Set Up Your Successor Training
2023 – 2024 Student Organization Leaders
Equipped to Lead
This PowerPoint will provide an overview of helpful resources available to student organizations leaders:

- Event Procedures & Forms
- Fundraising
- Financial & Budgeting
- Marketing
- Tips for facilitating a successful meeting.
- Charter Renewal Process
- L.E.A.D
➢ This PowerPoint is posted on Student Engagement’s website and will be an excellent resource for student leaders during summer months.

➢ 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
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.
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.
Low Scale

➢ 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.
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

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.
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

- Sponsorships
- Costco Card
- Company Card
- Tax Exempt Form

  - Understand how to fill out the expense report and who must approve it
  - Cost codes
Marketing
➢ Do not advertise until you’ve received event approval via email
➢ 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 okay 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 @regentstudentactivities 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
Tips for Success
Meetings are the means of communicating, making decisions, setting goals, discussing problems, planning actions, strengthening the group, selecting officers, and establishing committees.

Make certain a meeting is necessary to achieve the desired objectives.
Hosting a Successful Meeting

➢ Develop an agenda and send it out in advance.
➢ Start the meeting on time. Meetings must start on time so that members get the idea they are expected to be there on time.
➢ Start the meeting with prayer.
➢ Give the meeting your individual attention. Meetings should be held where distractions and interruptions can be held at a minimum.
Hosting a Successful Meeting

➢ Be prepared.
➢ Create a climate in which suggestions and opinions of other members will be adequately heard.
➢ Keep to the agenda.
➢ Conclude the meeting with summarizing the highlights.
L.E.A.D. stands for Leadership, Experience, Application, and Development. This module-based training is designed to equip student leaders with the resources and tools to be successful in the upcoming academic year. Students will hear from a variety of Regent Leaders, as they share information on leadership, budget, marketing and much more!

Password: LTP2022

LEAD virtual training

This training is for undergraduate student leaders ONLY.
Charter Renewal

➢ Charter Renewal is due Monday, September 18, 2023, by 5PM

➢ Charter Renewal Documents:
  • Charter Renewal Form
  • Faculty Advisor Agreement Form & Training
  • Social Media Policy Agreement Form
  • Updated Constitution
  • L.E.A.D Certification

➢ Student Organization Leadership must attend (1) of the (2) MANDATORY Event training sessions hosted the first two weeks of Fall semester.

➢ All documents MUST be submitted electronically. No paper copied will be accepted.
Questions?