

Set Up Your Successor Training

2024 – 2025 Student Organization Leaders



A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "Equipped to Lead" is overlaid in a bold, blue font, with "Lead" in italics.

Equipped to *Lead*

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

Equipped to *Lead*

- 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.

Introductions

There are 4 faculty/staff members to identify:

- Director, Student Engagement
- Manager, Student Engagement
- Faculty Advisor (Budget Manager)
- Logistics Manager

Jenn Gribble

Director, Student Engagement



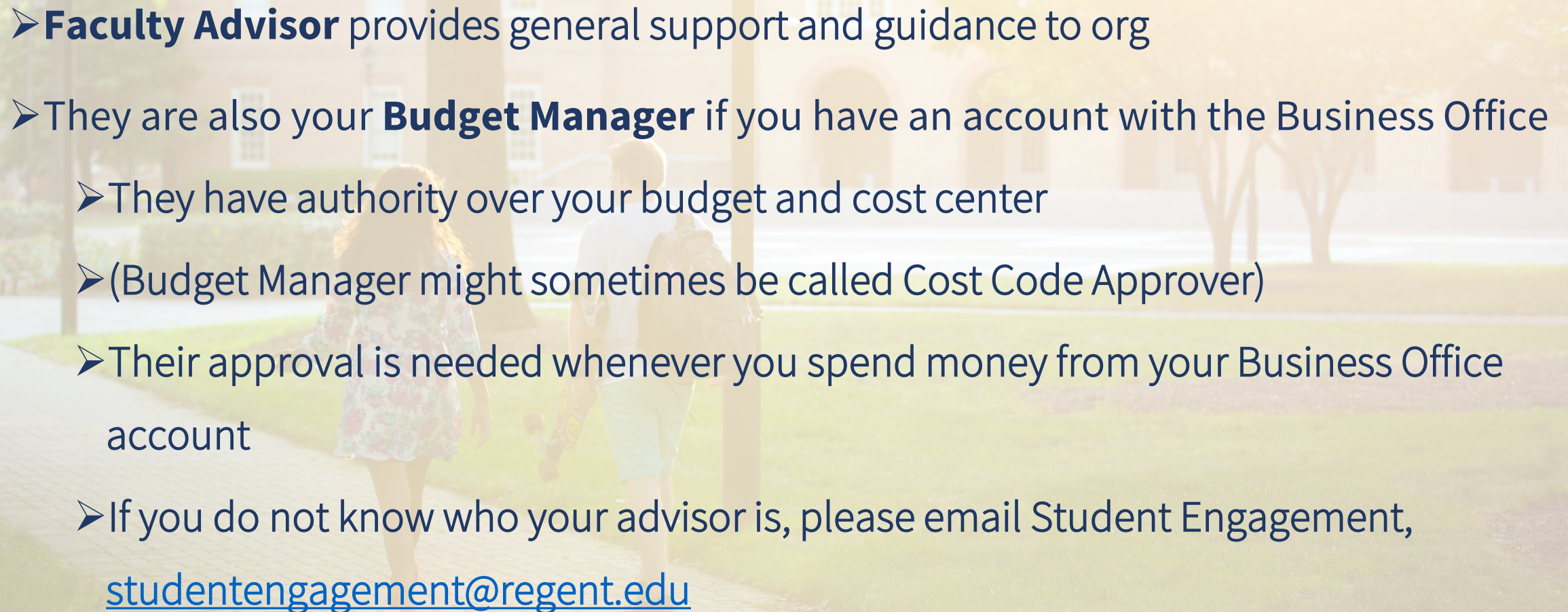
- Oversees student organization activities and policies
- Manages the charter renewal process
- Maintains list of valid student organizations
- Provides approval for all student org events, guest speakers, and social media accounts

Nicole Jackson

Manager, Student Engagement



- 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

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- **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 Student Engagement, studentengagement@regent.edu

Cindy Weichman

Logistics Manager



- 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

A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "Event Forms & Procedures" is overlaid in a bold, dark blue font across the center of the image.

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.

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.

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 Cindy Weichman. No consultation needed. Must contact Cindy with questions or for additional support.

Medium Scale

- 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 Cindy Weichman cweichman@regent.edu. 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 Cindy Weichman, cweichman@regent.edu. In-person consultation and/or email follow-up required.*

Film Rights

- 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

Inclement Weather

- If the University is closed due to inclement weather, all student organization events are cancelled. There are NO EXCEPTIONS.

Off Campus

➤ Application found at

https://www.regent.edu/admin/admsrv/student_org_events/offcampus_event_application.cfm

➤ 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

A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The building in the background has several arched windows and doorways. The path is made of light-colored bricks and is bordered by green grass and trees. The overall atmosphere is peaceful and academic.

Fundraising

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

Fundraising

- 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.

Fundraising

- 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 Sales

- 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

A young woman in a floral dress and a young man with a backpack and skateboard walking on a brick path towards a large brick building with arched windows. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The building in the background has multiple stories, arched windows, and a central entrance. The path is made of light-colored bricks and is flanked by green grass and trees. The overall atmosphere is bright and positive.

Marketing

Advertising

➤ Do not advertise until you've received event approval via email

Social Media

- 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 social media guidelines, <https://cdn.regent.edu/wp-content/uploads/2024/03/Regent-University-Social-Media-Guidelines.pdf>
- These social media platforms are NOT approved:
 - TikTok
 - Facebook
 - Snapchat
 - Twitter
 - LinkedIn
 - Non-Regent websites

Regent Outlets

- The Regent University Newsletter (RUN) is an email update newsletter that goes out to all students. To submit a request, fill out the Regent RUN Submission Form located on the Student Engagement Website.
- Tag @regentstudentactivities on Instagram to have your event showcased on Student Engagement's Instagram stories.
- University events are automatically added to the events calendar.

Flyers

- 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)
 - Res Life requires 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

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Tips for Success

Hosting a Successful Meeting

- 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.

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L.E.A.D

L.E.A.D

- 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 16, 2024, by 5PM
- Charter Renewal Documents:
 - Charter Renewal Form
 - Faculty Advisor Agreement Form & Training
 - Social Media Credentials Form
 - Updated Constitution
 - L.E.A.D Certification
- Student Organization Leadership must attend (1) of the (2) MANDATORY Event training sessions hosted the first week of Fall semester.
- All documents **MUST** be submitted electronically. No paper copied will be accepted.

Charter Renewal

- Fall Student Leader MANDATORY Training Dates
 - Thursday, August 22nd from 3:30-5:00PM
 - Friday, August 23rd from 12PM-1:30PM
- Student Leaders only need to attend (1) training.
- Campus Connection Fair TENTATIVE date will be Friday, August 30th from 1PM-3PM
- More information on both events will be sent out in date July 2024.

A young woman in a floral dress and a young man with a backpack and skateboard are walking away from the camera on a brick path. In the background, there is a large, multi-story brick building with arched windows and a lawn with trees. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

Questions?