



Advising is like a lottery ticket...

**Advising is like a lottery ticket...**

Because it's a gamble, you have to be willing to take risks  
Because it's an investment; it requires effort  
Because it can produce great rewards  
Because it's challenging

**Advising is like a lottery ticket...**

Because you win some and you lose some  
Because it creates excitement and anticipation  
Because the results are always unknown in the beginning  
Because you have to dig below the surface

**Advising is like a lottery ticket...**

Because it can be exhilarating and addicting  
Because it's thought provoking  
Because it's mysterious  
Because it creates hopes and dreams

**Advising is like a lottery ticket...**

Because there's some cost involved  
Because there are always some disappointments  
Because it requires an optimistic attitude and perseverance

**And, Advising is like a lottery ticket...**

Because within it lies great potential to positively impact the lives of others

*Borrowed from University of South Florida, Written by Katie Sermersheim*

# T H A N K Y O U !

Thank you for agreeing to serve as an advisor. This position shows the respect students have for you. We appreciate the contribution you are making of your time and effort. Being an advisor provides the opportunity to make even more of an impact on students beyond that provided in the traditional classroom setting.

We recognize this is a volunteer position that takes a significant commitment from you. To that end, the University Center and Student Activities wishes to serve as a resource to assist in your role as an advisor to one of our recognized student organizations.

We intend this manual to be a reference point for serving as an advisor. However, should you need something beyond this, please feel free to contact our office at any time. We look forward to working with you this year, and again want to offer a sincere thank you for the work that you do with our students.

Jonnelle Davis

Assistant Director for University Center Operations

## **University Center and Student Activities Mission Statement**

The University Center and Student Activities provides a student centered environment that supports the mission of Longwood University and serves to promote an inclusive environment where students are empowered to grow, learn and develop through co-curricular experiences.

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## **University Center and Student Activities Office Values**

### **Professionalism:**

We model professionalism through ethical leadership, consistency and effectiveness. We will maintain the highest professional, social and personal standards of conduct through our daily work.

### **Respect:**

We will exhibit courteous treatment for individuals, their thoughts, and opinions.

### **Student Development:**

We believe in the holistic approach of developing all aspects of the student, in and out of the classroom

### **Balance:**

We support setting personal and professional boundaries with respect to work, home life, and wellness.

### **Integrity:**

We believe in practicing and modeling ethical principles while exhibiting, high levels of personal responsibility, acceptance, and belonging. We will make policies, procedures, and decisions with consistency of espoused values, in action.

### **Inclusion:**

We believe in the intentional development of attitudes and programs that create access, acceptance, and belonging. We will create an atmosphere that moves beyond tolerance to embracing difference.

### **Collaboration:**

We will work with faculty, staff, and students to foster an environment that encourages continuous improvement and development.

### **Communication:**

We engage in authentic and open communication that fosters credibility and clarity of understanding.

## University Center and Student Activities Staff

We are always available to help you! You can find us in Lankford 201.

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# What is an Advisor?

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**Roles, relationship Building, Styles and Skills**

# Advisor Roles

As an advisor, you function in a variety of ways for the organization.

As groups vary in their expectations and needs, it is important that you, as an Advisor, develop an understanding with the organization you are to represent as to the nature of your involvement. The Advisor and group should agree on a set of expectations of one another from the onset and should write this list down as a contract between the group and the Advisor.

Following are some of the roles you may assume as an advisor:

## *Mentor*

Many students will come to see their advisor as a mentor and the success of these relationships can last many years and be rewarding for both the student and the advisor. If the student is seeking an education and a career in your field, you may be asked to assist in his/her professional development. To be effective in this capacity, you will need a knowledge of their academic program and profession, a genuine interest in the personal and professional development of new professionals, and a willingness to connect students to a network of professionals. You may be approached to review resumes, to connect students with community resources, or to be a sounding board for their ideas of what they want to accomplish in the field.

At times, students will seek out someone to assist with their personal development. In this capacity, a mentor will have a basic understanding of student needs and perspectives, a desire to challenge students intellectually and emotionally while providing support to meet the challenge, and the ability to listen to students' verbal and nonverbal communication. Students may want to talk to you about family or relationship issues, conflicts they are having with other students, or to have conversations about their ideas and thoughts on different subjects.

## *Team Builder*

When new officers are elected or new members join the organization, you may need to take the initiative in turning the students from individuals with separate goals and expectations into a team. Team building is important because it enhances the relationships of the students between one another and the advisor. Positive relationships help the organization succeed and to work through conflicts and difficult times.

To accomplish the goal of creating an effective team, it is necessary to conduct a workshop (if you and the students have the time, a full-scale retreat encompassing team building and goal setting could be planned) to engage students in this process. As the advisor, you may consider working with the student officers to develop a plan and to have the students implement it. Training students in effective techniques for team building will keep students invested in the organization and give them the opportunity to learn what it takes to build a team

## *Conflict Mediator*

Inevitably, students are going to join the organization with different agendas, goals, and ideas about how things should function and the direction they should be taking. When working with students who have come in to conflict, it may be necessary to meet with



them and have them discuss their issues with each other. In many cases, it may be necessary to remind them that they both want what is in the best interest of the organization. Ask them how they think they can work together, point out the organization's mission, and ask how their conduct is helping the group achieve its mission.

Sometimes, one student may be causing problems with other students. In many cases this student may not realize that his/her actions are causing a problem. In this case, speaking with the student individually could be helpful. Chances are that no one has met with the student previously and discussed how his/her attitudes are impacting other people and how those attitudes or actions can be changed to make everyone feel better. In many cases, the student will appreciate honest feedback.

#### *Reflective Agent*

As an advisor, you will want your officers to talk to you about how they think they are performing, their strengths, and their weaknesses. Give them the opportunity to discuss their thoughts on their performance. Be honest with them. Let them know when you agree with their self-perceptions and in a tactful manner let them know when you disagree. Remember, any criticism you provide students should be constructive and you will want to provide concrete examples of actions the student took that seem to contradict their self-perceptions.

*As an advisor you will assume numerous roles, and all possible roles are not mentioned here. A key idea to remember is that you are an advisor, not the leader. You provide guidance, insight, and perspective to students as they work on projects, but you should not be doing the work. Students will learn if they are engaged.*

When students discuss their weaknesses, ask them how they can improve those areas and how you can help them. Remember to have students reflect on their successes and failures.

#### *Educator*

As an advisor, your role of educator will often come through the role modeling of behavior, guiding the student in reflection of their actions, and being there to answer questions. One of the most difficult actions to take as an advisor is to do nothing, but sometimes this can be the most important action of all. Allow the students to make their decisions even if they do not agree with your ideas. Sometimes, students will succeed; other times, they may fail. The key is to return to the role of the reflective agent and give the students a safe place to reflect on their experiences.

#### *Motivator*

As an advisor, you may have to motivate students to excel and to carry out their plans and achieve their goals. Some students are easily discouraged and at the first sign of difficulty they may want to quit. You can motivate students through the recognition of their efforts, appealing to their desire to create change, and to connecting their experiences here at the University to the experiences they will have in the community.

#### *Policy Interpreter*

Student organizations operate under policies, procedures, and rules. At times, students may not be aware of these policies and they will do things in an inappropriate manner. The more you know about these policies the better advising you can give to the students on their plans.

# Do

- debate
- serve as a resource
- set clear expectations**
- allow the group to succeed
- behave consistently
- enjoy being a part of the org
- work closely with officers
- help students work through conflict
- be visible at meetings and events
- be aware of what the org is doing
- head off situations that might reflect poorly on the group
- encourage feedback
- Carefully monitor financial reports and transactions

# Don't

- argue
- micromanage the organization**
- run the org's meetings
- be afraid to let the organization fail
- become the leader of the org
- know it all
- impose your own bias
- assume the group doesn't need you
- close communications
- tell the group what to do
- take yourself too seriously

## Establishing the Relationship

Setting clear expectations and boundaries in the beginning will ultimately benefit the organization and the advisor

### Responsibilities of the Student Organization to the Advisor

The responsibilities of Student Organizations to their advisor include, but are not limited to:

- Establishing and sharing a job description for the advisor that clearly defines responsibilities.
- Notifying the advisor of all meetings, activities, and programs.
- Establishing attendance expectations.
- Providing copies of meeting minutes in a timely manner.
- Meeting regularly with your advisor to discuss organization matters.
- Consulting the advisor prior to making significant changes to the structure of the Organization.
- Consulting the advisor when any significant organization policy changes are made.
- Allowing advisor to share thoughts and ideas.
- Showing respect and value for advisor.

Questions the Advisor May Want to Ask the Organization:

- How much involvement is expected or needed?
- How often does the group meet?
- How many major activities does the group plan per semester?
- How experienced are the student leaders?
- How do my skills match the needs of the organization?
- What are some of the problem areas that your organization specifically needs advisory assistance in dealing with? Ask for past examples.
- What are some of the ways the Advisor can be more helpful to the group?
- Will the advisor be a silent observer at meetings or an active participant?
- Should you interrupt during meetings if you think the group is getting off track? How? When?
- If things get unruly, should you interrupt or remain silent?
- Is the advisor expected to give feedback? How? When?
- Are there areas of the organization that are “hands off” to the advisor

Adapted from ACPA Advisor Manual as of 6.2009

Links to Sample Advisor Contracts

[http://www.clcmn.edu/studentlife/pdf/Club-Org%20Advisor%20Contract\\_s.pdf](http://www.clcmn.edu/studentlife/pdf/Club-Org%20Advisor%20Contract_s.pdf)

<http://www.berkeleycitycollege.edu/wp/asbcc/asbcc/files/2010/05/Club-Advisor-Contract.pdf>

# Advising Styles and Skills

## ADVISING STYLES

You will need to vary these based on your assessment of the students/groups readiness level. Many times, advisors may struggle with students because they believe that they need a higher level of interaction or direction when the student is actually able to accept more of a delegating style and vice versa.

*Directing:* The advisor provides specific instructions and closely supervises task accomplishments. Use this style with students/groups that are at a low level of readiness.

*Coaching:* The advisor continues to direct and closely supervise task accomplishment, but also explains decisions, solicits suggestions, and supports progress. Use this style with groups that have a few leaders that are at a higher readiness level who will need your support with the rest of the group to get things accomplished.

*Supporting:* The advisor facilitates and supports the efforts toward task accomplishments and shares responsibilities for decision making with the students. Use this style with students/groups that are just starting to understand the concepts that will lead to success – the group is just starting to “get it”.

*Delegating:* The advisor empowers the students to conduct their own decision making, problem solving, and delegating. Use this style with students/groups that are at a high level of readiness. The ideal relationship between a student group and an advisor is reflected in this style.

## ADVISING SKILLS

*Flexibility:* You must be able to move from one style to another in order to meet the needs of the different types of students and multiple circumstances you will encounter.

*Diagnosis:* You have to learn how to diagnose the needs of the students you advise. Determining what is needed as opposed to what is wanted is sometimes a difficult task. It is also important to note that what is needed is not always the thing that will get the most positive response - it is what will lead the student through a problem, set the standard for the future, or help to teach the student a valuable life lesson.

*Contracting:* You have to learn how to come to some agreements with students. It can be helpful to work together to reach an agreement as to which advising style they seek from you. This is a valuable lesson for assisting students with understanding the rules of engagement and interaction that will be carried forth as they mature.

Adapted from ACPA Advisor Manual as of 6.2009

# Nuts and Bolts

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## **Policies, Procedures, Liability and Risk**

## Student Organization Policies

Students must abide by all policies listed in the Longwood University Student Handbook located at: <http://www.longwood.edu/judicial/handbook>

### RECOGNITION AND REGISTRATION

Student organizations must seek recognition each semester by completing a three step process.

- Student organizations must attend a mandatory meeting.
  - These meetings are held at the beginning of each semester and advertised in a variety of ways. Information regarding the mandatory meeting will always be found prominently displayed at [www.longwood.edu/studentunion](http://www.longwood.edu/studentunion). The president or treasurer of each organization must attend at least one of these meetings.
- The organization must also register via Collegiate Link.
  - This registration is active starting the first day of classes each semester. This must be completed by September 30 and February 28 each semester.
- A policy assessment, available online, must also be PASSED.. This must be done by September 30 and February 27 to remain active. The link will be made available through Collegiate Link.

All active groups must have 4 members and a LU Faculty/Staff Advisor.

### ADVERTISING POLICY

The amount and variety of printed materials posted and distributed around campus is a concern to the University. Not only are indiscriminate posting and/or distribution unsightly, but it can result in fire hazards and can be an invasion of the privacy of members of the Longwood community. Therefore, the following posting policy should be followed:

In academic buildings, materials may be posted ONLY (one piece of literature per event) on designated bulletin boards. To use bulletin boards adjacent to administrative or faculty offices, individuals must receive permission from the faculty or staff members in that office. No posting is allowed on other areas, such as walls, windows, and doors. Such posting will be confiscated, and appropriate sanctions will be imposed on the individual or organization responsible. All posted material must be removed by the person or organization doing the posting within 24 hours of the event.

Literature must not violate Virginia Alcoholic Beverage Control regulations. Sale of alcoholic beverages cannot be advertised. Pictures depicting the use of alcoholic beverages or explicit pictures of bottles, cans, or glasses containing alcoholic beverages are allowed only when such material directly supports alcohol education programming efforts.

Advertising literature should emphasize the event at which the alcohol may be present and NOT the specific presence of alcoholic beverages. Concerns about the content of posted materials should be directed to the sponsor. Questions about the advertising policy and concerns about potential violations may be directed to the Director of the University Center and Student Activities. Advertising that does not comply with these guidelines could result in the cancellation of the immediate event and loss of privileges to sponsor future events.

## POSTING POLICY

The University Center and Student Activities oversees the approval process for the hanging of all items to be posted on campus. Students, businesses, or organizations should submit one copy of their original to be stamped for approval. Only Student Union and Residential and Commuter Life staff are permitted to post items in residence halls, Lankford Union, and the dining hall. Any items that are posted without following the guidelines listed below will be removed, and if any damage results from such postings, the individual or organization will be held responsible for the repair.

### Guidelines

- Submit **one original** of the item to be posted at least one week prior to the event or prior to when the item should be distributed to the campus to the Lankford Room 201. If you have educational materials or pre-printed flyers to distribute and, thus, are not duplicating the flyer yourself, contact the University Center and Student Activities for further instruction. The office will stamp the original with an approval and/or an accessibility stamp.
- After receiving the stamped original, the sponsor will then be responsible for making 30 copies of the stamped version. Ten copies should be delivered to Room 201 in the Student Union for posting in the Union and the Dining Hall, 18 should be delivered to the Residential and Commuter Life Office (Lancaster G13) for distribution among the residence halls and the remaining flyers can be posted throughout campus.
- Space is limited and posting is done on a first-come, first-serve basis.
- Flyers are to be posted on bulletin boards only and must be secured with tacks or staples; TAPE is prohibited.

### Timeline for final distribution

- The Student Union staff will hang items every other day for upcoming events and information pertaining to the week following. Ten copies of the stamped original to be posted should be delivered to 201 Lankford **by the Friday before you would like the item posted.**
- The Residential and Commuter Life staff will post the items as soon as possible after receiving them. 18 copies should be delivered to Lancaster 115 by the Friday before you would like them posted
- Posting is not guaranteed if this timeline is not followed.
- If you have any questions about the posting policy, please contact the Student Union at 434.395.2103.

### Banners (Student Union)

In an effort to utilize the limited advertising space in the Student Union, the following policies are in effect:

- The Student Union will be responsible for hanging banners in the Student Union.
- In order to have a banner hung in the Student Union, the student group must submit their completed banner to the Student Union Office Room 201. Posting will be on a space-permits basis.
- As time permits throughout the week, a member of the Student Union staff will hang banners and posters.
- Space will be limited to a first-come, first-served basis. There are three spaces for banners

on the balcony of the Student Union.

- If you want a banner to be posted it must follow these guidelines:
  - Outdoor Banners-no bigger than 6 feet by 3 1/2 feet in size;
  - Information containing any offensive language will not be approved for posting.
  - Any items that do not follow the above policies and guidelines will be removed from the Student Union.

#### DISTRIBUTION OF PRINTED MATERIALS POLICY

Members of the Longwood community may distribute leaflets, political materials, or other printed material outdoors on campus if the individual or group responsible for the materials is clearly identified, and if the distributors do not obstruct traffic, block entrances to buildings or driveways, harass or interfere with passers-by, disturb others by excessive noise, or litter the premises. Those who wish to distribute at a sponsored outdoor event must have the approval of the sponsoring group. Distribution inside Longwood buildings is not permitted except at properly authorized meetings or classes with the consent of the sponsor/instructor.

Authorization to distribute materials involving campus-wide concerns must receive prior written approval from the Director of the University Center and Student Activities, Residence Education Coordinator, as appropriate.

#### TABLE TENT POLICY

In order to reduce the clutter on the tables in the Dining Hall, students, faculty, and staff will not be allowed to place table tents on the dining hall tables. Instead the following service will be provided. Aramark Dining Services will provide the use of clear plastic menu holders, which will be placed on each table in the Dining Hall and Lancer Café. Lancer Productions will produce a weekly calendar listing campus events, athletic competitions, etc.

In order to post their information on the “table tents” the following policy has been established:

- Send your information via email to Angie Covert, Administrative Assistant for the Student Union ([covertal@longwood.edu](mailto:covertal@longwood.edu)). **Information must be received no later than the Thursday (5pm) before the event takes place.** If submitted after the deadline information will be listed only if space permits.
- Please limit the information to pertinent information only (event name, time, date, location, sponsor, a short tag line or description). Depending on the amount of submissions we will have to limit what is put on the “table tents”. **Information will be included on a first come first served basis.**
- Information posted on the “table tents” will be limited to events happening during a specific week. If space is available we will add information about upcoming events.
- The “table tents” will be changed every Sunday evening.

## Events

#### RESERVATION PROCEDURES FOR STUDENTS, FACULTY, AND STAFF

The Student Union is the prime site for Longwood community gatherings. All facilities are booked on a first-come, first-served basis. Reservation Forms and information are available at



[www.longwood.edu/studentunion](http://www.longwood.edu/studentunion). Requesters are required to complete the online reservation form.

Reservations for meetings utilizing existing room arrangements will be accepted up to one week prior to the session date

Activities involving special set ups, extensive audio/visual equipment, or support staffing (security, technicians, after-hours supervisor) require a minimum of ten days advance notice. The Student Union staff is eager to assist organizations and departments with meetings and program logistics and planning events.

Individual students and student groups may utilize Lankford meeting rooms for study space on an availability basis. Advance reservations are not accepted. Call 434.395.2103 if you have any questions.

#### EVENT SPONSOR RESPONSIBILITIES

Sponsors are required to comply with the following regulations:

- Student Union equipment and furnishings may not be removed from assigned spaces.
- All decorations and outside equipment used for events must be removed by the reservation end time.
- Decorations, signs, program supplies, etc. may not be taped, stapled, or tacked to any painted, glass, or wooden surfaces.
- Major rearranging of furnishings is prohibited without prior approval of the Assistant Director for University Center Operations.
- Sponsors are responsible for any negligent damage to the building or property attributable to their event.
- The University Center and Student Activities Office must be notified of any cancellation in advance.
- Events involving alcohol require the approval of the Director of the University Center and Student Activities and must be registered at least 15 days in advance. In approved cases, the sponsoring organization is responsible for employing Campus Police and conducting the activity in compliance with the policy outlined in the Event Planning section of the Student Handbook (<http://www.longwood.edu/judicial/>).
- Events lasting past midnight, including non Longwood Students, and/or serving alcohol will require security.
  - Security must be contracted through Campus Police, and the sponsoring organization must incur the cost of security.
  - The sponsoring organization must request security at least 14 days prior to the event.
- The Lankford Student Union is available for use by students, faculty and staff of Longwood only. The student, faculty or staff member must accompany their guest(s) at all times while using the facilities in the Lankford Student Union. Guests and community members attending evening socials (dances, parties, etc.) must be 18 years of age or older.

#### FACILITIES RESERVATIONS

The Student Union Building is dedicated first to serving the co-curricular needs of Longwood students and, second, to the Longwood community at large. Facilities within Lankford Student Union can be reserved by the following:

1. Registered Longwood student groups and organizations, if a meeting or event are for members of the Longwood community and invited guests.
2. Longwood faculty and staff for Longwood related meetings and events.
3. The areas can be rented by community organizations and individuals for non-related Longwood activities, only when Longwood is not in session.

#### Procedures

##### Longwood Functions:

- All Longwood-related functions are to be reserved through the Student Union office.
- Such activities are to be reserved and conducted with compliance with student policies.
- The service of alcoholic beverages within the building for Longwood functions requires the advanced approval of the Vice President for Student Affairs and the Director of the University Center and Student Activities.

##### Functions for groups not affiliated with Longwood:

- All functions for groups not affiliated with Longwood are to be coordinated through Conferences and Scheduling. Such activities are to be reserved, rented, and conducted in compliance with the Reservations Rules and Regulations published by Conferences and Scheduling.

#### DINING HALL POLICY

Catering services to both Longwood and community groups may be provided in these facilities as long as there are no conflicts between normal dining service operation and the catering event. The normal dining service operation for students will take priority over any catering event.

**Exceptions:** The Vice President for Student Affairs will be empowered to decide when those exceptions will take place. Exceptions will be infrequent and the group will need to show cause why their event should take priority over the needs of the student population.

**Catering Requirements:** No group will be allowed to use these facilities unless their event is fully catered and supervised by ARAMARK. This is to insure the safekeeping of the facilities and furnishings.

**Limitations on Use:** Parties, proms, dances, and other events where a meal is not the primary event will not be allowed as there is potential for damage to the facilities. Exceptions are dinner/dances, wedding receptions, and events of this type which involve food and dancing and at which ARAMARK is fully involved in a catering role and a facilities management role.

**Scheduling:** Facilities reservations are made through the Conference and Scheduling Office.

**Student Groups:** Student groups may sell items or give out information that benefits the group at the Dining Hall. To reserve a table in the Dining Hall – go to the Student Union website ([www.longwood.edu/studentunion](http://www.longwood.edu/studentunion)).

#### OTHER MEETING SPACES

The Conference and Scheduling Office schedules functions and events for the entire campus with the exception of the Lankford Student Union. All persons requesting use of these spaces need to reserve the rooms at least two weeks prior to the event. Space is not reserved unless it has been confirmed.

#### SET-UP REQUIREMENTS

The Facilities Management Department provides assistance with special events involving physical set-ups and custodial, grounds, electrical, carpentry, heating, or cooling arrangements. Under no circumstances will set-ups be done in fraternity or sorority chapter rooms. All requests should be submitted at the earliest possible date in order to ensure a timely response.

#### ADDITIONAL EXPECTATIONS AND GUIDELINES

- All events/functions must end by 2:00 a.m. unless prior approval is received from the Director of the University Center and Student Activities; outdoor events must end by 11:00 p.m. due to the Farmville Noise Ordinance.
- Event Managers and organization officers are responsible for ensuring that noise levels do not disturb others. They are also required to respond promptly to complaints.
- Event Managers and organization officers are required to take precautionary measures in preventing potential damage to Longwood property as a result of the event/function.
- Campus common areas where events/functions are held must be cleaned by 7:00 a.m. the next day. Billing for cleanings will be charged to the organization or individual who registered the event.
- Failure to follow any aspect of the procedures outlined above or in the alcohol/other drug policies and regulations may result in immediate termination of an event/function and loss of future reservation privileges.
- If you are holding an event which is open to the community in the Student Union, the organization is responsible for having security at the event. The organization is also responsible for the cost of the security.
- If your event will go past 12 a.m., is open to the public, and/or alcohol is being served, your advisor is required to be present for the entire event. If your advisor is not present, Student Union staff members will cancel the event.

#### FUNDING FOR EVENTS

When planning a campus event or activity, it is critical to know what expenses for which you or your organization will be responsible. Examples of event costs include set-up fees, staging, clean-up, police coverage, and fees for bands and speakers. Some suggested sources of funding include the Student Government Association and CABS. Co-sponsorship with Lancer Productions and Lankford Student Union is also an option. In addition, specialized clubs and organizations may assist in funding events, which are relevant to their organizational mission.

Be sure to secure funding for the event you want to coordinate before committing to it (i.e., before signing a contract, publicizing the event, etc.).

#### ADDITIONAL PLANNING GUIDELINES

Events for Oktoberfest and Spring Weekend must be approved by the sponsoring student organizations. Mortar Board sponsors Oktoberfest, and Lancer Productions sponsors Spring Weekend.

Longwood policy prohibits students from signing on behalf of the University contracts utilizing Student Activity Funds. All contractual agreements executed with outside agencies that involve Student Activity Funds must be made under the direction of a Longwood official and signed by the Director of the University Center and Student Activities. For assistance in this area, contact the University Center and Student Activities at 395.2103.

#### SCAVENGER HUNTS

##### Guidelines and Requirements

- Should augment participants' learning about their organization, field of study, or the University.
- Should NOT exceed two hours in length.
- Encourage participants to work as a team. Participants should not hunt alone!
- The activity must be conducted during reasonable hours of the day. Scavenger hunts may not be conducted between 10pm and 7:30am Sunday-Thursday or between Midnight-10am Friday and Saturday.
- Boundaries must be limited to the main campus only. Going off campus or to Longwood Managed communities is NOT permitted. No travel via vehicle is permitted.
- All University conduct and honor regulations apply.
- The activity must not disrupt regular University business or the peace of the community residents.
- Participants must not be put into a situation that could be harmful.
- If used as a new member program, the activity must include both new and current members.
- Scavenger hunts must be preregistered and approved via form located: <http://www.longwood.edu/studentunion/15423.htm>

#### BAKE SALES

##### Guidelines and Requirements

- Bake sales must be registered and approved first by Aramark and then by the Office of the Student Union and Involvement.
- To reserve a location for your bake sale go to [www.longwood.edu/scheduling](http://www.longwood.edu/scheduling). All bake sales must be held in a specific area designated by Conferences and Scheduling.
- Acceptable bake sale foods include: bars, brownies, cookies, cakes, breads, fruit pies, doughnuts, etc. Items that would need refrigeration such as cream-filled pastries, éclairs, cream pies, etc., are not allowed.
- All bake sale items shall be individually wrapped at the original point of preparation. Items need to remain wrapped until sold and transported in a covered container.
- Student organizations must take all necessary precautions to insure that goods are prepared in a sanitary manner such as wearing gloves and working on a clean surface.

- Items including peanuts, dairy or wheat must be labeled as such. A sign or placard stating "Homemade/Not Inspected" must be posted at the sale site along with the group sponsoring the Bake Sale. Each item should be labeled and dated with the contents and when it was prepared.
- The sponsoring student organization is solely responsible for any claims and liability for personal injuries, property damage or other damages arising from the bake sale.
- For the protection of the student group and for those purchasing foods, the Bake Sale Application must be completed and submitted along with a Sales and/or Fundraising application a minimum of 10 business days prior to the event.  
([http://www.longwood.edu/assets/studentunion/Bake\\_Sale\\_Requirements\\_for\\_Longwood\\_University.pdf](http://www.longwood.edu/assets/studentunion/Bake_Sale_Requirements_for_Longwood_University.pdf))

#### ACTIVITIES DURING THE WEEK PRIOR TO EXAMS

The following activities are not permitted during the seven (7) calendar days prior to the first day of examinations.

1. Solicitation and sales on campus.
2. Registered parties (e.g., room/suite, chapter room, common areas) in the residence halls.
3. Registered parties in the Cabin, Iler Field, or Student Union facilities.

There are no student events or activities allowed on Reading Day except for study breaks that are approved by the University Center and Student Activities and/or the REC in the building hosting the study break. The Honor and Judicial Boards may schedule hearings on reading day if necessary.

#### HAZING POLICY

In accordance with the Code of Virginia 18.2-56, it is unlawful to haze, or otherwise mistreat so as to cause bodily injury, any student at any school, including Longwood University. Any persons found guilty thereof shall be guilty of a Class 1 Misdemeanor, which carries a minimum of 12 months imprisonment or a \$2,400 fine. Longwood students are not permitted to engage in hazing on or off campus; such actions are also violations of sections 4a and 13c of the Judicial Code of Conduct Standards and Regulations.

Hazing is defined as any action taken or situation created intentionally, whether on or off Longwood property, by either fraternity/sorority organizations, recognized student clubs/organizations, organized athletic teams, individual students or student groups, to produce mental or physical discomfort, endangerment of life, embarrassment, harassment, intimidation, or ridicule. Examples include, but are not limited to, the following: paddling in any form; coerced physical activity that causes fatigue; forced or required consumption of harmful food, alcohol, or drugs; exposure to inclement weather; confinement in any room or compartment; acts of vandalism or acts that aid and abet vandalism or the destruction of property; physical or psychological shock; publicly wearing apparel and/or partaking in stunts not normally considered to be in good taste; participating in degrading or humiliating games and activities; or engaging in behavior that is in violation of Longwood University regulations or state and federal laws.

Further, the following principles for fraternity/sorority organizations, recognized student groups, organized athletic teams, individuals, or groups of students are established:

- A willingness to engage in any hazing activity does not render the Hazing Policy unenforceable for any individual.

- The President, Captain, or person "in charge" will be held individually accountable for ensuring full compliance with the policy. If an act of hazing is alleged, then the President, Captain, person "in charge," and student(s) involved will be charged with a violation of the Hazing Policy.
- If hazing is confirmed, then the student(s) can be dismissed. The organization or group may also lose privileges and/or recognition status.
- Student organizations are strongly encouraged to have their pre-initiation and other activities reviewed by the Director of the University Center and Student Activities and the Associate Director for Fraternity and Sorority Life to determine if they promote positive academic and character development.
- Student organizations or governance groups may develop additional policies and procedures that are more specific in order to prevent incidents of hazing within their memberships.

Approved by the Board of Visitors, July, 1987; Revised July 1998

## Lankford Student Union Policies

### GENERAL BUILDING GUIDELINES

- Signs, notices, etc. must be brought to the Student Union Office Room 201 of the Student Union for approval. Once approved, a Student Union staff member will post the information. All unapproved material will be removed. For specific information on posting within the Student Union, see Posting Policy.
- Selling, canvassing, or promotion of materials or goods within Lankford Student Union must be approved by the Director and appropriately registered.
- No one shall remain in the Student Union after it is closed without the permission of the Director.
- Animals are not permitted in the building at any time, with the exception of service animals.

## Organizational Policies

### MOTOR VEHICLE POLICY FOR STUDENTS & STUDENT ORGANIZATIONS

Student organizations are permitted to use State vehicles (cars and vans) for official State business. It is recommended that a staff or faculty member (advisor) travel with the students in the vehicle to and from the destination. The driver of the vehicle must have a valid Virginia driver's license and have passed the driving test (if a bus is used). The cost of the trip must be charged to a Longwood departmental budget or a student organization. These vehicles are assigned according to the following priorities:

- Admissions Office.
- Students enrolled in Hampden-Sydney classes, as officially designated by the Registrar.
- Class-related field trips approved by the Department Head.
- Students representing the University in varsity and athletic events approved by the Department Head.
- Academic-related events approved by Academic Affairs Office.
- Trips by Longwood organizations approved by the sponsor and paid for by the organization.

### Procedures for Requesting a Vehicle

- All student drivers of 14 passenger buses must successfully complete a driver history check and evaluation conducted by the Campus Police. No student drivers will be authorized to operate State vans without Campus Police certification.
- Requests for vehicles must be made in writing on the proper forms and submitted 72 hours in advance. Travel authorization forms may be obtained from the Accounts Payable Office.
  - The travel authorization form must be completed and signed by the appropriate individuals indicating approval:
    - Academic trips-driver & dept. chair.
    - Sponsor of Longwood organization.
    - Non-academic trips-driver and department chair.
    - Out-of-state travel-Executive Vice President for Administration and Finance.
- request form will be returned to the requester, who must present this to the FMD Transportation Office for assignment of keys.
- The driver will be responsible for completing the mileage section of the form at the end of the trip. The completed form with mileage recorded must be returned to the FMD Transportation Office so that mileage may be determined and charges assessed.
- Upon return from the trip, the driver will drop the vehicle keys and mileage sheet in the labeled slot in the door on the north side (parking lot) of the Bristow Service Building. The individual assigned to drive is responsible for following all instructions governing the use of State and Longwood vehicles. Copies of these regulations are either stored in the glove compartment of each vehicle or posted in a discernible area of the interior.

### RAFFLES

Organizations and students who wish to sponsor a raffle should consult the policy regarding fundraising and solicitation to obtain instructions and applications. All profits must be used for educational and charitable purposes.

### DVD/VIDEO COPYRIGHT LAW GUIDELINES

Federal copyright law restricts the use of videocassettes and DVDs for private showings and prohibits their public performance without prior written consent of the holder of the copyright. A public performance includes, but is not limited to, showing a motion picture in a location open to the public, showing a motion picture to a selected group of people gathered in a location not open to the public (i.e. residence hall floor or lounge), or showing a motion picture by broadcast or transmission. Student organizations choosing to publicly show a motion picture in any form (film, VHS video, DVD, etc.) must secure a license from a booking agency. For a list of booking agencies, please see the University Center and Student Activities.

Videos or DVDs that are rented or purchased from a retail outlet are for home use only and cannot be shown on campus without the appropriate license from an approved booking agency.

### RESPONSIBILITIES OF STUDENT ORGANIZATIONS

Student organizations must comply with Longwood's policies and regulations stated in this manual. In particular, students are encouraged to be aware of Longwood's policies stated in this

manual on non-discrimination and hazing. Specific questions pertaining to student organization conduct should be referred to the Director of Student Conduct and Integrity for possible disciplinary action.

**Academic Standards:** Student organization officers must maintain a cumulative GPA of 2.0 or above. It is the responsibility of each organization to ensure compliance with this grade requirement. Students whose GPA falls below 2.0 must relinquish any office or leadership responsibilities held.

**Accounting for Funds:** Student groups receiving activity fee monies must comply with special accounting guidelines for the use and record keeping of these funds and must pass annual audits. The University Center and Student Activities and the SGA fiscal technician have more details about use of activity fees, accounting policies, and audit requirements. Student organizations are responsible for ensuring compliance with the guidelines and requirements governing the use of any activity fee funds.

**Contracts:** All contracts involving Student Activity Funds entered into by student organizations with agencies, businesses, or groups outside of the University must be made under the direction of and signed by the Director of the University Center and Student Activities.

**Purchasing:** The Purchasing Office staff is available to assist registered student organizations in the acquisition of equipment, product information, or vendor listings.

**Forming a New Organization:** New groups seeking first-time recognition must submit a constitution to the SGA office.. All materials will be forwarded to SGA for review and registration approval. Fraternities and sororities seeking to register for the first time should consult with the Associate Director of Fraternity and Sorority Life to determine the IFC, NPHC and Panhellenic Council policy for expansion.

**Change of Officers:** Student organizations that change officers or advisors during the year, due to elections or vacancies, must provide the updated information to the University Center and Student Activities via [www.longwood.edu/studentorgs](http://www.longwood.edu/studentorgs) within 48 hours of the change being made.

#### POLICY AND CRITERIA FOR REGISTRATION

All student organizations at Longwood must meet the following criteria and register bi-annually with the University Center and Student Activities to maintain active status and accompanying benefits:

- Provide the names and email addresses of at least four registered Longwood student members or officers
- Provide the name and email address of at least one faculty or staff advisor.
- Comply with all regulations pertaining to student organizations
- Have an up-to-date constitution on file with the University Center and Student Activities
- Any group wanting to form a club team must have enough members to form a team of their desired sport
- All club sports must be approved through the Sport Club Council

Benefits:

The benefits of registration include the following:



- Eligibility for activity fees (unless prohibited by law or Longwood/SGA policy)
- Space reservation and facility rental privileges
- Recognition for campus awards
- Vehicle use privileges
- Booth reservations at Spring Weekend and/or Oktoberfest
- Use of name (e.g., Club XX at Longwood)
- Leadership information (newsletters, conferences, and workshops)
- Inclusion in directory/handbook for easier contact
- Participation in the Involvement/Volunteer Fair

## CONSTITUTIONS

### Changes in the Constitution

Student organizations must report changes to their constitutions by submitting a new constitution via [www.longwood.edu/studentorgs](http://www.longwood.edu/studentorgs). Significant alterations may require review of by SGA.

## Liability and Risk Reduction

As an advisor of a student organization, you are expected to give reasonable and sound advice to your organization about such things as programs, use of facilities and operational procedures. If you have reason to question an action taken by the organization, express your concern directly to the organization in writing, including the date, a suggested alternative to the questionable action, and a warning.

It is important to remember that, in general, while we need to be concerned about liability, we can seriously damage the educational process by being paranoid about it. Just as there is no specific statement that explains faculty liability for every possible classroom incident, there is none that covers all the possible situations student organizations might encounter. If you have concerns about a situation unique to your organization or to a specific event sponsored by the organization you advise, please contact the Assistant Director for University Operations at 434-395-2267.

Although there is no way to completely eliminate risk and legal liability associated with a program or event, there are ways to reduce risk and provide a safer environment for program participants. Here are a few things that your organization can do to identify and reduce risk.

- Complete a pre-event planning form to clarify needs and expectations of participants
  - Samples:
    - [http://studentactivities.tamu.edu/site\\_files/PEPPreview.pdf](http://studentactivities.tamu.edu/site_files/PEPPreview.pdf)
    - <http://life.iupui.edu/osi/student-orgs/Assets/docs/Pre-Event%20Planning%20Form.pdf>
- Identify specific risks involved in the event including physical risks and liability risks
- Identify options for reducing risks such as:
  - Hiring a third party vendor or contractor
  - Purchasing additional liability insurance

- Preparing liability waivers
- Providing advanced training
- Assuming a worst case scenario and prepares for it
- Utilize waivers that outline the specific nature and risk associated with the event
- Cancelling the event if the conditions are dangerous
- Assess the capability for the group to manage risk
- Identify the challenges in managing risk
- Communicate with everyone involved

Adapted from ACPA Advisor Manual as of 6.2009

# Financial Matters

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**Money, Money, Money**

# Budgeting

One task groups face is the development of a plan to be fiscally responsible with funds. A budget can be a helpful method for keeping track of group funds.

A Budget is:

- A tool for planning and controlling organizational funds.
- A formal written guideline describing your organization's future goals expressed in financial terms within a set period of time.
- A detailed statement of estimated income and expenses.
- A historical record of the organization's activities during a given periods.

A Budget can:

- Help refine goals that reflect the realistic resource environment.
- Compel organization members to use funds efficiently and appropriately.
- Provide accurate information to adjust, analyze, and evaluate programs and activities.
- Aid in decision making.
- Provide a historical reference to be used for future planning

Developing a Budget

- Begin preparations a month or more before allocation requests are due.
- Prepare an outline of the organization's planned activities for the coming year
- Do careful studies, investigations and research of funding, cost and resources.
- Determine the available funds (carry over balance from previous year, cash on hand, funds in bank, interest, etc.)
- Estimate expected income and when it is expected to be available (dues, sales, etc.)
- Get price quotations on big expenditures, delegate responsibilities to members.
- Rank order by their relative importance, which activities/programs are the widest expenditures of funds.
- Choose programs to initiate; ask how much is available to allocate.
- Negotiate as necessary: eliminate or limit less essential expenditures.
- Revise, review, coordinate, cross-reference, and then assemble into a final budget; the budget must be flexible to anticipate conditions which might have been overlooked during planning.
- Vote to approve budget.
- Refer to the SGA SFC Guidelines to determine what SGA is permitted to fund.

MANAGING THE BUDGET

- Once approved, adapted and prepared, it should be monitored closely.
- Set and maintain a minimum cash balance.
- Formulate procedures and policies needed to achieve objectives.
- Keep an accurate log of financial transactions (income/expenses); maintain in a record book (check and balance records regularly.)

- Set up internal controls designed for safeguards and accurate accounting data.
- Control cost-allow only approved expenditures
- Assess budget regularly
- After the budget period has elapsed, determine the outcome of each expense and revenue. Make suggestions.

Adapted from ACPA Advisor Manual as of 6.2009

#### OBTAINING FUNDING

Most registered student organizations are eligible to obtain funding through SGA. The allocation process happens every spring for funding for the following academic year. The Senate Finance Committee meets every Thursday throughout the year to allocate additional funding.

#### SGA ALLOCATIONS

Allocation packets are posted on the SGA website, <http://longwoodsga.weebly.com/>. Packets are due February 28 or the last business day of February. Packets must be submitted directly to the SGA office.

#### SENATE FINANCE COMMITTEE

The Senate Finance Committee hears requests on an individual basis. Requests for funding need to be submitted to the SGA Treasurer via email by 5:00pm on Wednesday to be heard on Thursday. Once SFC makes a decision it will be sent to SGA for consideration.

## Fundraising

Please refer to the policy section for specific policies to follow when fundraising.

**All fundraisers must be registered at the office 10 business days prior to the desired date.**

Many student organizations have big plans and excellent ideas for programs or services. However, few organizations have the finances to make these plans real. It is important for student organizations to have some kind of fund raising plans and to execute those fundraisers with the utmost professionalism, accountability, and legitimacy. Fund raising events can be a lot of fun for all involved. It is important to make the fund raising project a group effort and to get as many people involved as possible. Not only will you have more help to accomplish your goals, but you will also get more people interested in giving money. The key to being successful in fund raising is to be creative and to keep your goal in mind. Members of your organization will not get excited or interested in your fund raising efforts if they do not know where the money will go. In addition, members of the community will not give unless there is a good cause. Make sure that the reason you are raising money is a legitimate cause, and let everyone know why you are raising funds.

## PLANNING YOUR FUND RAISER

- ◆ Set a goal.
- ◆ Ask for suggestions from your members. What do the members want to do? Brainstorm for ideas.
- ◆ Find out what has been done before. What worked? What didn't? Why? How can you improve?
- ◆ Check into local and state regulations. Check University policy.
- ◆ Involve all segments of your group, not just the officers. People contribute to what they create. Get as many volunteers for your project as possible. Make sure they understand the cause and are willing to contribute their time and effort.
- ◆ Determine your market: college students, community, parents, etc.
- ◆ Know your overhead.
- ◆ Advertise wisely.
- ◆ Let everyone know your expectations in advance and update on progress. Using a goal poster is a great idea; make sure that poster is displayed prominently.
- ◆ Recognize everyone involved in the planning and implementation of the fund raising project. Reward those who achieve. Make certificates, ribbons, or other type of small rewards for everyone who volunteered for the project.
- ◆ Thank supporters. Give your big donors some kind of tangible reminder of how they contributed to a good cause. Create and maintain good will with these contributors, because they will tend to help in the future
- ◆ Complete a written evaluation or report. Make sure you include:
  - Contact names, addresses, and phone numbers
  - Time lines and important dates
  - Suggestions of things to do differently

Adapted from ACPA Advisor Manual as of 6.2009

## Accounts

Registered Student Organizations are able to obtain campus accounts. Organizations receiving funding from SGA automatically have an on campus account. SGA will deposit the money directly into this account.

Organizations not receiving funding from SGA can obtain an account by contacting Dawn Schwartz at [Schwartz@longwood.edu](mailto:Schwartz@longwood.edu).

Any and all funds acquired through fundraising should be deposited immediately.

If you are conducting a Chic-fil-a or Moe's Spirit Night fundraiser, you will need to have an on campus account.

# Events

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**Finally, time for some fun.**

## Program Planning

Over the course of time, your student organization will most likely plan a program of some kind. Programs can range from social to educational, for a cause or simply for fun. When planning a program, there are many factors to consider:

The who, what, when, where, why, and how factors:

Who is involved with the program?

Who will be involved with planning and implementing the program (CABs, LP, ,RAs, students, etc.)?

Are committees appropriate and who will be on them? Who needs to approve the program?

What--Description of the program?

What will the program accomplish? Is it necessary? What is your target population (first year students, residential students, commuters, local community, city, etc.)? How many people do you estimate attending?

What are the costs involved with the program?

Consider food, supplies, advertising, tickets, prizes, transportation off campus, etc. Should the program be cosponsored with another group – , RA staff, LP, ODI, Health and Wellness, etc.?

When will the program happen?

Does the date conflict with major exams, holidays, or other important events around campus?

Where will the program be held?

Locations include spaces in and around buildings, outside areas, and off campus sites.

How will people know about the program?

What needs to be done to advertise the program posters, e-mail, personal contact? When does the advertising need to go out? Who will be in charge of coordinating ads?

Why?

What is the purpose of our program? What are our goals? Why are we doing this? How does this program support the vision and scope of our group?

Have you considered the following?

Gender bias and gender-neutral language; religious backgrounds, rituals and traditions; diverse racial and/or ethnic populations; needs of students with disabilities; economic limitations faced by some residents; heterosexual bias and diverse sexual orientations.

### Inclusive Programming

When programming, it is important to be mindful of the differences of the people in the community. Individuals striving to create, and maintain, inclusive communities must ask the following question: “Whose perspectives, experiences, viewpoints, and voices are included?” Below, you will find general questions to assist your community building efforts:

Have you considered gender bias and gender-neutral language in your programming?



Did you assume that only men in your community will be interested in participating in intramural football? Did you assume that only women will be interested in doing a crafts project? Western society assumes that boys are supposed to act one way and girls another. Do not do the same.

Have you considered religious backgrounds, rituals and traditions in your programming? If you have food at your event, will students of diverse religious traditions be restricted from eating it (some Jewish or Islamic traditions, and non-eating of pork)? Will you have food at an event when certain students are fasting due to religious commitments and beliefs? In the month of December, will you have a Christmas party (while not acknowledging the other religious celebrations during the month)? The U.S., along with its practices and traditions, has been heavily influenced with Christianity. Be aware of how these beliefs have been engrained in your actions and ways of thinking, especially around the beliefs of other people.

Have you considered diverse racial and/or ethnic populations in your programming? Will your event attract people of different races and/or ethnic groups? Will your event culturally affirm, or demean, people of diverse racial and/or ethnic groups? Does your advertisement indicate, whether in pictures or words, that this event will be appreciated by people of different races or ethnic groups? Do not program as if the people in attendance will be of one particular race or ethnic group.

Have you considered the needs of students with disabilities in your programming? Is the activity location accessible by wheelchair? If you are having a speaker, will there be an American Sign Language 'Interpreter'? If you are passing out handouts, are fonts large enough for individuals with seeing impairments? Do not assume that all students are (temporarily) able-bodied.

Have you considered the economic limitations faced by some residents in your programming? Does it cost money to attend ALL activities planned? Are scholarships available for students who cannot afford to attend the planned event? Do not assume that all students can afford to attend your program.

Have you considered the heterosexual bias and diverse sexual orientations of residents in your programming? Does your advertising and dialogue before and at the program assume that all participants are heterosexual? For example, at a Valentine's Day Dance, have you said that same sex couples will be welcome? Do not assume that all students are straight.

#### EVENT PLANNING TIMELINE

This timeline is to be used to spark ideas and reminders for you to create your own timeline specifically tailored to your needs. Please keep in mind that every college/university maintains deadlines that may in all likelihood be different than the ones appearing here. Also note that many of the items can be done in advance of their deadline or, if in a rush—after they should have been completed.

#### One Semester in Advance

- ◆ Survey students

Beyond board/committee and friends

Do you have a target audience built-in?

Online/paper surveys – consider raffle (Survey Monkey is a free web based tool)

Use event evaluations to solicit more ideas

- ◆ Review past program evaluations and reports
- ◆ Establish budgets
- ◆ Determine audience: campus-only, open to general public, all-ages, family, etc.
- ◆ Choose events
  - Does it meet your mission?
  - Does it move your organization forward?
  - Does it serve/help your target audience?
- ◆ Choose event coordinator
- ◆ Check other calendars for conflicts
  - Your own organization
  - Other student organizations (Greek-letter organizations, governing organizations, etc.)
  - Athletics
  - Scheduling office
  - Buildings and grounds
  - Academic calendar (Avoid finals, Spring Break, etc.)
  - Holidays (school, religious (more than just Christian))
- ◆ Reserve locations/venues (include as many details as possible – and remember that the earlier submitted = the more likely you'll get your first choice!)
- Reserve rain location for outdoor events
  - Green room (offstage preparation area)
  - Dressing room(s)
- ◆ Contact agent/performers – get all necessary information, but be careful not to verbally commit to anything
- ◆ Consider liabilities/risk associated with event
- ◆ Identify possible co-sponsors
- ◆ Decide upon need for tickets, costs
- ◆ Consider people power needed for event – be realistic with your resources
- ◆ Create event checklist/calendar with specific dates and people responsible for each item on list

Two-Three Months in Advance

- ◆ Contract performers

NOTE: Contracts are sometimes-complicated legal documents. DO NOT sign any contract. Do NOT agree verbally without appropriate permission from your advisor. All contracts must be signed by the Director of the University Center and Student Activities. Some performers require much more advance booking than others.

- ◆ Reserve housing for performers
- ◆ Obtain meal tickets/plan for performer meals
- ◆ Order supplies
  - Decorations
  - Tickets
  - Wristbands
  - Raffle tickets
  - Flowers

## Awards

### T-shirts

- ◆ Identify target marketing groups
- ◆ Get information to University PR Department

### One Month in Advance

- ◆ Start promotion for event – announcements to media, teaser campaign
- ◆ Confirm housing and meals – retain confirmation numbers
- ◆ Arrange for performer payment with campus Accounts Payable office
- ◆ Review Technical Rider
- ◆ Arrange all Technical Considerations
  - Sound – microphones, tape decks/CD players, amps, speakers, cords, stands
  - Lights – bulbs, dimmers, wiring, gels
  - Staging – platforms, seating for audience, caution tape
  - Special needs – projectors, screens, recording equipment, musical instruments (piano will need to be tuned), music stands, lecterns, furniture (couch, side table, etc.), mats, access to water
- ◆ Meet with supervisor/tech director for space to ensure equipment is working and will meet performer needs
- ◆ Rent additional equipment
- ◆ Order food for event from Aramark
  - Backstage refreshments
  - Meals for performer(s)
  - Meals/snacks for crews
  - How many people do you expect to attend?
  - What can you afford?
  - Meet with Aramark to arrange food order
  - Complete appropriate forms
  - Seek donations if appropriate
  - Don't forget those with special meal requests/needs
- ◆ Confirm security
- ◆ Arrange for parking or reserve a car to pick up the artist
- ◆ Talk with campus media for advertising and coverage of event (Rotunda, WMLU)
- ◆ Contact other local media
- ◆ If open to public, contact other local schools, organizations, etc.
- ◆ Start determining staffing needs – be specific with duties and responsibilities
- ◆ Use committees – delegate responsibility and authority
  - PR Crew
  - Photographer
  - Ticket-takers
  - House Manager, ushers, box office
  - Concessions
  - Security
  - Load-In Crew/Grips
  - Load-Out Crew/Grips
  - Runners/Go-fers
  - Electrician

Sound Board  
Spotlight Operators  
Film Projectionists  
Master/Mistress of Ceremonies  
Welcome Committee, Guest Liaison(s)/Host(s)  
Driver(s)

- ◆ Delegate creation of signage needed
  - “No photos/recording devices”
  - Directional signs
  - Sponsorship banners including board/committee banner
- ◆ Design Marketing Campaign/Publicity – vitally important!
- ◆ Complete Program Checklist Form

#### Three Weeks Before

- ◆ Distribute promotional materials/advertising
- ◆ Pick up supplies (obtain cash advance if necessary/able)
- ◆ Start ticket sales
- ◆ Finalize volunteer staff (you can not do it all!)
- ◆ Create access badges/passes and list of recipients

#### Two Weeks – One Week Before

- ◆ Confirm food
- ◆ Contact venue to be sure they have all tech needs.
- ◆ Second round of promo
- ◆ Word of mouth promotion campaign
- ◆ Pick up performer’s check – lock in safe place
- ◆ Confirm all details with agent
- ◆ Send performer information pack
- ◆ Make sure all board/committee members and volunteers will be attending the program
- ◆ Gather performer welcome pack materials

#### Day of Event

- ◆ Get there early - make sure supplies are ready to go
- ◆ Place signs and decorations
- ◆ Hand out flyers/handbills
- ◆ Everyone wear committee/board/event t-shirt if possible
- ◆ Make sure someone is at venue to greet guest if they are driving in on their own
- ◆ Make sure all appropriate persons are there for sound check (security, performer, tech crew), provide water/soda/juices if possible
- ◆ Make sure all volunteers are in place
- ◆ Don’t forget check(s)
- ◆ Keep talking up the event
- ◆ Make sure performer is introduced at beginning and thanked at end of program
- ◆ Provide water for stage
- ◆ Keep event on schedule
- ◆ Make sure volunteers have breaks if they are working entire event (delegate this responsibility)
- ◆ Clean-up following performance
- ◆ Inventory equipment and assess damage for repairs and reordering (such as light bulbs)

#### Post-Event

- ◆ Return all rented or borrowed equipment
- ◆ Remove all advertising displays and posters
- ◆ Settle with all ticket outlets
- ◆ Turn in receipts
- ◆ Deposit cash
- ◆ Restock/order supplies if necessary
- ◆ Thank advisor, members, volunteers, etc. for job well done
- ◆ Send thank-you's to agent, performer along with photos and letter of recommendation if appropriate
- ◆ Clip and send reviews to agent or performer
- ◆ Jot down notes for file and future programs
  - Attendance, budget with receipts
  - Whether program met goals
  - Strengths, weaknesses
  - Personal and audience response to performer
  - Copies of thank-you's, reviews, evaluations
  - Recommendations for new procedures, additions to event checklist, etc.
- ◆ Complete program evaluation/summary form – ideally with input of committee and volunteers

Adapted from ACPA Advisor Manual as of 6.2009

Sample event reporting form: [http://www.southflorida.edu/documents/SORG\\_Event-Activity-Report.pdf](http://www.southflorida.edu/documents/SORG_Event-Activity-Report.pdf)

#### ROOM RESERVATION CHECKLIST

- Decide on a date, time and possible location.
- If the event is being held on campus (not in the Student Union) go here:  
<http://www.longwood.edu/scheduling/scheduling.htm>
- If the event is being held in the Student Union, go here:  
<http://www.longwood.edu/studentunion/15538.htm>
  - Click on check room availability.
  - Scan desired dates and times to determine an available location.
  - Return to <http://www.longwood.edu/studentunion/15538.htm> and fill out the form.
  - REQUEST EVERYTHING YOU NEED.
  - Provide detailed set up instructions. Include how you want the room set up , media/ resources you want in the room, any additional needs you may have.
  - If your event is going to have food, you must indicate that on this form.
    - You will still need to contact catering once you receive the event location confirmation. This is better done as early as possible, but it MUST be done at least 14 business days prior to the event.
  - You must request parking at this time.

- Save the confirmation.

To add anything to the reservation once it has been confirmed...

- Look in the top right corner of the confirmation and get the event reference.
- Put event reference information in the subject of the email and explain any changes/requests in the body of the email.
- Send it to [Lankford@longwood.edu](mailto:Lankford@longwood.edu)
- Check updated confirmation once it is sent to you to be sure changes are reflected. Changes are not guaranteed until they are confirmed, and they may not be available less than 10 days prior to the event.

## Publicity

The following tips may be helpful in publicizing your opportunity or event. Use some, or use them all--just make sure to get special permission when required.

### ON-CAMPUS

- ◆ Contact your PR person for a press release.
- ◆ Explore digital means of spreading the word:
  - webpage buttons or pages, Lancer Ads, LU Homepage, etc
- ◆ Contact the campus & local newspapers for placement in their calendar of events.
- ◆ Create flyers for posting on campus bulletin boards. Follow Posting Policy
- ◆ Contact campus or local radio and ask if they'd donate a PSA (public service announcement).
- ◆ Purchase professionally created posters.
- ◆ Submit information for table tents.
- ◆ Have a display or table in the dining hall with free giveaways.
- ◆ Go to a department head or faculty / staff meeting, or directly contact faculty / staff to make sure they know about your event. They may announce it in class!
- ◆ Have a mini-event as a teaser in the middle of the dining hall, in a class (get instructor permission first), or in an academic building lobby area.
- ◆ Order food Aramark as an enticement for students to come to the event, or give away door prizes for those who stay throughout the event. Make sure to promote these opportunities!
- ◆ Announce your event in your classes.
- ◆ Use A-frame boards around campus to display with posters around campus.
- ◆ Go to other organizational meetings to announce your event. Make sure student Senators know about your event & publicize it to their constituents.

### COMMUNITY (if your event is open to the community)

- ◆ Create flyers for posting in the community. Grocery stores, churches, daycare centers, department stores, bars, laundry mats, and other high-traffic establishments are good, depending on whom you are targeting.

### TIPS FOR EVERYWHERE

- ◆ Word of mouth is important! Get people excited about your event. Talk it up and involve others.
- ◆ Create mini handbills to hand out at appropriate locations.

- ◆ Purchase balloons with your information printed on them, or take the cheaper route, and write on balloons, then blow them up.
- ◆ Use BIG posters (ie, butcher paper) or odd sizes to catch peoples' attention.
- ◆ See if your presenter has professionally made posters you can use for free. You may need to write dates, times, and locations, on them.
- ◆ Create a webpage to specify details of your event (then make sure to publicize the webpage!).
- ◆ Purchase professionally made stickers, or make them yourself with sticker kits (available at most discount stores), or with Avery labels through your laser printer!
- ◆ REMEMBER--People LOVE to be in the know, they love freebies, and you can't beat free food! Use social media to spread the word.
- ◆ Lancer Ads: Submit a Lancer Ad at <http://longwood.orcatv.net>
- ◆ Weekly Email: Send event information to [covertal@longwood.edu](mailto:covertal@longwood.edu) to be placed on the weekly email.

Adapted from ACPA Advisor Manual as of 6.2009

The single most important factor to your program's attendance is the promotional effort. Remember, the program will only be a success if the students it is intended for actually attend. Often the primary reason people didn't show up is because they simply didn't know about it.

#### Planning

- As you begin planning your publicity methods, be sure to answer the following questions:
  - Who is your target audience?
  - What is your budget?
  - What is the posting policy on campus?
  - What quantity will we need?
  - How will we publicize the event? (Make sure the methods match the type of program)
  - What will the social media plan be for publicizing this event?
  - Who will be given the responsibility for developing and/or distributing the promotional materials?
  - How will we make our publicity stand out among all the other publicity on campus?
- There are certain informational components that all promotional materials should include. They are:
  - Date- Include day of week and calendar date
  - Time- List starting time of event (don't forget AM or PM!!)
  - Location- Include building name and room name/number
  - Admission- Be clear about prices for students, non-students, f/s, and general public. If ID must be shown for entering event, advertise that!
  - Contact info-Give a telephone and/or website for additional information
  - Sponsor's Name-Give your organization credit for the hard work you've done! Include you organization, and any co-sponsors names on the publicity
  - Brief Synopsis- You can further sell the event by giving a brief descriptive statement about event

**Resources to help you promote your events on-campus:**

<b><u>Resource</u></b>	<b><u>Contact name</u></b>	<b><u>Phone/email</u></b>
Printing Services	Tim Trent	X2476
Banner Paper	Student Union	
Poster maker	Student Union Office	x2103
Rotunda	Editor	<a href="mailto:rotunda@longwood.edu">rotunda@longwood.edu</a>
WMLU 91.3		<a href="mailto:wmlu@longwood.edu">wmlu@longwood.edu</a>
Lancer Ads		<a href="http://longwood.orcatv.net">http://longwood.orcatv.net</a>
Weekly Email/Table Tents	Angie Covert	<a href="mailto:covertal@longwood.edu">covertal@longwood.edu</a>



# Membership Development

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**Retreats, Transitions, Recruitment, Motivation**

## Officer Transitions

One of the most important functions of an advisor is to assist in the transition from one set of organization officers to the next. As the stability of the organization, the advisor has seen changes, knows what works and can help maintain continuity.

Investing time in a good officer transition early on will mean less time spent throughout the year nursing new officers through the quarter. The key to a successful transition is making sure new officers know their jobs BEFORE they take office. Expectations should be clearly defined. There are a number of ways to conduct the officer transition. The following examples demonstrate two commonly used methods.

### The Team Effort

The team effort involves the outgoing-officer board, the advisor, and the incoming officer board. This method involves a retreat or series of meetings where outgoing officers work with incoming officers on:

1. Past records/notebooks for their office and updating those together
2. Discussion topics should include:
  - Completed projects for the past year.
  - Upcoming/incomplete projects.
- Challenges and setbacks.
- Anything the new officers need to know to do their job effectively.

The advisor's role may be to:

- ♦ Facilitate discussion and be a sounding board for ideas.
- ♦ Organize and provide the structure of a retreat.
- ♦ Offer suggestions on various questions.
- ♦ Refrain from telling new officers what they should do.
- ♦ Fill in the blanks." If an outgoing officer doesn't know how something was done, or doesn't have records to pass on to the new officer, you can help that officer by providing the information he or she doesn't have.

The structure of a team effort retreat can take many forms. The advisor's role in this process is to provide historical background when needed, help keep goals specific, attainable and measurable and provide advice on policies and procedures.

### One-on-One Training, Advisor with Officers

While it is ideal to have the outgoing officer team assist in training the incoming officers, often it is left up to the advisor to educate the incoming officers. In that situation, there should be a joint meeting of the new officers, as described in section 4 of the above outline. After that meeting, the advisor should meet individually with each officer; examine the notebook of the previous officer (or create a new one). Things to include in a new notebook:

1. Any forms the officers may need to use
2. Copies of previous meeting agendas
3. A copy of the organization's constitution and bylaws

Talk about what the officers hope to accomplish in the forthcoming year. Assess the officer's role in the organization. What are the expectations of each position? What are the student's expectations of the position and his/her goals?

## Officer Retreats

### WHY SHOULD YOUR ORGANIZATION HAVE A RETREAT/WORKSHOP?

Organization retreats and workshops enable student organizations to briefly get away from the distractions of school and work and to focus on the needs of the organization and the needs of the individual members of the organization. Planning for the future will enable an organization to operate more efficiently. By setting goals and planning together, members of an organization can operate more effectively as a team.

### ESTABLISH THE PURPOSE FOR YOUR RETREAT

Team Building, Skills Training, Communications, Goal Setting, Problem Solving, Planning, Learning, Orientation, Socializing, Transition, Revitalization, Conflict Resolution

### DETERMINING WHO THE RETREAT IS FOR

New Officers, Executive Board, All Organization Members, etc.

### SELECTING A FACILITY

On Campus or Off Campus; convenience vs. isolation; Urban or Rural Getaway. When looking for an off campus retreat location consider nearby summer camps. They often charge cheap rates in the off season. Be sure to check availability, accessibility, and accommodations. Don't forget about costs and contracts. The University Center and Student Activities has contact names and numbers for retreat locations.

### TRANSPORTATION

If your event is off campus, members should be provided with adequate and safe transportation. Longwood has vehicles for use by students for Longwood sponsored events.

### FOOD AND DRINK

Before deciding on a menu consider cost, cooking facilities, preparation and clean up. Try cooking together it makes a great team building activity. On a tight budget? Consider potluck.

### SELECTING THE BEST FORMAT

- Workshops presented by an "expert"
- advertising, program planning, public speaking, fund-raising, etc.
- Experiential Exercises- team building, brainstorming, communications skills, ropes course, etc.
- Recreational Exercises, skiing, hiking, canoeing, biking, etc.

### SELECTING THE FACILITATORS AND PRESENTERS

Organization Officers, Organization Members, Faculty Advisor, Other Faculty Members.

### PLANNING THE RETREAT

Have members sign up to participate on committees. Remember people support what they help to create. Suggested committees: Transportation, Food/Drink, Lodging, Recreation, Programming, Clean-Up

## RESOURCES IN DEVELOPING YOUR WORKSHOPS AND EXERCISES

Structured experiences books, reference books, videotapes; Faculty Advisor; Faculty Members

## EVALUATING YOUR RETREAT

Evaluation Forms: Ask members what they thought of the experience. What would they change? What would they keep the same? Ask the presenters what they thought of the experience. What could have made it better?

## Student Organization Officer Roles

Each student organization writes its own constitution and bylaws, which should outline the basic role of each organization officer. It is solely up to the members of the organization to assign responsibilities to a specific officer. This reviews some possible position responsibilities. It is intended to assist you in constitutional development and to help you answer the question, "Now I've been elected, what am I suppose to do?" Although a student organization's constitution lists some specific positions' responsibilities, each officer should have the freedom to personalize his/her office. Individual interest areas and skills often dictate the amount of time an officer spends on a particular responsibility. However, a good officer never forgets what the basic responsibilities are.

### Role of the President

Some Potential Responsibilities

Presides at all meetings of the organization

Calls special meetings of the organization

Schedules all practices, classes, and other activities of the organization

Obtains appropriate facilities for organization activities

Prepares and files any report required

Appoints committee chair people

Completes annual Recognition Forms

Attends Recognized Student Organization Meetings

Represents organization at official functions

Maintains contact with organization advisor

Maintains contact with organization alumni

Maintains contact with affiliated department or section

Maintains contact with national organization

Remains fair and impartial during organization decision making processes

Votes in cases where there is a tie

Coordinates Organization elections

### Role of the Vice President

Some Potential Responsibilities:

Assume the duties of the President as needed

Serve as an ex-officio member of standing committees

Plans officer's orientation and organizational retreats

Coordinates organizational recruitment efforts  
Represents organization at official functions  
Remains fair and impartial during organizational decision making processes  
Coordinates organization elections

## Role of the Secretary

Some Potential Responsibilities:

Keeps a record of all members of the organization  
Keeps a record of all activities of the organization  
Keeps and distributes minutes of each meeting of the organization  
Creates and distributes agendas for each meeting of the organization  
Notifies all members of meetings  
Prepares organization's calendar of events  
Schedules all practices, classes, and other activities of the organization  
Obtains appropriate facilities for organization activities  
Prepares and files any report required  
Handles all official correspondence of the organization  
Manages organization office space  
Collects organization mail from the advisor or wherever mail is received  
Represents organization at official functions  
Remains fair and impartial during organization decision making process  
Coordinates organization elections

## Role of the Treasurer

Some Potential Responsibilities

Keeps all financial records of the organization  
Pays organization bills  
Collects organization dues  
Prepares and submits financial reports to the members  
Prepares an annual budget  
Prepares packet for SGA Allocations  
Is familiar with accounting procedures and policies  
Advises members on financial matters (i.e. vendors, ticket selling procedures)  
Coordinates fund raising initiatives  
Represents organization at official functions  
Remains fair and impartial during organization decision making processes  
Other possible positions:  
Parliamentarian, Activities Director, Recruitment / Retention Director, Academic Coordinator, Liaisons, Community Service Director, etc.

## Parliamentary Procedure

What is Parliamentary Procedure?

Parliamentary procedure is a set of rules for conducting meetings. It allows for everyone to be heard and to make decisions without confusion. Today, Robert's Rules of Order, Newly Revised is

the basic handbook of operation for most clubs, organizations, and other groups. Robert's Rules can be found in most libraries.

**A Very Abridged Version of Robert's Rules** The degree of order needed at a meeting is dependent upon the size and purpose of the group. The following are some basics of Robert's Rules of Order, which may be helpful for groups that need a degree of normality in conducting business.

### The Motion

You may make a motion when you want the group to take some action: to send a letter, to accept a report, to hold a special meeting, to spend money for some special purpose, etc. Introduce the motion by saying, "I move that," followed by a statement of the proposal. You cannot discuss the motion until someone has seconded it. This is done to reduce the number of discussions on a subject in which no one else in the group is interested.

### The Amendment

Amendments are offered in the same way as a motion. You may offer an amendment when you agree substantially with the motion which has been made but want to make some changes before it is adopted.

### Amending the Amendment

Just as a motion may be amended, an amendment may also be changed in the same way. As with the first amendment, the second amendment must relate to the motion and the amendment. It is in order only when it relates to both. No more than two amendments may be made to one motion.

### Substitute Motion

The substitute motion is sometimes used when there is a motion and two amendments on the floor in order to save the time of the meeting. If there does not seem to be substantial disagreement with the motion and the two amendments, a substitute motion incorporating all three into one motion may be made and accepted by the chair.

**Note:** If you disagree with a motion or an amendment, you do not defeat it by trying to change the sense of the motion through amendment. You speak against the motion or amendments and urge the membership to vote against them. Then new motions calling for different action may be made and considered.

### Speaking on Motions and Amendments

When you want to speak at a meeting, you raise your hand and ask the chair for the floor. As soon as you are recognized by the chair, you may proceed to speak either for or against the motion or amendments being considered.

When several members wish to speak at the same time, these guiding principles should determine the decision of the chairman:

1. The chairman should show preference to the one who made the motion.
2. A member who has not spoken has first choice over one who has already spoken. If the chairman knows the opinions of members discussing the measure, he/she should alternate between those favoring and those opposing it.

### Motion to the Table

If you wish to postpone or end debate on an issue, you may also make a motion to table. Such a motion is not debatable, and if it is seconded by one other member, the motion must be put to an immediate vote by the chair. The chair may discuss the reason for tabling with the member.

#### Calling a Question

In order to speed up the meeting and eliminate unnecessary discussion, a member can “call the question.” The chair will call for dissent. If you want the motion to be discussed further, raise your hand. If there is no dissent, voting on the motion takes place.

#### Voting

Voting on a motion can be as formal as using written ballots or as casual as having the chair ask if anyone objects to the motion. The most common practice is to call for a show of hands or a voice vote of ayes and nays. Only members present at the time may vote unless the rules of the organization allow for proxies or absentee ballots.

A simple majority of votes cast will pass most motions. During elections when more than two candidates are running for an office, your organization rules should specify whether a majority or plurality is necessary. These rules can also call for other requirements depending on the issue on which the vote is held.

#### When the Chairperson Can Vote

Assuming that the chairperson is a member of the organization, he/she has the right to vote whenever a written or secret ballot is used. With any other method of voting, to protect the impartiality of the chair, he/she should vote only when it will change the outcome.

#### Point of Information, Of Order

If at any time during the meeting you are confused about the business being discussed or if you want the motion that is being considered more clearly explained, you may rise to ask the chairman for a point of information. After you are recognized, ask for the explanation which you desire.

If you disagree with any of the chair’s rulings, or if you believe that the person who is speaking is not talking about the business being considered, you may raise a point of order and state your objection to the chair. The chair then is required to rule one way or another on your point of order.

Note: This section of the Advisors Handbook does not pretend to cover all situations or answer all questions. It is meant to introduce you to some basic information which will suit many groups’ needs.

Parliamentary Procedures at a Glance: <http://www.kkvtbs.org/forms/parliamentaryprocedure.pdf>

## Membership and Recruiting

New members are the lifeblood of every organization. They bring new ideas, increase the organization's person power, foster organizational growth, prevent member burn out, and take over leadership roles when you leave.

People join organizations for many reasons. They want to get involved, meet people and make new friends; they want to develop skills and have fun. Groups need new members because they bring new ideas and talents, in addition to replacing old members. It is vital that an organization has a well-conceived and executed recruitment and retention plan.

Recruitment and Retention is the responsibility of every member of your organization! Every member must be involved in the planning and implementation of a recruitment and retention campaign. Some organizations create a Membership Development Committee that oversees the design and implementation of a recruitment campaign, maintains membership information, plans and implements members training programs, coordinates the leadership selection/election process and plans social functions to enhance team building.

The following suggestions will help make your organization's recruitment efforts more successful:

### **Know and Understand Your Organization**

It is important that both the leadership and the membership know what the organization goals and objectives are.

- Have an organizational meeting to discuss goals and objectives.

Are your goals still accurate? Is it time to update them?

Where do you plan for the organization to be in six months? A year?

- Decide on a direction to take. During this "organizational housekeeping" process, a certain theme or direction should become clear. What is this?

- Develop a membership profile. What type of people do you need to help the group succeed? Who would you like to have join? Who would complement your current membership?

### **Set Recruitment Goals**

Now that you know the type of people you are interested in recruiting, the next step is to set some recruitment goals. How many new members can your organization reasonably assimilate into the group? Will you allow people to join at any time or only during a pre-designated recruitment period? Will you hold a mass meeting or is membership by invitation only?

- Keep your membership profile in mind. When designing your recruitment strategy, ask yourself what places do these prospective members most likely frequent? Do they have special interests?

### **What kind of publicity would attract their attention?**

- Remember what made you get involved. Probably the most important step in designing a recruitment strategy is for you to think back to when you first became involved. What attracted you? How were you recruited? If you weren't, how did you hear about the group? Why have you stayed involved?

### **Get Everyone Involved**

Have your current members identifying people they know who might want to get involved.

Personally invite them to attend a meeting. Word-of-mouth is the best and least expensive type of publicity you can use.

- Talk about your group. Tell people what you have to offer them. Ask them about themselves – and really listen.



- Sell your organization and the benefits of membership. Tell them how the organization can benefit someone like them. Personalize the message to each potential member. Let them know how their talents, skills, and interests would help the organization.

### **Design an Advertising Campaign Using Visual Elements**

Recruitment campaigns need to have a visual element as well.

Have those members with artistic talents work on your posters, flyers, banners, bulletin boards, etc. Be creative.

Get the publicity up early enough. (Read the section in this handbook regarding Publicity and Promotion to make your publicity as effective as possible.) Your publicity can be effective only if it's noticed.

### **Plan a Special Welcoming Meeting**

Many groups find it beneficial to have a meeting or ceremony to welcome new members. Group participation in some form of official initiation process is one way to make your members feel wanted, needed and appreciated.

### **Hold an Orientation for New Members**

Developing and conducting an organizational recruitment campaign is very important. Yet, as we all know, retaining these new members is another matter entirely.

- Don't make a mistake – Train your new recruits. All too frequently, groups skip any form of orientation and just place their new recruits directly on committees or organizational projects.
- Teach them about your organization. Although involvement is crucial to the longevity of the group, understanding the organization and its goals and objectives, structure, norms, and taboos is equally as important.

By taking the time to orient new members to the privileges and responsibilities of membership, you create a more educated membership – people who can and will make significant contributions to the organization.

### **RECRUITMENT TIPS**

- ♦ Remember that a personal contact is always better than 1000 flyers and newspapers advertisements. People join organizations because they like the people they find there. Nothing can replace the simple act of getting to know someone and asking them to join the organization.
- ♦ Get scheduled to make a brief introduction of your organization at each floor meeting.
- ♦ Co-sponsor campus events so that the organization's name gets out there more. Be sure to have information about the organization at each event.
- ♦ Ask key people to give recommendations of possible members and leaders.
- ♦ Don't expect a person to come to a meeting in a room full of people he/she doesn't know. Offer to meet the student somewhere and go to the meeting together. Then make sure you personally introduce that person to others in the group.
- ♦ Have a membership drive.
- ♦ Feed potential members. College students are attracted to free food.
- ♦ Recruit people by the issue that interests them. There are people very interested in one issue, you can recruit them to head up

a program on that issue.

- ♦ When someone has expressed an interest in getting involved to any degree in your organization, immediately get them involved and give them a meaningful task to do.
- ♦ Go out of your way to make new members or potential members feel like “players” right away.
- ♦ Go door to door in the residence hall and talk to students about the organization and invite them to come to an event later in the week.
- ♦ Get exclusive rights to a really cool “members only” job for the organization.
- ♦ Hold meetings and events in comfortable, visible, easy-to-come-to places.
- ♦ Make a list of all of the advantages of being a member. This could include public speaking opportunities, or any number of other things. Use this list of advantages as your major selling points for new members.
- ♦ Always take photos at meetings and events, then put together a scrapbook for prospective members to see.
- ♦ Create a display that you can set up in the hall.
- ♦ When working to recruit members, always try to think in terms of “what’s in it for them.”
- ♦ Have an informational meeting.
- ♦ Check out a video camera from the library and make your own recruitment video. It’s ok if it’s amateur and sloppy, just make it funny! Show your group members at an event. Show a few minutes of a typical meeting. Show your members hanging out, playing cards. Whatever! The more hilarious, the better.
- ♦ Print up business cards for your members to carry. Be sure to have a place for members to write his/her own name and number, but the card should also say, “Open meetings! Please come!”

## Motivation

What do others want?

It is NOT money or personal gain that most people want. They want intrinsic satisfaction. People will work harder for intrinsic satisfaction than they will for monetary income. The following are some ways that you as a leader can help people satisfy those intrinsic needs:

People Need to Feel Important

See people as worthwhile human beings loaded with untapped potential; go out of your way to express this attitude.

Give Praise Reinforce for continual achievement. All people need praise and appreciation. Get into the habit of being “praise-minded.” Give public recognition when it is due.

Give People Status

The more status and prestige you can build into a committee or an organization, the more motivated the members become. There are many status symbols you can use to make others feel important. For example, develop a “Member of the Week/Month” Award or “Committee

Chairperson of the Month” Award. In addition, simply treating people with courtesy is a way of giving them status.

#### Communicate

People like to know what is going on in the organization. They want to be told about problems, objectives, and “inside information.” They feel recognized and important when they are kept informed. Two-way communication within the organization is necessary in order to achieve a mutual understanding. Mutual understanding leads to motivation!

#### Give Security

People need more than financial security. People will look to you for intrinsic security. For example, they must know that you like them, respect them understand them and accept them not only for their strong points, but also for their weaknesses.

#### People Need You – People Need People

They need you to give them what they want and need: intrinsic satisfaction. When you give them what they want, they will give you what you want. This is what motivation is all about. It is not something you do to other people, but something they do for themselves. You give them the reasons and that makes you the motivator – a person who gets things done through others.

#### Develop Purpose

Always explain why. Instill in the members that their assistance is vital for success. Share ways that participation can encourage personal growth.

#### Encourage Participation in Group Goal Development

Include all members when planning goals. Consider and follow through on members’ suggestions. Remember that we support that which we help to create.

#### Develop a Sense of Belonging

People like to belong. Those who feel like they belong will more likely invest themselves.

#### Specific Ways to Increase Motivation

- Give others credit when it is due them.
- Use “We” statements, and not “I.”
- Play up the positive and not the negative.
- Make meetings and projects appear attractive and interesting.
- When you are wrong, admit it.
- Use members’ names often.
- Let members in on the early stages of plans.
- Be fair, honest, and consistent – show no favoritism.
- Be careful what you say – do not gossip.
- Listen to others.
- Expect only the best and be proud when members achieve it!

Adapted from Ball State University Downloads for  
Student Organizations and Advisors

## GRAPE Theory of Motivation

### **Growth**

Being able to increase one's skills and competencies, performing new or more complex tasks, participating in training programs.

### **Recognition**

Promotion within the organization, praise for achievements, positive and constructively critical feedback, receiving an award, printed references to an individual's activities, being "listened to."

### **Achievement**

The opportunity to solve a problem, to see the results of one's efforts, to reach goals that one has established to create a 'whole' tangible product.

### **Participation**

Involvement in the organizational decision making, planning and scheduling one's own work and controlling one's own work activities.

### **Enjoyment!**

Having fun in a warm, friendly, supportive atmosphere.

## Club and Organization Dinner

The Club and Organization Dinner is held each November as a thank you for the hard work being done across campus and in the community by student organization leaders and their advisors. The primary contact will receive an invitation for the event. RSVP s are required.

## Citizen Leader Awards:

Citizen Leader Awards is Longwood's annual awards ceremony where we honor students, faculty, staff and student organizations. There are four student organization awards where you can nominate your organization. Nominations will come out in late January, early February and the ceremony is the Sunday of Spring Weekend. For more information about the Citizen Leader Awards please go to [www.longwood.edu/leadership](http://www.longwood.edu/leadership).

## Building Leaders into Leaders:

Building Leaders into Leaders is a workshop series for student organization members. Three workshops are offered each semester on topics such as Officer Transitions, Developing a Budget, Goal Setting etc. For more information please go to [www.longwood.edu/studentunion](http://www.longwood.edu/studentunion).

## Involvement Fair

The Involvement Fair is held at the beginning of each semester. It gives student organizations a chance to showcase the club and students are given a chance to see the offerings. Further information including dates and registration forms can be found at [www.longwood.edu/studentorgs](http://www.longwood.edu/studentorgs).