CLUBS/ORGANIZATIONS HANDBOOK

Division of Student Affairs
Office of Student Activities
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ABOUT THE STUDENT ORGANIZATIONS HANDBOOK

Involvement in campus organizations can be both a rewarding and an educational experience. The Office of Student Activities assists students in providing leadership for their organizations by familiarizing them with resources available at Coppin State University. The Office of Student Activities shares the philosophy that all students are potential leaders of society and the world. To that end, student development in some form shall serve as the major point of emphasis in the services and programs provided. All offices within the Division of Student Affairs operate with the belief that some aspect of student development is the desired final product of all services delivered. Students can learn valuable lessons when they are properly instructed and given feedback on their actions. The staff members in the Offices of Student Activities are ready to provide high quality services to Coppin State University students. We encourage you to ask questions when you need help. We wish you the best of luck in all of your organization's endeavors.

ABOUT THE OFFICE OF STUDENT ACTIVITIES

The Student Activities staff is available to assist students in forming new organizations; developing and planning activities for existing organizations and in securing funding for special events. Assistance will be offered pertaining to general event planning, publicity strategies, fundraising opportunities, entertainment contracts, travel requests, and policies regarding use and scheduling of university facilities.

It is the role of the Office of Student Activities staff to serve as the primary resource personnel and educators in the areas of organizational development and personal growth of students involved in the university's clubs and organizations. Throughout the year, the Office of Student Activities coordinates workshops and informal sessions on organizational development and leadership topics such as publicity and promotion, time management, motivation, leadership styles and conflict management. Organizations are expected and encouraged to make their needs known so that assistance can be made available.

The Office of Student Activities coordinates a Student Organizational Fair as an opportunity for students to learn about the organizations that exist at the university and for student organizations to recruit members.

STUDENT ORGANIZATIONS AND THE UNIVERSITY

There are over 30 student organizations at Coppin State University. In addition, students may participate in the marching band, fraternities and sororities, and various university committees. A complete list of recognized student organizations and contact information is available on the Office of Student Activities website.

Recognition of Student Organizations

To be recognized on the Coppin State University campus (gain permission to use university facilities and receive funding), a student group should follow these procedures:

1. Completed registration packet and establish a constitution and/or by-laws. A sample can be obtained from the Office of Student Activities website at www.coppin.edu/studentactivities.

2. A statement indicating that you have read the hazing policy in the CSU Handbook and indicate that your organization will not be participating in any type of hazing. Any organization that uses an initiation period or initiation process may be held accountable to the same rules governing Greek-letter organizations.

3. The names, Coppin issued addresses and student ID number of at least 10 full-time students who support the establishment of the organization.

4. For returning clubs/organizations a new registration packet is to be completed and submitted to Office of Student Activities by May 1st of each year for the upcoming academic year. Along with the registration packet, all event request forms are to be included as well. This is to ensure proper planning for the upcoming year takes place.

5. Each registered organization must have an advisor who is a full time employee of Coppin State University, approved by the OSA. Employees who graduated from a Coppin State University and was a member of a CSU Greek Lettered Organization (GLO) chapter must be five years removed from their graduating year before being considered to serve as an on-campus advisor for a GLO.

The Director of Student Activities will oversee the review process for each application from a student organization and vote on its recognition. Once the director of Student Activities, along with a review committee, votes in favor of recognition, this action is forwarded to the Vice President for Student Affairs for final approval.

Eligibility Requirements
1. One is eligible for extracurricular activities if they are enrolled full or part time at Coppin State University in which their name appears as a member on a student organization roster. Some activities such as participation in Greek life may involve special requirements.
2. An extracurricular activity is an activity that the University sponsors for which no academic credit is granted and is not required for graduation. An activity could be extracurricular for one student and not for another if they are in different academic departments of the University.
3. A cumulative 2.5 must be maintained of any person holding an office in an organization. Failure to do so could result in removal from office.

Requirements and Responsibilities of Student Organizations
The University policies relating to student organizations are administered through the Office of Student Activities. Advisors and organization officers are requested to follow the policies put forth in this student organization handbook.
1. Each club/organization is required to maintain a current list of advisor(s), officers and members in the OSA. Non-Greek organizations must have a minimum of ten (10) members and Greek Lettered Organizations must have a minimum of seven (7) members.
2. Must comply with University rules and regulations.

3. Must comply with local, state, and federal laws.
4. Must hold their election of officers by April 20th and have a transitional officers meeting before submitting a registration packet to the OSA by the May 1st deadline annually.
5. Submit a completed request form for each event or activity with registration packet for the upcoming school year.
6. Must have at least one community service event per year as listed in the Student Senate Association Constitution.
7. Submit monthly clubs/organizations report to the Vice President of the Student Government Association as mandated in the Student Government Association By-Laws. This does not apply to Greek Lettered Organizations.

Officer Requirements
1. Officers are required to attend the annual student organizational officers training in September. Date will be provided by OSA.
2. Must attend all workshops, seminars, etc. for Student Organizations Officers.
3. Senators must attend the annual Student Leadership Retreat and adhere to all other requirements listed in the Student Government Association Constitution.
4. Organizational kings and queens are to participate in the following, but not limited to:
   a. Queen's Tea/King's Smoker
   b. Homecoming
   c. Miss & Mister Coppin State University Pageant, Coronation and Ball
   d. Miss Coppin Fair
5. A student officer cannot serve as the president or vice-president to more than one organization at a time.
6. A student cannot serve as an executive officer within a club/organization and a member of the Student Government Association Executive Board at the same time.
7. A student can only have one executive board position per club/organization.

Benefits of Recognition

Recognition of a student organization should be considered a privilege. It enables groups to become an official part of the university and provides a means of coordinating and communicating information about the organization's purposes and membership opportunities. Benefits extended to recognize student organizations include use of university facilities and services and use of the university's name. Specific facilities and services available include use of:
1. University student center meeting rooms, classrooms, buildings, and grounds.
2. University Mail Systems
3. Posting privileges
4. Eligibility for funding through the Student Government Association.

Student Organization Reactivation Process
Any student group that has been inactive for at least one academic school year must go through a re-activation process. Upon the below steps being followed the Office of Student Activities will contact the student organization regarding next steps for re-activating.

1. A letter of interest to reactivate an organization must be submitted to the Director of Student Activities. For Greek/Independent organizations the sponsoring graduate chapter must submit the letter of interest.
2. A petition with the signature of ten (10) currently enrolled Coppin State University Students, in good academic standing must be submitted to the Office of Student Activities in support of reactivation. For Greek/Independent organizations, this is not required.
3. The advisor must be a full time employee of Coppin State University. Greek/Independent organizations are encouraged to seek an on-campus advisor who is a member of their respective organization.
4. The organization's original constitution on file in the Office of Student Activities must be reviewed by the office as well as by the student group requesting reactivation. If the group wishes to make changes to the document on file in the Office of Student Activities, the reactivation process will commence pending a review of the proposed constitutional changes.
5. Immediately upon approval for reactivation, the organization must submit completed event request forms to the Office of Student Activities.
6. Groups under the re-activation process will also be required to adhere to all other policies and procedures in place for CSU student clubs/organizations.
7. Greek/Independent organizations seeking reactivation on campus must co-sponsor all events and programs with the Office of Student Activities until instructed they no longer are required to.

Request for a bench/plot
Recognized student groups wishing to have plots and benches located on campus may petition the Office of Student Activities once they have been recommended by the CSU National Pan-Hellenic Council. Once Student Activities has received the recommendation, it will be forwarded to the Public Arts Advisory Council for final approval.

Flyers, Handbills, Banners
1. Student clubs/organizations must adhere to the *Policy on Posting Signs, Banners and Flyers* in the student handbook.
2. Each flyer must be approved and stamped by the Office of Student Activities.
3. All advertisement materials (e.g. flyers, handbills, posters, etc) are to be approved by the Office of Student Activities at least seven (7) days before the event or the event will be cancelled.
4. Flyers, handbills, posters, etc. are to be removed no later than three (3) days after an event.
5. Student clubs/organizations **are not** allowed to make copies in the Office of Student Activities.
6. All banners must be approved by OSA and must be in accordance with the Posting Policy listed in the Student Handbook.

Membership
Recruitment can be done in a variety of ways. The Student Activities Organizational Fair is conducted for the purpose of generating interest in campus organizations. It is a convenient, inexpensive way to advertise new membership openings. It is also a requirement for all

recognized clubs/organizations to participate in the clubs/organizational fair. You could further boost your membership by asking each member of your organization to bring a friend to the next meeting.

Before you use any method, however; you should understand that your recruitment will only be effective if your organization has an identity. You can make yourself known to the campus by having successful programs, advertising your name, or by using promotional tools to publicize the existence of your organization on campus. All members of your group should have an understanding of your organization's purpose and objectives so they can tell people about your activities and programs. Word-of-mouth is the cheapest advertising available - and it can be most effective; but be prepared to make your group look appealing to potential members.

The Student Activities staff can offer helpful tips, such as advertising to a target group on campus, or advertising for experienced people to fill specific openings on the committee.

> ### *Organizational Probation or Suspension*
>
> The Director of Student Activities may declare student organizations on disciplinary probation ineligible to have future activities until the probation or suspension period is over.

Keeping Your Members

It is the job of the president or chairperson of an organization to be aware of the member's needs, feelings and interests. People join groups for a sense of belonging, creative outlets for their talents, and experience in planning and programming…and for a host of other reasons. If the leader of the group is aware of the member's interests, he or she can direct their talents to tasks of the organization that are most rewarding for them. The president must not be afraid to trust members with organizational responsibilities.

Responsibility must be delegated. A president cannot run an organization alone; committee members have the energy to keep the organization moving forward; their talents and ideas must be trusted and respected. To keep members motivated, keep the following ideas in mind:

- Delegate committee tasks according to each member's interests and enthusiasm.

- Be honest. Tell each individual what's expected of him or her. If you need to offer criticism to anyone, do it privately, and be sensitive so as not to embarrass any individual.

- Be sure that you also offer praise when a job is done correctly, timely, and creatively, etc.

- If you've made a mistake, admit your error. Ask for advice. Your frankness will reflect a positive leadership attitude.

- Reward good work. Praise, when used genuinely, will encourage performance. Throw an appreciation party for your members after you've sponsored a successful event.

- When assigning tasks to be done; try to equalize the work-load among members. Ask everyone to take turns doing less popular jobs such as set-up and clean-up.

- If you've lost some members, try sending an update about what's going on, and what needs to be planned. Invite everyone to your next meeting. You might plan to serve refreshments or whatever you deem appropriate.

- If you need some members with specific talents such as advertising, budgeting, writing, etc., advertise your membership openings in appropriate departments such as Business Administration, English, etc. If your budget allows, run an ad in the student newspaper.

- When trying to tell others about your organization, it is to your advantage to have complete and accurate facts so they will not be disappointed after joining. The easiest way to do this is to compile an "organizational profile", (a sample is shown below) and give a copy of the information to everyone who will be recruiting for the organization. The answers to the questions should be as accurate as possible, so you may want to check your constitution and by-laws for consistency.

ORGANIZATIONAL PROFILE

What is our purpose?

What was our membership last year?

Two years ago?

What are our goals? What do we do?

- Study   - Learn   - Take Trips   - Have Fun   - Raise Money

- Gain Experience   - Acquire Skills   - Attend Conferences

Do we have a special service project? What is it?

How many members are active in it? Do we need more?

Do we have posters, flyers, other materials available to market the organization?

What benefits do we offer our members?

– Meeting new people	– Professional Development	– Practical Experience
– Speakers and Workshops	– Travel	– Social Activities
– Special Discounts	– Entertainment	

What has our organization accomplished in the past year?

Clues on Being an Effective Group Member

Discussing problems is sometimes difficult; emotions often become involved to such a degree that our attitudes become biased. Wise group decisions are important, but are difficult to make.

Some studies of group behavior suggest the following for effective group leadership and productive membership:

- Speak your mind freely, but always be polite and respectful of others. The meeting is your chance for you to say what you think.

- Say it! Don't fight over the ownership of ideas.

- Once you have given your idea to the group it becomes group property. Don't argue for it, just because it's yours.

- Listen thoughtfully and critically to others. Try hard to get other views.

- Don't accept ideas which seem unsound, but remember to respect different points of view.

- Don't monopolize the discussion. Make your point in a few words and then pass the ball to someone else.

- Don't let the discussion get away from you. If you don't understand where it is going; say so.

- Take part in friendly disagreement. When you are on the other side of the fence, say so and tell why. But do it in a friendly way.

MEETINGS

Most of your organization's business will be conducted in meetings. Members will have the opportunity to plan, make decisions and interact with each other. The place of the meeting should be comfortable and well arranged. Thinking and participating are much easier when a person is comfortable.

You should plan to include the following during your first meeting:

- Introductions

- An explanation as to how the members fit into the entire picture

- Expectations of each member

- Organizational goals

- The mission of the organization and how it helps to achieve the university's mission.

Subsequent meetings should be conducted in a professional manner. Developing good meeting skills will be beneficial to you in your future endeavors.

A typical agenda and business order of a meeting might include the following:

1. Calling the meeting to order.
2. Introduce guests.
3. Reading the minutes of the last meeting.

4. Officers' reports.
5. Committee reports.
6. Discussion of old business.
7. Discussion of new business.
8. Planning sessions (if necessary)
9. Adjournment

Successful meetings include but are not limited to:

- Informality – use group activities, icebreakers, or introductions to put everyone at ease and acquainted.

- Starting and ending meetings on time.

- Making the group responsible and keeping everyone busy--be available with administrative, know-how to guide your committee, but let the committee members always have the opportunity for input. Make the first job simple enough to ensure success; then extend the responsibility.

- Asking questions - Questions start discussion. Questions bring out different points of view.

- Agendas **-** The agenda for the meeting should be carefully and thoughtfully worked out. An agenda is used to conduct an orderly meeting that will stimulate thoughtful group discussion; this will help to use meeting time more efficiently.

- If the meeting is one that will encompass some discussion requiring previous thought, take an extra few minutes, prior to the meeting, and send your members a brief note listing the agenda of the meeting, and requesting them to give the matters listed some consideration. It is a good idea to give some thought yourself to what a possible solution to each problem might be.

- Be realistic about the amount of time needed to discuss each topic so your agenda will not be overcrowded.

- Cover any information items in a news bulletin or an announcement section of the meeting.

- Make sure your items are arranged in a logical sequence. Take care of less complicated items first, then the main items in the body of the agenda that will take more discussion time. Include arrangements for the next meeting as a closing item.

- Make sure that the members of the group stick to the agenda and transact business as sufficiently as possible.

- Be prepared for people who "get off track." Try to direct the discussion back to the heart of the matter.

- See that there is full discussion of vital points of business. Introduce each item on the agenda with a word on why the item is there and what the group is supposed to do with it. Define

issues, clarify differences and make sure you provide a positive atmosphere for group discussion.

- See that time has been used wisely and that group member's sense a feeling of accomplishment.

- When a person has made a good report or has been instrumental in carrying forward the work of the group, they should be recognized.

- Be at ease with yourself and your group members will feel comfortable that things are going well.

Parliamentary Procedure

Parliamentary procedure is a method for conducting meetings in an orderly and consistent manner. By following an established procedure to discuss programs and plans, everyone in the group should know the ground rules for discussion, asking questions and voting.

The purposes of parliamentary procedure are to:

1. Determine the will of the majority.

2. Protect the rights of the minority.

3. Guard against hasty, ill-considered action.

4. Transact business efficiently and effectively.

Minutes

Although there may be great temptation to think only in terms of the "here and now", the decisions you make today may have significant impact on the organization in the future. It is important, therefore, to maintain a thorough and accurate record of all organization meetings. **Minutes are a record of what is done, not of what is said**. A record should be kept of all reports, all motions, and action taken. Organizational records should be retained in a safe place for future reference.

Brainstorming

Brainstorming is a creative process whereby a group pools their collective thoughts and ideas to formulate a list of ideas and suggestions about a project, promotion, or program. It works wonderfully if you follow some basic ground rules.

- Use brainstorming when you need it. Like when you're stuck for ideas and new projects, program, or when you are looking for a solution to a problem.

- Explain to your group that collectively they are to come up with as many ideas on the topic as they possible can--explain the next three rules in detail.

- Criticism is ruled out--judgment is suspended until a later screening or evaluation session.

- Quantity is desirable. The greater the number of ideas, the better. Even seemingly offbeat and impractical suggestions may trigger useful ideas that may not otherwise occur.

- Freewheeling is welcomed--the wilder the ideas, the better. Even offbeat suggestions may prove to be useful when combined with practical suggestions.

- Write all suggestions on newsprint or on a blackboard. After you've collected all the ideas, you must analyze what you have. To ensure that you come up with the best ideas from the list...

- Combine two or more ideas to make a great idea and improve on the rough thoughts thrown about in the brainstorming session.

- Choose the three best ideas and work on them. Discuss all their possibilities, potential, and problems. Keep in mind your monetary resources, manpower and the time that you have to complete the proposed project.

- Out of the three final suggestions, pick the strongest one and go with it.

Additional Tips

Try to avoid negative phrases:

1. Negative phrases: That's silly and it wouldn't work. There's no way anyone would like that idea. That costs too much!

2. Non-affirming phrases: This may sound silly, but... I'm not creative, but...

LEADERSHIP

Numerous definitions of leadership exist. One simple definition states that *leadership is the process of influencing the activities of individuals or groups in order to attain predetermined goals*. Whatever the purpose of the student organization, leadership is necessary to implement programs and activities of the group.

Roles of a Successful Leader

Studies indicate that a successful leader performs the following roles in heading the activities of a group:

* Organizer
* Objective Setter
* Planner
* Coordinator
* Evaluator

Hazards of Leadership

1. Becoming egotistical
2. Becoming too interested in popularity
3. Loving power more than people
4. Failing to listen to advice or experience and concerns of others
5. Disregarding grades
6. Avoiding those you consider inferior
7. Losing friendships and the sense of destiny

Making Decisions

When working with a group of people, decision-making can be a difficult process, but it doesn't have to be. The following guidelines may aid you in bringing meeting discussion to group consensus.

1. Avoid arguing only for your own point. Present your position as logically as possible, but listen to the other members' reactions and consider them carefully.

2. Do not assume that someone must win and someone must lose when discussion reaches a stalemate. Instead, look for the next most acceptable alternative for all parties.

3. Do not change your mind; it simply avoids conflict to reach agreement and harmony. When agreement seems to come too quickly and easily, be suspicious. Explore the reasons and be sure each person accepts the decision for basically similar or complimentary reasons. Yield only to positions that have objective and logically sound foundations.

4. Avoid conflict-reducing techniques such as majority votes, averages, coin flips, and bargaining. When a dissenting member finally agrees, don't feel he or she must be rewarded by having his or her own way in the future.

5. Differences of opinion are natural and expected. Seek them out and attempt to involve everyone in the decision-making process. Disagreement can be helpful in the group's decision. With a wide range of information and opinions, there is a greater chance the group will reach a better decision.

Conflict Resolution

In the event that the decision making process breaks down; and dissent rather than discussions prevails in your meetings, your organization may need a session to resolve conflicts which have arisen. It often takes a heart-to-heart meeting in which concerns are shared, tensions released, and where honest objective observations can be made. To aid you in setting the stage for such a meeting, we have listed below three suggestions for getting to the source of the conflict and then eliminating it.

1. Prepare the Proper Setting

Try to arrange a time and place that is convenient for everybody. An ideal place is anywhere away from phones or other interruptions. Involve the people that need to be involved. Use your discretion as a leader to decide if the conflict is just between two people or whether there is a split within the organization. If it is between two members, arrange to meet them at a later time. Do not try to resolve their conflict in an open meeting. If it is between factions, a meeting of the entire group is in order. Seek help from staff members whenever necessary.

2. Don't Avoid Conflict With Silence

Some people use silence as a way to avoid open conflict, others use it to control, manipulate, or frustrate others. Just remember, it is every member's organization and each member has the right to speak out and be heard. If you know that someone feels intimidated by the situation, try drawing him/her into the discussion so that his/her ideas can be heard.

3. Attack the Problem, Not Each Other

Do your best to keep the discussion impersonal. Don't allow smart remarks, slurs or innuendoes to cloud people's objectivity. One way to control this situation is by laying down the following group rules for your discussion.

In order to avoid confusion in meetings, each person should be prepared to do the following:

1. Back up any accusation or statement with accurate facts.

2. Stay in the present. Don't bring up irrelevant details from the past.

3. Stay on the subject -- avoid getting off on tangents, irrelevant or unimportant discussions.

4. Offer some alternatives with your criticism. If you see something is wrong with an idea or plan, be diplomatic by offering constructive criticism that includes an alternative plan.

Suggestions for Time Management

The following suggestions have been taken from several sources and are intended to be helpful guides in the area of time management.

1. Delegate tasks -- always ask "Should I be doing this or should some member of my staff or someone else be doing this?"

2. Value your time -- it is precious! Ask yourself:
   a. Is what I'm doing helping to reach my objectives?
   b. Must I do it now?
   c. Is something else more important?
   d. Could someone else do it?

3. Set objectives. Make sure that they are clearly defined and that they can be accomplished.

4. Listen and take notes.

5. Keep a list. Develop priorities for a "to do" list.

6. Read effectively. Learning what to read is more important than how fast you read.

7. You can increase your output as you increase your capacity to get accurate, clear, fast impressions of what's going on around you. Don't drift -- concentrate when you are in a meeting.

8. You can manage your time only when you are alert to what is going on within and around you. Any moment you are preoccupied, acting habitually, is a moment you are not free to manage your time.

9. To save energy, you need to know where you are wasting it.

10. Use the creative power of sleep. The more demands you make on yourself, the more sleep you will need.

11. When you can't find an answer, stop and save time by restating the problem.

12. Allow people to participate in the creation of your plans and ideas and they will learn to value and care for them.

13. Provide training for your committee members. Set up policies and procedures to handle routine matters.

14. Log your time, see where it goes. Ask yourself if you're really making the most of it?

Motivation... Start the ball rolling

How does one motivate an individual or group of people? Take a look at these suggestions:

- As a leader, you must understand your own motivations as well as those of your group members. Are they participating in your organization to become more knowledgeable about a specific academic or professional field? Is their participation a recreational or entertaining outlet -- a relief from the rigors of studying?

- If you can determine the source of an individual's motivation, you can begin to "unleash" the energies and ideas and maximize that member's potential for both you and the organization.

- Give your members an accurate view of the situation. Be honest. Listen and respond to the questions your members raise...and create an environment in which they feel free to raise questions.

- As a leader, you should learn to look beyond a person's current abilities and identify any potential that needs developing.

Increasing Motivation

You may find that offering rewarding opportunities can lead to increased motivation. Give members an opportunity to use individual talents to the benefit of the organization. If someone is a mass communication major, ask them to coordinate your publicity campaigns. Provide positive feedback as often as possible, choose a member of the week and provide them with some trinket of appreciation. Be creative and utilize the skills of your members.

Start delegating small tasks to your members. As they are successful in carrying out these tasks, give them more responsibility. Encourage them to make their needs known to you.

PROGRAMMING

When initiating a program, keep the following questions in mind from the beginning:

- Who will do the program? Will it be your group alone? Will you co-sponsor the program with an academic department, another student or an outside agency?

- How will the program be financed? Will it be paid for from the organization's budget? Will the revenue from the program cover all the costs?

- Where will the program be held/how many people do you expect? What size room do you need? Does the program fit the facility you would like to use?

- Who is the intended audience for the program? Strictly students? The entire University community? Members of your organizations or academic department?

- What University services will be needed to produce the program? Will you need food catered, physical plant, security, a sound system, printing, transportation?

- What type of publicity will be needed for this program? Who would be the audience most interested in your program? What segments of the campus or community would be attracted to your program?

- When will the program be held? What else is planned for that day?

The Office of Student Activities should always be made aware of campus programs prior to the event. The office could be quite helpful in the event that the organization needs help planning, publicizing, or with any other aspect of programming. Call 750-3350.

The 7 Steps in Organizing Campus Programs/Events

1. *Setting Goals:* Public events are often the result of inspired brainstorming sessions, but when the dust settles, a difficult question must be asked: What are our goals for this event? Your group should set concrete goals for attendance and intended impact. This will give direction to your planning and criteria for evaluating the event.

2. *Planning:* Now that you have an idea and a set of goals, you should define your event. Why are you doing it? Who is it for? Where is it? When is it? After thorough planning, you may want to revise your goals.

3. *Dividing up responsibilities:* Make a list of everything that will need to be done and divide up responsibilities among members of the group: reserving rooms, filling out forms, ordering food, etc. Core members and leaders should be sure to delegate tasks, so that one small group doesn't end up monopolizing all the power and burning themselves out. If possible, devise a system to back up people who don't follow through with their responsibilities.

4. *Logistics, organizing, and networking:* Reserve rooms use event checklist well in advance; make sure that speakers know what their topic; arrange transportation for participants. Ask other organizations on your campus to endorse the event or help to organize it. This will build support for your program and broaden its impact.

5. *Outreach/Publicity:* Know your audience and specifically target persons for whom your program/event was designed.

6. *Last minute preparation:* What needs to be done on the day of the event? Make sure that a designated group of activists know what they need to do: microphone, setup/cleanup, literature/donation/sign-up table, food, etc.

7. *Evaluation:* This step is sometimes skipped because of exhaustion, but it is important for the core organizers to sit down and engage in self-criticism: What did we do right? What could we do better? This will build the cohesiveness of your group and allow you to improve your public events over time. Evaluate the participants.

Program Checklist

- Identify programs to meet organizational goals.

- Reserve the facility.

- Organize your committee for the event - assign responsibilities: divide the responsibilities in areas such as publicity, ticket sales, house management; set meeting times and dates. Have all this written down and distributed to each member of the organization along with directory of members' phone numbers and responsibilities.

- Identify all revenue sources.

- Set a budget and work within the budget.

- Plan to have your tickets printed, audited and sold.

- Arrange for refreshments if necessary.

- Assign committee members to various tasks during the program.

- Organize your publicity early and then carry it out. Arrange for display ads in newspapers, news releases, radio announcements, posters, flyers, table tents, banners and other publicity in the Student Center.

- After the event, evaluate the program. Write down problems and successes.

- Thank appropriate persons who made the event possible.

- Maintain a file and have it ready for next year's committee.

- Send a copy of the evaluation to the Office of Student Activities.

Off campus Activities/Programs

Clubs/Organizations must get approval from the Office of Student Activities to host an event, program, trips, attendance at conferences, etc. off campus. All requests are to follow the same process as on campus events. This permission also stands for using the University's name, logo, or anything that will show affiliation to this institution.

Facilities Use and Work Requests

The use of facilities and arrangements for stage set-up, etc. that involve Physical Plant should be requisitioned *at least three weeks in advance*. All this information should be clearly stated on the **Student Event Request Form**. These forms are available in the Office of Student Activities.

Budgeting

When planning any student activities event, two primary questions must be considered:
1. How much will the program cost?
2. How will the program be funded?

In answering these questions, one must first determine what a budget is. A budget is:

- A financial plan for a definite period or program which is based on projected expenditures, needs and income.

- When formulating a budget for a single program or a year's activities, remember that a budget is a written guideline for your plan of action. To be effective, a budget should reflect the knowledge gained in past ventures in the area of projecting expenditures, attendance at events, or unexpected costs.

Contracts

Big name performers and speakers draw large crowds for events, but don't get over anxious and accept initial offers, even verbally, with agents. The university attorney must approve all contracts; therefore you may not enter into any agreement without prior approval of the Director of Student Activities and the university attorney. Since a verbal or written acceptance is considered to be legally binding, you must refrain from doing anything accept checking the

availability of a performer. The Director of Student Activities and the Vice President for Student Affairs must be consulted in all cases where a contract is to be signed. Students cannot sign contracts and encouraged to stay of way from doing so.

Contract Riders are stipulations that performers attach to their contracts. The sponsoring organization is responsible for meeting the requirements as specified. If they cannot be met, contract rider requirements should be stricken from the final agreement and initialed. Make sure this is approved by the Director of Student Activities and the Vice President for Student Affairs.

FACILITIES

Determining where to produce a program on campus often becomes a case of second guessing the weather, competing with other organizations to get the same place on the same day, or if you wait until the last minute, having to take whatever is left.

Because of the increase in activities on campus, getting the exact room, auditorium, or facility, you need may sometimes be difficult. One way to solve this problem is to plan early and reserve the space as soon as the program idea is set. All event request forms are to be submitted to the Office of Student Activities.

Keep in mind the following criteria when selecting space for your program:

- **Fit the facility to the program.** Try to objectively and honestly project the number of people you expect to attend.

- **What "special" requirements will be needed?** Will you need a stage, lighting, or sound system? Is there access for loading band equipment, or sufficient power for the group? Are there adequate dressing rooms or rest rooms available? Do you need to have food catered? If so, is there a kitchen or serving area in the facility? *All of this information must be provided on the Student Event Request Form.*

- **How long will the program last?** Check facility guidelines with the Student Activities, or the appropriate administrator of a particular building.

- **What limitations are there on the facility?** Find out prior to using the facility if there are any special restrictions or regulations. If you are renting space, insist on a contract for your own protection. Make certain you understand any clauses, which make you liable for damages incurred or services rendered!

Campus Facilities

Groups are encouraged to use space and facilities located in the J. Millard Tawes Center before seeking an alternative. A copy of the scheduling policies can be obtained from the Office of Student Activities, located in the J. Millard Tawes Center.

Once an Event Request Form has been completed with all appropriate signatures, confirmation will be emailed to those listed on the form from the Office of Student Activities. If an event is canceled, Student Activities must be contacted at least one week PRIOR TO EVENT TIME. Failing to do so may result in loss of the customer's privilege to reserve space for future events.

__Budget Note: Some events may require a fee for Housekeeping, Thompson's Hospitality, Public Safety, etc. If so, your organization will be informed and required to pay in full prior to your scheduled event.__

MARKETING YOUR PROGRAM AND YOUR ORGANIZATION

Publicity
Everyone knows that a good publicity campaign enhances the success of a program. Publicity can make or break your program, yet too often it is the area on which the least amount of time is spent. There are two primary reasons for this occurrence: 1) we are convinced that we lack creativity; 2) we are unfamiliar with campus resources at Coppin State University.

The purpose of publicity:

- To stimulate interest and involvement.
- To serve as the means to reach your target population.
- To provide important information on your program.

When embarking on a publicity campaign, it might be helpful to think about these questions:
- Why are you programming this event?
- What type of program is it?
- Whom do you want to attract?
- When is the event?
- Where will the event be held?

All publicity advertising your event must contain:
- Time and date of event
- Place
- Name of the event
- Admission charge -- even if it free
- Sponsor's name
- Special information about your event

When arranging publicity, consider the following:

- *Expenditures* -- as with everything else, part of the program allotment should be available for publicity. There are, however, many creative publicity ideas, which cost little or nothing.

- *Location* -- place posters in areas to get the best effect (Student center, cafeterias, etc.) Where are the areas for poster display? Make sure you obtain permission to post your flyers or posters on campus. Please stop by the Office of Student Activities for flyers to be stamped for approval.

- *Positioning of posters* -- put posters in high traffic areas. Don't place too high; posters should be positioned at eye level. Colors and borders will allow your posters to stand out on crowded bulletin boards. All postings must adhere to the Posting Policy as stated in the student handbook and can be obtained on the Division of Student Affairs website.

- *When to publicize* -- it is important to publicize in advance. Publicity must be out at least seven days before the activity occurs.

Types of Publicity

Every activity and program demands a different publicity approach. There is no canned advertising angle; specific events demand a different approach.

Specific types of publicity may include whatever the programming committee feels would be effective or any of the following:

1. **Handmade posters and large posters,** which are creative and eye-catching, tend to attract significant numbers.

2. **Table Tents** placed in visible locations such as dining halls, Student Center, etc., seem to have a drawing effect.

3. **Flyers** can be made by using various colors, various type sizes, or by using pictures.

4. **Printed Signs and Posters** can provide that interesting touch to your publicity efforts.

5. **Unique Publicity** items such as printed balloons and pencils can add an interesting touch to your advertising campaign.

Posters have served as the mainstay of program advertising since the invention of paper. To create posters that will attract attention, a variety of techniques should be utilized. Although it involves more work, creative and imaginative posters are eye-catching and more effective.

Helpful hints

A. **Materials --** Any kind of material you can lay your hands on can be used to start your poster. There are a variety of sizes and colors to choose from.

B. **Color --** Get color into your poster when possible. Use different color inks and magic markers to make illustrations and highlight words. Use tempers paints for large areas. Use color construction paper in creating letters and interesting designs.

C. **Shape --** Try making your posters in different shapes and sizes.

D. **Boxes and Borders --** Are great ways to highlight important information.

Other Campus Publicity Techniques

Effective publicity is essential to the success of any event or campaign. Since the power of student groups heavily rely on *people,* getting the word out is one of the most important things you can do. It requires a well-thought-out strategy and plan.

Strategic Considerations

VISIBILITY: People should know about your event or campaign even if they are completely oblivious to everything else going on at your school.

SIMPLICITY: Keep your message short, understandable, and simple. People should get a good idea of what you're doing with just a brief description.

LANGUAGE: Don't use jargon, slogans, or acronyms without definition. A complex issue can be explained in ways that even the most apathetic can understand.

CREATIVITY: So much publicity on campuses can be dull, dull, dull. Be creative! One group put messages about their campaign in fortune cookies and handed them out. Colorful, visual, interactive, 3-dimensional, eye-catching publicity obscures your message.

REPETITION: People should hear or read about your event at least **seven times.** No kidding. After the first few times, people who might not otherwise come or participate will become interested.

REPUTATION: You do publicity both for your event *and* for your group in general. There is nothing wrong or shameful about promoting your group by clearly listing your group's name, contact person, the time of your next meeting, how people can get involved, etc.

Other Tips on Keeping People Informed and Involved

1. It is good to send out minutes or your newsletter (if you have a newsletter) to keep less-active supporters involved and up-to-date.

2. Have social events as well as rallies to keep less active members who just want to support your issue involved and connected.

3. Involve people in long-term planning, so that they can feel some ownership of the organization. Invite new members to retreats and brainstorming sessions about the future of the group.

4. Hold regular meetings at regular locations, so that peripheral members can rely on your organization and know where to go if they want to get more involved.

5. Write a constitution and operating rules that everybody can see and understand. Sticking to the rules that your group writes for itself will enable people to expect consistency and build confidence in decisions made by the group.

Rules governing student organization fund allocations:

1. All students listed as organizational members must be duly registered at the time of application submission.

2. Students must sign an agreement to use funds for the purpose for which they were allocated.
3. Funds must be encumbered prior to April 5 of each year in order to have time for the annual audit.
4. Students may not enter into contracts with any person without first meeting with the Director of Student Activities, who will seek approval with the Legal Counsel.

Funding Priorities:

1. Student activities that benefit the entire campus community (example: community fair, talent shows, international dinners, leadership seminars, etc.) These events may not be primarily political or religious in nature.
2. Travel expenses
3. Operating expenses

PRESIDENTS AND E-BOARD OF REGISTERED ORGANIZATIONS
- All E-Board members must have a cumulative GPA of 2.5.

REPRESENTATIVES OF PAN-HELLENIC COUNCIL
- All PAN-Hellenic Council representatives must have and maintain a cumulative GPA of 2.5.

DIVISION OF STUDENT AFFAIRS (DOSA) AWARDS BANQUET

Purpose:

- To recognize CSU students and student groups whose outstanding leadership, achievement, innovative programming, and contributions to the community, reflect the values of Coppin State University.

Awards Nominations:

- Nominations are limited to CSU faculty, staff, and students. Self-nominations will not be accepted.

- Nomination Forms should be completed and postmarked no later March 15th of each year. Failure to meet the deadline will result in the disqualification of the student or the student organization for the award in which they were nominated. Contact the Office of Student Activities for Nominations Forms and further information.

UTILILIZE THIS HANDBOOK!
Use the information found in this handbook. It will be vital to organizational success and efficiency.

- This information has been compiled to make organizational leadership more manageable.

- It is a resource to which you will be able to reference many times throughout the year.

- Read it again before your first meeting.
- Read it prior to conducting a program.
- Read it before selecting an advisor.
- The Office of Student Activities exists to help you with all of your programming needs.
- We welcome your questions and eagerly await the opportunity to be of service.

Questions about the contents of this handbook should be directed to the Office of Student Activities at 410-951-3922.