Student Organization Toolkit

2017-18

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Leadership Roles

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Important StuOrg Leadership Dates

All of the following dates are very important for student organization leaders to attend. Please take note of these trainings and events as your organization may lose privileges if they are not represented at the mandatory events.

**StuOrg Fall Welcome Meeting** (mandatory) – Friday Sep. 15 @ 4:00pm – Dalton K Fest Booth Decorating Party – Wednesday Sep. 20 @ 6:00pm – StuOrg Workroom

**K Fest** – Friday Sep. 22 @ 4:00pm – The Quad

**Transitions Workshop** (mandatory) – Saturday Feb. 24 @ 12:00pm – Banquet Room

**Event Planning Meeting 2018-2019** (mandatory) – Saturday May 12 – Dewing 207

**Orange and Black Awards** – Wednesday May 23 @ 7pm – Hicks Banquet Room

Workshops & Special Programs

All of the following events are designed to provide valuable information and connections for our student organization leaders and members. We strongly encourage you to share the events with your members! RSVP is required, and workshops may be canceled with fewer than 10 RSVPs.

**Membership Strengthening Workshop**: Mon. Oct. 23 @ 6:00pm: Banquet Room

Learn how to turn your list of emails from K Fest into committed and consistent members! Dinner will be provided. RSVP with OSI.

**Organizing for Success Workshop**: Tue. Jan. 22 @ 6:00pm: Banquet Room

The motto for this event is: “De-structuring your structure; an alternative approach to structure”. Get some tips, share some thoughts, and talk about the many ways to effectively spread the responsibilities out among group members/leaders. Dinner provided. RSVP with OSI.

**New Member Mixer**: Mon. Feb. 12 @ 6:00pm: Banquet Hall

Encourage your new members to attend this mixer to get to know other new members of organizations so they can start to develop their own community across campus. Apps and drinks (non-alcoholic) provided!

**Welcome Back Kickback Mixer**: Mon. Apr. 9 @ 6:00pm: Banquet Room

Many of our friends have been away! Help us welcome them back to campus from their travels and get them excited for the opportunities your organization offers! Apps and drinks (non-alcoholic) provided! RSVP for a display table with OSI.

**Cultivating Campus Presence Workshop**: Apr. 30 @ 6:00pm: Banquet Room

Not everyone enjoys hosting large campus events, but how else do you showcase all that your student organization has to offer? Discover all the ways to get your name out there, and share best practices with fellow leaders. Dinner provided. RSVP with OSI.

Online Resources

Worksheets, presentations, facilitation guides, and other useful documents available for students to download from the Student Organization webpage. Templates for some of those documents are included in the back of this packet.

If you need something that is not included in these resources please let us know! We are constantly striving to increase and improve information for our leaders!
Student Organization Status

The Benefits of Being a Registered Student Organization
1. Ability to reserve rooms on campus for meetings/events.
2. Access to the online student organization management portal.
3. Access to resources and equipment (Media Services, Graphic Design and Printing Studio, StuOrg Work Room, rental equipment games, crafts, activities, etc. from Student Activities see full list in appendix).
4. Participation in special leadership opportunities both on and off campus.
5. A webpage on the college website, mailbox, and other administrative support systems.
6. Funding for events, meetings, group bonding, travel to conferences, etc.
   *New in 2017, only registered student organizations traveling with official members to opportunities that directly relate to their mission will receive funding to travel off campus.

Requirements for Registered Student Organization Status
1. Your organization must have a defined mission, and that mission should include providing something unique to the campus (community building, event, service, etc.).
2. Your organization must be open to any currently enrolled student on campus (restrictions CANNOT be placed on membership such as, but not limited to: skill level/auditions, ability, background/culture, year in school, gender, etc.)
   *Only currently enrolled Kalamazoo College students may participate in the organization. Non-students who wish to attend organization events MUST be accompanied by an enrolled student (one guest per student).
3. Leadership and membership rosters must be provided to staff when asked for.
4. Your organization must be represented (preferably by a leader) at mandatory training events.
5. Your organization must re-register with staff when asked (typically once a year in the fall).

How to Register a Student Organization
1. Generate a mission statement and vision for your organization (for more information on mission and vision creation see the leadership tools section).
2. Make sure you have at least 3 equally enthusiastic leaders (total) to foster the organization’s mission and recruit new members.
3. Submit a New Organization Registration Form (located online under the Student Organization page).
4. A staff member will review your registration, and if you meet all requirements you will be approved and given: an online portal for organization management, a mailbox in the mail center, a funding account number, and access to all the benefits listed above (provided that you continue to meet the requirements to maintain registered status also listed above).
Leadership Learning Outcomes

Competencies Gained by Taking on Leadership Roles within Organizations

1. By navigating the policies and procedures of an institution in order to accomplish organizational goals, student leaders will gain critical thinking and responsible decision-making skills.
2. By taking on the responsibility of leading and motivating a group of individuals towards a common goal, students will gain a strong sense of personal accountability.
   a. Subsequently, students will have their personal ethics, morals, and values challenged, and fortified, as they grow in their development of personal accountability.
   b. By learning to navigate and react to their personal ethics, morals, and values being challenged, students will strengthen their self-confidence, risk taking abilities, and resiliency.
3. By working with students within their organization, across organizations, and various departments on campus to achieve common goals leaders will enhance their abilities to communicate, collaborate, and navigate interpersonal conflicts.
4. The nature of leading a student organization will demand leaders to cultivate a number of practical skills:
   a. Time management (both personal and within the group)
   b. Meeting/Member management (motivating and guiding members in meetings and through projects to accomplish goals)
   c. Agenda and goal setting (taking in the perspectives and opinions of members to generate focus for the group)
5. Finally, through self-reflection and workshops, students will be able to articulate their leadership development into well-defined transferable skills and competencies that reach far beyond their involvement in a student organization.

These learning outcomes speak to the following institutional learning outcomes:

1. Be able to integrate theory and experiences through reflection.
2. Be able to engage in various cultural contexts in informed, meaningful, responsible, and respectful ways.
3. Respect personal and cultural differences.
4. Be able to communicate effectively in both written and oral forms.
5. Be able to think critically, reason analytically, and solve problems skillfully.

Interested in developing learning outcomes for your members? Contact Student Activities to learn more about how to articulate how students will learn and grow in your organization!
# SEPTEMBER

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**Fall Training**
4pm – Dalton mandatory

K Fest Booth
Decorating Party
6pm – StuOrg Work Room

K Fest
4pm – Quad

# OCTOBER

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**Homecoming Kick-Off**
Breakfast
8am – Red Square

Golf Cart Parade
1pm – Quad

**Membership Recruitment Workshop**
6pm - Banquet Hall
**Remember, reimbursement forms are due by November 11th, forms submitted past 90 days, without original receipts, or past November 11th will not be processed. If the reason for requesting funding occurs after November 11th please contact the Student Funding Board for reimbursement form due dates.**

**Organizing for Success Workshop**
6pm – Banquet Room
FEBRUARY

1. New Member Mixer
   6pm – Banquet Hall

24. Transition Workshop
    mandatory
    1pm - Banquet Room

MARCH

12. Transition Workshop
    mandatory
    1pm - Banquet Room
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- **9** Welcome Back Kick-Back Mixer  
  6pm – Banquet Room
- **30** Cultivating Campus Presence Workshop  
  6pm – Banquet Room

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- **12** Event Planning Meeting  
  **mandatory**  
  1pm – Dewing 207
- **21** Orange & Black Awards  
  7pm – Banquet Room
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Ideas for programs/events/services without dates:

*Here’s space for you to jot down some cool ideas to save for later!*
Leadership Tools
The following pages contain information that will help leaders structure, organize, maintain, and lead effective and successful organizations.

Successful organizations are defined as having:
- Established missions and annual/quarterly goals to aid in the achievement of their mission.
- Well Defined membership recruitment and retention plans that foster a committed following.
- Strong campus presence: students all across campus know who they are/what they do.
- Dedicated leaders who put in time to developing leadership skills outside of meeting times (attend workshops, trainings, and conferences across campus and beyond K).

Table of Contents (Leadership Tools)
- Organization & Structure
  - Organizational Mission Statement and Goal Creation
  - Leadership Selection and Transition
  - Membership Recruitment and Retention
  - Logistical Management
- Reserving Facilities and Equipment
  - EMS (online room reservation system)
  - Equipment Rental
- Funding the Mission
  - Funding Allocation Process
  - Obtaining Funds
  - Purchasing Guidelines and Restrictions
- Effective Event Planning
  - Planning Best Practices
  - Advertising
  - Event Management
  - Catering
  - Speaker and Vendor Contracts
- Traveling with Organizations
  - Rules and Restrictions
  - Ground Travel – Vehicle Reservation & Operation
  - Air Travel
  - Lodging
- Campus Posting
  - Posting Guidelines and Approval Process
  - Areas to Post
- Working with an Advisor

Many of these topics come with checklists that can be downloaded from the Student Organization website and modified to meet your organization’s specific needs. Examples of the documents can be found at the back of this toolkit for reference.

Example Documents:
- Black and Orange Awards Descriptions and Info
- Event/Program Planning Checklist
- Goal Creation Worksheet
- Leadership Selection Checklist & Example Application
- Leadership Transition Checklist & Worksheet
- Meeting Agenda and Minutes Example
- Membership Recruitment Plan Checklist & Worksheet
- New Member Orientation Checklist
- Organization Behavior Agreement Statements
- Recognition Dinner Checklist
- Reimbursement Form Example
- S.W.O.T Event Analysis Worksheet
- Travel Itinerary Form Example
Organization & Structure

Mission Statements

Generating a well-crafted mission statement is important for successful organizations because it is the foundation of the group and what they hope to accomplish. Take time to review the best practices and test out the 6 step process for creating a mission (even if you think yours is good).

Mission Statement: Best Practices
1. Make sure it is outcome-oriented and define what you are working to achieve.
2. Don’t worry about word choice at first – you can fine tune the statement later.
3. Keep it short and simple! Best statements have fewer than 10 words that cut right to the point.
4. Find a balance between the general and specifics, too general and your mission isn’t clear, too specific and the scope of work is limited.
5. Say it out loud (does it sound awkward, memorable, catchy, authentic?).
6. Don’t use clichés. Be real.

Mission Statement Creation Activity: 6 Steps
1. Split into groups of 3-5 (make sure the groups diverse). Have members write down the answer to: what does/would it look like when/if we were doing our best work?“
2. Look at the responses as a whole group:
   - Circle any specific groups, people, or places.
   - Square any mention of taking action.
   - Underline the results of those actions.
   *You may want to brief your members beforehand to include these three things in their statements.
3. List the items from all statements in these categories: Your Cause, Your Actions, and Your Impact.
4. Notice similarities or themes in each of those three categories and name them.
5. Split back into groups of 3-5. Have members craft another statement using those named general themes.
   *You could try selecting the #1 theme for each section (cause, action, impact) as a large group and ask all groups to use those themes in their second small group session.
6. Come back as a group to read all possible statements. Choose one or craft another by combining pieces of the examples.
   *Can’t decide as a large group; trust the leadership team to make the final cut and have them present it at the next meeting.

Goal Setting

As the mission statement is your foundation, goals should be the pillars that hold the organization up. Review the following best practices and steps for goal creation to generate effective and manageable goals. Don’t forget to check out the Goal Creation Worksheet at the back!

Setting Goals: Best Practices
1. Goals/Objectives should be focused on how to achieve your mission.
2. Use the SMART method to create Specific, Measurable, Achievable, Relevant, and Timed goals.
3. Use these goals to show members that action is being done in the organization and to foster stronger engagement.
4. Create these goals AFTER you’ve revisited your mission to ensure it is relevant and effective.
5. Use goals to address concerns or issues from your members/leaders.

Setting Goals: 5 Steps
1. Evaluate and reflect on the current scope and function of your organization. Try sending a survey out to members ahead of time and then take time in a meeting to discuss as a group.
2. Distil dreams into achievable goals. Start with the most outlandish, far reaching ideas and work your way back to something attainable within a year.
3. Establish accountability measures for goal accomplishment.
4. Create projects, tasks, and teams to breakdown the larger goals into tasks all members can get involved with.
5. Report back about goal accomplishment periodically and give a final “presentation” about what was accomplished at the end of the year.
Leadership Selection and Transition

Choosing responsible leaders and implementing effective leadership transitions is critical to the consistency and efficiency of an organization. Without strong selection and transition processes, organizations struggle to reinvent the wheel each year and move past basic operational needs to accomplish their mission and goals.

Leadership Selection: 6 Steps
1. Identify the skills, attributes, etc. your organization needs in its leaders.
2. Identify the roles and responsibilities your organization will need the leaders to fulfill.
3. Identify possible leaders within the organization.
4. Provide possible leaders with opportunities to showcase potential.
5. Decide, as a group, on the selection process (appointment vs. voting, who will be involved, etc.).
6. Start the selection process early to provide time for possible leaders to prepare, and subsequently enough time for leadership transitions. (suggested: at least 2 months for both processes).

Leadership Transition: 5 Steps
1. Reflect on your time as a leader.
2. Generate organized transition documents.
3. Organize shadowing, training, and retreat opportunities for new leaders.
4. Inform Student Activities of the changes in leadership.
5. Give new leaders access to all documents, technology/electronic profiles, and physical spaces.

Leadership Transition: Best Practices
1. Start the transition process with enough time for shadowing and multiple training opportunities.
2. Encourage new leaders to attend leadership conferences through Student Activities or regional/national groups before they take on their responsibilities.
3. Write as much information down as possible!
4. Be available for questions and concerns as the new leaders take on their roles.

Membership Recruitment and Retention

There is value in numbers, but there is also value in commitment. Membership recruitment and retention practices are vital in creating successful organizations because leaders can’t do everything alone. With an identified recruitment plan and strong engagement of members, leaders become more prepared, goals can be set higher, and missions are better fulfilled.

Membership Recruitment: 5 Steps
1. Articulate what your organization does and how students can personally impact the group.
2. Identify the benefits of membership: opportunities, skills, connections, etc.
3. Define who you’re looking for: who’s not represented & what attitudes/skills/perspectives are needed.
4. Engage current members in the recruitment process – build excitement!
5. Generate a recruitment campaign!
*Check out the Recruitment Plan checklist and worksheet at the back of the toolkit!

Membership Recruitment: Best Practices
1. Collaborate with other like-minded organizations, or Student Activities to hold an event for the whole campus (where you can have an interest table) – expand your reach!
2. Follow up with interested students more than once, and in different ways (send an email, then a postcard in their mailbox, reach out if you see them around campus, etc.)
3. Be accessible and responsive to questions! Get shirts, buttons, or accessories that encourage students to interact with you about your group.
4. Hold a potential member interest session, or a special event just for new/interested members.
5. Diversity in membership = more meaningful action make sure what you are representing is appealing to a number of different individuals.
6. Make sure members have talking points & know the mission/goals brief them about how to talk about the organization.
7. Awareness is key: spread the word with: social media posts (class facebook pages), flyer/poster boards, Hicks Game Room tables, Index articles, and K FEST!
   a. Pictures say a thousand words – include dynamic visuals
   b. Interview current members, film a meeting or program, and make a video!

**Membership Retention: 3 Steps**
1. Welcome new members and provide an orientation session to catch them up to speed.
2. Create optimal experiences for all members (see best practices for more details).
3. Recognize the commitment and contribution of your members.

**Membership Retention: Optimal Experiences**
1. Build Excitement: be intentional about how you describe participation + projects (rewarding, exciting, challenging, etc.).
2. Identify Involvement: outline how they are impacting the achievement of goals.
3. Offer Fulfillment: articulate the personal accomplishment one feels when they become part of the team.
4. Protect Freedom: create many opportunities for involvement – avoid limiting involvement to what has always been done.
5. Target Individualization: find the specific role/part each person can play that will challenge and support but not overwhelm.
6. Generate Meaningfulness: highlight the importance of the projects so they understand the point to it all.
7. Enhance Control: allow members to have something they can affect, mold, and change.
8. Foster Challenge: don’t make things too easy, give them something to develop and work toward.

**Membership Recognition: Best Practices**
1. Give accomplishment shout-outs to members in meetings.
2. Outline your recognition opportunities at the beginning of the year.
3. Plan a recognition dinner at the end of the year.
4. Be transparent in how the winners of formal awards are chosen.
5. Nominate your organization (and/or members) for the Black and Orange Awards!

Don’t forget to check out the resources at the back of the toolkit!
- Goal Creation Worksheet
- Leadership Selection Checklist & Example Application
- Leadership Transition Checklist & Worksheet
- Membership Recruitment Plan Checklist & Worksheet
- New Member Orientation Checklist
- Recognition Dinner Checklist
- Black and Orange Award Info + Descriptions

**WELCOME** new members! Introduce new members at their first meeting and encourage current members to reach out individually (text, email, or social media).

Host fun bonding activities with your organization so they can connect as students outside of regular meetings. This strengthens relationships and fosters deeper commitment to the group.
Managing Logistics

Having the right focus and people onboard sets organizations up for success, but the members and leaders still have to follow-through with their commitment. Knowing how to organize and maintain effective meetings, manage tasks, and communicate across the organization will help leaders hold onto the momentum from their mission, goals, and roles.

Preparing for Effective Meetings: Best Practices

1. Make sure each meeting has clear objectives and purpose (record them in your agenda).
2. Consider who is invited – certain topics may benefit from the presence of folks outside of the organization, and some tasks may be better suited for a smaller leadership meeting.
3. Stick to the agenda!
4. Create meeting protocols as a group and stick to them!
   a. Who starts/ends discussions and moves through the agenda
   b. How to share thoughts (hands raising, shouting out, etc.)
   c. How to manage members/leaders who are monopolizing the conversation
   d. How to call a vote (who can participate, and how many are needed to make it official)
   e. What to do if someone is not paying attention/derailing the conversation
5. Start and end on time.
6. Follow-up (using meeting minutes to remind members of decisions made and tasks volunteered for).
7. When topics come up outside of the agenda/goals for the meeting record them in the minutes and add them to the agenda for the next meeting (this allows members to feel valued, but keeps the meeting on track).

Agendas and Meeting Minutes: 5 Steps

1. Write the agenda and send it out to members at least 48 hours prior to the meeting.
2. Ensure all members have an agenda at the time of the meeting.
3. Follow the agenda for the duration of the meeting.
4. Use the agenda as an outline for taking minutes.
5. Send the minutes out to all members no later than 48 hours after the meeting.

Agendas: Best Practices

1. Things to absolutely include in the agenda: Date/Time, Attendance, Prior Meeting Minute Approval, Continuing Business, New Business, General Announcements.
2. Potential additions to the agenda: Reports (follow-up from tasks and projects), Roundtable Announcements (from leaders/members as needed), and Guest Speakers/Collaborators.
3. Ask for any additions for the agenda from general members when the draft is sent out the first time (then make sure all members have an updated agenda for the meeting).
4. Review meeting minutes and “approve” them (or make necessary changes) to ensure the record is inclusive and unbiased.

Meeting Minutes: Best Practices

1. Make sure whoever is recording the minutes does not have a large role in leading the meeting.
2. When recording minutes think: summary NOT transcript. Do not include general opinions in minutes
   a. Ask yourself: will this matter in 2 weeks, months, years?
   b. Keep them as unbiased as possible by only recording the decisions made and some background for why the decision was made.
   c. Use key words vs. sentences
3. Don’t be afraid to clarify points and decisions for the minutes – speak up when needed!
4. Make sure the format of the minutes is consistent within the session and from meeting to meeting. They should be easy to follow for all members (even those not present).
5. Use names only to indicate who has taken on a project/responsibility NOT to indicate who spoke when.
6. Use minutes to remind members what they’ve signed up to do!
Member Management: Managing Different Perspectives

1. Be mindful of the variation in ideas, opinions, and perspectives. Learn about the people you have in your organization and how best to support and include them in the conversation.
2. Don’t obsess over the differences: don’t pigeonhole members into one or more identities and avoid asking them to speak for the identity groups they may or may not belong to.
3. Set expectations and talk openly about organizational norms/protocol.
4. When conflict arises find a balance between confronting the issues head-on without alienating the individuals involved.
5. Encourage empathy within the organization, try to see the situation through the eyes of the other people in the room.
6. Ask for assistance. If you can’t resolve a situation on your own, ask to have a faculty/staff member mediate a conversation – that’s what they’re here for!

Task Management: 5 Steps

1. Identify individual skills, abilities, and knowledge – keep those skills in mind when managing tasks.
2. Identify meaningful projects for members to volunteer for at meetings.
3. Set goals and deadlines for the project with the student(s) and check in on the project periodically – offer to share your knowledge/expertise if needed.
4. Make sure the whole organization knows when the project is completed.
5. Appreciate and recognize the contributions of team members (saying thank you and giving shout outs for good work done goes a long way in a meeting).

Task Management: Best Practices

1. Make sure that the projects and tasks being are meaningful, if multiple members are sharing a project make sure everyone understands the big picture and that everyone is on the same page.
2. Be available for questions!
3. Encourage the members to share about their progress in meetings.
4. Motivate your members and try not to micromanage the work they’re doing but be sure to give honest feedback about their progress.
5. If the student is not completing the job properly, revisit the goals and timelines with them before taking the project away entirely.

Communication: Online Student Organization Management Portal

1. Keep the roster up to date so that your email listserv is current
2. Update your meeting dates, times and locations so interested students know where to find you
3. Update your organizational webpage, post pictures, and highlight what your organization is doing each year.

Sharing Information: Best Practices

1. Create an email list (students who are listed as members/leaders in the online portal will automatically be put onto a listserv leaders can use to send emails).
2. Share meeting minutes and agendas consistently.
3. Generate a newsletter to share updates, upcoming meetings/programs/events/trips, and other important notes about the organization.
4. Host debrief Meetings (once a term). Potential topics to discuss:
   - Leadership communication
   - Communication with the rest of the members
   - Communication with advisors/student activities staff
   - Funding requests and purchasing methods
   - Events/Programs (planning and management)
   - Project, responsibility, and task completion
   - Membership recruitment/retention

Personality/Skill Discovery Methods

Strengths Quest: partnership between Student Activities and Center for Career and Professional Development (CCPD) that provides free StrengthsQuest codes to student organizations!

Workshops are also available for students to learn about their strengths and how to work effectively as a team.
Reserving Facilities and Equipment

Room Reservations

The Facilities Calendar (EMS) is where you can reserve rooms and spaces online. The system will take you through a step-by-step reservation form – but don’t forget to read all the details so you have everything you need for the event!

Room Reservation: Best Practices

1. Book rooms as early as possible (even months in advance to avoid conflicts).
2. Review the campus calendar to ensure you are not programming on top of something that would create a conflict for your audience.
3. Consider all of the items needed to have a successful reservation (media equipment, trash/recycling in the room/space, adequate set-up/clean-up time, etc.)

Room Reservation: 10 Steps

1. Click on Facilitates Calendar
2. Log-in (upper right corner)
3. Click on Create A Reservation
4. On the Book a Room link click book now
5. Enter your room specifications then click Search
   *To select buildings click the Add/Remove button next to Locations
   *For reservations that occur more than once click the Recurrence button
6. To select the room(s) you want, click on plus (+) icon
7. A pop-up box will appear where you will add attendance and set-up specifications then click Add Room
8. The pop-up box will disappear and the room will be placed “in your cart” click Next Step to continue
9. The form will go to the next page where you will select additional equipment, then click Next Step
   *There are many dropdown tabs that open up when you click on them to reveal more equipment.
10. Enter the event details and then click Create Reservation and it’s done!

Contact Media Services for room reservation issues at kmedia@kzoo.edu.

All students listed as Leaders in the online portal for organization management will automatically have access to reserve spaces on behalf of the organization. For additional permissions for your organization contact Student Activities.
### Facilities Available for Reservation

**Anderson Athletic Center**
- Dance Studio (25)
- AA316 (25)
- AA304 (11)
- Main Court (500)
- Side Court (250)

**Arcus Center for Social Justice and Leadership**
- Large Seminar (60)
- Small Seminar (13)
- Main Floor (Fireplace to Window Wall – 140)

**Athletic Field House**
- Hornets Suite (180)
- Meeting Room 1 (Unknown)
- Meeting Room 2 (Unknown)
- Intramural Field (500)

**Residence Halls**
- Crissey Lounge (30)
- DeWaters Lounge (25)
- Harmon Lounge (25)
- Hoben Lounge (25)
- Severn Lounge (25)
- Trobridge Lounge (25)

**Dewing Hall**
- DE 103 (122)
- DE 114 (16)
- DE 200 (35)
- DE 201 (9)
- DE 204 (18)
- DE 205 (32)
- DE 206 (20)
- DE 207 (25)
- DE 210 (35)
- DE 300 (32)
- DE 304 (15)
- DE 305 (60)
- DE 307 (18)
- DE 310 (34)
- DE 311 (30)
- DE Commons (30)

**Dow Science Center**
- DS 108 (16)
- DS 226 (104)
- DS 229 (20)
- DS 232 (54)
- DS 329 (24)

**Fitness and Wellness Center**
- FWC 143 (40)
- FWC 145 (40)
- FWC 209 (40)

**Hicks Center**
- Banquet Hall East (50)
- Banquet Hall West (80)
- Banquet Hall E&W (200)
- Bissell Theater (20)
- HC 110 AKA Intercultural Center (16)
- Hicks 111A (12)
- Hicks 111B (12)
- Hicks 111A&B (24)
- Stone Room (60)

**Light Fine Arts Building**
- LFA 011 (60)
- Dalton Lobby (200)
- Dalton Theater (460)
- Dungeon Theater (60)
- LFA 020 (25)
- LFA 122 (15)
- LFA 205 (25)
- LFA 222 (8)
- LFA 224 (8)
- LFA 226 (8)
- LFA 228 (40)
- Playhouse Lobby (80)
- Playhouse Theater (299)
- Recital Hall (140)

**Mandelle Administrative Building**
- MAB 328 (20)
- Olmstead Room (114)

**Olds Upton Science Hall**
- OU 103 (70)
- OU 110 (8)
- OU 112 (46)
- OU 207 (37)
- OU 216 (20)
- OU 303 (18)
- OU 304 (18)
- OU 312 (15)
- OU 313 (40)
- OU 316 (40)
- OU 321A (34)
- OU 321B (30)
- OU 408 (34)
- OU 412 (24)

**Stetson Chapel**
- Cavern (10)
- Chapel (550)

**Upjohn Library Commons**
- UL 118 (18)
- UL 213 (26)
- UL 302 (24)
- UL 305 (40)
- UL 306 (40)
- UL 307 (30)
- UL 308 (40)
- UL 310 (24)
- UL 311 (24)
- UL 312 (24)

**Outdoor Space**
- Natatorium Lawn (200)
- Lower Quad (500)
- Quad Patio (100)
- Red Square (150)
- Upper Quad (500)
- Stetson Fire Pit (20)
Equipment Rental & Media Services

Students may request a set-up for Audio-Visual Equipment/Media such as: Computers, Laser Pointers, Microphones, Monitors, Projectors, PA Systems, Screens, Stands, etc.

- Requests for media equipment or services must be made at least 48 hours in advance.
- Send requests via email to kmedia@kzoo.edu.
  - OR Request by phone at (269) 337-7138 or campus extension 7138.
  - OR Stop by the Media Desk on the first floor of the Upjohn Library Commons.
  - OR Add equipment to an existing room reservation online via the Facilities Calendar.

NOTE: Give Media Services as much information as possible about your meeting or event so that we can make certain to provide the correct media set-up for you.

The Audio Studio
The Audio Studio is located behind the main staircase in the Upjohn Library. It features Logic Pro and Garageband recording hardware and software. Appointments can be made for recording or training by contacting audiostudio@kzoo.edu.

Audio Transfers and Duplication
Media Services has equipment to make audio recording transfers from reel to reel, vinyl, audio cassette, to compact disc or mp3 or other specified digital format. Duplication of audio cassette or compact disc is also available. These services are limited to college use only and must comply with current copyright law and policy. Please contact kmedia@kzoo.edu or call the Media desk (337-7138).

Video Recording & Editing
Video edit machines are located on the second floor of the Library. (Apple Mac computers with editing software installed). In addition, all Apple Mac computers on campus have iMovie which has user-friendly, small scale movie editing capabilities.

Students interested in The Production Studio can take a partial credit class is offered quarterly. In the course students learn how to write, produce, direct, and operate equipment. This course also allows students access to The Production Studio in the Library. The class listing is ARTX200. For more information, contact: production@kzoo.edu

Videotaping Requests
To arrange for a student worker to videotape an event or meeting, please contact kmedia@kzoo.edu.

Graphics (Center for New Media Design)
The center is located on the first floor of Upjohn Library Commons, students can create materials for student organizations such as: multimedia presentations, posters, images, web pages, and other design needs. The hours of operation are Monday - Friday, 8am-5pm and in the evenings Monday-Thursday, 7pm-9pm.

Both Media Services and Center for New Media Design have equipment available for students to rent. Please refer to the “Campus Resources” section for more details on what is available.
Funding the Mission

Funding Allocation Process
1. Any student who will be requesting funds from the Student Funding Board MUST attend a funding training session prior to applying for funds (to take place once a month when school is in session).
2. Fill out and submit a funding request form (found online under the Student Funding Board page).
3. Attend the Student Funding Board meeting where your request will be considered (see specifications on when to submit requests and attend meetings online under the Student Funding Board page).
4. Obtain your funds (see next section).
5. Keep all original receipts and turn them into the Student Funding Board with a completed Reimbursement Form.

Comprehensive notes on deadlines, guidelines, and funding restrictions can be found online under the Student Funding Board page, please review these items before submitting a request!

How to Obtain Funds (once allocated)
1. Reimbursement: organization members pay for costs up front and are paid back by the college (provided that they turn in original receipts with a completed reimbursement form, within 60 days of the transaction).
2. College Credit Card: organization members may use a college credit card for online purchases at the Student Development office. Please arrive to the office with your allocation letter and purchases already prepared to avoid delays.

Purchasing Guidelines and Restrictions:
1. Certain requests may have deadlines based on the time needed to prepare funding.
   a. Outside performers, speakers, artists, etc. (4 weeks prior).
   b. Air travel (4 weeks prior).
   c. Catering through the college (3 weeks prior).
   d. Security presence (3 weeks prior).
   e. Ground travel: student organizations are required to use college vehicles (2 weeks prior).
2. Certain requests may require contact with Student Activities.
   a. Outside performers, vendors, artists, etc. (to prepare K Contract).
   b. Air Travel (to request quotes/book flights).
3. Certain requests may require additional information to be submitted with the request form.
   a. Any travel off campus must include a filled out Travel Itinerary (example provided in the back of this toolkit or online under the Student Funding Board page).
   b. Requests for hotel payment must have a reservation confirmation attached.
      i. If a reservation cannot be made without a deposit or free cancelation, than a quote or estimation from the hotel's website must be provided.
      ii. Requests for Air BnB will not be approved.

Don’t forget to check out the resources at the back of the toolkit!
Example Reimbursement Form
(review this before turning yours in to avoid delays in getting your money back)
Example Travel Itinerary Form
Effective Event Planning

Event Planning Best Practices
1. Discuss the reasons for hosting an event, what are the goals, who is the audience, etc.
2. Check the campus calendar and limit the conflicts for potential attendees.
3. Find other groups or departments to collaborate with!
4. Ask for help from members, Student Activities, faculty/staff, etc. Don’t try to plan an event solo.
5. Think about the event from the attendee’s perspective – focus on ambiance and convenience.

Advertising Best Practices
1. Communicate the message 6 times across 3 unique platforms.
2. Develop a consistent message, icon, etc. Students should be able to tell immediately that this is the same event they saw from one medium/context to another.
3. Utilize existing advertising spaces: social media posts (class facebook pages), flyer/poster boards, Hicks Game Room tables, Index articles, Residence Life boards, etc.
4. Tell Student Activities what you’re doing – we’ll add it to our calendar and other advertising methods!

Event Management Best Practices
1. Overestimate how long it will take to set-up.
2. Prepare as much as possible before the day of the event to be available for unforeseen issues.
3. Provide members/volunteers with clear roles/responsibilities so everyone is on the same page.
4. Be mindful of safety issues like cords drawn across the floor or blocked emergency exits.
5. Get feedback from members/volunteers and attendees to learn how their experiences were.
6. Complete a S.W.O.T. evaluation after each event to reflect on the event and improve for next time.

Catering
1. Establish your budget for food.
2. Use food to enhance the ambiance and/or theme.
3. Ask Catering staff for ideas/opinions, but stay true to your vision of the event.
4. Start as early as possible!

Third Party Contracts
If your student organization is bringing a speaker, performer, food caterer, or anyone else from off campus to an event/meeting you will need to have a K Contract generated for them. This is to protect the college and the person/group coming to campus. To get a contract typed up, please contact studentactivities@kzoo.edu.

Don’t forget to check out the resources at the back of the toolkit!
Event Planning Checklist
S.W.O.T. Analysis Worksheet
**Campus Posting**

**Posting Guidelines and Approval Process**

1. All posted signs must be stamped by the Office of Student Development.
   - Each of us must take responsibility for our oral and written communication. Therefore, all posted signs must bear the signature of an individual, College office or College organization.
   - All posted signs must include the date of posting and will be removed one week after the posting date or immediately following the announced event.

2. The Honor System also calls upon us to protect our physical environment. Therefore, signs may be posted only on bulletin boards, tack boards, specifically designated wall space, office doors, and residence hall doors. Signs will be removed from all other locations.

3. Messages written on campus buildings with chalk, paint, pen, pencil, crayon, etc. or on any College property with indelible substances will be treated as vandalism and subject to appropriate College disciplinary procedures or referral for criminal proceedings.

4. Items posted in residence halls must adhere to the above guidelines, and may only be posted on approved general posting bulletin boards located near the entrance doors in the residence halls. Items posted in all other locations within or outside of residence halls, including but not limited to windows, hallways, stairwells, and doors, will be removed and recycled.

Signs which violate any of these regulations will be removed.

Complaints about the content of signs should be directed to the individuals or organizations identified on the sign. If this process cannot resolve the concern, a complaint may be filed through the regular judicial process.

**Areas to Post**

1. Campus mailbox stuffers (1400)
2. Posting boards on campus (30)
3. Table Tents in Hicks and the Library (200)
4. Campus departments (60)
5. Residence Life (30 RA boards, 6 Hall Boards)

**Traveling with Organizations**

**Regulations for Student Organizations**

1. Students **must** use college supported systems and vehicles when traveling with student organizations.
2. Ground Travel must be booked a minimum 2 weeks prior to departure date (reservation form online under Facilities Management page).
3. Air Travel must be booked a minimum 4 weeks prior to departure date (quotes and reservations conducted through Student Activities staff).

**Approved Drivers**

1. In order to reserve a vehicle all drivers must meet the following guidelines:
   - Be at least 18 years of age to drive a College car or minivan, and at least 21 years old to drive a 12-passenger van.
   - Possess a valid driver’s license from one of the 50 states.
2. For cars and minivan certification you will need to undergo a Department of Motor Vehicles screen by submitting name, date-of-birth, and driver’s license number (and state, if not Michigan), to the Human Resources office where you must sign a release.
3. For 12 passenger van certification you must submit driving record, take an online test at Facilities Management by contacting them at 337-7308, and then schedule a driving test with Security via email at security@kzoo.edu. All requirements must be met before we can issue the keys.
4. Students can have no moving violations during the last three years, no convictions for driving under the influence of alcohol or controlled substances during the last five (5) years, and no convictions for serious infractions such as reckless driving, leaving the scene of the accident, or fleeing a police officer, during the last five (5) years.

**NOTE:** Facilities Management has the right to deny driving privilege if a driving record consists of numerous violations in any given time period.
College Fleet Vehicles

Charges:
1. Minimum daily rate:
   a. Cars – first day: $15 with 30 miles, over mileage billable at .30 cents a mile with a maximum charge of $30.
   b. Minivans - first day: $20 with 30 miles, over mileage billable at .30 cents a mile with a maximum charge of $50.
   c. 12 Passenger Vans – first day: $25 with 30 miles, over mileage billable at .45 cents a mile with a maximum charge of $80.
2. Consecutive daily rate:
   a. Cars – $30 per day with unlimited mileage
   b. Minivans - $50 per day with unlimited mileage
   c. Vans – $80 per day with unlimited mileage

The vehicles should be full of gas when you pick them up (please note on mileage slip if they aren’t) and full when you return them or your account will be charged a $50 fee for the first offense and the cost of the gas to fill it up.

If a vehicle is left in state that it needs to be cleaned after your use, a $25.00 cleaning fee will be charged to your account.

K College Buses
Trips must be booked at least five (5) working days in advance by submitting the on-line Vehicle Reservation Form. The College owns two buses and the capacity of each bus is 35 people. Bus trip charges are as follows:
1. Weekday Rate:
   a. Labor rate - $35 per hour (two hour minimum)
   b. Mileage rate - .75 cents per mile
2. Weekend Rate:
   a. Labor rate - $50 per hour (two hour minimum)
   b. Mileage rate - .75 cents per mile

Note: The trip begins when bus leaves Facilities Management and ends when bus is parked. Overnight bus trips must be approved by the driver and the group using the bus for this trip. If the trip is overnight the organization using the bus is responsible for the driver’s meals and accommodations.

Traffic Violations and Accidents
Each organization/student is responsible for any traffic violations incurred while using the vehicle. All accidents with a college vehicle must be reported to the police. Please give the police report to Facilities Management. There is a $500 or $1000 deductible on the college’s insurance, the student/organization will be charged for the deductible.

The use of a college vehicle can be denied or cancelled in the event of adverse weather and/or unsafe road conditions.

Lodging
1. Student Funding Board will only approve quotes from hotel websites (no third party quotes will be accepted and AirBnB will not be funded).
2. Only Room and Processing Fees will be covered by the college. In room food or entertainment will not be covered up front. If students choose to use in room food they should pay for it and get reimbursed with the per-diem.
3. Students should include any ground travel needed for the duration of the trip (Uber, Taxi, Lift, city transit systems, etc.) in the budget request.
APPENDIX CONTENTS

- Organization Behavior Agreement Statements
- Goal Creation Worksheet
- Leadership Selection Checklist & Example Application
- Leadership Transition Checklist & Worksheet
- Membership Recruitment Plan Checklist & Worksheet
- New Member Orientation Checklist
- Recognition Dinner Checklist
- Reimbursement Form Example (provided at Student Funding Board Training)
- Travel Itinerary Form Example (provided at Student Funding Board Training)
- Meeting Agenda and Minutes Example
- Event/Program Planning Checklist
- S.W.O.T Event Analysis Worksheet
- Black and Orange Awards Descriptions and Info

Note: if there are documents we haven’t provided that may help you/your organization please email ideas to studentactivities@kzoo.edu!
Goal Discussion Prompts

Step 1: Goal Setting Survey to Individual Members
1. Did you have a clear understanding of our student organization’s mission and goals?
2. Do you feel that the meetings we held were effective in pursuing our mission?
3. Do you feel that the campus events we planned were effective in pursuing our mission?
4. Did you have a clear understanding of the different ways you could be involved in the student organization?
5. Did you feel that you had opportunities to engage in a meaningful way?
6. Describe your involvement in the student organization in the last year.
7. Did you feel welcomed by student organization leaders and other members?
8. Did you feel that your ideas and contributions and those of other members were valued?
9. Do you have any suggestions for how the student organization could improve next year?
10. Do you have any suggestions for programs or events to hold next year?

Step 2: Group Reflection
1. What have we tried to do over the last year?
2. What has inspired the organization recently?
3. What other areas of our collective involvement can we use to diversify our thinking (what other identities/opportunities can we draw from)?
4. What is the organization better at now, compared to last year?
5. What makes being in this organization more enjoyable, engaging, challenging, and transformational?
6. How has the organization successfully achieved our mission?
7. What areas of our mission are we not as successful in?
8. What is the campus community lacking, and how can our mission fill any gaps?
9. What is going on in the world and how can the organization react to, or support injustices?
10. What do we want the campus community to know about our organization, how do we educate them?

Step 3: Motivation
1. What if your life depended on achieving this goal – how would you force yourself to get it done?
2. When you can’t control the circumstances, don’t let your circumstances control you. What can you control, and what is out of your hands? Can Student Activities help?
3. You’ve got to want it more than you don’t want it.
4. Don’t let gravity pull you down, how can you keep this goal fun and engaging? This will be less of an issue if you make your goals attainable!
5. Every breakthrough requires a bold stroke – what are some big moves you can make?
6. Ask yourself: are you a renter or an owner (ownership is the key). How much are individual members invested in the goal?
7. Prepare to move a lot of dirt (before you get to the gold nugget inside), how can you sustain your members through the dirt hauling stages?
SMART Goals

Creating a well-defined list of goals for your organization will provide you with a sense of purpose, and aid you in the realistic definition of what, why and how your organization achieves its mission. If you/your organization needs help brainstorming what exactly you want to accomplish review the Goal Discussion Prompts page in this document.

A good goal is a well-defined goal. To make your goals as specific as possible, remember the acronym, “SMART”.

S: Specific. When defining a goal, ask yourself the following questions. Who is this goal for? What, exactly, is it? When do I want to accomplish this goal by? What resources do I need to accomplish it? Where will I work on this? Why do I want to do it?

M: Measurable. Determine the way in which you will measure progress towards your goal, and the yardstick by which you know you have achieved it. Is it by putting on programs? Soliciting feedback from group members? By gaining a certain number of new members? Select a method you feel comfortable with and stick with it.

A: Attainable. Decide if your goal is attainable by breaking it up into the smaller steps you will need to accomplish to reach it. Assign due dates to those steps and ask yourself if, realistically, you have given yourself enough time to complete your goal. This will help keep you on track, and prevent you from failing to achieve your goal because you didn’t budget enough time to get it done. Ask yourself what obstacles might arise during your work and form contingency plans to surmount these difficulties.

R: Realistic. Do you actually want to work on this goal? Remember, if you are not actually interested in finishing something, then that makes it a lot harder to get it done. If you are consistently unenthusiastic about your organization’s goals, perhaps it is time for a change. If you are willing to work on a goal, are you then able to? That is, do you have other obligations that pose a significant challenge to getting it done, like schoolwork, other co-curricular activities, jobs, or relationships? If so, seek help from other members of your organization and try to distribute the work evenly.

T: Time-bound. Put a deadline on your goal! Otherwise you lose a sense of urgency and many tasks go uncompleted because you prioritize other commitments.

Other tips to help keep you on track:
- Write your goals down and post them where all organization members can see them. This will keep them front and center in your discussions!
- Create a reward system for completing stages of your goal. It’s important to take a moment to congratulate yourself for getting things done: you’re busy people and it takes a lot of focus and hard work to make an organization successful.
- Do one thing at a time. Effective multitasking just doesn’t exist, no matter what you’ve heard. You may be able to work on many things simultaneously, but you’ll only do your best work if you take one task at a time. Distractions can cause serious errors or lapses in concentration that can lead to you not remembering important details.
Leadership Selection

10 questions to answer when choosing leaders:
1. What is their definition of leadership?
2. How are they expressing curiosity?
3. Where do they fall on the scale of optimistic vs. pessimistic?
4. What are their values?
5. Do they consider how their behavior impacts others?
6. What makes you believe they can focus on “what” needs to be done without getting lost in “how” things get done?
7. How are they able to see the world through the lens of others, do they have empathy?
8. How are they including others in decision-making processes?
9. How do they respond to failure or correction?
10. How do they respond to authority?

Leadership Selection: Best Practices
1. Identify possible leaders early in the year in order to start working with them to test leadership potential.
2. Things leaders should be able to do:
   a. Communicate thoughts and ideas well
   b. Listen to others and incorporate their ideas
   c. Find ways of including others in the accomplishment of the plan
   d. Speak positively about the organization and represent the organization well
   e. Willing to learn and adapt
3. Things leaders should not possess:
   a. Entitlement
   b. Laziness
   c. Blaming
   d. Insensitivity
   e. Cowardice
4. Three mistakes when choosing a leader:
   a. Overlooking introverts (quiet introspection and thoughtful comments go a long way to leading an organization effectively).
   b. Succumbing to the seduction of charisma, talent, or good looks.
   c. Thinking doers are automatically leaders (leadership demands you empower and motivate others).
5. Consider how much the leader will be able to commit to the org (what other responsibilities do they have on their plate).
6. Ensure other students respect potential leaders and will follow where they lead.
7. Make sure your organization has guidelines for how to update organizational guiding principles (mission statement, goals, meetings, annual events, services, etc.) and norms so that leadership is consistent.

Who should be involved in the leadership selection process?
1. Current leaders (be transparent in your decision-making process)
2. Members (have a “meet the candidates” party & make it easy for members to vote)
3. Folks who may be on study away (send a survey out to them)
Leadership Transition Checklist (outgoing leaders)

1. Select new leaders in time for training with current leaders (2 months prior to year-end).
2. Choose a "summer contact" from your new leaders: send name(s) to Student Activities.
3. Schedule a retreat for all new leaders (bonding is the key to a highly functioning group).
4. List all possible resources for new leaders (stuorg toolkit is a good start, but try to add individual notes that are important to each leader’s role).
5. Make introductions to people and spaces. Have current leaders physically introduce upcoming leaders to key people, offices, and services.
6. Provide new leaders with a list of contact information (of other new leaders and any outgoing leaders who are willing to be available to new leaders next year).
7. Add new leaders onto the organization management page through WebAdvisor
   *Automatic access to EMS, the organization webpage, member listserv, and other important leadership privileges.
8. Make sure new leaders know your mailbox combination, account number(s), and locker combinations (if applicable).
9. Make sure new leaders know the requirements to maintain the “registered student organization status” (re-registration form, mandatory trainings, required documents, etc.)
10. Give leaders access (or change administration titles) to social media platforms, website domains, and other electronic profiles.
11. Walk through complicated or frequently used systems such as:
   a. Funding Allocation Process
   b. Room Reservations
   c. Equipment Rentals
   d. Event Planning
12. Make sure new leaders have access to:
   a. Mission, vision, goals
   b. Past funding requests
   c. Meeting minutes
   d. Calendar of events/deadlines
   e. Leadership roles and responsibilities
   f. Membership recruitment & retention practices (K Fest!)
   g. Leadership selection practices
   h. List of current members
   i. Organization calendar (meetings, retreats, events, conferences, trips, etc.)
   j. Special event details (past planning lists, budgets, flyers, etc.)
   k. Organization logos and pictures
13. Take time to reflect on your leadership and share those thoughts with the new leader.
   *Try doing a shared reflection time with all outgoing and incoming leaders.
   a. What have you learned?
   b. What was the best experience?
   c. What was the most difficult?
   d. What would have made your transition into leadership better?
   e. Specifically name the staff/faculty on campus who were helpful.
   f. Who (other groups or departments) did you/did you wish to collaborate with?
   g. Did you accomplish your organizational goals?
   h. List any projects/ideas that you’d like to see started/continued.
   i. Do you think the student body knows of your position and the services your group provides?
   j. If you could do it all again, what would you change?
14. Put all of the above into transition documents for new leaders to review!
Leadership Transition Checklist (incoming leaders)

1. Choose a “summer contact” and send the name(s) to Student Activities.
2. Read transition documents and the student organization toolkit from Student Activities.
3. Make sure you know that mailbox combination, account number(s), and locker combinations (if applicable)
4. Make sure you know the requirements to maintain the “registered student organization status” (re-registration form, mandatory trainings, required documents, etc.)
5. Set up a 1:1 meeting with an outgoing leader. Ask about:
   a. Funding Allocation Process
   b. Room Reservations
   c. Equipment Rentals
   d. Event Planning
6. Make sure you have access to and update:
   a. Organization management portal (WebAdvisor)
      *Automatic access to EMS, the organization webpage, member listserv, and other important leadership privileges.
   b. Social media platforms, website domains, and other electronic profiles
   c. Mission, vision, goals
   d. Past funding requests
   e. Meeting minutes
   f. Calendar of events/deadlines
   g. Leadership roles and responsibilities
   h. Membership recruitment & retention practices (K Fest!)
   i. Leadership selection practices
   j. List of current members
   k. Organization calendar (meetings, retreats, events, conferences, trips, etc.)
   l. Special event details (past planning lists, budgets, flyers, etc.)
   m. Organization logos and pictures
7. Ask outgoing leaders to introduce you to important/helpful people/services around campus.
8. Ask for a list of contact information (of other new leaders and any outgoing leaders who are willing to be available to new leaders next year).
9. Ask members to share their thoughts and concerns about the past and upcoming years.
10. Plan time with other incoming leaders to talk about:
    a. Expectations
    b. Goals for the new year
    c. Establish meeting times & locations for the new year
    d. Upcoming deadlines/events

Possible Roles/Responsibilities: Make a list of all of the responsibilities the current leaders have, is there anything missing – write everything down!
   o Primary contact and liaison for the org (attendance to mandatory meetings and trainings, face of the organization for new members, etc.)
   o Website, promotions, and external communication coordinator
   o Agendas, meeting minutes, and communication within the organization
   o Facilities and equipment reservations
   o Funding requests and trainings
   o Additional responsibilities
   o New member recruitment and retention
   o Event planning
Membership Recruitment Plan

Why Recruitment Plans Fail
1. Assuming the only motivation is food/gifts/monetary gains
2. Assume you know exactly what motivates your members
3. Lack of follow through
4. Lack of training tools
5. Expecting immediate results

Recruitment Plan Elements
Discussion and debrief with your current members:
1. Articulate what your organization does and how students can personally impact the group.
2. Identify the benefits of membership: opportunities, skills, connections, etc.
3. Define who you’re looking for: who’s not represented & what attitudes/skills/perspectives are needed.

Plan an interest meeting:
1. Meet and greet potential members
2. Explain what your recruitment goals are (and why they should get involved)
3. Get some food!

Publication creation:
1. Design flyers/posters with the information you discussed and the interest meeting details.
2. Create social media posts and online information.
3. Get folks to sign-up for more info by tabling outside of the game room and/or at K Fest.

Other potential items in your recruitment plan:
1. Plan an event with Student Activities or other organizations and have a sign-up there!
2. Ask Student Activities about the first year survey and who might be interested in their organization.

Membership Orientation Checklist
☐ Invite new members to a special foundations meeting just for new members to learn more about how the organization functions and what the culture is like.
☐ Introduce new members at their first official meeting and perhaps introduce them on your social media sites (take a picture of a group of new folks and post that out)!
☐ Identify good mentors within the organization or set up a new member with a returning member who can help guide them through their first term in the organization.
☐ Plan a Pinning Ceremony or some way to show that the members belong to your organization.

Recognition Dinner Checklist
☐ Plan the dinner at a time everyone can come (include all members in the date selection).
☐ Plan fun activities/presentations that remind members how fun/impactful this year has been.
   a. Memory sharing sheets on the tables or fun relatable crosswords/word finds
   b. Picture slideshow from the year
   c. Funny moments slideshow
   d. Memory/Gratitude pages members can fill out and give to other members
   e. Paper plate awards
☐ Recognize outgoing leaders and senior members and thank them for their service to the organization.
☐ Create organizational awards (with a transparent selection process and announcement of winners).
Event S.W.O.T.

Event Name: __________________________

Event Description/Details:
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Event Date
WEEK: ____________  DAY: ____________  DATE: ____________

Event Attendance
Goal:  Actual:

Food Details
Food matched order  YES  NO
Food was prepared well (not cold/stale/etc.)  YES  NO

Comments about the food:

Strengths
Strengths are things that: happened well, students enjoyed, were easy for the staff, etc. These are things we want to remember to do again next time.

Weaknesses
These are things that: were difficult, were not enjoyed, did not go well. These things could also include the planning process (things that could have been accounted for), the timing of events, collaboration with a student organization, etc. Please include everything and anything we need to remember to change for future events.

Opportunities
These are things that we could have done that we didn't. They don't necessarily make or break the event, but they would be nice to do for next time. This could be collaboration that we could have capitalized on, ambiance that we failed to make, or things that just would have made the event better.

Threats
These are things that we couldn't/didn't account for that may be outside of our control. It could be anything from bad weather to food being cold. These items should be included so that we can try to take them into account when planning for the future.
# Programming Checklist

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Event Location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Event Date**

### EVENT TIMES

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>_<strong>:</strong>_____</td>
<td>Event Set-up</td>
</tr>
<tr>
<td>_<strong>:</strong>_____</td>
<td>Event Start</td>
</tr>
<tr>
<td>_<strong>:</strong>_____</td>
<td>Event End</td>
</tr>
<tr>
<td>_<strong>:</strong>_____</td>
<td>Est. Event Clean-up</td>
</tr>
</tbody>
</table>

**Estimated Attendance:** ___________  **Actual Attendance:** ___________

## PRELIMINARY PLANNING

- Budget approved. What to include in the budget:
  - Food
  - Decorations
  - Equipment
  - Paid staff/vendors/performers
  - Apparel/giveaways/prizes
  - Travel Reservation Quotes, Hotel Quotes, etc.

## EVENT DETAILS

- Event location reserved. Rain location reserved (if applicable)
- Additional equipment is reserved (recycling receptacles, AV, extra tables/chairs, electrical needs, custodial needs, Student Activities rentals, etc.)
- Facilities Management/Security contacted for special needs (water/sprinkler system, lights off, air handlers off – if using fog machine, doors locked/unlocked, etc.)
- Food is ordered with ________________________ (food items listed in attachment)
- Food will be picked up by ___________ at ____:____
- Food will be dropped off at ____:____
- Security presence arranged (if applicable)
- Apparel/Prizes ordered (listed in attachment)
- Schedule of events for the night (including set-up/cleaning lists) created

## PROMOTION DETAILS

- Event added to Hornet Hive calendar
- Social Media posts created
- Printed promotional materials created
- Inform *The Index* and *The Buzz* about the event (for potential coverage)
- Dynamic marketing ideas:
  
  ______________________________________________________

## POST EVENT DETAILS

- Promotional materials taken down
- Thank you notes sent
- Equipment is cleaned/returned/stored appropriately as needed
- Funding paperwork is completed
  - All receipts, invoices, etc. submitted to Student Funding Board
  - Follow-up form filled out
Black & Orange Awards

Black & Orange Awards is an annual recognition dinner and award show that highlights the accomplishments of student organizations, student leaders/members, and all of the wonderful things students do on campus each year!

>SAVE THE DATE 2018<

Black & Orange Awards will take place on Wednesday May 23rd at 7:00pm

Awards given out each year include:

<table>
<thead>
<tr>
<th>Organization/Program Awards</th>
<th>Individual Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Collaborative Initiative</td>
<td>Emerging Leader</td>
</tr>
<tr>
<td>Best New Organization</td>
<td>Excellence in Commitment</td>
</tr>
<tr>
<td>Campus Choice for Best Program</td>
<td>Excellence in Support</td>
</tr>
<tr>
<td>Excellence in Community Building</td>
<td>Outstanding Community &amp; Social</td>
</tr>
<tr>
<td>Excellence in College Mission</td>
<td>Justice Advocate</td>
</tr>
<tr>
<td>Advancement</td>
<td>New Member of the Year</td>
</tr>
<tr>
<td>Excellence in Sustainability</td>
<td>Senior Leadership</td>
</tr>
<tr>
<td>Highest Organizational GPA</td>
<td></td>
</tr>
<tr>
<td>Organization of the Year</td>
<td></td>
</tr>
</tbody>
</table>

Important notes about nominations

1. Nomination forms will be made available online in the spring term.
2. Nominations for Black and Orange awards can be submitted by all students, faculty, or staff at Kalamazoo College.
3. Nominations can be submitted on behalf of an organization, and/or individuals can nominate themselves and/or groups they belong to.
4. All nominations must be submitted to Student Activities office (Hicks 112) in person, or electronically to studentactivities@kzoo.edu by 5:00pm on Monday April 24th to be considered in the selection process.

Call for Selection Committee nominations!

If you have a student, faculty, or staff who you think should serve on the committee this year please send that name to studentactivities@kzoo.edu.

Why attend Black & Orange Awards?

1. Black and orange food
2. Student performances
3. Photo booth
4. Black and orange carpet
5. Paper plate award pins

Why nominate your peers/organizations?

1. Show appreciation for accomplishments and dedication.
2. Keep members motivated to do their best in the organization.
3. Give members/leaders a person to embody.