coordinating the interests of all the various groups and individuals using Alumni Park, One Alumni Place, the Rooftop Deck, and the Goodspeed Family Pier.

In order to provide a safe, respectful environment for patrons and the University community, the following expectations have been established for **“Alumni Park facilities,”** which for the purposes of this policy include Alumni Park, the Goodspeed Family Pier, One Alumni Place (part of the Martin and Florence Below Alumni Center, 650 N. Lake St.), and the Rooftop Deck.

For purposes of this policy, **“Alumni Park patrons”** includes users of Alumni Park, the Goodspeed Family Pier, One Alumni Place and the Rooftop Deck, including UW–Madison alumni, students, faculty, staff (individually or as organized groups), university guests, and park visitors over the age of 18, as well as Wisconsin Alumni Association members.

Alumni Park facilities will be managed by WFAA in partnership with the Wisconsin Union and staffed in partnership with UW–Madison Campus and Visitor Relations, and for the purposes of this policy **“staff”** can include staff of any of these three organizations.

Because Alumni Park is on university lands, and Alumni Park and the Memorial Union Terrace are contiguous spaces with shared educational, cultural, social, and recreational activities and patrons, WFAA and the University have developed shared conduct policies and behavior expectations, and a shared enforcement zone for the Memorial Union Terrace and Alumni Park.

In addition to this policy, the uses of Alumni Park are governed by the rules and policies of the University of Wisconsin Board of Regents, UW Chapter 18: Conduct on University Lands, the UW–Madison Facilities Use Policies and Guidelines including but not limited to G-24 Use of Alumni Park, and the posted rules of Alumni Park/Memorial Union Terrace.

Patron Code of Conduct

All Alumni Park facilities patrons are expected to:

- Obey all laws of the local, state, and federal government.
- Abide by the University of Wisconsin–Madison Conduct on University Lands, Chapter UWS 18 which defines a wide range of behaviors on university lands or at campus-sponsored events. (wisc.edu/legal/legalservices/uws018.pdf).
- Use email or Internet resources within the Guidelines for Appropriate Use, Division of Information Technology, University of Wisconsin–Madison (it.wisc.edu/about/office-of-the-cio/it-policies/), where applicable, and use iPads in One Alumni Place in accordance with the stated use policies.
- Be respectful of and comply with requests from staff, which may include: Wisconsin Foundation and Alumni Association staff, Wisconsin Union staff, and Campus and Visitor Relations staff.
- Present identification to staff when requested (e.g., state-issued ID, UW ID, etc.).
- Comply with Alumni Park, WFAA, and UW policies and procedures.
- Limit use of Alumni Park grounds and One Alumni Place, Rooftop Deck, and building areas to authorized areas only.
- Respond to emergency alarms and other situations as instructed by staff.
- Vacate Alumni Park facilities either as posted or as informed by staff.

Certain conduct conflicts with the mission and values of Alumni Park and the Wisconsin Foundation and Alumni Association, and is therefore prohibited in Alumni Park facilities:

- Violent, threatening, abusive, or otherwise disorderly conduct or intimidating or harassing behavior which tends to provoke a disturbance or incite violence. Threats include statements, actions, and behaviors that could reasonably be foreseen as having a purpose to inflict physical harm, even if the person making the threat doesn't have the ability to carry out the threat. Disorderly conduct does not require that a disruption actually occur.
- Conduct that creates a public health nuisance.
- Endangering or threatening the health or safety of oneself or another person.
- Obstructing or impairing Alumni Park, Wisconsin Foundation, or Alumni Association or university activities or interfering with or impeding the ability of another patron to participate in such activities.
- Using abusive language directed at a staff member or an Alumni Park patron within Alumni Park facilities.
- Refusing to comply with reasonable requests of staff members.
- Posting materials without permission.
- Vending, peddling, soliciting, or petitioning in Alumni Park buildings or grounds without permission from the Wisconsin Foundation and Alumni Association and University Facilities/Campus Events Services Office.
- Misusing, misappropriating, damaging, stealing, or tampering with Alumni Park facilities exhibits, equipment, furniture, facilities, gardens, plants and trees, grounds or resources.
- Using restroom facilities for purposes other than that for which they are intended.
- Remaining in Alumni Park facilities (Park, Place, Pier, Deck) outside posted open hours or event hours.

Items and activities prohibited from Alumni Park facilities and grounds:

- Weapons including but not limited to guns, knives, and nooses
- All tobacco products including e-cigarettes
- Animals (except service dogs)
- Bicycles (except in racks), in-line skates, scooters, skateboards, and Frisbees® or other thrown objects
- Motorized vehicles or devices (except authorized vehicles or ADA-recognized mobility devices)
- Drones (except as permitted by University policy)
- Large coolers (small personal containers are allowed)
- Catered or delivered food other than for a permitted event (personal meals are allowed)
- Carry-in alcohol
- Cooking or grilling (without permission)
- Camping
- Littering
- Music or amplified sound, including personal amplified devices (without permission)
- Organized sports, athletics, or ballgames
- Vending, peddling, soliciting, or petitioning
- Commercial or promotional events or activities (without permission)
- Organized or promoted activities or events (without permission)
- Commercial or professional photography (without permission)
- Picking flowers or plants, or walking, sitting, or lying in garden beds
- Misusing, damaging, or tampering with exhibits

- Obstructing sidewalks, entrances, or paths
- Chalking or marking on paths, walkways, classroom, benches, exhibits, walls, building faces, pier, or deck
- Hanging, affixing or setting up signs, tables, furniture, tents, or structures (without permission). Terrace chairs should not be brought into the park.
- ABSOLUTELY NO stakes or poles of any kind may be driven into the ground in Alumni Park or into the “green roof” garden above the entryway into One Alumni Place on the Rooftop Deck.
- Other items, activities, or behaviors that may contribute to an unsafe or hazardous environment or that otherwise unreasonably interfere with or disrupt, or have the strong likelihood of interfering with or disrupting, the intended uses of Alumni Park facilities and its services, programs, amenities, or activities.

Goodspeed Family Pier

Use of the pier is at your own risk. WFAA is not responsible for personal injury, or damage to or theft of boats or other property.

In addition to above, the following guidelines apply:

- No swimming.
- Limit docking to two hours during open hours. No overnight docking.
- No organized or promoted activities or events (without permission).
- No commercial activity (includes docking of commercial tour or charter boats).
- No amplification
- No carry-in alcohol.
- Hours are below.

Alcohol

During the days and hours the Memorial Union Terrace is open, alcohol purchased at Memorial Union/served by Wisconsin Union personnel is allowed in designated areas of Alumni Park during park open hours and on the Goodspeed Family Pier during pier open hours. Other than for permitted events, alcohol may not be brought from Alumni Park into One Alumni Place, onto the Rooftop Deck, or into the Pyle Center or Pyle Center courtyard. No carry-in alcohol (alcohol not purchased through the Wisconsin Union) is allowed in Alumni Park. See the Alumni Park Alcohol Policy for details.

Exhibits, Participation, Liability

Alumni Park exhibits are in the open and available for interaction. Patrons interact at their own risk and assume all risks and liability for participation.

Photography

Personal photographs in Alumni Park are welcome and encouraged, and no approvals are needed. To use Alumni Park for professional photography (e.g., professional wedding or graduation portraits), or for personal or class projects (e.g., posed photography sessions, a film production), patrons must obtain approval before capturing images or video on Alumni Park/UW–Madison property. Noncommercial entities may proceed with prior approval. Please submit requests at least two business days in advance. See the Photography Request Policy/Form for more details.

By entering Alumni Park facilities, patrons consent to having their image captured by official photographers and videographers. The resulting materials may be used by the Wisconsin Foundation

and Alumni Association without restriction or financial compensation in news and promotional materials, and on the web or other properties. If patrons do not agree to having their image captured or recorded, please let Alumni Park staff know or do not enter the venue.

Minors

With the exception of UW–Madison students, minors in Alumni Park facilities should be accompanied by a parent, guardian, or responsible adult.

Permitted Events

Organized uses of Alumni Park, One Alumni Place, the Rooftop Deck, and Goodspeed Family Pier are limited to programs and events presented by or cosponsored by the Wisconsin Foundation and Alumni Association, and to eligible university-sponsored advancement events.

Report Bias or Hate

Alumni Park and the Wisconsin Foundation and Alumni Association, as a part of the University of Wisconsin–Madison community, value a diverse and hospitable learning environment where incidents of bias or hate are not tolerated and should be reported. [Report an incident](#). Information at doso.students.wisc.edu.

Protests, Rallies, and Other Assemblies

As outlined by the UW–Madison Dean of Students Office, Madison strongly values free speech both in the statement of an idea and in the response to that idea. As Alumni Park is on campus lands, the university’s approach to picketing, rallies, parades, demonstrations, and other assemblies (including protests) applies.

“The university’s commitment to free speech, teaching, research and safety will dictate its response to protests and demonstrations. Protests and demonstrations that do not diminish the university’s ability to maintain these core values are a natural part of a vibrant campus community. As a general rule, such protests and demonstrations will be facilitated by the appropriate campus stakeholders taking into consideration venue/location, scope, impact on campus resources, university policies and campus safety concerns.”

Please see the [University Response Guidelines: Protests and Demonstrations](#) for details.

Alumni Park Facilities Hours

(Subject to change, see posted hours.)

Alumni Park is open 365 days a year, with seasonal hours as posted.

Fall and winter (November through April): 7 a.m.–10 p.m. every day

Spring and summer (May through October):

6–12 a.m. Sunday–Wednesday

6–1 a.m. Thursday–Saturday

One Alumni Place

Hours vary by season; as posted in signage and at alumnipark.com

Goodspeed Family Pier: 6 a.m. –12 midnight, late May–mid-October (when boat slips are installed)

Enforcement

Any patron who does not comply with expected standards of conduct or engages in or attempts to engage in prohibited conduct may be subject to sanctions including removal from the premises, disciplinary action under applicable university student and employee disciplinary processes, and/or referral to the UW–Madison Police Department.

Reciprocity with Memorial Union Terrace

Whereas Alumni Park and the Memorial Union Terrace are contiguous outdoor spaces, and Wisconsin Union building managers will provide patron support services to Alumni Park: WFAA, the Wisconsin Union, and the University have developed shared conduct policies and a shared enforcement zone for the Memorial Union Terrace and Alumni Park Facilities.

Any removal, expulsion, or banning of a person from Alumni Park shall also extend to the Memorial Union Terrace, and vice versa.

Wisconsin Alumni Association
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