Leading a Student Org Training
2023 – 2024 Student Organization Leadership
Equipped to Lead
This PowerPoint will provide an overview of helpful resources available to student organizations leaders:

- Event Procedures & Forms
- Fundraising
- Financial & Budgeting
- Marketing
- Student Engagement Updates
This PowerPoint is posted on Student Engagement’s website under forms and documents and will be an excellent resource for student leaders throughout the academic year.

It is the responsibility of organization presidents and faculty advisors to view this training.
There are 4 faculty/staff members to identify:

- Director, Student Engagement
- Manager, Student Engagement
- Faculty Advisor (Budget Manager)
- Logistics Manager
➢ Oversees student organization activities and policies
➢ Manages the charter renewal process
➢ Maintains list of valid student organizations
➢ Provides approval for all student org events, guest speakers, and social media accounts
➢ Assists director with student organization activities and policies
➢ Helps with the charter renewal process
➢ Maintains list of valid student organizations
➢ Assists and provides approval for all student org events, guest speakers, and social media accounts
➢ **Faculty Advisor** provides general support and guidance to org

➢ They are also your **Budget Manager** if you have an account with the Business Office

➢ They have authority over your budget and cost center

➢ (Budget Manager might sometimes be called Cost Code Approver)

➢ Their approval is needed whenever you spend money from your Business Office account

➢ If you do not know who your advisor is, please email Jgribble@regent.edu
➢ Primary point of contact for all student org event planning
➢ Works directly with the central departments on students’ behalf to secure and process event needs
➢ Instructs students on how to find/utilize resources as well as follow procedures and policies
Event Forms & Procedures
The Basics

- Internal meetings vs. events
- Film Rights
- Inclement Weather
- Off Campus Event Requirements
Internal Meetings

➢ Members only
➢ Simple (no food, guests, set up needs, etc.)
➢ Example: planning meeting, executive board meeting, weekly members’ meeting
➢ All requests for internal meetings must go through the On-Campus Event Application for Student Engagement approval.
Event Types

1. Low Scale
2. Medium Scale
3. High Scale

These are unofficial, fluid categories. The point is to illustrate how events vary in complexity.

➢ All requests for events must go through the On-Campus Event Application for Student Engagement approval.
Smaller groups (usually >40 people)
Self-serve resources (classroom technology, simple or no food)
Typically take place in classroom or building lobby
Potential examples: tabling, interest meeting, town hall, speaker event

Event coordinators receive email confirmation from Laura Sproul. No consultation needed. Must contact Laura with questions or for additional support.
➢ Might involve individuals or businesses outside Regent community: attendees, catering, guest speaker, vendor, etc.

➢ Might involve any of the following: special event spaces, Ordinary catering, reserving Costco card, reserving parking spots, and renting tables/chairs.

➢ Potential examples: welcome celebrations, court competitions, dances.

➢ Event coordinators receive email confirmation from Laura Sproul. Email consultation required, phone/in-person consultation optional.
High Scale

➢ Involves individuals or businesses outside Regent community: attendees, catering, guest speaker, vendor, etc.

➢ Might involve any of the following: rental items, outside catering, media technician, VIP speaker, Founders Inn accommodations

➢ Typically involves large event spaces

➢ Potential examples: commissioning's, large competition, campus-wide event

➢ Event coordinators work very closely with Laura Sproul. In-person consultation and/or email follow-up required.
Your org must have or purchase rights to screen a film at an event that is public, advertised, and affiliated with your student organization.

All movie rights must be purchased from Swank Motion Pictures (prices range from $500-$1500)

Proof of movie rights must be sent to adminservices@regent.edu before your event.
If the University is closed due to inclement weather, all student organization events are cancelled. There are no exceptions.
Off Campus Events

➢ Application found at www.regent.edu/studentorgs
➢ Required whenever your org wants to have an official event off campus
  • Traveling to competition
  • Local event
  • Out of town conference
➢ Must be submitted 3 weeks in advance
➢ Must have a Faculty/ Staff Trip Advisor
➢ Approval granted by Student Engagement on a case-by-case basis
Fundraising
Always work with our Office of Advancement when fundraising for your organization

- Erin Flynn: eflynn@regent.edu, (757)-352-4831, ADM 126

Fundraiser Application

- Apply 90 days before you need your funding
- Consider RoyalRaiser crowdfunding platform

Fundraising Policies & Procedures

- Do not use GoFundMe, your personal Venmo, or other non-Regent digital platforms
Fundraisers for other non-profit organizations (philanthropy drives) are not handled through the Office of Advancement. These policies are for direct fundraising for your student organization.

Student dues paid to your organization are not considered fundraising. Note: If you want to charge your members dues, you must update your organization’s constitution to reflect this.
One-off donations to your organization can be made electronically at www.regent.edu/give.

- Make sure to write your organization’s name in the “Write in Designation” field. This is how the money will be routed directly to your account.

Cash donations should be given to Erin Flynn (ADM 126) for her to process and deposit into your account.
➢ Step one: Email Ann Campbell with dates that the square will be needed at least 2 weeks prior to event to ensure that the device will be available. Knowing your cost center will also be required. A time will need to be arranged for device pick up.

➢ Step two: If you do need to sign out an Ipad from IT Help Desk please have your organization’s coordinator complete this process. A Regent faculty or staff member may sign out the Ipad on a student’s behalf. IT Help Desk is located on the third floor of the Communications Building. Phone: 757-352-4076 Email: helpdesk@regent.edu

➢ Step three: Picking up the square device. At the time of pickup, hands on training will be provided for your first time using the square device and navigating SquareUp.Com.

➢ Step four is very important! Return the devices within one business day of square use. Business Office located in the Admin Building Room 134

Contact: Ann Campbell (757) 352-4423 amcampbell@regent.edu
➢ Bake sale items cannot be homemade. They must be individually pre-packaged and purchased from the Ordinary, a grocery store, or another licensed food establishment.

➢ Approved food fundraiser examples:
  • Selling cupcakes, cookies or brownies purchased from Costco.
  • Selling pre-packaged items such as candy or drinks.

➢ See full policy here.
Financial & Budgeting
Reimbursement & Expense Report

➢ Expense Report and Reimbursement
➢ Food and non-food purchases qualify
➢ Must complete two things within 60 days of purchase:
  ➢ 1. Fill out an Expense Report
     ➢ Ensure student org account has available funds
     ➢ Ask faculty advisor, Laura, or Student Engagement Team for help as needed
     ➢ Must have Budget Manager signature
     ➢ Must have original receipts attached
     ➢ Submitted to Lou Henderson, Accounts Payable (ADM 134)
  ➢ 2. Sign up for direct deposit
Expense Report and Reimbursement

2. Sign Up for Direct Deposit, https://my.regent.edu/forms/direct-deposit-ap

- The Business Office will not write you a paper check
- Routing number and Account number are not listed on your debit/credit card. Check “Account Details” on your online banking app.
For all student org account code and balance check information, please email Student Engagement, studentengagement@regent.edu.

If your org does not have a cost code set up and you have a plan to fundraise/any outside sponsorships, please email Student Engagement, studentengagement@regent.edu. We work with the Business Office to set up your organizations account.
Marketing
➢ Do not advertise until you’ve received event approval via email from Admin Services or Student Engagement.
If you want to start an Instagram account, contact the Student Engagement Team at studentengagement@regent.edu. We will walk you through the process.

Please see the Instagram Social Media Policy

These social media platforms are NOT approved:
- TikTok
- Facebook
- Snapchat
- Twitter
- LinkedIn
- Non-Regent websites

Gmail accounts are approved to use for your organization
The Regent University Newsletter (RUN) is an email update newsletter that goes out to all students. Please email run@regent.edu to submit your event information.

Tag @regentstudentengagement on Instagram to have your event showcased on Student Engagement’s Instagram stories.

- University events are automatically added to the events calendar.
➤ Take 7 color copies to Mail Services’ office (at the library loading dock). They will stamp them as approved and post in each building.

▪ OR you can email a digital file to copies@regent.edu to be printed (small printing fee)

▪ Starting in Fall 2023, Res Life will require Student Engagement’s approval (Signature) on all graphics prior to bringing to housing for approval. The only approvers for graphics hung in housing will be the RDs and Director of Res Life.
Brand Guidelines

- Brand guidelines document
- Marketing website with downloadable files
Student Engagement Updates
Charter Renewal is due Monday, September 18, 2023, by 5PM

Charter Renewal Documents:
- Charter Renewal Form
- Faculty Advisor Agreement Form & Training
- Social Media Credentials Form
- Updated Constitution
- L.E.A.D Certification - Ungrad Orgs ONLY

All documents MUST be submitted electronically to studentengagement@regent.edu
No paper copied will be accepted.

https://www.regent.edu/student-life/student-engagement/#student-organizations/
Student Leader & Organization Recognition Program
The Student Engagement Recognition Program 2023-2024 is an exciting way to honor students and organizations monthly and annually. It involves two distinct monthly awards: Student Leader of the Month and Student Organization of the Month, and two annual awards: Student Leader of the Year and Student Organization of the Year, both nominated by students’ choices and selected by the Nomination and Selection Team.

This program aims to encourage Regent University student leaders and organizations throughout the academic year. These awards are meant to empower and recognize distinguished leaders and organizations, who make a daily contribution to the Regent team and Student Engagement.

Nomination Links:
- Student Leader: https://forms.gle/Wr4sBvcM3fnDarjN9
- Student Org: https://forms.gle/mhuV5tZm3YZB9fTZ9
Campus Connection Fair
Campus Connection Fair

- **Date:** Friday, September 1, 2023
- **Time:** 1PM-3PM
- **Location:** Outside Mall Area by the Fountain
- **Deadline to Register:** Friday, August 25 by CBD
- **Email Jenn Gribble,** [Jgribble@regent.edu](mailto:Jgribble@regent.edu)
Questions?