INDIANA TECH

OFFICE OF STUDENT ENGAGEMENT

STUDENT ORGANIZATIONS RESOURCE GUIDE

2021-2022

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FREQUENTLY ASKED QUESTIONS (FAQ'S)

How do we register our organization? What do we need in order to remain active?

- At the beginning of each academic year, active student organizations must re-register through Commons 803. At the time of re-registration, they must have at least 5 active members and an advisor. They will also need a current copy of their constitution and bylaws. At this time, advisors will need to sign a new advisor agreement for the year.
- In addition to re-registering, student org leaders are also required to attend certain trainings at the beginning of the year in order for their organization to be active. This ensures students have all of the knowledge and resources needed to lead their organizations and navigate processes.

Do you have a copy of our constitution?

- Student organizations should maintain a binder (physical or electronically) with important information and historical data about their organization, including the constitution and bylaws. If you are not able to find a current copy of your constitution and bylaws, contact the Director of Student Engagement, as they *might* have one on file. If you are not able to locate one, you will be responsible for writing a new one prior to reregistering your organization.

How do I reserve a space for a meeting or an event?

- All rooms or spaces are reserved through the event request form in Commons 803.

Does my advisor have to attend our meetings and events?

- Advisors are required to attend all events that take place outside of normal business hours (Mon-Fri 8am-5pm). Advisors are expected to attend most org meetings in order to maintain open communication and be informed about what is happening with the organization.

How does my organization get money to do things?

- Organizations can apply for allocations through Student Executive Board. The amount available for your org for the year varies, but typically falls around $300-400. In order to apply for an allocation, you must know the details of what you want to spend the money on, and complete a request from. See the student org handbook for details.

We need more money than what we can get from an allocation – how can we fundraise?

- In order to fundraise, organizations need to plan several months in advance. This allows time to work with Indiana Tech's Alumni department and Finance department to make sure all requirements are met and make sure money is being handled safely and correctly. In order to fundraise, you must fill out a fundraising request form (located on Commons 803) at least one month prior to fundraising. See the student org handbook for details.

Can our org show a movie on the big screen in the Magee O'Connor Theater?

- In order to show a movie in any public space, public performance rights must be obtained. These can cost anywhere from $0-1000, depending on the movie. Most newer movies (less than two years old) cost around $700. The Office of Student Engagement is happy to discuss partnering or collaborating with student organizations in order to pay for the rights to show the movie.

What is the policy if we want to travel for an event or conference?

- In order to travel, there are several forms you must fill out in advance. The necessary paperwork varies depending on your mode of travel (if taking your own cars, using a rental car, flying, etc) as well as the distance of travel. If you are traveling outside of the state of Indiana, your advisor is required to travel with the organization. See additional details in the student org handbook.

How do I promote/market my organization or specific event that we are hosting?

- The Office of Student Engagement is here to help with this! There are many ways you can market on campus, including flyers, painted banners, tabling, and more. See the student org handbook (the campus marketing guide is located in the appendix of the handbook) for details.

IMPORTANT CONTACTS

Name	Role	Location/Contact
Dan Stoker Vice President of Student Affairs	Oversees Athletics, Residence Life, Career Services, Student Services	Andorfer Commons, Student Affairs Suite
Lisa Givan Vice President for Diversity, Inclusion, Belonging	Oversees the Office of Student Engagement	Andorfer Commons, Student Affairs Suite
Bethany Ballard Director of Student Engagement	Oversees student organizations at Indiana Tech; plans programs and activities for all students	Andorfer Commons Student Affairs suite (next to Security) BABallard@indianatech.edu
James Franklin Assistant Director of Recreation and Esports	Oversees intramural sports and activites, rec center, bowling alley, fitness center	Andorfer Commons Student Affairs suite (next to Security) JVFranklin@indianatech.edu
Piper Boyd Catering Manager	Coordinates all catering orders for food/drinks at Indiana Tech	Dining Hall (Andorfer Comm.) PSBoyd@indianatech.edu
Paige Doellman Assistant Director of Conference Services	Oversees the campus schedule and reserving of rooms/spaces, in charge of setting up tables, chairs, etc and providing audio visual support for events	Andorfer Commons, office to the left of concession stand. Conference services workers are in the concession stand. PDDoellman@indianatech.edu
Kristi Jarmus Director of Alumni Relations	Engages and maintains relationships with alumni	Uytengsu - first floor Kjarmus@indianatech.edu
Shelly Musolf Controller (Finance)	Oversees financial procedures	Uytengsu - second floor SRMusolf@indianatech.edu
Carrie Billings Accountant (Finance)	Maintains all student org financial accounts	Uytengsu - second floor CCBillings@indianatech.edu
Joy Heyman Admin Assistant for Buildings & Grounds	Oversees Indiana Tech fleet car usage (reservations) and approved driver list	Fieldhouse JLHeyman@indianatech.edu
Donna Sark Admin. Assistant	Supports Student Affairs and the Office of Student Engagement	Andorfer, Student Affairs suite DLSark@indianatech.edu

10 TIPS FOR ORGANIZATION LEADERS

1. To set your executive board up for enhanced productivity, put together a meeting or retreat to discuss goals, your vision and how you want to work together for the year (agreements like responding to e-mails within 48 hours, creating a group chat such as GroupMe for communication, etc.).
2. Asking for help, or delegating, is an important part of leadership and it allows others to learn new skills.
3. Invest time to make your members and board feel valued & appreciated—you wouldn't be successful without their support.
4. Be willing to take a step back. The loudest voice doesn't always have the best idea.
5. Prioritize sharing organizational information with the younger leaders to continue your legacy past your time on the board.
6. Take advantage of opportunities to enhance your organization's visibility on campus by participating in Welcome Week, Crush Hunger, and Orientation.
7. Ensure you're being inclusive of multiple perspectives and identities through your meetings, marketing, and events. Work to make sure a few voices are not dominating the decision-making because you never know where a genius idea will come from.
8. Admit your mistakes, learn from them, and move forward. No one is perfect, but you can take what you learn from a mistake and use it to strengthen your next project or event. It's helpful to evaluate each event shortly after its conclusion and document changes for next year.
9. Create community agreements (also known as ground rules) for meetings so your organization operates under shared standards that allow all to feel good about the process.
10. Use the wealth of resources available to you, such as the Office of Student Engagement, other student leaders and organizations, and other Indiana Tech Faculty and Staff.

TRAINING & DEVELOPMENT

1. Sunday 8/29 – Student Org Leader Retreat – Multiflex Theater – 2:30p-7pm – dinner will be served
   The retreat includes the following training topics:
   - General student org function review
   - Commons 803 and event request process
   - Finance
   - Recruiting and retaining members
   - Running effective meetings
   - How to thrive as an organization
2. Saturday 9/18 – High Ropes Course & Leadership Development at Camp Crosley (optional)
3. Sunday 9/19 – Student Leadership Summit

Student leaders are required to attend the retreat and summit, listed above, in order to maintain recognition as a student organization and all the privileges that come with that designation.

Additional trainings will be available online and in-person. To be announced.

STUDENT ORG ADVISORS AND ESTABLISHING MUTUAL EXPECTATIONS

Like every relationship, which is really what the Advisor-Student Organization interaction/connection has the potential to be, your efforts will be exponentially more effective if the Advisor and organization discuss and mutually agree to the level of involvement and areas of assistance the advisor will provide.

TOP 10 TIPS ON HOW BEST TO UTILIZE YOUR ADVISOR

It is up to the leaders of your organization to utilize your advisor to the fullest potential. Check out the following advice to keep in mind when working with your advisor:

1. Help your advisor know the most about your organization. Provide your advisor with a copy of your constitution and other important documents.

2. Discuss how to maintain a positive relationship. It may be best to ask your advisor about their availability and preferred method of communication.

3. Discuss expectations: Fill out the Advisor Expectations worksheet found on Commons 803. This checklist may be helpful as you work with your advisor to determine their role with the organization.

4. Set up regular meetings with your advisor. Your advisor can be a resource if you need tips on how to run a meeting or deal with a situation that may arise. Debrief after your meeting to ask for advice or constructive criticism.

5. Make the advisor feel welcomed by the larger group. Invite your advisor to attend meetings and sponsored activities. Ask for input in discussions. You may even want to include in your agenda a section for "Advisor's Comments."

6. Periodically review the financial records of the organization with your advisor.

7. Do not wait to inform your advisor about an event until after you already planned it. Do not request their assistance (ie need a purchase order or need them to buy something with a credit card) at the last minute. They are busy people with full-time jobs. Please give them the respect they deserve by communicating weeks in advance of your event.

8. Have your advisor participate in officer transitions. This will help new officers understand the advisor's role and responsibilities within the organization.

9. Encourage your advisor to use the resources and workshops created specifically for advisors by the OSE and to contact the Director of Student Engagement if they have questions or need direction.

10. Remember that your advisor is volunteering their time — remember to thank and appreciate them!

STUDENT ORG ICEBREAKERS

What are icebreakers? They are games designed for group activities that will ease introductions, boost energy levels, and spark off creative ideas! Here are some quick, fun icebreakers to try with your organization. Additional ideas and resources are available in the Office of Student Engagement.

Group Juggle: Start with one ball and throw to others in a sequence, saying the name of each person. As the game progresses, keep adding in more and more balls. After the group gets the hang of the game, "Warp Speed" can be applied to see how fast the group can throw the balls through the set order.

Two Truths & A Lie: People write down two truths about themselves and a lie. Then introduce the three "facts" to the rest of the group who tries to guess which one is the lie.

Birthday Boggle: Everyone in the group remains silent. They must put themselves in order of birthday (date, month and year), without talking. After they have gotten themselves into what they believe is the correct order, go through the line and check their dates.

RECRUITING & RETAINING MEMBERS

It is often said that 30% of your potential members will find you because they are interested in what your group does. Seventy percent of your potential members might be interested in your group, but do not know it exists, do not know how to contact the organization, or are too shy to take the initiative to find out how to join. New members are vital to your organization and you need to be creative in attracting them.

HERE ARE SOME TIPS ON EFFECTIVE RECRUITMENT:

• Update your Commons 803 page with important information about your organization such as the names of board members, contact information, time of meetings, etc. is one of the first places new students go when they are looking to get involved with your organization.
• Plan events with other campus groups. Cosponsorships allow for people who may not know about your organization, or may think they do not want to join, to gain a glimpse into your organization. Events could include socials, community service programs, or activities.
• Broaden your marketing campaign. Seek to diversify your organization and expand its base. See the Campus Marketing Guide section for ideas and additional information.
• Be sensitive to potential members by assuring that all students have access to your organization's meetings and events. Be sure that events are held in locations that are wheelchair accessible.
• Set recruitments goals. How many people do you wish to recruit? What sort of programming will attract new members?
• Attend involvement fairs and leadership retreats. Participation can give you the opportunity to talk about your group to students who are already interested in becoming involved in organizations.
• Never underestimate the power of a personal invitation. People feel special when someone asks them directly to become involved in an organization. Have each person in your group suggest the names and contact information of at least three people who may be interested in your group. Invite these individuals to one of your events or meetings.
• Get the current membership involved in the recruitment effort. They are the face of your organization.
• Utilize social media tools to interact with new potential members, University offices and other organizations.
• Hold a membership week or a public relations drive. Make t-shirts, host info tables, or ask to make a brief presentation in a class to inform potential members of the benefits and opportunities of membership.
• Recognize that even a little time and energy from a member is better than none. The degree to which members can contribute their time and talents varies greatly and may not be the same amount that others are willing to invest.

MEMBER RETENTION

The reasons why people join student organizations vary. If members do not find what they want or need in an organization, they may not stay. Find out what motivates people to attend your meetings, and then show an interest in them as well!

• Contact interested members early.
• Make your first meeting fun and informative!
• Help people feel comfortable. Do team builders at the beginning of every meeting for the first few meetings. The OSE has several resources available to borrow for team building ideas.
• Hold meetings during times when people on different schedules can attend. Meetings held during late afternoon appeal to commuter students and working students who may not be able to stay on campus for

a 9pm meeting. However, later afternoon and early evening meetings often conflict with athletic practices or games.

• Make a plan to acknowledge and welcome new members or visitors to your group. Assign them a "buddy" or host who will help introduce them to other members and who will specifically invite them to the next meeting or event. One reason why people do not join organizations or stay active is that they do not feel welcome.

• Make people feel they add value to the organization. A common mistake made by officers is trying to do everything themselves. People like to feel engaged. Having responsibilities helps members feel that they are contributing, so assign new members to a subcommittee or have them work on the logistics of an upcoming event. Plan a project that everyone can participate in. Remember to delegate tasks so that everyone feels engaged and no one is overwhelmed. Allow people to work on specific projects, tasks, or strategies, and report back with their recommendations or findings.

• Practice facilitating meetings. Good meeting management makes attendance and participation enjoyable. Meetings that are too long, boring, confusing, or unproductive will discourage members from attending, and may deter people from staying involved.

• Remember to have fun! Set up events where the membership can get to know each other, or just to say thank you for their hard work.

MOTIVATING YOUR MEMBERS

• Some members are best motivated by simply being asked to be a part of the organization and by being reminded how much their talent would contribute to the group.

• Hold each other accountable and follow up. Members are more likely to become unmotivated if no one is there to hold them accountable. Follow up with members if you provide them with a task.

• Remember to show your appreciation for every little contribution a member makes. A simple but sincere "thank you" can be the most motivating words!

Ways to show appreciation

- Give prizes
- Send personalized thank you notes
- Social media shout outs
- Name an award after a member
- Announce kudos
- Identify the hard work
- Have an ice cream social/pizza party/group outing in the city. See Events with Food in the Event Planning & Policies section for more information.
- Hand out creative certificates and awards

DELEGATION

Your members are your greatest resource and they feel more invested and committed to the organization if they take responsibility for group goals and projects. When leading a student group it is often hard to know when it is appropriate to delegate tasks. Delegation is an indispensable tool which must be grasped by leaders who expect to be successful.

Why Delegate

- It allows more people to be actively involved and increases their commitment
- It distributes the workload and ensures completion of projects
- It helps organizations run more smoothly
- It decreases the chance of member burnout

What to Delegate

- Frequent or routine tasks that repeat themselves

• Details that take up large chunks of time
• Specialized tasks that you feel someone is particularly qualified to accomplish
• Tasks that readily generate volunteers

How to Delegate

• Ask for volunteers or suggest someone you feel would be good for the task. Consider time, interests, and capabilities
• Once delegated, be sure to explain the importance of the task, and the responsibilities which come with the task
• Support your group members by opening the line of communication, providing help, giving sound feedback, and by not micromanaging

TABLING TIPS

How successful have you been tabling? Is it difficult to connect with students and to get them interested? Did you feel that you were wasting your time out in the cold/hot weather? Maybe you did not get enough great tips to make the most out of your time recruiting. Follow this list of Dos & Don'ts to maximize your experience getting students. In case you missed it, there is a blog post about getting started tabling on Community Partner Thursdays.

Do:

- Ask them what their major is
- Have a brief summary of what you do ready when they ask
- Make sure you make it clear to the student what you're looking for and how they can be involved
- Have a bright poster with helpful information
- Be energetic
- Smile
- Have examples of students who you have worked with in the past.
- Explain to the students what's in it for them
- Have business cards or flyers to provide more information
- Have an email list students can sign if they want more information
- Email students the next day with updates, you don't want them to forget they met you or loose enthusiasm for your organization
- Dress professionally
- Try to stand out (Sadie's Haven brought a mini pony)
- Have a video display/ slideshow
- Have prizes
- Make sure you address everyone who comes up to your table.
- Have a schedule of upcoming events that your organization will be involved in

Don't:

- Stay stuck behind the table; move around
- Forget a poster
- Sit down the whole time
- Avoid eye contact with students
- Be afraid to approach students and go out of your way to talk to them
- Be discouraged if a student isn't interested; there are tons more who will be!
- Just talk at the students; make sure to engage them by asking them questions about themselves
- Wear inappropriate clothing
- Be boring

Before the Event

- Plan an ask or two. Tabling should do more than just inform people about your org. You also want them to take action! Choose a specific way you'll ask them to get involved. Ask them to attend an upcoming event, come to your next meeting, or join your org in Commons 803.

- On that note, make sure you have your next meeting or event planned prior to tabling. This way, you have something on the calendar that you can invite prospective members to attend.
- Tabling is an easy way for new and veteran members alike to contribute to the orgs work. Encourage all your members to be a part of your tabling activities, and build their skills and confidence by providing training ahead of time. Fill them in on your focus, asks, and the tabling best practices. Then have them role-play engaging passersby and give them feedback.
- Gather materials. Print flyers or brochures about your organization, small handouts with upcoming meeting/event info, photos of past org events that will help students visualize what it's like to be part of your org.

During the Event

- Approach passersby. Make sure to have at least one member standing in front of the table who can approach people as they walk by instead of waiting for people to come to them. It helps to develop a good "stopper" line — something you can say to grab their attention and draw them toward the table.
- Make your ask. Ask them to get involved, and wait for a definitive answer. Also make sure to get their contact information so that you can keep them informed about your group's work.
- Have a giveaway. People are enticed by freebies and are more likely to stop by your table if they get something for doing so.
- Have an activity or game at your table. Is there a piece of equipment you can display that is related to your organization? Or an activity students can engage in that is related to your orgs mission (ie. Criminal Justice Society could have students try to walk a line while wearing drunk goggles). What about a fun game for students to quickly play? Is there a way to incorporate trivia or facts about your org in with the game?

After the Event

- Follow up. Get in touch with the people who took action at your table. E-mail will work, although a phone call or text can be more personal. The follow-up conversation is an opportunity to confirm their attendance at your upcoming event or make another ask.

DEVELOPING MEETING AGENDAS

The heart of every club or organization is found during its meetings. Meetings range from a lighthearted, informational gathering of general members to a heated decision making session of executive board members. Good meetings are always a result of careful preparation and planning. There are different ways to run a meeting. Whether you use parliamentary procedure or a more relaxed format, it is important to know what your purpose and goals are, how you hope to accomplish your goals, and how you communicate.
Preparing an agenda not only communicates to your group what the meeting is about, but also makes you think in advance about what information you would like to cover during the meeting. An agenda is an outline of the issues that a group will discuss during a meeting.

The agenda is prepared by the officers of the organization, with assistance from the organization's advisor. Once prepared, the agenda is distributed to members at least one day prior to the meeting either by email or in printed form. This allows members to come to the meeting prepared to discuss the agenda items, exchange information and make decisions.

The following agenda items are standard in most groups. You can adapt them to meet the needs of your organization.

- Call to Order - The Chair calls the meeting to order. The call order may be followed by any opening ceremony the organization may have instituted.
- Roll Call - If attendance is taken, it should be done from a prepared list of members' names. The list can include spaces for recording whether a member is present, absent or tardy. Or, pass around a sign-in sheet during the meeting.

- Reading and Approval of Minutes - After the minutes are read, any corrections are made and minutes are approved.
- Reports of the Officers - The Chair recognizes each officer in turn. Reports are usually for informational purposes. If a report involves a recommendation for action, the group may discuss the recommendation when the report is finished.
- Reports of the Committees - The Chair calls for reports from standing committees first, followed by reports of special committees. Again, if a recommendation is made in the report, it may be discussed when the report is finished.
- Unfinished Business - Includes all business left over from previous meetings, working from a list of unfinished business topics, each one in turn for discussion and action.
- New Business - Members can introduce any new topics at this time.
- Announcements - The Chair may make, or call upon other members to make, any announcements of interest to the organization.
- Program - Some organizations have a speaker, film, or other educational or cultural program. This is usually presented before the meeting is adjourned, because the program may require action to be taken by the organization.
- Adjournment - When the agenda is completed.

Simply putting topics on a list will not make your meetings more productive. Consider these points as you construct and use an agenda:

- Be realistic about the amount of time each topic will take. Avoid an over-crowded agenda. If choices must be made, leave more time for important issues.
- Take up the less complicated topics first, leaving time at the end for more complex issues.
- Stick to the agenda. During the meeting, the agenda is followed unless two-thirds of those present wish to make a change.
- Introduce each agenda topic with a comment about why it's on the agenda.
- Allow full discussion of each topic. People can continue to debate an issue until they are finished, or until two-thirds of those present agree to end the discussion.
- Close discussion of each topic with plans for future action.

Using an agenda at your meetings may not solve all of your problems, but an agenda does give a meeting direction and purpose. You may choose to be less structured than the format presented here, but some structure is necessary to ensure that your organization "takes care of business." Then, members are able to leave the meeting feeling that they accomplished their work and have contributed to the organization.

CONDUCTING EFFECTIVE MEETINGS

Effective meetings have the potential for engaging and retaining your membership as well as moving your business forward. Deliberate planning is the key to running an effective meeting. Poorly planned or unplanned meetings are typically viewed as boring, unproductive, and a waste of time. You will lose members when you have unproductive meetings. However, with proper planning any meeting can be productive and fun. When you chair a meeting, you have certain responsibilities to set the mood and direction. Here are some suggestions:

- Make sure everyone involved knows when and where it is to be held.
- Set up phone/text networks so members can connect with other members to remind them about the meeting.
- Update Commons 803 with meeting information so new members are aware of the time and locations of your meetings.
- Have someone take minutes during the meeting.
- Ensure officers agree on the desired outcomes of the meeting.
- Have everything you need for the meeting on hand.

- Become knowledgeable on parliamentary procedures and help your organization understand the purpose and procedures as well.
- Create an agenda and stick to it!

FACILITATION

Knowing how to facilitate is essential to running a meeting. The following are facilitation tips:

- Use the 10-90 rule. No one leader should spend more than 10 percent of the time talking—leave 90 percent for group interaction and discussion.
- Ask open-ended questions to start discussion. Open-ended questions often start with "why" and "how."
- Keep to your time schedule. Make sure to keep the attention of your members.
- Provide direction, but remain democratic in nature and fair to all members.
- Clarify any comments or questions that may be misinterpreted or unclear to you or the group.
- Provide minutes after the meeting

BEFORE THE MEETING

1. Define the purpose of the meeting. A meeting without a purpose is like a class without an instructor. The purpose is the reason why people come to the meeting. Without a purpose, members feel like their time was wasted and I could discourage their return to the organization.
2. Develop an agenda.
3. Choose an appropriate meeting time. Set a time limit and stick to it.
4. Distribute the agenda and any other materials before the meeting so that members can be prepared.
5. The location of the meeting is very important. Choose a location that is easy for members to find. Keep in mind many students do not have their own means of transportation, so it is a good idea to stay on or close to campus. Be sure to select a location that will accommodate the size of your organization. Take time to check out the room prior to your meeting to ensure that the space is appropriate.
6. Be sure that everyone knows where and when the meeting will be held. If possible, hold meetings at the same place every time.

DURING THE MEETING

1. Greet members to make them feel welcome and be sure to introduce any new members.
2. Start on time. End on time.
3. Follow the agenda.
4. Encourage discussion so that you get different ideas and viewpoints. Remember that the organization belongs to all of the members. When members see that their ideas have an impact on the decision-making process, their commitment to the organization is increased.
5. Keep the discussion on topic and moving towards an eventual decision.
6. Keep minutes of the meeting for future reference in case a question or problem arises.
7. The leader or facilitator should model leadership skills such as staying on task, listening, valuing members, and appreciating diverse points of view.
8. Set a date and time for the next meeting.

AFTER THE MEETING

1. Write up and distribute the minutes (written record of meeting) within 2-3 days. Quick action reinforces the importance of the meeting.
2. Discuss any problems that may have surfaced during the meeting with officers so that improvements can be made.
3. Follow up on delegated tasks. Make sure that members understand and carry out their responsibilities.
4. Put unfinished business on the agenda for the next meeting.
5. Most importantly, give recognition and appreciation to the members for excellent and timely progress.

EVENT PLANNING

So, you're going to plan a big event, but you don't know where to start. Don't panic. This is designed to help you through this process and smooth out the rough spots of planning and preparing for a successful and memorable event. The first step is to determine why you are putting on the event. Some questions that may help you clarify what you are doing and why include:

- What do you want to achieve by having this program?
- What are your organizational goals and how will this event help you meet them?
- What do you, as the planners, want to get out of this experience?
- Is there a current need or an interest in this program area?
- Are other similar programs being offered?
- Has a similar event been held in the past?
- What was the response?
- Are your members enthusiastic about organizing this event?
- Is organizing this program worth your members' time?
- Is there enough time to thoroughly organize, publicize and promote the program so that it will be successful?

Once you have satisfactorily answered these questions, planning the program is really quite easy if you follow these five simple steps:

1. Identify Needs
    a. Who is the audience and what does the audience want to see or experience with this kind of program? What are the audience's needs? What method of assessment will you use to determine this (e.g., word-of mouth, surveys, or a suggestion box)? How big do you want this program to be? Does the type of event you're planning limit the audience size? If so, how will you determine who can attend?
2. Develop Program Goals and Objectives
    a. After you have identified your program's audience and needs, decide which ones do you want to have your event address? Define specifically what you want the participants to learn or experience from the program. This will be the goal of your program or event. Be clear about the kind of program you are planning, i.e., social, cultural, educational or a fundraiser. Identify other resources to help you when and where necessary.
3. Organize Program Plans
    a. What do you specifically need to do to accomplish your objectives? When do you want to hold this event? Be sure to consider whether or not you have enough time to make all the necessary arrangements and whether or not your members will be able to complete all of their tasks. Many program planners find it helpful to make a time line working in reverse; start at the day of the event and fill in publicity deadlines, facility agreements, etc. This can help you see if you are being realistic or if you are setting yourself up to be unable to meet your obligations. Getting everything down on paper is an arduous process but it can be very rewarding and a great learning experience. It will give you a tremendous sense of accomplishment. For many, this process is as rewarding as the program itself.
4. Implement Plans
    a. Be very clear in the beginning who will perform what tasks and what roles and expectations everyone has of each other. Be realistic when delegating tasks and responsibilities. Give people

enough time to complete their work and assign to them things that are within their capabilities--set people up to succeed.

5. Evaluate the Event
    a. The evaluation process is three fold:
        i. the audience's feedback,
        ii. the presenter's experience and recommendations, and
        iii. the planner's thoughts and recommendations.
    b. Each group should be asked whether they feel the program accomplished what it was intended to. What went well? What could have been better? There are several different methods of obtaining this information, but the most often used one is a written evaluation distributed following the program. When the program planners evaluate the event, be sure to find out whether there was sufficient time allowed for planning and implementation. Did the program reach the goals and objectives? What should be done next time that wasn't this time? Did the anticipated audience attend?
    c. A well thought out and thorough evaluation is an educational aspect of programming. It allows you to learn from your successes and learn what is to be improved. Evaluations can also serve in a historical file for the organization and can be a useful reference for future programmers.

GENERAL TIPS ON PROGRAM PLANNING

- Begin planning early. Planning programs a semester in advance will help you reserve space and navigate the event approval process quickly.
- In the ideal program, everything runs so smoothly that the participants may see little evidence of pre-planning or behind the scenes work.
- Don't compromise on details or settle for second best.
- Don't assume anything or allow situations to continue that make you uncertain or nervous. Meet all problems head-on, sensitively and firmly.
- People support what they help create-so involve as many people as meaningfully as possible in the planning process.
- Usually something goes wrong-but if you're properly prepared and avoid panicking, almost any problem can be solved.

PUBLICITY IDEAS

Publicity is very important to any organization. Good publicity allows organizations to attract new members, raise money and awareness, announce programs and services, and educate the community. Therefore, for your organization's publicity to bring results, careful and thorough planning should be put into your campaign. Start early!

The most effective publicity allows the reader to quickly grasp all the important facts of the program while being creative and eye-catching at the same time. Promotional materials should be clearly printed with a message designed to evoke a response from the viewer. It is more important for your message to be clear and understandable than for your items of publicity to be extremely artistic.

THINGS TO CONSIDER BEFORE YOU BEGIN A PUBLICITY CAMPAIGN:

- Budget - Determine how much you can realistically spend on publicity.

- Audience - Who do you want to reach and how? Is there a pre-selected market available? Take into account age groups, audiences' likes and dislikes, career fields, etc. Publicizing something for professors or non-students may be entirely different than publicizing an event for students.
- Information - Make sure that your publicity materials contain all of the important information. Publicize the aspect of your program that is most familiar to the audience. Make sure you include correct names and logos of any co-sponsors.
- Resources - What are your resources? Are people in your groups skilled at art, design, and/or computers? Make sure everyone understands that publicizing the program is just as critical as planning it. The OSE has free butcher paper and paint for use by recognized student organizations in the Student Affairs workroom (next to security)
- Schedule - Before you can publicize your event, you must go through the Event Approval process and have your event approved through the OSE. What deadlines must be met? Advertising for the event should start 2-3 weeks before the event, but not any earlier because people may forget about your event when it actually happens. Or, they will become used to seeing your publicity
- See the Student Organizations Handbook for the complete marketing policy. The Campus Marketing guide is also available below.

ESSENTIAL ITEMS TO INCLUDE IN ALL PUBLICITY

- Name of attraction or event
- Date of event
- Time: beginning and ending
- Location of event
- Admission price (even if it's free)
- Deadline for applying (if applicable)
- Contact information of the sponsoring organization
- Any co-sponsoring organization names

A FEW OTHER SUGGESTIONS:

- Always use spell check.
- When using a computer to make publicity, SAVE your work frequently.
- Use a variety of colors and shapes.
- Balance light and dark space.
- Using all capital letters is very hard to read from long distances.
- Adding "Attendees who wish special accommodations due to a disability may contact "___"can be helpful for certain events.

Your organization has invested a lot of time and energy into sponsoring an upcoming event. Now the only question is, "Will they come?" With so many things happening on campus, how will the publicity for your event stand out from all the others?

PUBLICITY

- Information must be truthful, attractive, easily understood, tasteful and informative.

- Word of Mouth: Personal solicitation and personal endorsement are the best and most effective ways to promote activities. Announce the event at your weekly meetings.
- One of the most important decisions you will make about publicity involves color. To get the most "bang for your buck", use positive color combinations: Blue on Orange, Orange on Blue, Purple on Yellow, Black on Orange and Green on White. All of your publicity can benefit from the use of color. Just remember these simple rules: Use basic colors for lettering-they are easier to read. Avoid using red in limited light. Avoid using more than three colors on one poster.
- Tabling in the Dining Hall.
- Balloons: Need a last minute reminder about your event? Advertise on balloons on the day of your program.
- Fortune Cookies: Hand out fortune cookies with your organization's event information printed as the fortune. There are many companies that sell fortune cookies with your personalized message for a very reasonable cost.
- Lollipop Lingo: Hand out lollipops with an event message attached.
- Costumes: If your upcoming event has a theme, rent costumes that go with it and have organizational members wear them while handing out event information.
- Unusually shaped posters: Different shapes will draw more attention than the typical square or rectangular poster.
- Skits/preview of program
- Stickers

Here are some reasons why publicity fails

- It's not eye catching enough - It doesn't stand out amongst everything else that's out there.
- There's not enough of it - Maybe the publicity looked good, but there is so little of it around campus that many will never learn of the event.
- It's not creative or informative - It looks like everything else that's already out there and/or doesn't include enough information to inform students about what the event actually is.
- It's too cluttered - No one wants to take the time to read it.

After your event

- Clean up publicity around campus.
- Write a recap of what items worked/didn't work in your organization's binder.

Have fun with your publicity! It's the little extras that make a BIG DIFFERENCE. Here's to a great year with highly attended events!

CAMPUS MARKETING GUIDE

The Office of Student Engagement serves campus by managing multiple marketing outlets for official Indiana Tech business and events. This document is meant to serve as a guide to help *official* departments, organizations, or entities navigate marketing to students on Indiana Tech's Fort Wayne campus. The specific outlets and details for how to submit materials is included in the list below. <u>Materials should be submitted a minimum of one week prior to the event being advertised</u>, unless otherwise noted. Marketing materials are not changed/updated every day, but rather they are updated a couple times throughout the week. Because of this, we cannot guarantee that materials sent less than one week out from your event will be turned around in enough time to get posted. During busier times of year, materials also might not be immediately posted due to bulletin boards being full and prioritizing other events/initiatives that take place prior to yours. Items will be prioritized based on date and if advanced sign-up is required.

1. **Flyers** – There are 23 designated flyer boards in the academic buildings and Residence Halls on campus. OSE employees are responsible for taking down old flyers and hanging up new flyers. Flyers are stamped before they are hung up, indicating that they are approved for hanging. If you have flyers you would like posted, please print 18 regular (8.5x11) and 5 small (70% or half a sheet) flyers, trim them, and drop them off at Student Affairs to be posted.
2. **Dining Hall Slideshow** – In order to have a slide added to the television screen in the Andorfer Commons Dining Hall, you can email a power point slide to BABallard@indianatech.edu. The file should be landscape orientation so it will fit the screen. Files that are portrait orientation will not be large enough to see, and thus will not be posted. Please note – this is ONLY for the screen in the dining hall. We are not able to post on any other screens around campus.
3. **Painted Banners** – The OSE maintains large rolls of paper, paint, brushes, etc in the workroom in Student Affairs. We are happy to share these supplies with other departments. The Student Affairs workroom is open every day, Monday-Friday from 8:30am-5pm. Simply check in at the Student Affairs front desk in order to create a banner. Please make sure you clean up and put away all materials when you are finished. You are responsible for hanging the banner as well as taking it down after your event is over. Banners can be hung on the railing overlooking the dining hall, on the second level of Andorfer Commons. You must use painters tape or gaffers tape in order to hang the banners, and tape should not be place lower than you can reach in order to prevent it from getting stuck.
4. **The Toilet Paper** – This past year, the OSE purchased and installed 47 sign-holders in restroom stalls across campus. Each month, a new edition of a print publication called the "The Toilet Paper" is created and placed in the sign-holders. If you would like information included on a Toilet Paper, information should be emailed to BABallard@indianatech.edu by the 15TH of the month PRIOR to when your event or initiative takes place. For example, if your event is on October 21, all information should be sent by September 15th in order to make sure it can be included before we go to print.
5. **Dining Hall Table-toppers** – The OSE recently purchased table-toppers for the tables in Andorfer Commons Dining Hall to provide another marketing opportunity and eliminate multiple flyers being placed/left on tables. These table-toppers hold 5x7 flyers. In order to advertise in these, you will need to print 25 5x7 flyers, trim them so they will fit into a 5x7 slot, and drop them off at Student Affairs. The OSE will take care of putting these in the holders and removing them once the event is over.

HOW TO THRIVE AND ENDURE

1. Establish your organization on campus
    a. Participate in campus activities such as Student Organization Fairs, Orientation (Orientation leaders) campus events that invite student organization participation, Welcome Week, and intramural sports.
    b. Participate in university sponsored competitions such as Homecoming and Crush Hunger.
    c. Advertise! Invest in organization t-shirts and other promotional items. To announce meeting times, hang banners, pass out flyers and make sure that your meeting information is posted on Commons 803.
2. Establish a solid group of core members
    a. Get the word out about joining your organization by tabling at the Student Organization Fair which takes place the first week of each semester.
    b. Create bylaws that hold members to certain standards, such as regular attendance and participation.

    c. Increase member involvement by instituting a number of executive and chair positions, as well as creating committees to oversee certain aspects of the organization.
    d. Recognize and reward members for achievement, participation, and overall organization commitment.
    e. Include a service component as part of your organization's membership criteria or as a tradition every semester. Ideas include hosting your own community project, establishing a team every year with a local benefit walk, and/or requiring members to complete a number of hours within the community each semester.
3. Go above and beyond at your meetings
    a. Think outside of the box when it comes to meetings and activities. Instead of trying to follow what you think is typical meeting proceedings, create an entirely unique meeting style for your members. Invite speakers from the community, hold mini competitions amongst your members to create camaraderie, or even theme your meetings!
4. Establish a solid relationship with your faculty/staff advisor
    a. Maintain communication regarding organization meetings and other activities.
    b. Recognize your advisor for their continued support and invite them to your events.
5. Facilitate effective transitions amongst officers from year to year
    a. Keep your organization strong by hosting transition meetings that allow for each position to pass on relevant information and documents, as well as tips, ideas, and goals.
    b. Review our Officer Transition Binder for additional tips.
6. Explore and utilize all of your resources as a recognized student organization
    a. Check with the OSE if you have any questions or want to brainstorm new ideas.
    b. Surf the Commons 803 SEB page documents section for more resources.

HANDBOOK

Find the Student Org handbook on Commons 803.

TRANSITION BINDER

Transition binders are available in the Office of Student Engagement and are designed to help organizations pass on information and knowledge from one generation of leaders to the next.