# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table of Contents</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Organization Leadership</strong></td>
<td>4</td>
</tr>
<tr>
<td>Being an Officer</td>
<td>4</td>
</tr>
<tr>
<td>Leading a Meeting</td>
<td>9</td>
</tr>
<tr>
<td><strong>Advertising</strong></td>
<td>12</td>
</tr>
<tr>
<td>Strategies in Communication</td>
<td>12</td>
</tr>
<tr>
<td>Communication on Campus</td>
<td>13</td>
</tr>
<tr>
<td>Advertising off-campus</td>
<td>15</td>
</tr>
<tr>
<td><strong>Constitutional Information</strong></td>
<td>16</td>
</tr>
<tr>
<td>Constitutional Pitfalls</td>
<td>16</td>
</tr>
<tr>
<td><strong>Advisor Information</strong></td>
<td>17</td>
</tr>
<tr>
<td>Advisor/Advisee Relationships</td>
<td>18</td>
</tr>
<tr>
<td>Modes of Advising</td>
<td>18</td>
</tr>
<tr>
<td>Responsibilities and Assistance for the Advisor</td>
<td>18</td>
</tr>
<tr>
<td>Being a Faculty Advisor... What is your role?</td>
<td>19</td>
</tr>
<tr>
<td><strong>Buc-Hub System</strong></td>
<td>21</td>
</tr>
<tr>
<td>Registering New and Existing Student Organizations</td>
<td>21</td>
</tr>
<tr>
<td>Step-by-Step Guide for Buc-Hub</td>
<td>22</td>
</tr>
<tr>
<td>Step-by-Step Guide to Renew Organization Application</td>
<td>22</td>
</tr>
<tr>
<td><strong>Managing Records &amp; Organizational Finances</strong></td>
<td>23</td>
</tr>
<tr>
<td>Keeping Records</td>
<td>23</td>
</tr>
<tr>
<td>Fundraising Event Approval Process for Student Organizations</td>
<td>24</td>
</tr>
<tr>
<td>Fund-Raising Policy for Student Organizations at ETSU</td>
<td>25</td>
</tr>
<tr>
<td>How to Get Money For Your Organization</td>
<td>26</td>
</tr>
<tr>
<td>How to Manage Your Organization’s Money</td>
<td>27</td>
</tr>
<tr>
<td><strong>Footer</strong></td>
<td>2</td>
</tr>
</tbody>
</table>
ORGANIZATION LEADERSHIP

Being an Officer
As an officer of a student organization, you may feel unsure about what exactly your role involves. What you expect of yourself and what others expect of you may not be exactly the same. This section should assist you in determining what your role as an officer is and how to best lead your group.

The success of an organization depends largely on its leadership and how the group reacts to the leadership style. But leadership does not mean doing all the work yourself or being the boss. The following discussion was adapted from a leadership manual created by Pennsylvania State University. It is an excellent outline covering your role and of your group’s expectations.

KNOW YOUR GROUP MEMBERS

Group members will come into the group with expectations about their role in the group as well as what your role as an officer should be. It is important that they feel accepted and that their ideas are heard, their contributions recognized, and their talents and skills employed. Leaders often make the mistake of utilizing one or two members exclusively instead of giving everyone an opportunity to participate. Some members of the group probably will become your close friends; however, as a leader, you must extend yourself to all members in an attempt to discover information and skills that each member can contribute to the organization. You must also try to understand why the members joined the group in order to help them have the kinds of experiences they are looking for or to help them expand their skills and achievements.

Ways to Improve Relationships with Group Members

- Make a point of having informal conversations with each member outside of the scheduled meetings.
- Encourage informal social get-togethers for the organization.
- Recognize each member by name outside of meetings. Know something about members’ backgrounds.
- Learn to listen carefully to each member.

SUPPORT YOUR GROUP

As a leader in the group, group members will expect you to support group decisions, committees, projects, and programs. Although you should be willing to contribute your support, this expectation places some awkward demands on you. First of all, it is very time-consuming. Secondly, since you are a group leader, members will often turn to you to make on-the-spot decisions rather than to the appropriate officers or committee chairpersons. It is important for you to support your other officers and chairpersons and involve them in decisions; otherwise, group members will view them as mere figureheads with no responsibility, and all of the work will fall back onto you.

Ways to be Supportive

- Remember that your communication about the group conveys your involvement, commitment, and enthusiasm.
- Ensure group consensus on decisions and personally support those decisions.
- Act as a committee member for some events.
Be available as a “sounding board” for group members’ ideas.
Support your fellow officers and chairpersons.

Convey Your Enthusiasm

Enthusiasm is active and is conveyed in many ways. Your constant contributions of new ideas and information to improve the group’s progress are definite indicators of enthusiasm. Your role as an effective spokesperson, participation in group projects and programs, recognition of contributions made by group members, and need to justify decisions on the basis of group goals are all enthusiasm indicators.

The influence you have on members is tremendous, and thus, your attitudes and actions will be carefully scrutinized. No one wants to commit him/herself to a group in which the leaders appear uncommitted. A disgruntled, discouraged, apathetic leader is a quick death sentence for any group. Voice your concerns if you have these feelings, or if you are really apathetic about the group, you should examine why you are continuing to serve as an officer.

Points to Remember About Enthusiasm

- Recognize the influence you have as a group leader.
- Convey your enthusiasm appropriately.
- If you are discouraged, let the group know how you feel.

Encourage Communication

Good communication is vital to a group. If there is little mutual understanding within the group and no agreed-upon procedures, it will be difficult for group members to work together. As the group leader, you will be expected to facilitate communication. Keep in mind that human communication is a complex phenomenon affected by the motivation and behavior of the sender as well as the perception and motivation of the receiver.

Obviously, communication is not achieved through words alone. Considerable nonverbal as well as verbal interaction is often necessary for effective communication to take place. Equally necessary are good listening skills. When group members are listened to, they tend to express themselves more clearly and listen more to each other.

Points to Remember About Communication

- Attempt to keep communication channels open by encouraging the participation of others.
- Propose regulation of the flow of communication when necessary.
- Avoid “killer phrases” that stifle creativity, e.g. “It won’t work,” “Let me sleep on it,” “We tried that before.”
- Do not underestimate the importance of tone of voice, choice of words, facial expression, and posture in communication.

Be Facilitative

Good members are frustrated by a leader who often railroads the group into accepting his or her own ideas, monopolizes the meeting time, and favors a select few. They are also frustrated by a leader who is passive, has no goals, is powerless, and offers no suggestions because he or she assumes that the group will provide its own direction.

Group members expect you to be a facilitative member, that is, a leader who realizes that the group needs direction, but does not provide it based solely on his or her own ideas. As a facilitative leader, you work with members to gain group direction and solve problems. You help the group integrate information, facilitate communication between group members, and aid the group in determining when
it is ready to reach consensus. You promote a feeling of solidarity that enables all members to think of themselves as a part of the group, of value to the group, and committed to the goals of the group.

**Ways to Become Facilitative**

- Make sure that all group members have the opportunity to contribute their ideas.
- Offer information as well as solutions.
- Help the group make decisions that reflect the feelings of the group.
- Summarize decisions and relate them to group-established goals.
- Use “we” instead of “I.”

*THE GROUP EXPECTS YOU TO HELP IT ACCOMPLISH ITS TASK!!*

**BE ORGANIZED**

Group members expect you to be the most organized member of the group. For some leaders this is a very natural role, for others it is a very foreign one. If you are the creative type who naturally exists in minor chaos, you should have a group member or other officer assist you with organizational skills. Basic organization requires some time and effort, but the security it provides is worthwhile. It also sets an example for your group members to follow when you assume defined responsibilities.

**Ways to Become Organized**

- Chart the overall structure of your group; define relationships and responsibilities of positions and members.
- Chart the group’s involvement in terms of projects, programs, issues, and concerns. With the group, determine progress goals.
- Keep a list of current projects and people who have been assigned to handle them. Check their progress.
- Double-check all arrangements for which you are responsible.
- Maintain and utilize adequate information files, committee reports, evaluation forms, personal files, and budget reports.

**PROVIDE DIRECTION**

In a newly organized group, an early decision that must be made is the formation of the organization’s goals and purpose. These goals will then provide direction for activities and set the norm for a group decision-making process, as long as members are truly committed to these goals. In long-standing organizations, the leader must find ways to make the new members both aware of the organization’s goals and committed to them. Developing the group’s decision making process and keeping it in line with the group’s goals is also an ongoing process.

**Ways to Provide Direction**

- Take time to orient new members to your organization.
- Justify, as a group, each decision or each program only on the basis of how it contributes to the actualization of the organization’s goals.
- As a group, evaluate your progress periodically to make sure that you are moving in a direction which is acceptable to the membership.
- Plot programs on a chart to visualize the direction in which the group decisions are moving the organization.
Encourage reevaluation of existing goals. Be flexible enough to allow the group to add to or change its goals.

**Delegate Responsibility**

A prime function of every organization leader is to develop group members to become future group leaders and to carry on the work of the group. This development, which is especially crucial in University organizations because of the high turnover rate in their membership, can often be accomplished through the delegation of responsibility. Leaders may be reluctant to delegate responsibility because they feel that members won’t do as good of a job, or they may be hesitant to give up part of their authority for fear of losing status or having someone do a better job. Most of the time, however, leaders just do not know how to delegate responsibility or are afraid to do so.

Another aspect of this problem is that not enough group members always volunteer to help with projects and programs. Leaders are often discouraged by the fact that the group comes up with great ideas, but no one assumes responsibility for them. You should feel secure enough in your position to use appointments instead of always asking for volunteers. A member can always decline the task, but if you know your members well, you are likely to choose a member who will perform the task better than someone who volunteers. Also, in the process of appointing a person, you display confidence in members who may be afraid to volunteer.

**Points to Consider When you Delegate Responsibility**

- Does the responsibility tap the skills, interests, or talents of the individual?
- Is the responsibility well-defined? Does the person have an accurate understanding of the job to be done?
- Does the responsibility create a challenge for the person and demand some decision-making on his or her part? The responsibility should include the authority to make the necessary decisions.
- Is the responsibility delegated in an atmosphere of mutual trust? Can the person count on your support? Can you count on the person to carry out the responsibility?
- Have you delegated varying degrees of responsibilities to all members to build group morale, group cohesiveness, and individual involvement, enthusiasm, and commitment?

**Be a Resource Person**

As the leader, the group members may expect you to have all the answers. Of course, this is impossible, but as a facilitator, one of your chief concerns has to be with your ability to get information. You were probably selected as a leader because you seemed to be better at this than others. Be aware of the fact that group members often want you to provide them with information so that group solutions can be achieved.

**Ways to Get Information**

- Study the University structure and policies.
- Utilize your group advisor(s) and Student Organization Resource Center staff. Ask questions!
- Consult with leaders of other organizations.
- Utilize group members who have the necessary information.
- Develop task forces—committees to research the information.

**Plan and Conduct Meetings**

Regardless of the meeting structure your group uses, you will hold the primary responsibility for planning the meeting agenda and conducting the meeting. It is very important that you prepare an agenda before the meeting to determine the amount of time necessary to cover each item and to make
any needed judgments about which items should take priority. This agenda will also help you ensure that you cover every topic that needs to be discussed.

Be innovative in your meetings; it is not necessary to follow the same format at each meeting. Try using new meeting structures that best fit the needs of particular situations. For example, if you are searching for new approaches or ideas, use a brainstorming technique or bring in a resource person.

Help the group learn to make wise use of meeting time. Discourage people from restating the same opinions and encourage them to briefly acknowledge their concurrence. Standing reports should not be eliminated without prior consultation with the persons responsible; however, it is possible to distribute typed reports to save time and to provide a future reference for group members. Encourage group members to make their comments to the total group, rather than engaging in private conversations during the meeting. If you use an informal meeting structure based on group consensus, you must constantly attempt to move the group to a decision and to make sure that each member has the opportunity to voice an opinion. Encouraging general group etiquette such as turning off cell phones and paying attention while others are speaking can also go a long way towards increasing group productivity and cohesiveness.

Be concerned with the meeting place, keeping functionality and the potential for distractions in mind. Factors such as chair arrangements, table space, lighting, and ventilation all contribute to the climate of your group. The physical factors should lend themselves to a working environment and should fit the meeting structure you choose.

**Points to Remember as You Plan Your Meeting**

- Be flexible—use a method suitable to the situation at hand.
- Consider the environment.
- Utilize the group goals and constitution.
- Facilitate communication.
- Summarize and integrate the information gathered.

**Encourage Evaluation**

As the group leader, you are responsible for helping the group evaluate itself as well as its projects and programs. Encourage the group to analyze how it is currently working towards solving its problems and accomplishing its goals. Work with the group to assess the planning and implementing of its activities. Find out if there was agreement about a certain activity’s purpose and goals, and if a plan of action was decided. Discuss how decisions are made, and determine how the job got done and whether or not group members felt a sense of accomplishment. Evaluating past events and activities can help your group assess why an event was successful or unsuccessful, what should be duplicated or avoided in the future, and which areas are strengths and which are weaknesses. Evaluation can be accomplished through the use of meeting reaction sheets, written suggestions, informal discussions, group observations, and surveys.

Feedback from both group members and non-group members is often helpful in furthering the group and its activities. Such feedback is communication to the group that provides information on how well the group’s behavior matches its intentions. Likewise, feedback from the leader to individual group members is a means of helping members to consider changing their behavior. When giving individual and group feedback, you should keep in mind that your feedback should be constructive and helpful instead of critical. This type of feedback gives individuals information about how they affect others. To be the most useful, feedback should be descriptive rather than evaluative, specific rather than general, and given at the earliest opportunity available.

**Points to Remember About Evaluation**

8
✓ Try to remain problem or behavior-centered rather than personality-centered.
✓ Realize that evaluation is a continuous process.
✓ Work with the group to establish criteria for evaluation in advance.

Project/Program Evaluation

- Were the program objectives met?
- Were the planning, organization and management of the project/program effective? What changes would you suggest?
- Were the project/program constraints realized early in planning so they did not become obstacles?
- Was the publicity aimed at your target population?
- Was funding adequate? What shortcuts could be made in future programs?

Group Evaluation

- Is the organizational structure in harmony with the goals and objectives of the organization?
- Were organizational goals and objectives clear? Attainable? Met?
- How could organizational changes help accomplish goals more effectively or efficiently?
- What were the strengths of the organization?
- How would you characterize the quality and quantity of committee work?
- Was your committee atmosphere conducive to work?

Make sure that all group members are aware of evaluation criteria.

Leading a Meeting

In this section you will find some helpful hints to planning, coordinating, performing, and evaluating an organization meeting for those who choose not to use the Robert’s Rules of Order (a more formal, parliamentary style of meeting).

Let us start with some absolute DON’TS:

✓ Don’t talk too much
✓ Don’t start late: it sets a pattern
✓ Don’t feature any kind of outside program in the first meeting of the semester.
✓ Don’t ask for volunteers (appointing duties to members based on their strengths and resources is a better way)
✓ Don’t read the minutes of the last meeting; it was weeks ago, and nobody cares! (Anybody who really does care can read them later!)

Next, we suggest your leadership team read through the next few pages, consider these ideas, select those that seem to fit your needs, then create a definite plan for your meetings. Not all of these ideas will apply to every group or every meeting, but those ideas that do apply will be very helpful.
Before the meeting starts

☐ Have a “team plan”...make sure that everyone knows the total plan and is prepared for his/her part in it.

☐ Make sure the meeting place can be easily identified from the outside, that it is well-lit for night meetings. Put up signs to get people to the room and a sign at the entrance, visible when the door is open or closed, that says something friendly, such as “Welcome New and Old Members!”

☐ Make sure that all meeting announcements and posters say clearly: “We start on time and adjourn early!” (Later on, prove it!)

☐ Be sure that the agenda is ready beforehand, have copies for everyone, or be ready to project it on a screen, write it on the board, or otherwise post it for all to see.

☐ See that the seating encourages maximum interaction among members and guests, that everyone can see the podium and hear what is going on, and that extra chairs are easily accessible. If you can, set up the room so that late-comers will enter at the rear, minimizing interruptions once you are under way.

☐ Bring name tags and several markers.

☐ Make certain that membership cards or forms and pens are ready.

☐ Prepare a display of club mementos...photos, your scrapbook, awards, newsletters, brochures, etc., especially at meetings emphasizing recruitment or new members.

☐ For meetings with new or potential members, prepare and bring enough copies of the printed handout about the organization for every person. Include a statement of the group’s mission/purposes, a list of the officers and how to contact them, a list of opportunities for future involvement and whom to contact about each one, and a summary of recent organizational achievements.

☐ Check to make sure the microphone is ready for use, or speak loudly so that everyone can hear.

As People Enter the Room

☐ Have old members come early to greet newcomers as they arrive, help them make out nametags, and talk with them individually or in groups of two to three. The “veterans” can also help with the other pre-meeting suggestions above.

☐ Give everyone a membership information card if this is your first meeting. Ask them to fill it out and then collect them immediately. After your group is established, you should only have new members fill out membership information cards.

☐ Have a printed handout about the organization available for new members and attendees to look over before the meeting starts.

☐ Give everyone a copy of the meeting agenda and/or program, explaining those items which require future information.

☐ Take everyone on a tour of any displays you have or invite them to look them over.

☐ Invite each new person to join, in a friendly, non-pushy way. If they are interested, take them to the membership table; follow up after the meeting with those not yet ready to join.

Starting the Meeting

☐ Ask team members and all other veterans present to help get everyone settled. Announce that it is time to get underway. At this point it is helpful to move membership and handout tables just outside the door to greet and sign up late-comers before they enter. In the meantime, the meeting can get started, rewarding those who arrive on time.
• Introduce yourself. Personalize it and give people some information about who you are.
• Welcome all new people attending and give them individual recognition, if at all possible. If time allows, let them introduce themselves. For large organizations, this is best done in small groups or by other methods. Also, in some situations, individuals attending for the first time may prefer not to be so “publicly” recognized, so use sensitivity here.
• Welcome all returning members and give them individual recognition similar to that afforded to newcomers.
• Acknowledge continuing members who have achieved special recognition (i.e. community leaders, scholarship recipients, and class or school officers).

Presenting Your Organization

• Allow each officer to participate in the meeting in some major way. This helps out the president, gives the officers recognition, and lets others know who they are.
• Explain the purpose of the organization, referring to the preprinted handout you gave to each attendee.
• Explain the organization’s committee structure – briefly! If it is the least bit complex, visual aids will be a big help, but keep it short and simple.
• Highlight major past accomplishments and refer to the displays.
• Review those continuing projects that will require involvement of the membership in the coming year.
• Describe important upcoming events and emphasize how members and newcomers can get involved.
• Explain important decisions the group may face during the year.
• Announce committee appointments or name the appointments that will be made. Tell members how they can get on a committee.
• Encourage members to come up with new program ideas (speakers, fundraisers). Pass out cards on which they can jot down ideas; collect them at the end of the meeting. Look through the cards with officers or committee members later and review the ideas that have good potential at the next meeting.
• Just for fun--have an auction, a drawing, a simple contest or play a get-acquainted game.
• Show slides or films of past activities of the group.
• Have refreshments.
• End the meeting by introducing the key members again and asking them to go to the designated areas of the room when you adjourn, to be accessible to interested persons.
• Invite everyone to visit with the key members, and to turn in their “idea” and “Membership Information” cards.
• Announce the next meeting – date, time, place, any items of business and the program.
• End the meeting on time and at the high point of interest, not when members are exhausted and impatient.

After Adjournment

• Make it easy for folks to locate individual leadership team members to chat with or to volunteer for various projects or committees.
Have old members seek out first timers who were not quite ready to join at the beginning of the meeting (this also applies to non-members that have attended a few meetings or events without joining). Encourage veterans to ask newcomers if they have any questions, but not to oversell or be too pushy.

Have the “put-it-back-together” team clean up and put things away.

After it is all over, be sure someone writes up the meeting’s notes.

The membership chair should begin to set up Membership Information Card file to help various committee chairpersons identify and recruit new committee members.

The leadership team should evaluate the meeting, share individual feedback, and make plans for the next meeting.

The meeting just described may seem a little “heavy” compared to anything you have ever experienced. It is, but if your team puts together the right combination at the outset, you have a good chance of a successful season ahead. Such a carefully prepared meeting gets a lot of people acquainted, involved, and on their way home early. And – most important – they will probably be back next meeting!

ADVERTISING

Strategies in Communication

WHO ARE THE ETSU STUDENTS?

To develop a strategy for reaching the ETSU students, you must know something about them. Most students at ETSU commute (approx. 79%). Most students work and go to school. Additionally, over 25% of the student body is classified as “nontraditional”, meaning they are older than the traditional age (18-22) and that they have spouses and/or children.

Students who live in residence halls can be reached via roommates, resident assistants, hall meetings, bulletin boards, dorm TVs, etc. The main issue with these students is convincing them to stay on campus and attend events on the weekends. This is where the style of poster, flyer, and promotion comes into play.

Students who commute are also influenced by the style of the ad; however, they are on campus for a much shorter period of time so your approach must be right on target!! The key here is to take the advertising to them. Find out where they spend time on campus and put your ads where they will see them. Computer labs, campus buildings, and parking lots are places that commuters will often be at. If commuters are your audience, you must go there to attract them. Although there are no announcement boards in the parking lots and putting literature on cars is against campus rules, you can station organization members in key parking areas to hand out flyers, etc.

THE HEART OF YOUR PROMOTION

Students today are juggling lots of priorities in their life. Classes, studying, work, and friends/family always seem to be the top four. For a student to be willing to stay later at school, come back to campus, or stay on campus over the weekend, your event must be a priority. In other words, the promotion you use must tell the student that this activity will provide something he/she needs or wants.

Advertising is saying more than just who, what, when, and where. It also says WHY you should take the time to come. Selling the students on WHY is the one thing most student organizations neglect in their
advertising. Students are so busy with classes, work, family, and studying, failure to sell him/her on WHY will greatly increase the chances that your event’s attendance will be low. Emphasizing WHY the event will be relevant and important to the student is vital to the success of any promotion.

**The Style of Your Flyers and Posters**

The quality of your advertising sends off signals to possible attendees about the quality of the event. Don’t just pin up a couple of cardboard posters with magic marker drawings and think that will suffice. You can do so much with a computer in the SORC and print up some flyers to put around campus. You can also make posters in the SORC or at the University Press.

The SORC is open to your organization five days a week in the lower lobby of the first floor of the Culp Center. The University Press office is on the basement level of Sam Wilson Hall, while the University Press Convenience Center is in the Atrium of the Culp Center.

Make your advertising attractive. Use colors, headlines, bold print, arrows, borders, and pictures to catch students’ attention and make them want to read about your event. Make the information about your organization or event concise, yet informative and catchy—long paragraphs of information will turn readers away. Think about how you react to hum-drum advertising when you design your own. Have other students proof your ads to be sure important facts are not omitted, as well as to get their opinions on how it grabs their attention and sells them on the event. Good advertising is too important to your event to be left to the last minute or to be delegated to a “less than active” reliable member. Spend time doing your advertising right and it will pay off for your organization.

These advertising tips (attractive, eye-catching, concise, informative) apply whether you are creating flyers to hand out, creating an ad to be posted on campus TVs, or are creating a display for a bulletin board or event table. Take pride in your advertising and put effort into it; it will pay off for your organization!

**Communication On Campus**

1. **Flyers**

   One of the easiest ways to advertise is to simply hang up flyers around campus. As a registered student organization, you will receive a copy code to use in the SORC. With this copy code, your organization is able to make 500 black and white ink copies per month and 100 color ink copies per semester. White and colored paper is available for your organizations use, as well as computers to create or edit your flyers and handouts. Flyers must be approved (and often stamped) by the building or department you are hanging them up in, and groups wanting to hand out flyers (in a location such as Borchuck Plaza in front of the Sherrod Library) must reserve the space from the appropriate department.

2. **PlanIt--The University Calendar**

   **PlanIt** is ETSU’s online calendar and is a great way to advertise special events for your organization. Announcements placed on PlanIt are free and easy to set up.

   Any student can add events through the submit events form – linked from [http://www.etsu.edu/calendar](http://www.etsu.edu/calendar) or [http://www.etsu.edu/planitetsu/](http://www.etsu.edu/planitetsu/). Simply click on “Submit Events” on the left hand side of the webpage. Once that form is submitted it will be redirected to the appropriate department for approval. Once approved it will land on PlanIt ETSU and PlanIt Student – but to land on PlanIt-Student make sure at least one of the following categories are selected.

   ✓ Athletics
✓ Campus Recreation
✓ Campus Wide Events
✓ Student Activities
✓ Students - Current
✓ Students News

3. Digital Marquee
ETSU has three outdoor digital marques (located on the lawns of Burgin Dossett, Nicks, and the Culp Center). Although the marques cannot be used to advertise regular weekly meetings, they are a great way to advertise special events or programs that your organization is offering.

The digital marquee can be reserved through the SORC by dropping off the following form at Suite A of the SORC (lower level of the Culp Center), being sure to pay attention to the guidelines and tips at the top of the reservation form.

4. Announcements on TVs
There are many TVs around campus where your organization can announce weekly or monthly meetings or promote special events. To post an announcement on the TVs in the Culp Center, the TVs in the Center for Physical Activity, or on channel #23 on campus cable, fill out the following form and drop it off at Suite A of the SORC (lower level of the Culp Center). Be sure to pay attention to the guidelines and tips at the top of the reservation form, as well as the option to submit a power point slide or other graphic to be used with your announcement.

5. Buc-Hub Organization Directory
By logging into your Buc-Hub account and posting digital flyers (PDFs) can not only provide a great way of communicating internally (among your group members), but also creates a flyer that can be found on the digital bulletin board of the Buc-Hub home page and on the SORC home page. This is a simple, free way of advertising your organizations events and news. And since you’ll already be making and printing flyers for your event, its quick and easy to upload the PDF file onto Buc-Hub.

6. ETSU Computer Account
If desired, you organization can register for its own computer account through the Office of Information Technology (OIT). This account also the organization to have its own unique email address ( “organizationname@etsu.edu” ) and set up a d2L page for the organization’s members to post on, make announcements and share information within the group. Print out a Computer Account Request form or drop by the SORC to pick one up. Be sure to drop off completed forms to OIT in Roy S. Nicks Hall, as well as directing any questions toward them.

7. Glass-Front Bulletin Boards and Display Cases
The SORC provides several glass-front bulletin boards and display cases throughout the Culp Center for student organizations to use free of charge. These are reserved on a monthly basis and can be done by filling out this form and making a reservation with the receptionist in Suite A of the SORC (lower level of the Culp Center). Organizations are responsible for putting up and taking down their own materials.

Various building and departments around campus also have bulletin boards that student organizations can use or hang flyers on. Check with the specific department if you want to hang up flyers at another location around campus.

8. Table Tents
Placing table tents on tables in each of the three dining areas in the Culp Center (the Cave, the Atrium, and the Marketplace) is an advertising strategy that reaches many students. These are reserved by the week; organizations interested in using table tents should fill out
this form and make a reservation with the receptionist in Suite A of the SORC (lower level of the Culp Center). Groups must make their own table tents and have them approved by Dining Services prior to placing them on tables.

9. Sidewalk Chalk
Writing announcements on the sidewalks around campus can be an attractive and eye-catching way to advertise your student organization and its meetings and events. Simply fill out the Sidewalk Chalk Permit Form, turn it into the SORC (Suite A), and be sure not to chalk under overhangs or on vertical surfaces (like walls or columns)!

10. Outdoor Banners
Student organizations can also hang large banners from the balcony of the Marketplace (ETSU’s dining facility on the 3rd floor of the Culp Center) to advertise their organization’s events and meetings. Organizations interested in this eye-grabbing method of advertising should fill out this form and make a reservation with the receptionist in Suite A of the SORC (lower level of the Culp Center). If you need help with figuring out how to design or mount your banner, come talk to us in the SORC!

11. The East Tennessean
The East Tennessean is the ETSU student newspaper. Ads in the student newspaper can be a great way to reach commuters and residential students alike, as papers are free and can be picked up in nearly every building on campus. The East Tennessean’s office is located in the Exterior Suite A of the Culp Center, facing J.L. Seehorn Jr. Road. The paper is published every Monday and Thursday (except on holidays and breaks) during the fall and spring semesters, with 5,000+ copies distributed for each issue.

Up-to-date advertising rates can be found on their website's advertising page. Note that reduced advertising rates are given to student organizations! If your group has additional questions about advertising with The East Tennessean, they can be contacted by phone at 439-5363 or 439-6730 or by email at etads@etsu.edu.

Advertising Off-Campus
Depending on the type of audience you want to attract to your event, you may wish to advertise off-campus. This is not a last-minute decision to make. You should allow at least 4 weeks prior to your event to begin this process. Advertising off-campus should always involve the following process:

1. Consult with the Director of Student Activities about advertising off-campus. If everyone agrees that such advertising is appropriate, proceed to step two.
2. Create the ad(s).
3. Fill out and begin the processing on purchase orders necessary for such advertising. (Purchase orders can no longer be processed “after-the-fact”.)
4. A copy of your ad must be taken to the office of University Relations (439-4317) in the Administration Building for approval prior to submission.
5. University Relations will discuss the submission process with you on an individual basis for both print and broadcast.

All advertising that is not with the East Tennessean should be approved through the office of University Relations, this includes WETS radio and the television station.
The following is a list of advertising contacts for major newspapers in the Tri-Cities area:

<table>
<thead>
<tr>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson City Press</td>
</tr>
<tr>
<td>Kingsport Times-News</td>
</tr>
<tr>
<td>Elizabethton Star</td>
</tr>
<tr>
<td>Greeneville Sun</td>
</tr>
<tr>
<td>Bristol Herald Courier</td>
</tr>
<tr>
<td>Herald &amp; Tribune</td>
</tr>
<tr>
<td>The Loafer</td>
</tr>
<tr>
<td>News &amp; Neighbor</td>
</tr>
</tbody>
</table>

Many newspapers will publish a news release concerning local events. There is no charge for a news release; however, a news release must be just that—“newsy”. The papers will not consider a meeting notice or guest speaker news unless you have additional information about the speaker or meeting that makes it news. Consult the University Relations Office for assistance and approval of the writing of a news release.

**CONSTITUTIONAL INFORMATION**

**Constitutional Pitfalls**

**What is a Constitution?**

A constitution is a document that describes the organization and how it operates. It should contain explanations about each of the following topics:

- Name of Organization
- Purpose of Organization
- Membership Requirements
- Dues
- Officers
- Duties of Officers
- Meetings of Organization
- Method of Amendment (see sample constitution in appendix)

**What are Bylaws?**

These are the permanent body of legislative rules by which an organization operates. There is seldom any difference between the constitution and bylaws. Most organizations combine the two.

In reviewing constitutions and bylaws, there are several mistakes groups often make in writing a constitution. Although these are not intentional errors, with a little time and attention you can write a constitution that will prevent future problems within your organization. By including these topics in your bylaws, you can avoid common mistakes.

**Setting a Quorum.**

A quorum is the minimum number of members who have to be present at a meeting in order for business to be conducted legally. It is protection against the possibility that a small number of individuals within an organization might get together and transact business in an unrepresentative way. There is no magic number used to set a quorum for all groups. A quorum
for most clubs or social organizations usually consists of either the average attendance at meetings or the largest number of members who can be depended upon to come to regular meetings. The quorum should be stated in the bylaws for the protection of the group as a whole.

**DEFINING DUTIES OF OFFICERS.**

The duties of officers are self-explanatory in many cases: the president presides; the treasurer keeps the accounts; the secretary takes notes and handles correspondence. However, other offices can be defined to suit the needs of the group. The office of vice president is one that offers much flexibility. And yet, few groups take advantage of this. Why should the vice president's duty be to stand in for the president in an emergency? Why not assign the vice president a major responsibility for an important program or need. The vice president could be in charge of membership, programs, or publicity. And your organization could have more than one vice president, or secretary, etc. Think about your group's needs and programs and delegate responsibility to other officers. Otherwise, you know who usually gets stuck doing all the work.

**ELECTING OFFICERS.**

There is nothing quite as discouraging as holding an election and having no one interested in running for office. It's also a good way to discourage new members from getting involved if they see no one else volunteering to do anything. The best way to handle this situation is with some advance planning. Select a nominating committee (your executive board will do) to recruit a slate of officers. This will ensure that you will have at least one willing candidate for each office. Nominations can also be taken from the floor if you want to make it a "horse race." However, a hotly contested race can also be deadly for a group. The supporters of and the losing candidate can harbor ill feelings about the group for quite some time.

**OFFICER TRANSITION.**

Officers should be elected in the spring semester for the following fall. A spring election will allow time for a very important orientation to take place—officer transition. By electing in the spring the former officers will still be around to train the new officers. Do not pick the last week of school for elections. Allow several weeks before the end of the semester. Elections could take place earlier and the actual officer installation could take place later in the semester. If your group is not on such a schedule, you should actively consider the benefits of changing to a spring election.

**REMOVAL OF OFFICERS.**

Although you might think, "It can never happen to my organization," believe me, it can. Officers were elected last semester and have yet to call a meeting, or officers have mis-spent the group's funds, or officers have not attended a semester's worth of meetings, etc. Whatever the case, a group needs to have a way to remove incompetent officers from office and to elect new ones when necessary. This is not a provision to be taken lightly or ignored.

**ADVISOR INFORMATION**
Advisor/Advisee Relationships
The relationship between an advisor and an advisee can be both rewarding and fun. It is important that the relationship be defined from its start, in order to clarify what the advisor and advisee hope to gain from each other. This setting up of mutual expectations will help to create an open atmosphere, will help to prevent misunderstandings between the advisor and advisee, will help the advisor and advisee to set realistic goals for themselves and for the program, and will help to maintain an effective relationship.

It is important to remember that an advisor is not there for the sole reason of providing advice and support; instead, an advisor can be a very valuable resource. The advisee needs to utilize these skills when working with his/her committee and programs. It is important for the advisee to recognize the various roles that the advisor plays within the university system. These other roles may provide the advisee with additional information.

Some of the important roles an advisor might play should be clarified from time to time. The advisor/advisee relationship is an on-going process and sometimes requires different roles for different situations. Some of these roles to be clarified include the following:

When should my advisor be...
- A problem solver?
- A decision maker?
- An analyzer of group process?

Once these questions are answered, your organization will be on its way to good cohesion and effective functioning!

Modes of Advising
The mode of advising a student group will be largely determined by two factors: (1) the needs of the group and (2) the personality of the advisor. With a group not having experienced leadership, an advisor may need to be highly directive. As student leadership develops, the advisor may adopt a less directive mode with students handling greater responsibility. This condition will vary greatly among groups and also with a group over a period of time. The advisor should be perceptive to the different needs and expectations of the group in determining a specific mode of advising.

To insure an opportunity for input from the faculty advisor, some organizations reserve a few minutes at the close of their meetings for the advisor to speak. The advisor may or may not wish to make suggestions to the members and officers. The range of topics which would be relevant to such occasions is quite broad: a verbal pat-on-the-back, remarks of evaluation, inspirational comments, even a few pertinent jokes. The “Advisor’s Corner” provides an opportunity for closer contact with the group.

Responsibilities and Assistance for the Advisor
It is more than just an honor to be a faculty advisor at ETSU. There are certain requirements a faculty or staff member must meet and follow. The Tennessee Board of Regents requires all student groups to have a faculty advisor. The advisor’s is considered vital by all to the success of a student organization. Should you decide to resign your position as a faculty advisor, please notify the SORC and your organization as soon as possible so that a replacement can be found and the group does not lose its registration as an ETSU student organization. Other responsibilities of the advisor as determined by the TBR policy, university policy, and the Student Organization Resource Center are as follows:

- Ensure organizational compliance with University policies and procedures applicable to student organizations
✓ Ensure organizational compliance with Federal, State, and local laws.
✓ Assist the officers in handling the organization’s funds and the maintenance of financial records. Expenditures should be made with the knowledge of the advisor. If a student group is funded in any way by university funds, if the group uses the university Business Office as its “bank” (agency fund account), or if the group will do business with university offices such as the Press or Aramark, the advisor’s signature will be required on requisitions, purchase orders, travel requests, etc.
✓ Play an active role in helping the students set up a meaningful program that is consistent with the organization’s purpose and with the aims and objectives of the University. In the case of an organization which will be requesting University funds to support their program, the advisor should actively participate in the formulation of the budget request.
✓ Help organization officers formulate and administer their meetings and/or activities.
✓ Be aware of and involved in the planning of organization’s official social functions, whether on or off campus.
✓ Encourage the development of initiative, accountability, responsibility and leadership in the student members.
✓ Be a resource person for the group.
✓ Serve as a liaison between the University Administration and the organization, interpreting, if necessary, policy and philosophy.
✓ Attend meetings of the student organization.
✓ Serve as a liaison between the Student Organization Resource Center and the organization insuring that mail and other pertinent campus information is relayed to the officers.
✓ A faculty or staff member may be the official, registered advisor of no more than 3 student organizations per academic year.

Assistance for Advisors

The Student Organization Resource Center is here to assist the faculty advisors as well as the members and officers of the group. Please come see the staff any time with questions, comments, or suggestions. We are here to help you.

Being a Faculty Advisor... What is your role?

It is an honor to be asked by a student organization to serve as the faculty advisor. It implies the students’ respect and trust for you. They view you as someone who is willing to spend time with them and the organization. East Tennessee State University, especially the Student Organization Resource Center, appreciates the time, effort, and concern for the students you give by accepting the responsibility of becoming a faculty advisor. This section was written to help you define and understand your role as a faculty advisor.

The Role of the Advisor

Each group has its own specific needs and expectations for its advisors but these may change from year to year. While it is not possible to establish a single model to serve as the standard for all groups at all times, there are some general ideas which would apply to almost every advisory role.
Before a faculty or staff member agrees to be an advisor, she or he should have some basic knowledge as to the purposes and structure of the group to be advised. This can be done through a review of the group’s constitution, attendance at an organizational meeting, and discussion with the group’s officers prior to accepting the role of faculty advisor.

Once you accept the position of faculty advisor, you will fill out the appropriate forms required for registration of a new organization on ETSU’s Buc-Hub; you will work with the officers (new or old) and the SORC staff in the development of goals and objectives for the new organization.

One important role for an advisor is to act as a resource to the organization. The advisor brings personal experience and expertise to a student organization. This can be crucial to the success of the group. In addition, the advisor generally has had experience with the university system and can often provide significant directions to students in ways of getting things done within the university setting.

The advisor needs to know about the groups finances and budget. Since the advisor’s signature is needed for agency account funds—606 applications and money-maker request forms—it is incumbent upon the advisor to be very knowledgeable about the student group’s finances. It is often through the development of an organization’s budget and subsequent implementation of the budgeted programs that an advisor can be of great assistance in the development of a group’s programs.

The advisor must be willing and able to devote time and energy to the student group. This is not to say that an advisor must attend every meeting or activity of the group, however, he or she should maintain a continuing contact with the officers of the organization. Students find the formal and informal contacts with their advisors to be richly rewarding, and they are necessary if the group is going to maintain a continuing pattern of vitality.

One of the most frequently asked questions about advising student groups concerns the legal liability of the advisor. In general, the advisor has accepted a position of faculty advisor to a student group as part of the job. The advisor should probably not be held personally liable for mistakes as long as the organization is not engaged in an activity which is illegal and as long as there is no negligence involved in the performance of the advisor’s function. The use of “common sense is one’s best guide” to determine what needs to be done is appropriate in most situations. In the event that an activity is potentially dangerous, the participants will not usually be judged liable should a participant become injured. Alcohol is an issue about which all advisors should be aware. ETSU is a dry campus. However, student groups do sponsor parties off campus with alcohol. The legal liability of the “host” who serves alcohol in the State of Tennessee has not been fully determined by the courts. The judiciary in other states have held that the host (sponsoring group) of the party can be held liable for the actions of an individual at the party who drives while intoxicated. It is in everyone’s best interest for you to convey this information to the members of a student group considering such a party and to weigh the risks appropriately. Travel is another liability issue of concern to faculty advisors. Use of commercial transportation is the safest way to travel. If the students plan to use a university vehicle, you should know that the university vehicle must be driven by a graduate student employee, faculty, or staff member. Work study students are no longer allowed to drive university vehicles. If the students drive one of their cars or you take them in yours, insurance policies should be checked to be sure the policy will cover such use and to see if the amount of coverage is sufficient for the trip and number of passengers involved. Any precautions you would take in planning your family’s vacation, you should also take in helping the students plan their trip. The Student Organization Resource Center and Student Life and Enrollment staff are more than willing to assist you in questions regarding liability and student organization.
Buc-Hub System

Registering New and Existing Student Organizations

Being a registered and recognized student organization is required by the Tennessee Board of Regents. It is also the key to allowing your organization to do the following:

- Reserve rooms, advertising space, and equipment on campus
- Apply for Student Activities Allocation monies
- Apply for SGA BucFunds (formerly 606 funds)
- Apply for money-making project approval
- Have and/or use an agency fund account
- Apply for equipment use and storage space in the Student Organization Resource Center (SORC)
- Participate in campus-wide events such as Homecoming, Preview, and Orientation etc.
- Be listed in official publications as a student organization

Registering a New Organization

1. Go to [www.etsu.edu/buc-hub](http://www.etsu.edu/buc-hub) to check to see that the goals and purpose of your group do not duplicate those of another registered organization.
2. Once you have verified that your organization is not a duplicate, log into Buc-Hub using your ETSU log-in information (log in the same way you would on any ETSU computer)
3. If you have not already registered for this website, you will need to create your account first. This is a required step and must be completed before you can register your new organization.
4. Recruit a minimum of five (5) currently enrolled students with a minimum 2.0 GPA to serve as charter members and officers.
5. Recruit a faculty advisor. This person must be employed by ETSU.
6. Write a constitution.
7. Complete all the registration forms on the website.
8. The SORC will check the membership list with registrar and evaluate constitution and registration forms.
9. The Director of Student Activities or Student Activities Graduate Assistant meet with new president and faculty advisor about group information, and inform president and advisor if any information is lacking.
10. Complete!

For a more detailed description of the organization registration process, read the SORC’s [Organization Registration Process form](http://www.etsu.edu/buc-hub).

Registering an Existing Organization

The SORC will begin accepting Student Organization Registration Updates in mid-April for the following school year. This can be completed through the Buc-Hub website. Student Organization Registration Updates are due by the end of September, on a date set each year by the SORC. This due date is historically a week after the President and Advisor Breakfast. If your organization elects officers mid-year, you must update your Buc-Hub website with your new officers’ information immediately after elections.

Reactivation of an Organization

If an inactive group wants to reactivate their organization, a member must set up a meeting with the Director of Student Activities. The Constitution and Bylaws must be updated, as well as the other forms
on the Buc-Hub website. The SORC will recommend for or against reactivation upon receipt of all information and a meeting with the organization’s potential president and faculty advisor.

**Step-by-Step Guide for Buc-Hub**

*If you would like individual help, please feel free to come by SORC A, first floor of the Culp Center, and ask for the Director of Student Activities or the Graduate Assistant (studactv@etsu.edu); they will be glad to help. You may also call 439-6633.*

Each organization has its own site where members can collaborate in discussion posts, events, photos, and other online features. As a student leader, you control the majority of these features.

**Access Your Organization’s Site**

1. Log in to Buc-Hub ([www.etsu.edu/buc-hub](http://www.etsu.edu/buc-hub)). Your username and password are the same ones you use for D2L and Goldmail.
2. Remember to have pop-up blockers turned off for this website.
3. Only the president, primary contact, and faculty/staff advisor have the ability to modify the organization’s website. If you have not accepted your membership with the organization, please do so as soon as possible.
4. From the main page, the organizations you belong to will be listed under —*My Involvement* on the right side.
5. Click on the name of your organization and you will be taken directly to your organization’s site.
6. Click on the name of your organization to expand the options.
7. Click on —*Organization Site* to the far right.

**Step-by-Step Guide to Renew Organization Application**

**Per the TBR, student organizations must by September 30th every school year. If renewals are not completed by this time, the organization is considered inactive.**

1. Log in:
   Go to the Buc-Hub website ([www.etsu.edu/buc-hub](http://www.etsu.edu/buc-hub)) and log in with your ETSU username and password. Once you have logged in, click on the *Organizations* tab and find the button that says “*Renew An Organization.*” Click the button and complete all of the information on each of the pages.

2. Update Information:
   Be sure to update any relevant and important information during this time. Look over your current website to see if anything has changed (officers, advisors, meeting time, etc). If any of your information has changed you MUST included the updated information in the renewal information.

3. Renewing/Registering the Organization:
   Follow the instruction on screen on the first page. Read over the information and complete all of the fields on each screen. The organization renewal page allows you to create a description, name, and nickname for your organization. In addition, you can include you mailing address and meeting time and place.
   The next page allows you to upload your organizations roster. Please be sure to include your officers, advisor, and at least a total of five current ETSU students. Following that page, you will be prompted to upload a current copy of your organization’s constitution.
The last page is where you can include your organization’s interests. This is not a required step but it will help your organizations prominence on the website. Finally, your advisor will get an email asking them to confirm that they are the advisor for your organization. Make sure that your advisor gets this email and that s/he does their part, or your organization will not be renewed.

MANAGING RECORDS & ORGANIZATIONAL FINANCES

Keeping Records
Why does it seem that every time the school year changes and new officers are elected, the student organization has to "start all over again." Aren’t you tired of "reinventing the wheel?" So how do you prevent this? What steps can you take to help your successor?
There are 4 keys to assist your successor. All are listed below with short discussions pertinent to each.

✓ Write it down
If you think the only place you need to take notes is in class, think again. As a leader of a student organization you should keep written notes about everything.
- who you arranged to borrow or rent something from for the homecoming booth or float
- how and when you arranged for mailing labels
- copies of any 606 or money-making applications
- agendas for all meetings
- minutes of all meetings
- list of goals for the year
- ideas you and group had for good projects (even if you can't accomplish them during your year as leader)
- lists of items you need for such things as initiation, organizational fair, etc.
- calendar of your programs (i.e., initiation always falls in November; we always have a speaker in March; the Christmas party is always at our faculty advisor’s house; we always end the spring semester with a picnic)

✓ Organize Your Notes
Writing everything down is important, but if you write these notes in the margins of your English Composition Notebook and on the back of your chemistry test, you are helping no one.

Get organized! Spend a couple dollars on some loose leaf notebooks and file folders. Label the notebooks and/or folders for every project pertaining to your group. Below is a list of sample topics:
- Initiation
- Homecoming
- Minutes of meetings
- Club Finances
- Correspondence
- Membership
- Events
- Advertising

Now use this system. As you accumulate papers, file them. As you take on a new project, create a new folder or notebook. This system is not only helpful to your successor, it will make you a much more efficient leader. Don't keep your organization's papers with your classwork. It will soon be lost forever.

✓ **Evaluate Your Year as a Leader**

   Every time the group completes a project the group should evaluate the event. The group should talk about "what went right and why," and "what went wrong and how it could be corrected next time." But this discussion will do no one any good unless you write it down. Don't keep this valuable information to yourself, no one is going to look at these notes except your successor. This person is not going to laugh at you and say, "Look what (s)he did wrong." Rather (s)he is going to say "what a perceptive leader (s)he was; these notes are incredible!"

   Leaving a list of final thoughts and suggestions is also a very valuable aid for your successor. Now don't you wish your predecessor had done this for you?

✓ **Store This Treasure of Information**

   Now that you have accumulated this mountain of paperwork, what do you do with it? Age-old tradition has it that student leaders keep their files in the trunks of their cars or in boxes under their dorm beds (depending on whether they live on or off campus). The Student Organization Resource Center would like to offer you some alternatives.

   - Ask your faculty advisor for a drawer in his/her filing cabinet or a corner in his/her office.
   - If you are a departmental organization or honor society, go to the department chairperson. Explain your group's role and activity within the department. Discuss how office or storage space would benefit both your group and the department.
   - Complete a storage space allocation application in Student Organization Resource Center. There are storage spaces to be given out on a first come first served basis. Lockers and shelves are provided to organizations free of charge, as long as there is space available.

   Whatever you do, just be sure that the files you have kept do not go to waste. Don't take them home over the summer. They can be lost or you may decide not to return to school. If you have checked all your options and come up empty, talk with the Student Activities Director. We'll work out something.

**Fundraising Event Approval Process for Student Organizations**

This process is to be followed for all fundraising efforts requesting business or personal donations/sponsorships!

1. Read over the Fundraising Policy for Student Organizations at ETSU.
2. Schedule a brief meeting with the Director of Student Activities (SORC, Suite A) walk through the process and pick up the University Advancement Fund Raising Request Form.
3. Fill out the University Advancement Fund Raising Request Form.
4. Attach a list of businesses and individuals you plan to approach and the amount you are going to ask each for.
5. Attach the brief narrative describing the event as requested on the form.
6. Submit the form, list of businesses/individuals, and narrative to the Director of Student Activities.
7. It will then be shared with University Advancement to get their permission to approach the listed people in the proposed time frame.
   - This is to ensure that student organizations and the University are supporting each other and not over using our supporters at any given time.
   - Just because you couldn’t approach some group once doesn’t mean that you definitely won’t be able to later, just not at this time due to request of the donor or the timing of their last donation or request
8. Once approval and support are given you will be notified either by University Advancement or the Director of Student Activities

**QUESTIONS?**
Call the Director of Student Activities, 423-439-6827

---

**Fund-raising Policy for Student Organizations at ETSU**

**Definition of Fund-raising:** Any monies paid for merchandise, tickets, admission, or services; donated merchandise, or coupons redeemable for merchandise or services collected by student organizations either for the organization’s use or to be donated to charity. Membership dues are not considered fund-raising.

Student organizations are expected to abide by the campus and TBR policies regarding fund-raising. Failure to abide by these rules may result in judicial action against individuals or the student organization. These can be found at [http://www.tbr.edu/policies/](http://www.tbr.edu/policies/)

All student organizations must be registered with the Student Organization Resource Center in order to have a fund-raising activity on campus.

Student Organizations wishing to sell food on campus may only do so three times per year. Food items are items for a bake sale are considered to be: cookies, brownies, cake, etc. For safety, items are requested to be pre-packaged. If the food item is anything else, the organization will be required to request clearance from the campus food service.

Student organizations may not sponsor, assist with, or co-sponsor any fund-raising event at which alcohol is present.

Sales tax must be collected on all items in accordance with the laws of the State of Tennessee.

Student Organizations are not tax-exempt organizations, and may not use the university's tax-exempt status. Tax-exempt status for student organizations is applied for on an individual basis through the state office of the IRS.

Gaming activities (i.e. raffles, lotteries, etc.) can only be held under the guidelines set forth by the State of Tennessee. The guidelines and forms needed to make a request to the state can be found at [http://www.tn.gov/sos/charity/gaming/gaming_faq.htm](http://www.tn.gov/sos/charity/gaming/gaming_faq.htm).
Student organizations wishing to sell items from an off-campus vendor (flowers, candy, donuts, books, jewelry, posters, t-shirts, etc.) should make such arrangements through a written contract or agreement. This contract serves as protection for both the vendor and the student organization. If the vendor comes onto campus to assist with the sale, the student organization must have a member at the sale site at all times. Student organizations are requested to report any difficulties with off-campus vendors to the Student Organization Resource Center.

If a student organization wishes to solicit monetary or any kind of donations from alumni or area businesses, permission must be granted prior to such solicitation from Student Organization Resource Center.

How to Get Money For Your Organization

Ever tried to get through a week with no money? Running a student organization without funds is a neat trick, too. You will need funds to advertise for new members, advertise events, duplicate letters, buy food for receptions, purchase items for initiations, travel to conventions, and many others needs.

**How Can You Fill Your Treasury?**

**Dues**—Charge each of the organization members a small amount of annual or semesterly dues. This is the common way for an organization to raise money. The amount of dues is left to each group to decide based upon the needs of the organization.

**Fund Raising Projects**—This is another common way of raising funds. For each project on or off campus, a *Request for Approval of Money Making Project* form must be filled out and approved by the Student Organization Resource Center. This process takes a minimum of three working days. There are booths in the Culp Center (in the Atrium and on the 1st level by the post office) from which you can sell items. These booths must be reserved separately through the main office of the Culp University Center, located on the second floor. The maximum number of groups allowed to sell in the Culp University Center each day is four (4).

If your group’s project includes selling in the residence halls or fraternity houses, the following rules apply:

1. The money-making project approval notice must be shown to the person in charge at time of set-up.
2. All selling is to be confined to the lobbies.
3. The specified date and hours of selling must be listed on request form.

If you plan to sell in other campus buildings, you must contact the facility director or dean for the building you plan to sell in to get permission.

**Types of Fund Raising Projects**

There are so many different types of fund raising projects; you just have to be creative. Some things that are commonly done include bake sales, car washes, sales with a holiday theme (Valentine’s, Christmas, Easter, etc.), etc. Keep in mind is that raffles are only legal under the laws set forth by the State of Tennessee ([http://www.tn.gov/sos/charity/gaming/gaming_faq.htm](http://www.tn.gov/sos/charity/gaming/gaming_faq.htm)) and that alcoholic beverages are prohibited on campus. However, drawings are allowed but the money must be taken only as a donation to your organization. Also remember, all food sales (such as bake sales) must be approved through Aramark (office on the 3rd floor of the Culp Center by Marketplace, 439-4389).
**B.U.C. Fund**—These are funds allocated by the Student Government Association for use by student organization for funding specific special projects and programs who are not funded through Student Activities Allocation Funds. An organization may request B.U.C. funds more than one time during the academic year. Applications for these funds are available in the Student Organization Resource Center. These applications go through a 4-step approval process and require a minimum of three (3) weeks to process.

For more information about the B.U.C. fund process for your student organization, check out the SGA’s description of the process on their website (http://www.etsu.edu/sga/fund.aspx) or contact them directly at 423-439-4253

**Student Activities Allocations**—These funds are available to finance the year-long operating budget of major student groups who have a campus-wide scope of activities and have not applied for or intend to apply for B.U.C. funding within the same fiscal year. Applications are available from the Student Life and Enrollment Office and are generally due by late January for funds to be available for July 1st of the next fiscal year.

Information about Student Activities Allocations can be found [here](#).

---

**How to Manage Your Organization’s Money**

**Treasurer**—Each organization must constitutionally have a treasurer. Failure to provide for this officer in your constitution or to assign another officer with the duties of a treasurer will result in the group not being able to conduct fund-raising events, B.U.C. Funds, or Student Activities Allocations.

**Checking Accounts**

- **Agency Account.** Agency accounts are essentially banking accounts maintained by the university itself. They are managed by the comptroller’s office and provide flexibility to on campus organizations not possible with off campus accounts. The major drawback to this type of account is that it requires a 48-hour turn around time for the comptroller’s office to print your organization a check. The benefits far outweigh the negatives however.
  1. There are no fees associated with maintaining this type of account.
  2. Your on campus account is ideal for using on campus services such as:
     a. Paying for postage at the campus post office
     b. Paying for publications at the university press
     c. Use in the university bookstore
     d. Catering through ARAMARK
  3. There is less confusion with account ownership when new leadership is established every year.

To open an on-campus bank account—known as an Agency Fund Account—go to the link below and find the form called “Request for New Agency Fund.” This form must be submitted to the office of Financial Services, located on the 2nd floor of Burgin-Dossett, P.O. Box 70732. http://www.etsu.edu/fa/fs/forms.aspx#Misc

**Standard Checking Account**—These accounts are useful in that their accounts operate like a regular private checking account. Funds needed are simply removed with a regular check, although it normally requires two signatures, one from an executive board member and one from the Faculty/Staff Advisor.
The negative of this type of account is that it is sometimes difficult to withdraw money after an office transition if the previous student organization officers leave prior to signing over the account to the new leadership.

**Non-Profit Tax ID Number**—A Tax ID Number is like a social security number for organization. The purpose is so the IRS will not make you personally responsible for taxes on revenue that your student organization has earned.

You may contact the IRS at 1-800-829-3676 and request a SS-4 Form (Application for Employer Identification Number), or visit their website to access the [SS-4 Form](https://www.irs.gov/individuals/apply-for-an-employer-identification-number-ein) and the [SS-4 Instructions](https://www.irs.gov/individuals/apply-for-an-employer-identification-number-ein).

You should also be aware that TBR policy states that:

“Student Organizations are not tax-exempt organizations, and may not use the University’s tax exempt status. Tax exempt status is applied for on an individual basis through the state office of the IRS.”

Obtaining tax exempt status is long process where your organization would need to first apply for an Employee Identification Number (EIN) and then obtain a 501c3 designation from the IRS. Then, each year, you would be required to file a 990 tax return, apply for a solicitation permit with the state of Tennessee, and would be subject to IRS auditing as well. **Most student organizations choose not to do this.**

---

**How to Spend Your Organization’s Money—WISELY!!**

And you thought this was the easy part! Receipts! Receipts! Receipts! You must keep them all, especially if you are spending B.U.C. Funds or Student Activities Allocations. Follow procedures to the letter! Refer to the [B.U.C. Fund application](https://example.com/buc-fund-application) or the [Student Activities Allocations application](https://example.com/student-activities-allocation) to ensure that you are following guidelines.

If your group does not spend university funds and keeps its funds in an off-campus account, you simply pay by check or cash for those items or services you purchase. Keeping your account balanced is strictly between you and the bank.

The executive committee of your group should develop a budget. Sometimes this is difficult if you don’t always know what the year’s projects will be or if you are a new group. But some things will always be necessary:

- **Office supplies (paper, files)**
- **Initiation supplies**
- **Copies through University Press Postage**

Campus post office box
National dues
Refreshments for meetings

Photo copying and printing supplies can be found in the Student Organization Resource Center, along with other items that your organization may need to advertise your group. These are provided to you as a **benefit** of being a registered student organization.

This is just a sample list. You know your group’s goals and needs. Think about them and plan; prioritize which needs come first. Now decide how you will raise that money, could some items be donated? Involve your members, you may be surprised at who they know and the discounts available. Involve your faculty advisors!! Use their expertise. You’d be surprised at what you can accomplish on a “shoestring budget.”
Parliamentary Procedure

Many leaders of organizations may worry about their lack of knowledge and experience with Parliamentary Procedure. While it is true a basic knowledge of the “fundamentals” will be helpful, your organization should determine how to best run your meetings based on the type of organization and the purpose of the meeting. Strict adherence to Robert’s Rules of Order is not appropriate for EVERY group.

AGENDA

The first thing an officer should know is the order of business so that an agenda for the meeting can be made. Although there are no formal rules governing this, most groups use the following procedure:

1. Call to Order
2. Attendance recorded
3. Special program—speaker, initiation of members and officers, etc.
4. Reading and approval of minutes
5. Officer’s reports
   a. Treasurer’s report
   b. Other officers’ reports (if any)
6. Committee reports
7. Old business
8. New business
9. Adjournment
10. Recreation and refreshments

THE MAIN MOTION

Learning what to say during a meeting as members make, discuss and vote upon motions can be a whole new vocabulary to some officers. The following is an eight step discussion followed by a glossary of terms and a chart with a summary of motions to help you through this maze of parliamentary procedure.

The object of the main motion is to introduce new business for consideration by the group. There can only be one main motion under consideration at a time.

Step 1: A member rises and addresses the presiding officer by saying, “Madame/Mister President.”

Step 2: The president recognizes the member by calling him/her by name.

Step 3: The member states, “I move that our organization....” A member may explain in advance why he is introducing a motion. It should not, however, become a debate. The maker of a motion is entitled to speak first in favor of the motion. He may NOT speak against the motion in discussion, but may withdraw it or vote against it. Lengthy motions should be written out and given to the secretary.
Step 4: Another member seconds the motion by saying, “I second the motion,” or just “second.” If members are slow in seconding a ROUTINE motion, the president may proceed without a second when it appears the group is in agreement on the question.

Step 5: The president repeats the motion so that everyone understands the proposal. “It is moved and seconded that our organization sponsor a....”

Step 6: The president calls for discussion by saying, “The motion is now open for discussion.” Each member has the right to speak TWICE on the same question, but can only do so after all members who wish to speak have had an opportunity to do so. A member who discusses matters which in no way are connected with the business at hand or who speaks longer than 10 minutes is out of order.

Step 7: The president calls for the vote after the discussion has obviously stopped by saying, “Are you ready for the question?” Ordinarily there is no answer to call for the vote. If the president is slow in calling the vote, a member may say, “Question.” It is rude to interfere with the right of those who wish to speak by shouting “Question.” The calling of “Question” does not stop the discussion. The president should take the vote by saying, “Those in favor of the motion that...say aye.’ Those opposed, say ‘no.’” If the president doubts the outcome of a voice vote, she/he should call for another by saying, “There seems to be some doubt regarding the vote; will those in favor raise your right hands?” Votes are counted. “Those opposed, raise your right hands.” Votes are counted. If there is still some doubt, a standing vote may be taken.

Step 8: The president announces the result of the voting by saying, “the ‘ayes’ have it, the motion is carried,” or “the ‘nos’ have it, the motion is lost.” If a counted vote is taken, the number voting for and against the motion should be announced. The president should also state what the resulting action will be. (Time to appoint a committee if necessary.) The motion is always lost in a tie vote if the president does not choose to change the result. The president may also choose to bring the result to a tie by voting so the motion will lose. (If the vote is 16-yes and 15-no, the president may vote “no” making a 16-16 tie and causing the motion to be lost.)

Parliamentary Procedures Glossary
Knowing the following list of terms will assist you in understanding some basic concepts in parliamentary procedure.

Amendment—an alteration to a main motion by inserting, changing, or striking out words and phrases, but not changing the meaning or the intent of the main motion. An amendment can be amended.

Appeal (of an assembly)—questioning by a member of a decision made by the presiding officer by asking the members present to vote either for or against the presiding officer’s decision.

Appeal (of a question)—question by a member of a vote count by requesting that members stand to be counted.

Bylaws—the permanent body of legislative rules by which an organization operates; there is seldom any difference between the constitution and the bylaws, for most organizations combine the two.
Chair—the presiding officer, whether temporary or permanent, of a meeting; term refers to a person or the authority of the position rather than to an inanimate object.

Consent—agreement between members for the chair to act or rule; common or general consent means that the majority of the members present are in agreement with the actions.

Constitution—see bylaws; where a constitution is written separately from the bylaws, it should contain only the name of the organization; purpose of the organization; qualifications for membership; criteria for becoming officers and for holding elections and meetings; and method of amendment.

Debate—term synonymous with “discussion,” a motion is either debatable or nondebatable—if it is debatable, the members have the right to discuss the merits or the criticisms of the issues.

Division—a division of an assembly is the last appeal that a member has to seek support of a position, in that those present are asked to stand and be counted in support of the chair or in support of the member. A division of a question is the last appeal a member who questions the validity of the chair’s counting of a vote has; those present are asked to stand and be counted in their vote. In both cases, a division represents the final appeal of a member.

Floor—the recognition and privilege of addressing the chair or the assembly; yielding the floor means giving up the privilege of speaking temporarily; obtaining the floor means receiving recognition from the chair with the privilege of making a motion or nomination, or requesting a point of order or an inquiry of information.

Inquiry—a question asked by a member directed toward the chair to obtain direction in correct parliamentary procedure.

Lay on the Table—term used to indicate that a motion is to be temporarily laid aside; synonymous with tabling a motion; at least one item of business must be transacted before a motion can be taken from the table.

Main motion—a motion to bring before the assembly for its consideration any item of business or particular subject that is deemed appropriate for the assembly to consider and discuss.

Majority (in voting)—a simple majority means more than half of those members present and voting (a vote of 16 to 15 is a simple majority of one). Any other type of majority must be specified as to number.

Orders of the day—the stated order of business for a meeting; when a member calls for the orders of the day, he is requesting the chair to resume the regular order of procedure.

Parliamentary Law—an unwritten law of democratic procedure originating from the rules of the early English Parliament.

Pending—waiting to be decided or settled; a motion that is pending is in some stage between proposal and final vote for approval or disapproval.

Postpone—delay; postpone indefinitely means to kill a motion without bringing it to a vote; postpone to a certain date specifies when a motion will be discussed.

Precedence—the ranking of motions; when motions are pending, those of highest ranking should be considered first, those of least ranking should be considered last.

Previous question—a proposal to end debate on a motion immediately and bring it to a vote
Privileged motions—motions of importance that take precedence over the pending question all other items of business; they are non-debatable and require immediate action. Privileged motions are those for adjournment or recess, questions of privilege, and calls for the orders of the day.

Question—term which may have several different meanings in parliamentary law; it may mean a call for an immediate vote on an issue, a call for a decision of the assembly, a call for information or clarification, a challenge of the chair’s decision or the procedure in conducting the assembly, or a call for an appeal on a previous ruling.

Quorum—the minimum number of members who have to be present at a meeting in order for business to be conducted legally.

Rescind—term used to indicate a previously accepted motion or vote is to be made void, unless that action has already been taken.

Secondary Motion—any motion that can be made while a main motion is pending, such as a subsidiary motion or a motion of privilege.

Subsidiary Motion—a motion applying to a main motion that is pending—designed to dispose of the main motion appropriately. Subsidiary motions are those that refer to a committee, lay on the table, limit or extend debate, postpone indefinitely or to a certain time, or amend a motion.

Suspend the rules—term used to indicate a temporary disregard of the rules of the organization; an incidental motion designed to facilitate the action on a motion that is pending.

Two-thirds vote—term used to indicate the number of members who must vote favorably for an action or a motion before it becomes acceptable. The chair is obligated to advise members of a two-thirds vote requirement prior to calling for the vote. Motions requiring a two-thirds voter are those to amend, repeal, or rescind; to take a question out of order; to suspend the rules; to sustain an objection; to move a previous question; to limit or extend debate; to close nominations; to discharge a committee from acting; and to reconsider a motion.

Unfinished business—an item on the regular agenda of a business meeting whereby any tabled motion from the previous session or a motion that was postponed to this specific time must be taken up and disposed of.

Withdraw a motion—remove a motion from before the assembly. A member who has proposed a motion is privileged to withdraw the motion before it is stated by the chair; once it is stated from chair, debated, or amended, the member must secure the consent of the assembly to withdraw the motion. A withdrawn motion has the same effect as one that was never made.

RECRUITING AND RETAINING MEMBERS
Recruiting New Members

Whether you are a new or existing student organization, recruiting new members is vital to your survival as an organization. Without members there could be no organization. So how do you find those students interested in your group? The following ideas are tried and true methods for recruiting new members:

✓ Identify those students likely to be interested in the goals and purposes of your organization and advertise in areas these students are likely to see.
  
  ○ For example: If you wanted to recruit members for a soccer club you would concentrate your advertisements in the “sports areas” of campus—the Mini-dome, CPA, physical education instructors, and intramurals.
  
  ○ If you are recruiting members for the History Club, you would talk with all the history professors on campus and seek their assistance in contacting history majors and students taking history classes.

✓ Enlist the support of your current members in recruiting new members. Plan a special meeting with a good program and refreshments. Require each of the current members of the group to bring a prospective member to this meeting. Prospective members feel more comfortable in a new group if someone has brought them to the meeting.

✓ Plan and carry out one major campus event. Students who choose to attend this event are good candidates as prospective members. Devise a way to get the name and addresses of all students who attend any events your group sponsors.
  
  ▪ In addition, sponsorship or co-sponsorship of any major event is an excellent way to have the organization’s name advertised to the student body. Be sure that when your group sponsors such an event, that your organization’s name is in a prominent part of the advertising. Many students decide what groups they want to join by the kinds of events the organization sponsors.
  
  ▪ For information about co-sponsorships, you can contact the Director of Student Activities (439-6827) or the Student Activities Graduate Assistant (studactv@etsu.edu or 439-8324). There are always co-sponsorship possibilities through Buctainment, the campus programming board (univprod@etsu.edu or 439-6828).

✓ The Student Organization Resource Center surveys the freshman and transfer students as to their interest and inclination to join different kinds of student organizations. This survey takes place during summer orientation and results are generally tabulated by the President/Advisor Breakfast at the end of September. These results will be distributed at the Breakfast or mailed to your Advisor.

✓ Recruiting new members is an on-going process. Although your organization may have an annual membership drive, every member of the group should always be on the lookout for and encouraged to bring prospective members. Remember—there can be no organization without members.

✓ In addition to setting up your own events and membership drives, there are a number of events on campus that facilitate spreading the name of your organization. During Preview Weekend (for incoming transfers and freshman before school starts in fall) there is the Preview Expo, which allows organizations of all kinds to reserve tables and display information about your organization and meet the new students. To participate in the expo, contact the Director of Student Activities in the SORC or the Director of First Year Programs in the Office of Student Life and Enrollment.
Homecoming Week is a great way for your organization to retain members, as well as meet new students by participating in a number of events, such as the Banner Competition, Trash Can Painting (these are put up around campus and will display your organization name year round—a wonderful advertisement), Skit Night, the 12-athon Field Day, and Canned Food Creations (collect your cans and build a creation for charity), as well as the Carnival. Homecoming is simply a fun way to entertain the masses and give everyone something to remember about your group. Contact the SGA to get involved.

Finally, the first Wednesday of February is Winter Cruise, much like the Preview Expo, only with a theme. This event traditionally takes place in the Culp Center and sees over 1,000 students in the course of a couple of hours, so this is a wonderful time to find a fun and catchy way to advertise your organization. Contact the SORC or Buctainment to get your organization involved in this fun event.

All of these options are free of cost to participate so there is no reason why you shouldn’t find a way to participate.

Retaining Current Members

Now that you have recruited new members, let’s take steps to be sure they stay interested and active as they are now.

✓ Orientation for new members is a process to tell them some of the history of the organization and to explain the current programs and workings of the club. It is one of the most overlooked methods of helping new members feel a part of the group.

✓ Frequent introductions of members is very helpful. A new member meets lots of new names and faces at this first meeting. You may remember the new member’s name but she/he probably won’t remember all of yours. There are lots of fun “icebreaker games” to play to help the members get to know each other. To work well together, the members have to know each other as well as know the goals of the organization.

✓ Delegate responsibility to everyone. A president who does it all him/herself will soon find that when she/he wants some help, there will be no one around. The members will come to feel that they are not needed—and who could blame them. It takes a little more advance planning, but delegate a part of each event to everyone. Then everyone has some ownership of the program or event. Don’t wait for volunteers; just make assignments. That’s the prerogative of being president!

✓ Now congratulate and thank the members for jobs well done. Do this at the meeting in front of all the members. You’ve heard the phrase, “Flattery will get you everywhere.” It’s true!!! We all like to be appreciated. Your job as president is to express that appreciation. And don’t forget your faculty advisor. The rewards they get from the university are few. A special note of thanks will go a long way toward retaining the interest and activity of members and advisors.

✓ Survey the group periodically on what they like about the organization, what they don’t like about the organization, and what they would like to see more of or what they want to get out of the group. Then incorporate that feedback into your meetings and programs.

What if your organization has over 40 members “on the books” but only 6 or 8 regularly come to meetings? What can you do? You need to evaluate whether the group has truly “lost” the majority of its members. Did the officers really notify the members of the last meeting? Were the meeting notices late in being mailed or posted? If you are satisfied that the meeting notice was adequate, contact the members in person or by phone. Maybe the meeting time or day needs to be changed. Or maybe the
meeting style, programs, or activities are no longer interesting to the members. Divide the membership list among the officers and contact all the members (even those who are attending). Ask them:

- Why did they not make the last meeting?
- Why is their attendance so sporadic?
- What interested them initially in the group?
- Why do they not seem as interested now?
- What could the group do to interest them again?
- Invite them to the next meeting to discuss solving the problems and issues they raise.

Invite the Director of Student Activities and your Faculty Advisor to attend this problem-solving meeting. This meeting should not be one of placing blame, but one of positive action. LISTEN to the members. IDENTIFY the problems. And set a PLAN OF ACTION to begin addressing each issue. Avoid the trip of “the PRESIDENT should do this” or “the PRESIDENT should do that.” Each member has a responsibility to the group and should participate in the tasks necessary to make the group successful.

If the organization really has only 10 or so active members out of the 40 “on the books” and the “problem-solving meeting” failed to produce an additional interest from the other members, then concentrate the group’s efforts on recruiting new members.

PROGRAM AND EVENT PLANNING

Planning A Successful Program

Almost all organizations plan programs. Whether they are large or small, by following the format described in the following pages you and your organization will insure its success. The following process was adapted from a past ETSU RHA Handbook.

PROGRAMMING OUTLINE

Step One: Perform a Needs Assessment The process for finding out what programs are wanted, needed, useful.

- Listen to what people around you (in classes, in residence halls, in computer lab) are talking about.
- Survey your classmates.
- Have members of your organization complete note cards about their hobbies, interests, skills, etc.
- Read editorials in the East Tennessean. Ideas for programs may be the direct result of problems or concerns expressed by other students.

Step Two: Idea Formulation This step is the pulling together of everyone’s thoughts on exactly what program would fit the needs expressed in Step One.

One effective method for formulating ideas is Brainstorming. The following are some basic rules for brainstorming:

- Criticism is ruled out
- Free-wheeling is encouraged
- Think quantity, not quality

While your group is brainstorming, be sure and have someone write down all ideas. After they are
written down, begin expanding on them, and begin to evaluate them as possible program ideas. Some ideas will need to be eliminated when you consider these factors:

✓ Time involved  
✓ Money involved  
✓ Supplies needed  
✓ Scheduling conflicts  
✓ Lack of resources or facilities

Step Three: Planning the Program This step entails figuring out what needs to be done, and who is going to do it.

✓ Committees  
Ask members, by name, if they will take part of the responsibility. Use the person who presented the idea. That person will realize that they are the founder of the program and will be more loyal to seeing it through. Provide importance to each committee and member. No one wants to consider their participation minimal. Provide support and follow-up with them. Set up specific responsibilities and timetables.

✓ Time-Table  
A major event cannot be planned for tomorrow or even next week. Successful events take time to happen. The key is in the planning. When selecting a date check ETSU’s online calendar, PlanIt ETSU first. This will keep you from programming opposite another major event, reducing turn out for both events. Once you select the date, check to see if the room and equipment will be available on that date. Now you are ready to set up a plan of action. Count the number of weeks between the event and today's date. Set deadlines throughout for arranging the following key elements:

- Publicity (see Advertising section of this handbook)  
- Tickets  
- Food  
- Contracts  
- Follow-up on reservations and technical services

Now think about you and your committee's study schedule. Are those deadlines still realistic? If not, change the date for your event and begin the process just discussed again. If the timetable works, that is GREAT. Now, stick to your plan.

✓ Register the Event  
Make the appropriate reservations with the reservationist in the Culp University Center Office or other campus buildings. Be sure to reserve time and space for rehearsals if necessary.

✓ Contracts  
Some activities and events that involve resources outside the University should be done in written agreements. A band to play at a party or a sponsor helping with a program, all should have written details of what is going to occur. This is insurance that all parties understand the agreed-upon expectations for the event.

Anytime a. contract is used your advisor should review it for any problems. Cases may arise when a contract clause may be difficult to understand or place an organization in an unreasonable situation. For these cases the Director of Student Activities may help you review the situation.
✓ Technical Services

Something special is often needed to insure delivery of a program or get an activity off the ground. Maybe a projector for a film or an electrical cord is necessary, plan for details like this too.

Sometimes technical needs may dictate where you locate an event. By "walking through" the event from beginning to end, you will deliver the small details that are often overlooked. Planning, preparation, and written lists are the key tools to successful programs.

The Culp University Center has a Technical Service staff. The Physical Plant also handles technical needs in some areas of campus. These persons are not mind-readers and will not second-guess you. Give them specific, detailed requests. The person in charge of reserving the facility can put you in touch with the technical staff.

✓ Food Service

Arrangements for food service at ETSU must be made through ARAMark. The catering office is located on the 3rd floor of the Culp Center. To arrange food service you should discuss the type of event and your budget with the ARAMark staff. They can make suggestions as to the arrangements (buffet, served, candles, flowers, table linens) and the menu to stay within your budget. There is an additional fee to cater an event not being held on campus and more information can be found at http://www.etsudining.com/.

For a major banquet, two weeks notice in menu planning is the norm. For smaller events one weeks notice is the minimum. In an emergency, and if you are not too choosy as to your menu, a small reception can be arranged with 48 hours notice.

ARAMark always prepares 10% more than the number of persons you RSVP for. However, if you RSVP for 30 people and only 25 show, you will still be billed for 30. You should notify ARAMark within 48 hours of the time of your event with the number of people you expect to feed (Don't forget to allow for this when you set the RSVP date on your original invitation).

If you are paying with state funds (B.U.C. Funds), you must allow time to process a requisition before the date of your event. Otherwise, ARAMark will bill the organization. Failure to pay will result in your group being unable to arrange food service again until the bill is paid.

✓ Alcohol

Alcohol is not permitted to be served at any official university function. This ruling applies to student organizations as well.

✓ Security/Crowd Control/Parking

The Department of Public Safety has jurisdiction over all of the above. Activities and events with major crowds or controversial content should be reviewed for problems that Public Safety can head off. If the sponsoring organization or Public Safety decides extra security or parking assistance is necessary, arrangements must be made with Public Safety to have an officer on duty; there is a small fee for this service. Payment is expected immediately after the event, and may be made by cash or check. Contact Public Safety at 439-6900 for more information about this service.

✓ Co-Sponsorship of Events

It may be necessary for your organization to split the expenses or broaden attendance of an event by having co-sponsoring. This co-sponsorship could assist in conducting the event; provide financial support, publicity, or any other responsibility that you and the co-sponsoring group have agreed to. Again, put agreements in writing so that everyone knows his/her
reliabilities. Ideal co-sponsors are academic departments, another student organization, or one of the major groups like Buctainment, SGA, etc.

If your group is interested in acquiring the co-sponsorship of a business or other outside enterprise or group, you should check your ideas and list of potential businesses with the Student Organization Resource Center before approaching the outside group. Of course all agreements should be put in writing. This kind of sponsorship can be very beneficial to your programming efforts. Don’t be discouraged by the amount of "red tape."

✓ Tennessee Board of Regents Policy (TBR)

Some regulations regarding use of facilities, speaker policies, fundraising/solicitation practices, and other circumstances are regulated by the TBR. The forms and registrations your group fills out are based on these policies. This insures your adherence to policy. Review TBR’s policies for student organizations here and contact the SORC if you have any concerns about them.

✓ Risk Assessment and Liability

When something goes wrong (accidents do happen) someone is responsible. If your organization sponsors field events which could cause potential injuries and the worst occurs, who is responsible? You may be. If your group promotes an activity and the outside group fails to show—who pays? REMEMBER—every action causes a reaction—checking the details often along with careful planning and prevention can limit liability.

To assess the risks involved with your event and plan accordingly, utilize the Event Planning Checklist provided by the SORC. Also, to minimize your liability, have participants complete the Liability Waiver and the Emergency Contact Form that the SORC provides on the Forms and Policies webpage.

✓ Publicity

Utilizing every method to attract many people to an event or insuring all your members know of meetings requires publicity. Many forms of communications should be enlisted to tell everyone. Check the communications section of this handbook for more ideas on this topic.

✓ Tickets/Accounting/Distribution

When people pay to attend a function you take on a responsibility: first, to provide what you have promoted and second, to use the fees to properly pay who and what you have promoted. When tickets are sold many rules and regulations come into play.

1. Tickets will be ordered through a bonded ticket company.
2. Tickets should be numbered and sold in consecutive numerical order.
3. Arrange to have your ticket sales audited before you begin selling tickets. This will prevent accounting problems.

✓ Event Failure/No Show

If you take in money, you should be prepared to pay it out. If the item you sell is not delivered--the activity or presenter does not show up--be prepared to return money. This is when that contract becomes important.

✓ ASK!

Even the best directions are not always perfect. We have not given you the inside track on every barrier between you and success that we can think of. When you find something that has not been covered--ASK!! The Student Organization Resource Center is here to help you.

**Step Four: Program Implementation**
This step actually involves putting on the program.

The day of the program, be sure to:

- Ensure the set-up has been done correctly. Don't wait to check this when audience is present.
- Check out equipment--projector lights working, extension cords in place, on/off and volume control of microphone.
- Have introductions of program and all presenters written out.
- Be there early to greet all special guests and answer any last minute questions.
- Publicly acknowledge those who helped.
- Strive to impose a clear-cut opening and closing of the program.
- Be ready to "go with the flow" if the need arises; be sensitive to the program.

**Step Five:** After the Event

These steps are often neglected.

- Take down all posters
- Send thank you notes to the presenters, sponsors, committee members, etc.
- A special thank you to your advisor goes a long way.
- Post a few pictures or summary about the success of the event on your organization

**Step Six:** Evaluation

This is one of, if not, the most important aspects of the program. Good evaluations will help you in future planning, and it can help other students in future years.

- Encourage honest feedback from participants.
- Learn from your successes and failures.
- Make notes in your "Plan of Action" for the program as to what went well and what didn't. Make suggestions for change. File a copy for future reference.
- Be sure to include your advisor in the evaluation process,
- Develop a written evaluation. Keep it short and easy to evaluate. Have participants answer with a rating scale. The Student Organization Resource Center can help you develop a written evaluation form.

**Rooms and Equipment Reservations**

On and Off Campus

How to Successfully Plan for Your Event(s)

1. Check the activities calendar (www.etsu.edu/students/sorc) to be sure that you are not programming against another event.
2. Select alternative dates in case one date is unavailable.
3. Select alternative rooms in case your first choice is unavailable. Check with the Director of Student Activities if you are having trouble selecting a location.
4. Consider what type of program you are scheduling.
5. How many people are you expecting? If you do not know the exact number, please estimate by giving a range.
6. Are you going to bring a speaker? If so, check with the individual who will be speaking to inquire about the following:
   a. Will they need a microphone with lectern, or a podium with a microphone?
   b. A wireless microphone to allow for mobility. Would this be better for your speaker?
c. Are you going to have more than one individual speaking, if so will they be at one table in front of the audience?
d. Will they need visual aids such as: a projector—what type and what purpose, a slide projector, overhead projector, screen, PowerPoint, etc?
e. Do you need a cart to go along with your movie projector or an extension cord?

7. Will you need more than one room?
8. Will refreshments/food be provided? If so, please check with Aramark, the official caterers for ETSU, at 439-4389 or go to [www.etsudining.com/catering.php](http://www.etsudining.com/catering.php).
9. Will you need housing? The closest hotels to campus are the Carnegie Hotel at 979-9400 and the Hampton Inn at 929-8000.
10. Will you need a table to put the refreshments on?
11. If you are having a banquet, how do you want your tables arranged? Will you need a head table? How many do you need to seat?
12. What type of room arrangements do you prefer? If you would like other arrangements, please draw your design and consult with the reservationist in the D.P. Culp University Center Office on the 2nd Floor of the Culp Center. Phone: 439-4286
13. If you need complicated technical services, please check with our technical service personnel; they will be happy to help in any way they can. Phone: 439-4286
14. Will you be decorating? If so, please check with the University Center Office on the kinds of decorations you are allowed, as well as posting signs.
15. Will you need posters to advertise your event? Please see Communication Section for more information.
16. After all plans have been carefully thought through, fill out the [ETSU Request for Use of Facilities Form](http://www.etsu.edu/economics/etsu-request-use-facilities-form) and return to the reservationist in the D.P. Culp University Center Office. If your event will be in the Culp Center, the reservationist will discuss the availability with you, as well as the set-up you need, equipment for the program, and any other details. If your event will be in another campus facility, see the Culp reservationist to coordinate the arrangements with that building’s reservationist (see list in this chapter). All reservations are tentative until the form is returned for signature. In the case of a cancellation, fill out the [Change or Cancel Reservation form](http://www.etsu.edu/economics/etsu-request-use-facilities-form) return to the reservationist. Do not delay, reserve today.
17. Groups sponsoring events scheduled after the normal operating hours of the Culp Center will be charged an hourly fee for each additional hour the center remains open. Operating hours for the Culp Center are:

<table>
<thead>
<tr>
<th>Fall and Spring Semester</th>
<th>Summer Semester (closed Sat. &amp; Sun.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri. 8am-10pm</td>
<td>Mon.-Thurs. 8am-7pm</td>
</tr>
<tr>
<td>Sat. &amp; Sun. 10am-10pm</td>
<td>Fri. 8am-5pm</td>
</tr>
</tbody>
</table>

**Other Points to Note**
- Technical service equipment and time is limited, so please schedule events as early as possible.
- Room arrangements on the day of the event will not be changed, so please plan in advance.
If an emergency occurs that necessitates the cancellation of your meeting or event, please notify the reservationist (439-4286) as soon as possible. Flagrant abuse of this policy will result in action being taken by the Director of the Culp Center.