



The  
COVE

**STUDENT ORGANIZATION  
RESOURCE GUIDE**

# INTRODUCTION

The **C**enter for **O**rganizations, **V**ision, and **E**ngagement (COVE) at The University of Wisconsin-La Crosse is not only your home for Recognized Student Organizations (RSOs) but also serves as a resource for all RSO activities. As your RSO support team, we recognize the importance of engaging in meaningful ways through Student Organizations and are proud to support the over-200 RSOs that call UWL home. Recognizing our role as your RSO support team, we are excited to bring you the Student Organization Resource Guide!

This Resource Guide is your go-to reference for Student Organization policies and procedures, action steps, points of contact, and all things needed to build and sustain a quality RSO experience. Our hope by providing this guide, as well as a direct point of contact for each RSO, is to guarantee the best possible support for your Organization and ensure that you can navigate university procedures in a seamless manner. We are excited to offer this resource and will continue to do our part to support all RSO initiatives!

# ABOUT THE COVE

## ANNUAL REGISTRATION

Student Organizations must complete annual registration to maintain compliance. Information about the annual registration process will be communicated to RSO officers and advisers via email.

## WELCOME TO THE COVE!

The COVE stands for Center for Organizations, Vision, & Engagement. We are your campus Student Organization & Leadership Hub! Looking to make friends or get involved? UWL has over 200 Student Organizations for you to explore. Regardless of your interests, we have a little bit of everything for you to choose from! Please, come in, ask questions, and explore!

The COVE is supported by an Associate Director For Student Engagement and Leadership as well as three (3) Program Coordinators!

## COVE CONTACT INFORMATION:

- Location: Second Floor of Student Union
- Email: [thecove@uwlax.edu](mailto:thecove@uwlax.edu)
- Phone: 608.785.8866
- Instagram: [thecove](https://www.instagram.com/thecove)



[uwlax.edu/university-centers/orgs/cove/](http://uwlax.edu/university-centers/orgs/cove/)

# MYORGS & ADVISERS

## WHAT IS MYORGS?

MyOrgs is the virtual hub for all Student Organizations on campus. Through MyOrgs, you can find Organizations to join, create or attend events, and track your involvement. Make sure to bookmark ***orgs.uwlax.edu*** for easy and quick access!

## ROSTER UPDATES

- Visit your Student Organization's roster tool on MyOrgs to manage your roster.
- Updating Primary Contact
  - Only the current Primary Contact or Adviser may update the Primary Contact. All Organizations are required to have a Primary Contact at all times.
- Inviting People
  - Enter the UWL email addresses of those you want to add to your roster. Invitees will need to accept the invites to be added to your roster.
- Prospective Roster
  - This is the list of all students interested in joining your Student Organization. Reach out to prospective members with information about your Organization and then approve or deny their request if they wish to join.

- The MyOrgs roster tool includes other features such as managing positions, messaging members, pending invites, and more! If you want to know more about these features, contact the COVE.

## **ADVISER TRAINING**

Student Organization advisers must complete training and accept terms and conditions to maintain compliance.

## **NEW ADVISER PROCESS**

If your Organization is in the process of getting a new adviser, please follow

- 1) Fill out the Adviser Change Form (on MyOrgs)
- 2) Update MyOrgs Roster with Adviser information
- 3) Adviser will receive an email from COVE staff with instructions for required training and accepting the adviser role.

\*Please note, the MyOrgs Adviser position required for all organizations is spelled “Adviser”. This position must be filled to maintain active status.



[orgs.uwlax.edu](https://orgs.uwlax.edu)

# **FOOD, SNACKS, & BEVERAGES**

All food and beverages served on campus must be exclusively served by University Dining Services under the campus vending contract unless a waiver is granted via the Self-Catering Form. For more information on catering and self-catering, please visit:

[uwlax.edu/reservations/reservations/make-a-reservation](http://uwlax.edu/reservations/reservations/make-a-reservation).

## **SELF-CATERING**

Students, faculty, and staff may submit a Self-Catering Request Form for up to a \$100 value with the following conditions:

- Only snack foods are allowed (cookies, chips, baked goods, fruits/vegetables, soda, coffee in a carafe, etc.)
- No outside vendor products can be brought/ordered (Subway, Toppers, etc...)
- For safety reasons, no food that requires heating/cooling can be brought in (mayonnaise based salads, sloppy joes, etc.)
- No electrical appliances may be brought in (crock pot, coffee maker, etc.)
- Self-catering may not be utilized in conjunction with university provided catering
- No food/beverages are allowed in Academic Buildings

## **CATERING**

Catering requests can be made through Catertrax, which can be found using the QR code below. There is a Student Menu that offers reduced cost catering options for Student Organizations. If using university funding for a catering request, the Organization must also complete a Food Approval Form at least 7 business days before the event

([www.uwlax.edu/business-services/our-services/food/#tab-forms](http://www.uwlax.edu/business-services/our-services/food/#tab-forms)).

## **ALCOHOL**

Student Organizations must adhere to university policies and procedures regarding alcohol consumption and distribution at events. Please contact University Centers to ensure compliance.



[uwl.catertrax.com](http://uwl.catertrax.com)

## **T-SHIRTS, APPAREL, & SWAG**

All logos, seals, names, symbols, and slogans associated with the University of Wisconsin-La Crosse are trademarks and are the exclusive property of UW-La Crosse. Reproduction of these marks for resale or other commercial purposes must have university authorization, which provides protection against the manufacture, display, or sale without the university's consent. These trademarks should never be redrawn, re-proportioned, or otherwise modified. All printing projects such as t-shirts, apparel, and swag should be submitted for approval prior to printing. Please note, this process takes approximately 4 weeks to complete, so make sure to plan accordingly.

All approved vendors can be found here: <https://clc.com/license-search/>. Skip Step One, select Wisconsin-La Crosse, University of, and search! Common vendors include Games People Play, 4imprint, B&B Graphics, CustomInk, and Coaches Corner.



## **CHECKLIST FOR CREATING T-SHIRTS, APPAREL, AND SWAG**

- 1.) Create idea for printing project
- 2.) Communicate with a vendor for a quote and official mock-up
- 3.) If the printing project is for a fundraiser, fill out the Event Submission Process on MyOrgs
- 4.) Submit the T-shirts, Apparel, and Swag Request form on MyOrgs
- 5.) Upon final approval of the request form, it's time to print your project!

## **COVE GRAPHICS GARAGE**

The COVE Graphics Garage is a great place to start if you are looking to have any kind of apparel or logo created. For more information on Trademark & Licensing and other Publicity Guidelines, visit the COVE Graphics Garage website using the QR Code below.



[uwlax.edu/university-centers/  
orgs/cove-graphics/](http://uwlax.edu/university-centers/orgs/cove-graphics/)

# **COPYRIGHT, CONTRACTS, & RSO MANAGEMENT**

## **COPYRIGHT & MOVIES**

If your Organization is hosting a motion picture/public performance on the UWL campus, you must obtain all relevant copyright approvals prior to using the copyrighted material(s). Complete the *Copyright and Movie Requests* form on MyOrgs for Assistance in this process.

## **CONTRACTS**

A Student Organization shall not negotiate or sign any contract on behalf of UW-La Crosse. Please contact the Associate Director for Student Engagement and Leadership for guidance moving forward with contracts.

## **BYLAW & NAME CHANGE REQUEST**

Requests for Student Organization Bylaw and Name Changes can be submitted to the Student Organizations Committee using the form *Student Organization Bylaw and Name Change Requests* on MyOrgs. Upon submission, the committee will review materials. They will be in contact with any questions and with a decision on the request.

## **REGALIA**

All student involvement regalia must be approved by the Student Organization Committee prior to use at Commencement. The Regalia form can be found on MyOrgs.

## **STORAGE CAGES**

Limited Storage Cage space is available through University Centers. The purpose of a Storage Cage is to provide convenient, on-campus storage for Student Organizations. Storage Cages are located on the lower level of the Student Union and are accessible whenever the building is open via your Eagle ID. At the beginning of each semester, the Primary Contact must complete a form on MyOrgs updating which Organization members have access to the Storage Cage area. If this form is not completed by the deadline, the Organization will lose its Storage Cage.

## **OFFICES IN THE COVE**

The Primary Contact must complete the MyOrgs form updating Organization members who should have access to the COVE offices.



[orgs.uwlax.edu/forms](https://orgs.uwlax.edu/forms)

# RESERVATIONS, AVLS, EVENT ATTENDANCE, & PARKING

## RESERVATIONS

Event location must be reserved before event approval. Reservations are needed for all campus locations, both indoors and outdoors. Make sure to check the MyOrgs Events page and Campus Calendar before confirming your event date and time, as to not compete with other events. If you have any questions about space reservations, contact Event Reservations 608-785-8903 or [uwlax.edu/reservations/reservations/make-a-reservation/](http://uwlax.edu/reservations/reservations/make-a-reservation/).

You must submit an email or PDF of your reservation confirmation in the Event Submission Form.



Event Reservations

## AVLS

Audio Visual Lighting Support, also known as *AVLS*, is part of University Reservations housed within University Centers in the Student Union. *AVLS* is the team that supports events that require production services ranging from a lecture setup through large-scale A/V productions for concerts. Most events take place in the Student Union, outdoor spaces, or at the REC. Most meeting rooms have a basic setup including HDMI, projection, and a microphone. The *AVLS* office is located on the third floor Student Union, 3200. If you're looking for *AVLS* support, email [univcenters@uwlax.edu](mailto:univcenters@uwlax.edu)

## **EVENT ATTENDANCE**

Student ID readers are available at the Student Union Information Center. You must submit a Student ID Reader Request form on MyOrgs for your Organization to be compliant with this process.

## **PARKING NEEDS**

To arrange parking accommodations for your guests, please work with University Reservations ([reservations@uwlax.edu](mailto:reservations@uwlax.edu)) to make arrangements.

## **RESERVATION CHECKLIST**

- 1.) Determine event needs (space, capacity, seating, etc.)
- 2.) Contact Event Reservations
- 3.) Determine AVLS Needs (if any)
- 4.) Determine Parking Needs (if any)
- 5.) Fill out Event Submission Form in MyOrgs

# FINANCES

## **ORG GRANTS**

The Student Organizations Committee is responsible for the review and disbursement of grants, known as UWL SA Organization Grants. The purpose of these grants is to provide a means to request segregated fee support for Organizations that do not already receive funding through segregated fees. Grant money will be awarded for deferring costs of club sponsored and organized activities on campus as well as events off campus, such as conferences, educational trips, and competition trips.

For more information about the funds and eligibility visit the form on MyOrgs ([orgs.uwlax.edu/forms](https://orgs.uwlax.edu/forms)).

## **EVENT FUNDING ASSISTANCE COMMITTEE (EFAC)**

The Event Funding Assistance Committee makes allocations from three different funds to assist student organizations, university departments/organizations, and student initiatives for academic courses to fund programs that they are unable to fund themselves.

For more information about the funds and eligibility visit the form on MyOrgs ([orgs.uwlax.edu/forms](https://orgs.uwlax.edu/forms)).

## **CASH BOX REQUEST**

Submit your event using the Event Submission Form on MyOrgs, and visit University Centers (3200 Student Union) to complete the necessary paper forms for a cash box request.

Cash boxes are commonly used for fundraising. If you need a cash box, work with the University Centers Financial Specialist.

## **STUDENT FACULTY ORGANIZATION (SFO)**

Student Organizations must bank their Organization's funds in a University on-campus bank account through Business Services. Some Student Organizations have not only their own fund-raised monies, but also receive allocations from the University's State Fund. State fiscal rules and regulations govern the transactions related to the allocations received from any State funds. Student Organization leaders should meet with their Organization's adviser for more information on how to manage their Organization's financial resources.

Student Organizations are not permitted to have bank accounts off-campus due to State regulations. Student Organizations can collect dues or conduct fundraisers, for example, to generate funds. Student Organizations soliciting donations of money or merchandise beyond the campus community must get approval from University Centers, and from the Foundation Office. See the Fundraising Guidelines for more information.

For questions regarding your SFO Bank Account, contact [sfo@uwlax.edu](mailto:sfo@uwlax.edu). All forms and information for SFOs can be found by following the QR Code below, or visiting our website: [uwlax.edu/business-services/our-services/student-faculty-organization-sfo/](http://uwlax.edu/business-services/our-services/student-faculty-organization-sfo/).

## **CASH HANDLING TRAINING**

ALL SFO officers, advisers, and members handling cash must complete SFO Cash Handling Training. To complete the training, follow the QR Code below.



SFO and Cash Handling

# FUNDRAISING

Fundraisers are submitted for approval in the standard Event Submission Form in MyOrgs, and should be submitted at least 2 weeks prior to the start date of the event.

## PHILANTHROPY

A philanthropy is collecting money or items to benefit an external entity. Examples may include: a cancer foundation, toy drive, etc.

## FUNDRAISER

A fundraiser is collecting money to benefit your organization specifically.

## RAFFLE VS. DRAWING

For the purpose of this guide, drawings and raffles are distinguished by the following:

**Drawings** are entry-based, with no financial contribution necessary to be entered into a chance to win a prize. Examples may include:

- A Student Organization is hosting a movie night and hands a ticket to every participant for the chance at winning a blanket from the bookstore, this is a drawing.
- A Student Organization encourages participants to follow them on Instagram for a chance to win free SWAG.

**Raffles** are purchase-based, where individuals buy-in to a chance at winning a prize. The type of raffle determines what level of licensure is needed. Examples of a raffle may include:

- Selling tickets over the span of three days for the chance to win a prize.
- Selling an arm-lengths of store-bought raffle tickets for a "50-50" raffle at an event.



## **RAFFLE CONT.**

If your Organization is planning to conduct a raffle, there are certain state laws that you must adhere to. You will need to work directly with COVE Staff to determine proper steps for conducting said raffle, and University Centers must be contacted a minimum of 30 days prior to when you plan to START your raffle.

## **DONATIONS**

If soliciting donations of any kind, you must contact the Foundation Office immediately. (608) 785-5325. Be prepared to provide a list of businesses being solicited, what is being requested, as well as a copy of the solicitation letter or dialogue used when contacting businesses.

## **FUNDRAISER CHECKLIST**

- 1.) Event Idea
- 2.) Determine Type of Event  
(Philanthropy, Fundraiser, Raffle, Drawing)
- 3.) Contact Associate Director for Student Engagement & Leadership
- 4.) Fill out Event Submission Form in MyOrgs

# **PUBLICITY & ADVERTISING**

## **THE COVE GRAPHICS GARAGE**

The COVE Graphics Garage serves both students and staff with high-quality, low-cost graphic design and printing services. If you have a project that you would like assistance with, please reach out! For the full list of services that The COVE Graphics Garage provides, check out [www.uwlax.edu/university-centers/orgs/cove-graphics/](http://www.uwlax.edu/university-centers/orgs/cove-graphics/).

Please note, the staff at The COVE Graphics Garage require a minimum of 10 business days to complete most projects.



[uwlax.edu/university-centers/  
orgs/cove-graphics/](http://www.uwlax.edu/university-centers/orgs/cove-graphics/)

## **HOW-TO DIGITAL SIGNAGE**

Digital signage is a great way to advertise what your Organization is doing; however, your digital signs will not be approved unless your event is posted on MyOrgs. Slides must be submitted two weeks before the date of your event, as your sign can remain in rotation for 7-10 days leading up to the day of your event. Remember, your audience is typically walking past and has very little time to notice and process your sign. Do not make it difficult by cramming your digital sign with information. Digital Signage should have fewer than 15 words to allow your audience time to read through it in its entirety before rotating to the next slide.

Ideally, your Digital Sign should consist of just four main components:

- A compelling graphics and/or photo
- The what, when, where and cost
- Brief event description
- Program name with contact info and web address/QR Code.

## **BULLETIN BOARDS**

All Registered Student Organizations must have their flyers stamped by the COVE Graphics Garage BEFORE displaying on the Registered Bulletin Boards around Campus. Please submit your flyers to [covegraphics@uwlax.edu](mailto:covegraphics@uwlax.edu) to have a digital stamp applied to your flyer. Any flyers that have not been registered with the digital stamp will not be permitted to be hung on any of the bulletin boards. Any flyers that are hung without being registered will be removed. It is the responsibility of the individual who hung the flyers to also remove the flyers within 24 hours of the event said flyer is advertising. Please note that at the end of each semester all boards will be cleared.

For a list of Bulletin Board locations, please visit:

[www.uwlax.edu/university-centers/orgs/student-org-resources/#tm-flyers](http://www.uwlax.edu/university-centers/orgs/student-org-resources/#tm-flyers)

## **WINDOW PAINTING**

Registered Student Organizations have the ability to promote their involvement opportunities and activities by painting windows in the Student Union. The windows are located near Einstein Bros. Bagels, closest to the southwest entrance to the building. Student Organizations are expected to follow the reservation process, painting time allotment, and cleaning procedure, as well as provide their own supplies. More information can be found in the *Window Painting Reservation Request Form* on our MyOrgs forms page.

## **CHALKING**

Chalking is also a great way to advertise what your Student Organization has going on! Sidewalk stick-chalk is the only form of chalk that is permitted— spray chalk is not allowed. Chalk may not be used under overhangs or on buildings, and must only be used in places where rain can wash it away. Student Organizations are expected to provide their own supplies when chalking, and must be in compliance with all terms noted in the UWL Chalking policy.