

Student Organization

# Leadership Guide

UNIVERSITY *of* WISCONSIN  
**LA CROSSE**

University Centers  
2020-2021

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## PREFACE

Please Note: While the *Student Organization Leadership Guide* is intended to be a summary of certain matters of interest to student organizations and their advisers, its readers should be aware that:

- It is not a complete statement of all procedures, rules, and regulations of the University of Wisconsin-La Crosse.
- The University reserves the right to change without notice any procedure, policy, and/or program which appears in the *Student Organization Leadership Guide*.
- Divisions and departments may have their own procedures and policies that apply to student organizations.

**Policies can be found online at: [www.uwlax.edu/uc](http://www.uwlax.edu/uc)**



Dear Student Leader:

Welcome! This *Student Organization Leadership Guide* you have received was developed to assist you if you are:

- Trying to start a new organization
- Building leadership skills
- Looking for suggestions to help your organization function more effectively
- Preparing to take on a major event, program, or service project
- Looking for resources available at UW-La Crosse

If you need information about organization or leadership issues, please visit 2200 Student Union. Our staff members are working together to provide an outstanding UWL leadership and involvement experience for you and your organization.

We hope that you will learn from your leadership experience as well as leave a solid legacy for leaders who follow you. Have a fun, fulfilling, and challenging year.

Sincerely,

The COVE  
2200 Student Union  
[thecove@uwlax.edu](mailto:thecove@uwlax.edu)  
608-785-8866

UNIVERSITY CENTERS  
2200 Student Union  
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Revised August 3, 2020

## SERVICES PROVIDED BY UNIVERSITY CENTERS

<b><u>SERVICE</u></b>	<b><u>LOCATION</u></b>	<b><u>PHONE</u></b>
AV Equipment/Tech Support	3206 Student Union	8871
Bookstore	1200 Student Union	8855
Business Services/SFO Accounts	125 Graff Main Hall	8554
Campus Activities Board	2246 Student Union	8873
Campus ID Card	1131 Student Union	8891
Catering	3210 Student Union	6485
COVE Graphics	2200 Student Union	6488
Leadership & Involvement Center (LIC)	2206 Student Union	6600
Fraternity and Sorority Life	3217 Student Union	8870
Information Center/Ticket Office	2250 Student Union	8877
Lost & Found	1127 Student Union	8877
Lost ID Cards (Tower Cards)	1127 Student Union	8891
PRIDE Center	1131 Student Union	8887
Publicity Registration	2216 Student Union	8866
Racquet	2236 Student Union	8378
Room Reservations	2246 Student Union	8895
Safe Space—LGBTIQQA Students	3200 Student Union	8887
Student Association Offices	2216 Student Union	8775
Student Organization Information	2250 Student Union	8866
Textbook Services	2200 Student Union	8853
Ticket Office/Information Center	Lower Level, Student Union	8877

## STARTING A NEW CLUB OR ORGANIZATION

A list of current registered organizations can be found at UWL MyOrgs (<https://uwlmyorgs.campuslabs.com/engage/>). If you have looked through the list of clubs, but did not see quite what you were looking for, why not start your own? Official recognition allows a group of students to join together for a common interest and to express their ideas as an organized body. The UWL Student Association and the Student Organizations Committee grant recognition.

### WHY GET RECOGNIZED?

Officially recognized student organizations have certain rights and benefits. These include:

- Reserving and using non-instructional university facilities in the Student Union and elsewhere on campus.
- Applying for organizational grant money to support campus programming.
- Accessing services and programs developed for recognized student organizations, such as utilizing storage spaces, and receiving program planning assistance.
- Listed on UWL MyOrgs, the official recognized student organization website.
- Using the UW-La Crosse name when identifying the group's affiliation.
- Participating in services or events in university facilities that are announced as open to all recognized student organizations.

There are two steps to becoming a Recognized Student Organization.

- First step: Provisional Recognition
  - Temporary status after all completed paperwork is submitted to University Centers.
- Second step: Full Recognition
  - Final status after the Student Organizations Committee grants approval for official recognition.

### RECOGNITION PROCEDURES FOR STUDENT ORGANIZATIONS

For recognition, student groups must submit all of the following materials to the COVE, 2200 Student Union, 608-785-8866. These materials will be forwarded to the Student Organizations Committee Chair:

1. A "Letter of Intent to Organize" which includes:
  - a. Name of organization
  - b. Purpose and objective of the group
  - c. Statement of need for the group to exist on campus
  - d. Names, addresses, and phone numbers of officers and faculty/staff adviser(s)
  - e. Names of at least 4 members (required to be officially recognized)
2. Two copies of a constitution or bylaws.
3. All student organization constitutions must include the following statement:

A 3/4 majority of the membership will be UWL students; however, no person will be restricted because of age, race, creed, color, gender, sexual orientation, disabilities, gender identity or expression, national origin,

ancestry, marital status, arrest record, or conviction record. The constitution/bylaws must also state that the president of the organization is enrolled a minimum of at least half time or 6 credits.

4. A national constitution if the organization that has this type of affiliation.
5. A completed Organization Registration Form. (Available in the COVE, 2200 Student Union or on line on [MyOrgs](#) website)
6. A report of the organization's member selection process, if the organization is selective (usually recorded in bylaws).

Once these items are received, the organization has **provisional recognition**. The organization can then reserve rooms in the Student Union ONLY for establishing and organizing their clubs. No other activities may be held prior to the granting of full recognition. Fundraisers and events cannot be held until the Student Organization Committee grants the organization **full recognition**.

#### STUDENT ORGANIZATION COMMITTEE

The University Centers Office will forward all recognition materials to the Student Organizations Committee. To receive full recognition, the Student Organizations Committee will approve for full recognition.

Representatives of the new organization may be asked to attend the Student Organizations Committee meeting and introduce their organization to the committee. Committee members will review the requesting organization's constitution and other materials. Once the committee grants official recognition, the University Centers Office will send notification of full recognitions status to the new organization.

**\*\* Important:** Included with this notification will be further procedures how to access UWL MyOrgs and to set up an initial registration meeting with staff.

For additional information, please visit the COVE, 2200 Student Union.

## ROLES AND RESPONSIBILITIES

### **PRESIDING OFFICER**

*President or Vice President*

- Helps the group get acquainted.
- Establishes and maintains an informal atmosphere.
- States the problem or helps group state it.
- Stimulates and directs the discussion toward the solution of the issue; keeps it moving.
- Promotes participation by all members (ice breakers).
- Stimulates thinking; sees that all sides of the issue are heard.
- Summarizes when necessary.

### **SECRETARY**

- Keeps a record of the main issues, facts, and decisions brought in the discussions.
- Summarizes and reports at the end of the meeting or beginning of the next meeting.
- Prepares minutes and sees that the appropriate people receive them. The officers and adviser(s) of the organization should get a copy of the minutes.

### **GROUP MEMBER**

- Supplies information and facts at the request of the president.
- Assumes various leadership roles as the need arises.
- Gives each individual member the benefit of his or her experience.
- Listens to what others have to say and respects their contributions.
- Avoids monopolizing the discussion, or the other extreme of saying nothing.
- Cooperates with the group to plan and carry out activities.
- Keeps own prejudices and own personal aims from influencing the group.
- Works with other members to help the group progress and become a working unit.

### **ADVISER**

- Maintains an awareness of the activities and programs sponsored by the organization.
- Meets on a regular basis with the leaders of the student organization to discuss upcoming meeting, long range plans, goals, and problems of the organization.
- Attends regular meetings and executive board meetings as often as schedule allows.
- Assists in the orientation of new officers.
- Explains and clarifies to the student organization campus policies and procedures that apply to the organization.
- Maintains contact with University Centers.
- Provides direction in the area of parliamentary procedure, meeting facilitation, membership recruitment, organizational unity, goal setting, and program planning.
- Assists the organization treasurer in monitoring expenditures, fund-raising activities, and corporate sponsorship to maintain an accurate and up-to-date account ledger.
- Assists in the formulation of UWL Student Association organizational grants and one-shot requests.
- Informs organization members of those factors that constitute unacceptable behavior on the part of the organization members and the possible consequences of said behaviors.
- Discusses with organization members the liability issues and appropriateness of activities/events.
- Reports any criminal offenses and any violations of state, local, and university policies.

**GO EASY ON THE VITAMIN “I.”**

Your opinion does count, but it counts equally as much as anyone else’s opinion in your group. If you express an opinion that is not jiving in the group, encourage everyone to give their thoughts on the subject in order to get positive criticisms working for you.

**HAVE SOMEONE KEEP MINUTES OF EVERY MEETING.**

Memory is too weak to lean on. Have someone take minutes of every meeting and get copies to all the committee members and adviser(s), or post in a regular location. Keep the original in your file.

**HAVE SOMEONE KEEP ACCURATE EVENT REPORTS.**

Here again you cannot rely on memory about an event six months later. Keep reports of all events, information collected, and who sponsored or helped. This is also a good way to document the good things your group is accomplishing.

**KEEP YOUR FINANCIAL REPORTS ACCURATE AND UP-TO-DATE.**

You cannot do a good job unless you know how much money has been spent and how much you have left in your budget. You should keep a record of all expenditures. When in doubt, don’t be afraid to visit [Business Services](#) 125 Graff Main Hall and ask for help.

**KEEP A FILE OF SOURCE MATERIAL.**

A lot of material from various sources will be routed to each committee chairperson. Clip and keep anything of interest to your committee to build a large database of information available to your group. During the quiet months (break and summer), collecting ideas from other schools may help. Informed groups are productive groups!

**EVALUATE YOUR WORK AT REGULAR INTERVALS.**

You learn from mistakes. You and your committee members should honestly evaluate every activity you plan and carry out. Also, about twice a year go back to your basic mission statement and see if you are still on track.

**SHOW YOUR APPRECIATION.**

In order to build more satisfying relationships with the members of your organization, make a conscious effort to express more gratitude, appreciation, delight, affirmation, and encouragement. Appreciation rewards your members and lets them know that their many contributions are noticed. No matter how routine an action might be, saying “Thank you” helps members feel their contribution was worth the effort. It takes an active awareness to continue giving appreciation.

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## QUESTIONS PRESIDENTS SHOULD CONSIDER

There are many varied aspects connected with assuming the role of President or Leader of any student organization. It is with this thought in mind that these 22 questions have been prepared. It is sincerely hoped that this self-study sheet will help you in assuming your responsibilities as President. You may want to ask yourself each of these questions:

1. Do I know the purpose of the organization?
2. Do I know where to find the constitution?
3. Have I read the organization's constitution?
4. Have I thought of my responsibilities as an officer of a student organization?
5. Have I discussed my role as an officer with my faculty adviser(s)?
6. Have I discussed my role as an officer with other organizations' leaders, or with the officers of my organization?
7. Have I discussed with the officers, individually and collectively, chief objectives and goals for the organization?
8. Do I generate the officers and member's interests in the organization?
9. Do the majority of the members in the organization participate in committees and at meetings?
10. Is group participation distributed broadly or limited to only a few volunteers?
11. Do I have informal contacts with the students of the organization or my faculty adviser?
12. Do I know personally the members of the organization and do they know me?
13. Do I involve non-students, alumni, or faculty in my organization? If so, to what capacity?
14. Do I try to involve my adviser in the organization's activities as much as possible?
15. Do I meet with my faculty adviser, very often, as little as possible, or on a regular basis?
16. Are my organization's projects and activities evaluated annually for their value to the organization and others?
17. Does my faculty adviser offer assistance freely or grudgingly?
18. Are meetings and activities announced effectively so that everyone can plan to be present?
19. How much do I involve myself with other organizations in joint projects?
20. Does my organization make use of the assistance and facilities available?
21. Have I discussed with the Office of University Centers the facilities and assistance available to the student organizations on my campus?
22. Am I familiar with the Student Association constitution and the sections pertaining to student organizations?

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## THE COMMITTEE CHAIRPERSON

What is the role of the Committee Chairperson?

- Analyzes tasks
- States the purpose of the committee clearly
- Surveys past plans in light of proposed plan or alternate methods
- Considers time and work budgets
- Clarifies tie-in with total organization.
- Evaluates work before and after, as well as each step of the way.
- Makes notes and leaves a report for their successor.

A Committee Chairperson:

- Establishes the objective. Be sure your committee also has it clearly in mind.
- Unifies the committee. Allows each member to share the responsibility and join forces.
- Does his/her work efficiently- and “NOW.” Starts meetings on time, uses a planned agenda, a secretary, and adjourns and finishes meetings briskly.
- Constantly defines and clarifies the division of responsibilities with the co-chair.
- Is not concerned if someone does a job in a method slightly different than him/her. Rather he or she sees it as an opportunity to learn a new way to do something.
- Checks with the committee members as a chair should. Does not constantly harass the committee but tactfully checks to see if everything is going according to schedule.
- Uses more experienced committee members to train the inexperienced members by asking them to work together.
- Makes every member of the committee feel important—lets them feel that they are vitally necessary to the functioning of the committee.
- Helps each member have the feeling of shared responsibility. Allows them to help make decisions, and if he/she has an idea, presents it in such a way that the committee feels they helped originate it.

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## ADVISER RESPONSIBILITIES

Each recognized student organizations is required to have an adviser. This person must be a UW-La Crosse faculty or academic staff member. Organizations may have more than one adviser, but organizations are only required to have one adviser.

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## GENERAL RESPONSIBILITIES

The student organization adviser serves in a voluntary capacity to the recognized student organization and provides guidance, direction, advice, and continuity to both the members and officers of the organization. When a university faculty or staff member agrees to advise an organization, the description of responsibilities is forwarded to their dean and is viewed as service to the University within the scope of employment.

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## SPECIFIC RESPONSIBILITIES

1. Maintain an awareness of the activities and programs sponsored by the student organization.
2. Meet on a regular basis with the leader of the student organization to discuss upcoming meetings, long range plans, goals, and problems of the organization.

3. Attend regular meetings and executive board meetings as often as schedule allows.
4. Assist in the orientation of new officers.
5. Explain and clarify campus policies and procedures that apply to the organization.
6. Maintain contact with the Office of University Centers.
7. Provide direction in the area of parliamentary procedure (if applicable), meeting facilitation, membership recruitment, organization unity, goal setting, and program planning.
8. Assist the organization treasurer in monitoring expenditures, fundraising activities, corporate sponsorships, and maintenance of an accurate and up-to-date account ledger.
9. Assist in the formulation of UW-L Student Association organization grants and one-shot requests.
10. Inform organization members of those factors which constitute unacceptable behavior on the part of the organization members, and the possible consequence of said behaviors.
11. Discuss with organization members the liability issues and appropriateness of activities/events.

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#### ORGANIZATION RESPONSIBILITIES TO THE ADVISER

1. When a member of the faculty or staff is asked to serve as an adviser, they should be informed about the organization and what the organization will require.
2. The new adviser should be given an orientation relating to all the activities of the organization.
3. Notices of the meeting should be given to the adviser. When a designated meeting time is set for the semester or the year, every attempt should be made to set a time that is convenient for the membership, as well as the adviser.
4. If executive meetings are established to determine agendas for meetings, the adviser should be invited to these meetings. If the adviser is unable to attend, they should be informed about what is to be discussed and requested to submit additional items.
5. The organization should confirm the appointment of the adviser each year, and should be certain the adviser will serve before submitting their name as adviser.
6. The officers of the organization should maintain a close relationship with the adviser and should provide opportunities for the adviser to meet as many members as possible.
7. Organizations should always invite the adviser to all events as a way of keeping the adviser informed of activities sponsored by the organization. This should be done to allow the adviser to be aware of what is happening and also to allow them to react to the proposed event/activity.
8. If situations arise that may cause problems for the organization or any member of the organization, the adviser should be informed immediately.
9. Organizations should update the adviser with the financial condition of the organization. This is important for all organizations, but is especially important for organizations receiving funding from the student activity fees. The adviser should not be expected to co-sign a money receipt unless they have evidence of the validity of the documents.
10. Minutes of meetings, as well as other materials from the organization, should be submitted to the adviser as these materials are made available to the members.

**“LEADERSHIP IS IN THE EYE OF THE FOLLOWER.”**

In order to be an effective leader, you should encompass the following:

**WHAT DO EFFECTIVE LEADERS DO?**

- They make others feel important.
- They don't impress people with their own importance.
- They set realistic goals for themselves.
- They are pro-active in their behavior.
- They create positive conditions in which to work.
- They have a sense of humor.
- They make every act congruent.
- They must have a high tolerance for risk.
- They reflect the vision/direction of the organization.
- They recognize the importance of delegation.
- They collaborate with other organizations.
- They motivate and energize the teams.

**LEADERSHIP/GROUP/CONSTITUENT INTERACTIONS**

*What do my Group/Followers/Constituents expect from me?*

- Responsive to conflicting demands
- Dialogue of ideas
- Develop a leadership style
- Be a shaper and be shaped
- Clarify the role of followers
- Structure of work/efforts
- Two-way communication
- Inspire trust
- Charismatic leadership
- Support the personal strengthening of followers

**ATTRIBUTES OF A LEADER- WHAT MUST I EXPECT FROM MYSELF?**

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>- Physical vitality and stamina</li><li>- Search for opportunities</li><li>- Intelligence and good judgment</li><li>- Take risks</li><li>- Willingness</li><li>- Envision the future</li><li>- Task competence</li><li>- Skill in dealing with people</li><li>- Recognize individual contributions</li></ul> | <ul style="list-style-type: none"><li>- Confidence</li><li>- Capacity to manage, decide, set priorities</li><li>- Celebrate accomplishments</li><li>- Ascendance, dominance, assertiveness</li><li>- Adaptability and flexibility of approach</li></ul> |
|--|---|

*“In organizations, real power and energy is generated through relationships. The patterns of relationships and the capacities to form them are more important than tasks, functions, roles, and positions.” ~ Margaret Wheatley*

### **HOSTILE AGGRESSIVE**

*People who bully and overwhelm by bombarding others with cutting remarks.*

Tips: Stand up for yourself. Give them time to run down. Look directly at them and wait. Get into the conversation and get their attention. Make sure they are seated and not standing over you. Don't argue or try to cut them down.

### **COMPLAINERS**

*People who gripe without ceasing, but never try to do anything about what they complain about.*

Tips: Listen to them, and acknowledge them by paraphrasing their concerns. Don't agree with or apologize for their allegations. State and acknowledge facts without comment. Ask "How do you want to improve this situation?" and "What are you willing to do to remedy this situation?"

### **NEGATIVISTS**

*People who never expect anything to work and never have anything positive or nice to say about anyone.*

Tips: Be alert to avoid being pulled down into their despair. Don't try to argue them out of their pessimism, but try to find the problem at the source of their pessimism. Play "devil's advocate" by thinking of the negative alternatives and how to combat them.

### **SILENT UNRESPONSIVE**

*People who answer, when they answer at all, with grunts or yes/no response.*

Tips: Don't interrupt silence; give them time to open up. Ask open-ended questions. If you get no comments, comment on what's happening. Listen attentively if they open up, but don't gush. If they don't open up, end the meeting and set up another appointment. Try to find out what motivates them and give them tasks that match their skills and

### **SUPER AGREEABLES**

*Very personable, funny people who never act the way they say they will or how you thought they would.*

Tips: Let them know you value them as a person. Ask them to be honest with you. Carefully point out the inconsistencies in their behavior, listen to their humor, as there may be hidden messages in their comments.

### **KNOW-IT-ALL EXPERTS**

*Condescending, pompous people who claim to know everyone and everything.*

Tips: Know what you are talking about when you converse with them. Listen attentively to them, then paraphrase the main points they made. Question firmly about inaccurate facts or inconsistencies, but do not confront them in a group situation.

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## MANAGING DIFFICULT MEMBERS

Difficult people are found in every organization. It's important that the leader learn to work effectively with these individuals and ensure that their behaviors and attitudes do not adversely affect the group.

### BE PROACTIVE!

→ Difficult members are much more of a problem when an organization is not a strong team. Be sure to include team building activities in your organization's retreats and workshops. Many team building exercises are available.

#### *Always remember: People Support What They Help Create!*

→ Do some activities that help identify what motivates different people, and assign tasks accordingly. Involve members in all aspects of the organization and they tend to be more supportive.

→ Find out what people expect from the organization and what they hope to gain through involvement. It could be that their vision for the organization differs from yours. Having the whole group write a mission statement could help clarify to everyone what the group's purpose is and should be.

Sometimes nothing will work and you will not be able to help change his/her attitude. It may be helpful to ask your adviser or someone who knows the member better than you for some assistance. For additional information, visit the COVE, 2200 Student Union.

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## THE SEVEN C'S OF DEALING WITH DIFFICULT BEHAVIOR

1. COMPLIMENT  
Difficult people need praise too.
2. CONCERN  
Genuine caring for the welfare of another will help build a strong relationship.
3. CONGRATULATIONS  
Helping people who see themselves as losers to feel like winners can eliminate some problems.
4. CHOICE  
Given a choice, a person may feel important and respond in a positive way.
5. CHALLENGE  
Boredom can cause people to act out and create problems.
6. CONFIDENCE  
Expressing confidence in someone is often all he/she needs to have confidence.
7. COMPROMISE  
Attempting to give in some may soften a hard person.

**BEING ASSERTIVE MEANS...**

- Being your real self
- Using open and honest statements
- Describing specific behaviors
- Not backing down
- Not name calling
- Security through honesty
- Standing up for yourself in a creative way
- Being able to label your feelings
- Showing sensitivity to others
- Breaking down your own and others' defenses
- Acknowledging your weaknesses but relying on your strengths
- Dealing with conflict
- A two-way communication process
- Following through on a decision to deal with a person or situation
- Not aggressive or threatening
- Both verbal and non-verbal

**NON-ASSERTIVE BEHAVIOR:** Failing to stand up for one's rights either by failing to express feelings or preferences or by allowing another person to infringe upon one's rights.

**ASSERTIVE BEHAVIOR:** Standing up for one's rights by expressing one's thoughts and feelings directly, honestly, and appropriately without denying the rights of others.

**AGGRESSIVE BEHAVIOR:** Standing up for one's rights in such a way that violates the rights of others or demeans the other person.

**LEVELS OF ASSERTION**

**SIMPLE:** An uncomplicated statement of what you want: "I'd rather go out to eat than cook tonight."

**EMPATHIC:** Including a statement about the other's situation: "I know you're busy, but I need to talk with you."

**CONFRONTIVE:** Pointing out discrepancies in the other's behavior: "We agreed to study, but you went to play basketball."

**SOFT:** Expressing positive sentiment without embarrassment: "I really appreciate what you're doing."

**ANGER:** A constructive expression of anger against a person's actions: "I get angry when you borrow my clothes without asking because then I can't wear them when I want to. I would rather you ask before you borrow them."

**TIPS ON HOW TO BE ASSERTIVE**

Assertiveness is a skill that is developed with practice.

- Demonstrate assertive body language which includes:
  - Direct eye contact
  - Erect body posture
  - Clear and audible speech
  - Gestures and facial expressions for emphasis
- Use descriptive words to point out the behavior of others. Avoid labeling.  
"You have been borrowing my clothes without my permission," rather than "You clothes- stealer!"
- Express your feelings and experiences caused by the behavior.  
"I feel angry when you wear my clothes without asking me because I can't wear them when I want to."
- Give an alternative behavior.  
"I would like for you to ask me before you borrow my clothes."

***Each situation is unique. Ask yourself:***

- What would I like to happen? How possible is this goal?
- What rights does the other person have in this situation?
- What obstacles are there to the person making the behavior change?
- Am I comfortable with my rights to deal with this situation assertively?

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## DELEGATION

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### DELEGATING, AUTHORITY, AND WORK

Delegation is the key to a successful organization. It helps people in your organization prepare for future leadership roles and frees up more time so you can do other things. Sharing responsibilities and delegating authority keeps members interested and enthusiastic about the group. You might be reluctant to delegate because you want to make sure the job is done right (your way), but lack of delegation can create apathetic and uninterested membership. All the members share in the responsibility of making the organization a success. Here are several reasons to delegate:

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### FIVE STEPS IN THE PROCESS OF SUCCESSFUL DELEGATION

1. Policy guidelines must be clearly stated.
2. Jobs must be defined.
3. Members set and agree on the goals. "People support what they help to create."
4. Establish two-way communication between the leader and the member.
5. Create feedback systems through effective meetings.

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### FIVE WAYS TO DELEGATE

1. Appoint someone.
2. Assign it to a committee.
3. Ask for volunteers.
4. Break up the job into parts and spread the work to a few people.
5. Find out members' interests/skills/time commitment, and then find a task to suit them.

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### FOUR LEADERSHIP ATTRIBUTES NEEDED FOR DELEGATION

- A leader must be receptive to other people's ideas.
- A leader must accept mistakes as part of the learning process.
- A leader must forego the luxury of losing his/her temper.
- A leader must exercise self-restraint.

## BENEFITS OF DELEGATION

### FOR LEADERS:

- Allows time for planning and organizing.
- Allows time for non-organizational pursuits.
- Provides insights for how to work with and develop others.
- Builds trust.
- Enables leader to work smart and not hard.
- Encourages open communication.
- Motivates members to get involved.
- Builds self-esteem in the leader and in members.
- Encourages creative problem solving.
- Stimulates initiative.
- Trains future leaders.
- Builds morale.
- Facilitates communication.
- Stimulates creativity.
- Allows all members to contribute significantly.

### FOR THE GROUP:

- Members become more involved and committed.
- A greater chance that projects will be completed.
- More projects and activities are undertaken.
- Increased opportunities for members to develop leadership skills.
- Organization operates more smoothly.

### FOR THE ORGANIZATION:

- Builds team enthusiasm.
- Opens new avenues of creativity.
- Helps increase productivity.
- Improves overall efficiency and effectiveness.
- Makes members feel like they are active participants.

## REMEMBER

- You have the right to judge your own behavior, thoughts, and emotions, and to take the responsibility for their initiation and consequences upon yourself.
- You have the right to offer no reasons or excuses for justifying your behavior.
- You have the right to judge if you are responsible for finding solutions to other people's problems.
- You have the right to change your mind.
- You have the right to make mistakes -- and be responsible for them.
- You have the right to say, "I don't know."
- You have the right to be illogical in making decisions.



### CONSTITUTIONS

#### **WHAT IS A CONSTITUTION?**

A constitution is a document that describes the organization and how it operates.

#### **WHAT ARE BYLAWS?**

Bylaws are the permanent body of legislative rules by which an organization operates. There is seldom any difference between the constitution and bylaws. Most organizations combine them.

#### **QUORUM**

A quorum is the minimum number of voting members who must be present in order to conduct business legally, and usually consists of the average attendance at meetings. It can also be a specific number, i.e., two-thirds of voting members. The quorum should be stated in the bylaws.

#### **MEMBERSHIP**

UWL student organizations may not discriminate based upon age, race, creed, color, gender, sexual orientation, disabilities, gender identity or expression, national origin, ancestry, marital status, arrest record or conviction record unless it is per an exception recognized by law. Selective organizations must identify selection procedures in their constitution/by-laws.

#### **OFFICER DUTIES**

Officer duties can be self-explanatory: the president presides; the treasurer keeps the accounts; the secretary takes notes and handles correspondence. Other officers can be appointed to suit the needs of the group. Vice presidents can handle membership, recruiting, and publicity. A good constitution provides an outline of what the organizations' expectations are for their officers.

#### **ELECTING OFFICERS**

Interested and capable members running for officer positions are key to the continued success of the organization. Encouragement from current officers can motivate people to come forward and run for office. Plan to allow all candidates to address the group before voting.

#### **OFFICER TRANSITION**

Officers elected in the spring for the following fall semester allow time transition with outgoing officers and advisers. Electing officers during spring semester ensures group continuity and provides more accurate contact information for the University Centers Office. **Regardless of when elections are held, all changes in leadership must be updated on UWL MyOrgs to keep the office of University Centers informed of the current primary representative and adviser.**

#### **REMOVAL OF OFFICERS**

The following scenarios can be difficult: officers regularly skip meetings; officers have misspent the group's funds; etc. Organizations need to have a way to remove incompetent officers, and such procedures should be included the constitution. The University Centers Office can help you create a procedure for your organization.

#### **ADVISER**

Each student organization and club at UWL must have a faculty/staff adviser. It is wise to include this adviser in your plans and events.

## MONTHLY PLANNER



The following planning guide has been developed to assist your organization in establishing goals for the year. It includes both tasks and items to remember. NOTE: This planner is not intended to be an inclusive calendar of events. Use UWL [MyOrgs Events](#) for upcoming news, events, and fundraisers.

### SEPTEMBER

#### TASKS

- Set goals for semester/year
- Update profile and roster on MyOrgs
- Attend the All Student Organization meeting
- Plan events for year
- Develop fundraisers
- Update paperwork (i.e. budget, bylaws, member list)
- Hold an officers and advisers meeting
- Reserve rooms for meetings/events
- Review bylaws & make changes as needed
- Discuss how to work with services on campus (i.e. food service, graphics, etc.)

#### REMEMBER

- Recruit new members
- Orient new members
- Officers are learning new roles
- Need team development activities to acquaint new members
- Plan a retreat
- Develop relationship with adviser
- Educate members & clarify organization's purpose
- Pick up grant application at the All Student Organization meeting
- Participate in university events (i.e. Involvement Fest, Sample the City)

### OCTOBER

#### TASKS

- Update profile and roster on MyOrgs
- Start following through with plans
- Decide which fall university events to attend
- Continue to recruit members
- Delegate responsibilities
- Communicate with adviser
- Develop a budget
- Attend campus events
- Discuss leadership issues within your group

#### REMEMBER

- Keep members involved
- Conflict may arise between members
- Need conflict resolution strategies
- Members may be stress about midterms
- May lose members due to time limitations
- Participate in university events (i.e. Family Weekend, Make a Difference Day)

### NOVEMBER

#### TASKS

- Update profile and roster on MyOrgs
- Plan holiday party or end of semester activities
- Transition issues with graduating members
- Maintain relationship with adviser
- Elect new officers (if needed)
- Begin planning for 2nd semester

#### REMEMBER

- Members are ready for Thanksgiving break
- Members are stressed & busy
- Evaluate accomplishments & goals
- Cold weather may affect attitudes
- Work to become involved on spring event planning committees
- Participate in university events (i.e. Blood Drive, Jazz Concerts, Oxfam Hunger Banquet)

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## JANUARY/FEBRUARY

### TASKS

- Update profile and roster on MyOrgs
- Recruit new members
- Plan events for spring
- Set new goals for new semester
- Re-establish contact with members
- Meet with adviser
- Organize budget or plan fundraisers

- Hold elections (if needed)

### REMEMBER

- Academic commitments may cause loss of members
- Welcome & orient new members
- Motivate members
- Recruit transfer students & 2nd semester freshmen
- Participate in university events (i.e. Involvement Fest II)

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## MARCH

### TASKS

- Update profile and roster on MyOrgs
- Work with scheduling office (RM 3249) to reserve rooms/space for next fall's events
- Plan and participate in multicultural events
- Transition leadership to younger members
- Start recruiting new officers
- Develop plans for new publications

### REMEMBER

- Seniors are preoccupied with graduation, finding a job, next steps, etc.
- Midterms
- Short month due to spring break
- Participate in university events (i.e. Free Movie night on Fridays)

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## APRIL

### TASKS

- Update profile and roster on MyOrgs
- Hold elections for next year
- Write End-of-the-Year report
- Organize files & prepare for transition
- Establish summer contacts & address lists
- Delegate responsibility for unfinished business
- Meet with new officers
- Update MyOrgs with summer contact information
- Assign summer responsibilities (if needed)
- Submit the End-of-Year survey to University Centers
- Prepare for next year's events & reserve space/room

### REMEMBER

- Academic pressure is mounting o Plan end-of-the-year banquets o Closure with adviser
- Recognize the adviser's work
- Recognize graduating members
- Plan a good-bye activity for group
- Participate in university events (i.e. International Student Banquet, Intertribal Pow- Wow, Celebration of Involvement and Leadership, Drag Show, Scholarship Awards Banquet)

## KEYS TO CONDUCTING MEETINGS

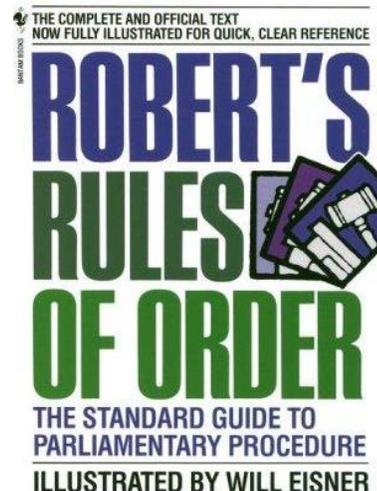
- **ALWAYS** have an agenda. Send agenda out to members a week before the meeting and also have copies on hand the day of the meeting.
- Summarize frequently to keep the discussion on relevant points. This will help meetings run more efficiently and ensures that members understand key points.
- Call repeatedly for alternative and opposing views. Call on your low-powered speakers first. This will help bring out your silent members.
- Be sure that the organizational make-up encourages wide-spread participation. The executive committee should not try to run the entire organization itself. Use a variety of committees, rotate chairperson, and assign definite responsibility to many different people. **USE** your members or **LOSE** them.
- Avoid talking to individuals without talking to the group – no side conversations.
- Stop aimless discussions by recommending committee study.
- Don't argue with the speaker. **REMAIN NEUTRAL** – let the group decide.
- Ask for the floor, as a participant, if you have a comment.
- Begin and end meetings on time and if possible, avoid having the meetings go too long.
- Establish an atmosphere which will encourage frankness and willingness to state ideas and convictions.
- When you have two or more ideas included in one contribution, distinguish the two ideas, and propose separate considerations.
- Be sure that fact and opinion are clearly differentiated.
- By all means **KNOW** parliamentary procedure.
- See to the physical comfort of all participants.
- Hold frequent meetings for self-evaluation.



Agenda

## PARLIAMENTARY PROCEDURE SIMPLIFIED

- I. Usual Order of Business
  - A. Call to Order
  - B. Roll Call
  - C. Minutes – read, correct, motion to approve
  - D. Committee Reports
    1. Standing Committees
    2. Special Committees
  - E. Unfinished (old) Business
  - F. New Business
  - G. Announcements
  - H. Adjournment
- II. Proper Procedure for Handling a Motion
  - A. Member addresses chairperson
  - B. Chairperson recognizes member
  - C. Member states motion (“I move...”)
  - D. Another member offers a second to the motion
  - E. Chairperson asks for discussion if it is a debatable motion



- F. When discussion ceases, a member calls for the “question”
- G. The chairperson restates the motion and asks for a vote
- H. Chairperson and secretary both count votes; chairperson gives the result of the vote and declares the motion passed or failed.

# Robert’s RULES 101

Steps to keep meetings on track.

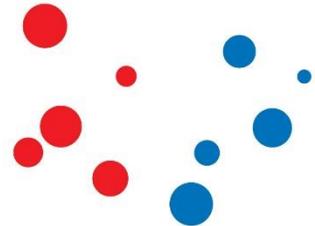


## BRAINSTORMING AND GOAL SETTING

The purpose of brainstorming is to encourage greater involvement of members in the organization by allowing them to help create the ideas used in a group. Using the method below allows the organization to get input from all members rather than from just the dominating members that speak up. Since all members participate in the formation of the goals, they are more likely to be invested in the action plans developed to accomplish each goal. When brainstorming, always begin by establishing the purpose of the activity and acceptable behavior guidelines.

### BLUE DOT AND RED DOT ACTIVITY

1. Divide members into groups of 3 to 5 (depending on the size of the organization) and give each group 5 sheets of paper and a marker.
2. Give the groups 20-30 minutes to generate goals for the organization. Instruct them to only write one goal per sheet of paper.
3. Have each group, one at a time, explain and hang on the wall each of their goals. Put similar goals near or on the top of each other on the wall.
4. Give everyone 3 blue dots and 3 red dots (stickers).
5. First, the blue dots: blue dots indicate priority. Instruct everyone to stick the blue dots on a goal they feel particularly strong about or spread them out among their top three choices. Give everyone time to distribute his or her blue dots.
6. Note the red dots, red dots indicate energy. Instruct everyone to stick the red dots on goals which they feel they have the energy to accomplish or on the goal which they feel the combined organization has energy to accomplish (may or may not be the same goals selected for the blue dots).
7. Examine the goals that received a high number of blue dots and red dots. These should be the goals your organization focuses on for the upcoming year.
8. At this point, form committees to look at each goal and write objectives for each goal. Remind members that objectives should indicate a plan for action and a timeline for accomplishment.
9. At future meetings, ask the committees to report their progress. Committees should feel comfortable enlisting other organization member's help since all members agreed to the importance of selected goals.



## SMART GOALS



### 1. SPECIFIC

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions:

- What do I want to accomplish?
- Why is this goal important?
- Who is involved?
- Where is it located?
- Which resources or limits are involved?

#### *Example*

Imagine that you are currently a marketing executive, and you'd like to become head of marketing. A specific goal could be, "I want to gain the skills and experience necessary to become head of marketing within my organization, so that I can build my career, and lead a successful team."

### 2. MEASURABLE

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

A measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

#### *Example*

You might measure your goal of acquiring the skills to become head of marketing by determining that you will have completed the necessary training courses and gained the relevant experience within five years' time.

### 3. ACHIEVABLE

Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it.

An achievable goal will usually answer questions such as:

How can I accomplish this goal?

How realistic is the goal, based on other constraints, such as financial factors?

*Example*

You might need to ask yourself whether developing the skills required to become head of marketing is realistic, based on your existing experience and qualifications. For example, do you have the time to complete the required training effectively? Are the necessary resources available to you? Can you afford to do it?

**Tip:**

Beware setting goals that someone else has power over. For example, "Get that promotion!" depends on who else applies, and on the recruiter's decision. But "Get the experience and training that I need to be considered for that promotion" is entirely down to you.

#### 4. **RELEVANT**

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal.

A relevant goal can answer "yes" to these questions:

Does this seem worthwhile?

Is this the right time?

Does this match our other efforts/needs?

Am I the right person to reach this goal?

Is it applicable in the current socio-economic environment?

*Example*

You might want to gain the skills to become head of marketing within your organization, but is it the right time to undertake the required training, or work toward additional qualifications? Are you sure that you're the right person for the head of marketing role? Have you considered your spouse's goals? For example, if you want to start a family, would completing training in your free time make this more difficult?

#### 5. **TIME-BOUND**

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals.

A time-bound goal will usually answer these questions:

When?

What can I do six months from now?

What can I do six weeks from now?

What can I do today?

*Example*

Gaining the skills to become head of marketing may require additional training or experience, as we mentioned earlier. How long will it take you to acquire these skills? Do you need further training, so that you're eligible for certain exams or qualifications? It's important to give yourself a realistic time frame for accomplishing the smaller goals that are necessary to achieving your final objective.

*Adapted from:*

<https://www.mindtools.com/pages/article/smart-goals.htm>

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## MAKING MEETINGS EXCITING

Finding a way to make your meetings more exciting will be critical to retaining your members and keeping them interested. The energy you create in the meetings will flow over into your programs and affect members' enthusiasm. Have fun! (Don't take yourselves too seriously!)

- Start each meeting with some sort of ice breaker. This helps members to get to know each other better and energized at the start of the meeting.
- Introduce any new members at the start. If a member brought them, recognize the member for outstanding recruitment.
- Have an agenda printed or written on a whiteboard or flipchart. Members can "follow along," and tell there is a flow to meetings.
- Vary the set-up from week to week. Never sit in the same seat twice and encourage people to sit by others that they don't normally sit next to.
- Have a surprise social event in lieu of a meeting. Those who didn't show up might be sorry they missed it.
- Give out prizes for "five meetings in a row." Encourage members not to break their streak.
- Take time at the end of each meeting for recognizing members. Have a traveling award for the hardest worker, most embarrassing moment of the week, or to just say thank you.
- Stick to your time limit.
- Try to keep the meeting as interactive as possible, with the "reporting" that needs to be done kept as brief as possible. People join an organization to participate, not just to listen to others talk. Never let anyone (including yourself) talk for more than a couple of minutes.
- When members seem apathetic, have an open forum on "why you joined this group" and encourage people to share. Ask if people "are getting what they want out of the group, and if not, what can be done to change things."
- To encourage and reward participation, give candy or other little rewards when someone contributes to the meeting.
- Form committees by playing musical chairs. This mixes up teams and gets everyone involved in different topics.
- Have everyone pick a favorite animal noise. Then, pick a "word of the day" and every time someone says that word, everyone makes their noise.
- Remember that the end of the meeting is as important as the beginning.

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## MEETING MINUTES

Although it is natural to think only in terms of the “here and now,” the decisions you make today may have significant impact on the organization in the future years. Therefore, it is important that a thorough and accurate summary of all organization meetings be maintained. “Minutes” are a record of what is done and not of what is said. Generally, personal opinion of members and other discussion should be avoided.

Minutes should normally contain the following information:

- i. Name of the organization;
- ii. Nature of the meeting (regular or special);
- iii. Date and place of the meeting;
- iv. Presiding officer and secretary;
- v. Approval of minutes of previous meeting;
- vi. Reports and action taken;
- vii. Main motions carried or lost with the vote count where needed;
- viii. Other motions carried which contain information necessary to subsequent meetings;
- ix. Adjournment.

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## MOTIVATING GROUPS SELF CHECKLIST

- Do you know at least a little bit about the interest of each person in your group?
- Are you generally cheerful?
- Do you manage to keep calm and even-tempered under the inevitable pressures and strains of getting the group to cooperate?
- Do you make promises only when you know you can keep them?
- Do you tend to be impatient?
- Are you apt to violate personal confidence?
- Do you make an effort to be a good listener?
- Do you give credit where credit is due?
- Do you ignore complaints that appear insignificant to you?
- Are you strict with some members and lenient with others?
- Do you believe in the practice of being “one of the gang” with the group after hours?
- Do you praise good work as well as criticize poor work?
- Do you freely delegate responsibility to others?
- Do you cooperate and get along well with other groups?
- Can you refuse a member’s request without making them feel antagonistic toward you?
- Do you try to see the other person’s point of view?
- Are you effective in giving orders?
- Do you ask people to do personal chores for you?
- Do you ever ask for opinions from a member on how to improve the group?
- Do you explain reasons for changes in policies and procedures?
- Do you refrain from making sarcastic remarks and from speaking in a loud and commanding voice?
- Does the group respond when you talk to them about doing?

#### COMPONENTS OF PLANNING A RECRUITMENT PROGRAM

1. Recruitment is an ongoing process; not a one-time project at the start of the school year.
2. It is essential that the club/organization/group has a positive campus image, and that the group be operating properly as planned and expected.
3. The present members of the group (leaders and committee members) must be aware of the club's purpose and goals, and doing their best to achieve the set goals.
4. The club must know who they are going to recruit. What areas or positions need to be filled? What type of people does the group need?
5. Use campus resources in developing the program.

#### IMPLEMENTING THE RECRUITMENT PROGRAM

- Utilize all campus resources – media, publicity, faculty, and staff in getting the word out.
- Go where the people are; don't expect them to come to you. Set up tables in the Student Union, go into the dining halls, develop programs for residence halls, become involved in orientation programs, etc.
- Use people who are comfortable speaking to groups and encouraging people to join. Sell the value of fun and involvement.
- Make sure whatever materials/presentations used in the recruiting process are of first class quality!
- Use marketing strategies in recruiting. Involvement is a valuable and fun experience.
- Stress what involvement can do!

#### RECRUITMENT CHECKLIST

- ✓ Check UWL MyOrgs for any students who have indicated a desire to join.
- ✓ Assign officers and members to call or email potential new members.
- ✓ Sign up for a table at Involvement Fest (to do so visit Leadership and Involvement Center, 2200 Student Union) or email <mailto:lic@uwlax.edu>.
- ✓ Ask returning members to bring one new potential member to a meeting, once a week for three weeks.
- ✓ Collect contact information for new and potential members.
- ✓ Introduce yourself to new potential members personally.
- ✓ Learn names of new members (and returning) members.
- ✓ Distribute a roster of members with phone numbers and e-mail addresses.
- ✓ Ask new members to work with returning members on committees or projects.
- ✓ After the first meeting call or email new members to thank them for attending, and invite them back again.
- ✓ Collect dues from new members.
- ✓ Ask new members what they are interested in doing (or do member survey).

## MEMBER RETENTION: AN ONGOING PROCESS

1. Develop a training and orientation program for new members with information about the organization's function and policies and how that club fits into the university.
2. Be sure to match the needs of the organization with the needs and skills of the new members.
3. Include the new recruits in setting the goals and rules of the club.
4. Develop job descriptions for each position and be sure the new members understand their roles.
5. Get to know the new members as individual people. Make them feel valued and important.
6. Provide regular feedback/evaluations of the member's performance. Be specific. Positive and constructive feedback is great! If some problems were encountered by the member, sit down with him/her and talk about:
  - a. What were the problems?
  - b. How did they come up?
  - c. How can they be dealt with in the future? (Be specific)
7. Seek input from members when you (as the leader) encounter a problem.
8. Get the group together socially on occasion. Get to know them outside of the "work" atmosphere.

## WAYS TO RETAIN, RECOGNIZE, AND MOTIVATE

- Annual awards.
- Complimentary tickets.
- Newspaper recognition – "Thank You" ads, personal interest stories.
- Daily reinforcement by fellow students and staff.
- Give students more responsibility.
- Anonymous notes of thanks after good programs.
- Remember birthdays and special milestones in some small way.
- Tangible rewards; e.g., certificates, dinners.
- Personal interest (social atmosphere).
- Inspirational saying appearing around union or in mailboxes.
- Pictures around the building of committee chair and members.
- Humility expressed by those in leadership roles.
- Eliminate dead-weight committees and committee members.
- Set well-defined goals and "shoot" for them.
- Plan and organize multi-group activities.
- Have regular meetings with the officers; be flexible.
- Intra-union communications—mailboxes, coffee hour "raps" etc.
- Evaluate, understand, and learn from failures.
- Never take credit when things go right, but always take the blame when things go wrong.
- Nominate the group for campus, community, and national awards for their efforts.
- Make sure than everyone is sharing group responsibilities.
- Always bring a camera to your events -get photos of members doing good things and share them.
- Always look for new members their enthusiasm can keep everyone motivated.

## REASONS TO JOIN AN ORGANIZATION

- Develop life and career skills Friendships/meet people
- Learn how and why organizations operate Opportunity to take on new/more responsibilities Practical use of what is learned in the classroom Try to enhance the group/organization
- Feeling of accomplishment Good resume material

## OFFICER TRANSITIONS

The transition of leadership for your organization can be a smooth and positive experience. Transition may determine the effectiveness of the group for years to come.

A smooth transition is:

- The responsibility of both the outgoing and incoming members.
- A way to help the group to move forward.
- A transfer of significant organizational knowledge.
- Providing a sense of closure for outgoing members.
- Using the valuable contributions of experienced leaders.
- A great opportunity for outgoing leaders to reflect on the past year.
- An orientation process for the new leaders.
- A time to ask questions and to give advice.
- An outgoing leader's last chance to say "Try this..." or "I learned this..." when working with new leaders.
- Share what has worked.
- Share problems, helpful ideas, procedures, and recommendations.
- Go over reports that contain what has happened in the past years.
- Acquaint them with office surroundings (where applicable).
- Meet together with the group's adviser(s).
- Introduce them to important campus personnel specific information to give new officers.
- Review mission, constitution, and bylaws of organization.
- Review job description of officers and membership.
- Provide a description of committees.
- Provide a resource or contact list of important/helpful people.
- Review *The Leader's Guide/UW-L Student Organizations Handbook* on line.
- Provide a copy of organization members and phone lists.
- Review calendar of annual events (rough estimate of what happens each month).
- Review reservation confirmations (for meetings or special events).
- Review lists of goals for organization.
- Review list of expectations of members.
- Review financial reports.
- Review status report on current and continuing projects.
- Review meeting minutes and agendas.

**In addition to these suggestions, try having a retreat. This will not only help each position get to know his/her responsibilities, but it will also help the new people see how each position functions as part of a team. It can include outgoing officers or just the new ones.**

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### LEAVING A LEGACY AT THE END OF YOUR TERM

For officers in student organizations, springtime rolls around and the absolute last thing you want to do is sit through another meeting. Completely understandable! If you have just one free hour in the next few weeks, please spend it with your new organization officers and your organization adviser. If you take the time to cover the eleven questions and statements listed below, you will help new officers build confidence and you will ensure that your organization is left in knowledgeable hands.

#### **New officers should receive from you the following information:**

1. Name/address/phone of organization adviser; what are the expectations and role of your adviser?
2. Where records are kept (i.e. constitution, checkbook/account info/budget, summer phone list of members, etc.)?
3. What is the brief historical perspective of the organization? Where have you been and where are you going as a group?
4. What is the meeting schedule?
5. What does each officer actually do? Are the position descriptions clear for each officer role?
6. Are there handbooks for officers, or other ways that you can do on-the-job training with them this semester? What are the organization's purpose and goals, structure and policies?
7. What events are planned for the upcoming year? Who is in charge (contact information)? Are there status reports for on-going projects?
8. If new officers want to set new goals, how can you assist them?
9. Have you already recognized this year's organization members and adviser for the work they have done? If not, could you help new leaders perform this task in the next few weeks?
10. Talk briefly about the toughest decisions, the most- and least- liked parts of your role, obstacles to getting the job done, things or people who helped get the job done, and things you wish you had known before starting your officer role.
11. Ensure UWL MyOrgs is updated with all the current officer/contact information which includes: primary representative's name, phone, and email as well as the adviser's name, phone and email. Also update the organization's website (if changed) and/or any mission statements, club descriptions or club office phone numbers.

For more information about how to make a successful organization transition, please contact the COVE Staff in the COVE, 2200 Student Union.

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### CLOSURE AND SAYING GOODBYE

The year passes so quickly, and all of a sudden it's time to say good-bye to the friends you've made in your organization. It is often easy to forget about "closing out" the year with your organization. When we take the time to say good-bye, to reflect on, and prepare for upcoming transitions in our lives, we often gain a sense of closure or finality and feel better prepared to continue on in life. Here are some ideas to help make saying good-bye a little easier, or at least a little more memorable:

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### FIVE D'S FOR SUCCESSFULLY DEALING WITH DEPARTURE

1. Determine ways to make your transitioning a gradual process.
2. Discover the significance that different activities have had in your life.
3. Describe the significance to others.
4. Delight in what you have gained and in what lies ahead of you.
5. Define areas of continuity in your life.

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### FIVE D'S FOR UNSUCCESSFULLY DEALING WITH DEPARTURE

1. Deny that it is over.
2. Distort your experience by over-glorifying it.
3. Denigrate your activities and relationships.
4. Distract yourself from thinking about departure.
5. Detach yourself abruptly from your activities and relationships.

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### WAYS TO SAY GOODBYE

- Have a picnic or pot luck.
- Create a photo album, scrapbook, or collage of pictures of everyone.
- Have an awards banquet – complete with funny & serious awards.
- Write farewell notes/cards to each other.
- Give a memento to members - button, shirt, mug, etc. and then have a T-shirt signing party.
- Have a graduation party for departing members.
- Have a good-bye theme movie night.
- Have a slide show of activities from the year.
- Evaluate the year and set goals for next year.
- Plan a reunion over break or when school resumes.
- Create certificates for all members (successfully completing a spectacular year).
- Gather all of the "quotable quotes" or funny things that were said during meetings or programs and put it in a book!
- Have a joint retreat with the new officers to share evaluations of the year, answer their questions and give advice!
- Make credit cards for each member (cards that list the good qualities of skills each person has. "I give you credit for being a great organizer, for being the peace maker during meetings, etc.").
- Share your favorite memory of the year.
- Assemble the group to create a file of what happened over the year.

It's important to finish that last chapter in your group's book by finding some way to say good-bye. Keep in mind that not everyone in your group will like sentimental good-byes, so take their feelings into consideration before planning any activities.

## MONEY MANAGEMENT

This guide was prepared to assist and make easier for the treasurer to anticipate, provide for, and promptly meet all the organizations financial obligations in a businesslike manner. Each organization is required to submit an “End of the Year Summary” (which includes information on fundraising/financial status), to the University Centers Office spring semester each year.

### BANKING POLICY FOR STUDENT ORGANIZATIONS

Student organizations receiving allocations from any state fund must bank those funds in a university account through the Office of Business Services, 125 Graff Main Hall. State fiscal rules and regulations will govern the financial transactions of these organizations, which are facilitated through the organization adviser. These student organization leaders should meet with their organization adviser for more information on this subject.

Organizations not receiving allocations from state funds must obtain banking service from the Office of Business Services, 125 Graff Main Hall. Call 785-8372 or stop in for specific information on opening a “Student/Faculty Organization Account.” **Student organizations are not permitted to have bank accounts off campus due to state regulations.** Student organizations can collect dues or conduct fund raisers 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).

To **Open a Student Faculty Organization Bank Account**, obtain and complete a [\*Student Faculty Organization \(SFO\) Authorization Form\*](#) from the Business Services website. The authorization form must be completed by the faculty adviser and two student officers. Before a Student Faculty Organization bank account can be set up, both student officers must complete Cash Handling Training. Upon completion, the form is emailed [sfo@uwlax.edu](mailto:sfo@uwlax.edu) or delivered to Cashier’s Office for review and approval. Once approved, an account number will be established and all authorized individuals will be notified.

The Student Faculty Organization (SFO) Form must be completed by the faculty/staff adviser and two student officers for the following occurrences:

1. To **Open a Student Faculty Organization bank account.**
2. When there is a **change in fiscal school year** (July 1).
3. When there is a **change in authorized faculty/staff adviser.**
4. When there is a **change in authorized student officers.**

The authorization form is considered the signature card for the account; therefore, it must be kept current and up to date. Note: If during the year, there is a change in the authorized faculty/staff adviser(s) or student officer(s), a new SFO Authorization Form must be completed. The form must be signed by the authorized faculty/staff adviser(s) and student officer(s) including those individuals who will remain on the account.

Download the [SFO Authorization Form](#) and [click here](#) for additional instructions on completing the form. Email the completed and signed form to [sfo@uwlax.edu](mailto:sfo@uwlax.edu)

**Cash Handling Training** is required for all student officers, advisers and members handling funds for their respective SFO accounts. Only those student officers who have received Cash Handling Training may collect and deposit money for their SFO bank account. The training will cover Cash Handling Procedures found on the Business Services home page. Visit the Business Services home page, Student Faculty Organizations for the training schedule.  
<https://www.uwlax.edu/cashiers/faculty-and-staff/cash-handling-procedures/>

**Deposits** are made to your SFO bank account by completing a *Student Faculty Organization (SFO) Deposit Form*. Plastic deposit pouches are available at the Cashier’s Office for use in preparing your deposit. Deposits are made at the Cashier’s Office during regular business hours, or via the drop box located outside the Cashier’s Office. A receipt will be provided upon request. Procedures to complete the SFO deposit form and additional information on how to make a<sup>5</sup>

deposit are available on the Business Services home page, Student Faculty Organizations:

<https://www.uwlax.edu/business-services/our-services/student-faculty-organization-sfo/>

**Check requests** to pay bills or to withdraw money from the SFO bank account must be made by completing a *Student Faculty Organization (SFO) Account Check Requisition Form*. Completed check requisition forms are then submitted to Cashier's Office or to [sfo@uwlax.edu](mailto:sfo@uwlax.edu). All requests will be reviewed by designated Business Services personnel and any inquires must be clarified before the check will be processed. A student officer cannot sign off on their own check request. All checks must be cashed within 60 days from the date of the check. Procedures to complete the SFO check requisition form and additional information on how to request a check or make a withdrawal are available on the Business Services website, Student Faculty Organizations: <https://www.uwlax.edu/business-services/our-services/student-faculty-organization-sfo/>

All questions regarding SFO bank accounts should be directed to Cashier's Office, 121 Graff Main Hall or by email to [sfo@uwlax.edu](mailto:sfo@uwlax.edu). Additional information regarding SFO accounts is available on the Business Services website, Student Faculty Organizations.

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## TREASURER TIPS

# BUDGET

### BUDGET:

A budget listing anticipated receipts and expenditures should be prepared at the beginning of each school year. An example is provided for you below.

### RECORD KEEPING:

Follow these basic guidelines for simple & easy record keeping:

- Record every transaction on a ledger or balance sheet;
- Issue a receipt each time someone pays dues or gives money;
- Pay out money only on receipt of an itemized sales slip;
- Save original receipt for all transactions.

### LEDGER OR BALANCE SHEET:

All financial transactions should be recorded on a ledger or balance sheet for accurate and meaningful record keeping.

### RECEIPTS:

The treasurer should issue a receipt whenever any money is received by the organization. Each receipt shows the date, where the money was received, the amount, the reason for the payment, the name of the organization, and the signature of the treasurer. Keep **ALL ORIGINAL RECEIPTS** when any organizational money is spent.

### DEPOSITS:

All money received by your organization should be deposited as soon as possible by the treasurer. Keep for your records the official receipt given to you at the time the deposit. All checks received should be endorsed on the back with the name of the organization and the signature of the treasurer. All checks should be deposited as soon as possible. UWL policy is to have a check deposited within one week.

### EXPENDITURES:

Funds should not be spent unless authorized by the membership of the organization or the approved budget. THE TREASURER WILL AUTHORIZE PAYMENT ONLY UPON RECEIPT OF AN ITEMIZED SALES OR CHARGE SLIP SHOWING VENDOR NAME, ADDRESS, DATE, ITEMS RECEIVED, AND PRICE OF EACH ITEM. Register all expenditures in the ledger at the time of the transaction listing the date, description (recipient and item) and amount.

**ANNUAL FINANCIAL REPORT:**

The treasurer, president, and adviser should compile financial information into an annual report for the organization's records at the end of each year. Complete the annual organization survey from University Centers.

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## EXAMPLE STUDENT ORGANIZATION ACADEMIC YEAR BUDGET

I.	Income	
	Balance as of prior year end	\$113.94
	Revenue	
	Dues (70 members @ \$2.00)	\$140.00
	Holiday Dinner (40 meals @ \$2.25)	\$112.50
	Career Day (400 @ \$.25)	\$100.00
	Picnic (65 @ \$1.50)	<u>\$97.50</u>
	Total Anticipated Revenue	\$450.00
	<b>Total Anticipated Income = (prior balance + revenue)</b>	<b>\$563.94</b>
II.	Expenditures	
	Awards \$35.00	
	Conferences and Conventions	\$25.00
	Meals	
	Holiday Dinner (100 @ \$2.25)	\$225.00
	Business Representatives at Career Day	\$50.00
	Picnic (80 @ \$1.50)	\$120.00
	Programs	\$40.00
	National Dues	\$20.00
	Publicity	\$10.00
	Refreshments	\$15.00
	Supplies	<u>\$15.00</u>
	<b>Total Anticipated Expenditures</b>	<b>\$555.00</b>
	Anticipated Balance or Reserve = (Income – Expenses)	\$8.94

NOTE: At the end of the year, the organization's treasurer or president should compile a final budget to be passed on the following year. Setting up your budget in a simple format like this will help you maintain your student organization's budget.

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### OTHER TIPS FOR TREASURERS

- Keep organization funds separate from your personal funds.
- Keep an exact record of all income and expenses.
- Keep financial records up-to-date.
- Always be able to show the balance of funds on hand.
- Pay only properly authorized bills.
- Deposit all organization money promptly in the appropriate account.
- Keep all receipts, check stubs, requisitions, and cash vouchers.
- Audit the account at the end of each school year.
- Make sure your records always match those of the Office of Business Services or bank statement. Catching errors early means they will be easier to resolve.
- Conduct the organization's business under the guidance of your faculty adviser.

REMEMBER only by maintaining a continuous, accurate record of deposits and expenses can the treasurer fulfill the responsibility of trust and confidence of the organization. Your job is IMPORTANT.

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## STUDENT ORGANIZATION GRANTS

Each year, the Student Senate sets aside funds from student segregated fees to be dispersed to recognized student organizations in the form of student organization grants. The Student Organizations Committee is responsible for the review and disbursement of grants. These grants exist for the purpose of providing a means for those non-budgeted clubs and organizations to request segregated fees. Grant applications will be available at the All Student Organization Meeting in the fall.

### To be eligible for a student organization grant, an organization **MUST**:

- Have full recognition status from Student Organization Committee.
  - Have had representatives attend the All Student Organization Meeting during fall semester, and have filed an updated registration sheet with University Centers via My Orgs.
  - NOT be budgeted programs (budgeted programs work through the Apportionment Committee - Student Senate).
  - Complete the *Student Organization Grant Application* correctly and completely.
  - Use the grant for an event that occurs within July 1 of that year until June 30 of the following year.
  - Follow the criteria outlined below when applying.
1. Grant money will be given for deferring costs of organization sponsored activities that fall into the following categories:
    - a. Speaker fees and contractual services
    - b. On-campus events
    - c. Conference registration fees
    - d. Low priority for lodging and travel
  2. Organization grants may NOT be used for:
    - a. Supporting fundraisers (regardless if it is for a philanthropy)
    - b. Food
    - c. Events resulting in academic credit
    - d. Items considered of a personal nature (i.e. club T- shirts, etc)
    - e. Gifts of any kind
  3. Priority will be given to those events that:
    - a. Directly or indirectly affect the largest population of UWL students
    - b. Request money for the specific purpose of registration fees or speaker fees
    - c. Have demonstrated efforts to raise money from other funding sources
  4. Hearings will be requested by the committee based on the committee's judgment for every grant applicant.

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## OTHER INFORMATION

Information regarding grant applications and processes will be distributed at the fall semester All Student Organizations Meeting. Notification about the time and location for this meeting will be provided to student organization representatives and their advisers well in advance of the event. The meeting is typically scheduled near the beginning of each semester, on a weeknight at 6:00 p.m. Call University Centers, 785-8888, with questions you have about this meeting.

1. Fundraiser requests must be submitted to the COVE, 2200 Student Union, for approval prior to making reservations or advertising for the fundraiser. Fundraisers, including the solicitation of cash donations or merchandise beyond the campus community, must also be approved at the Foundation Office, Cleary Center, at least three weeks prior to the starting date of the fundraiser. The [Fundraiser Approval Form](#) can be found online
2. The maximum length of any fundraiser is three consecutive days in a given week.
3. Food sales are restricted to home baked items approved by University Centers personnel.
4. Merchandise that may be similar to or identical to merchandise available at the University Bookstore (i.e., T-shirts, posters, mugs, etc.) must be approved by University Centers and University Bookstore staff prior to selling. If artwork, logos, slogans, etc., are being printed, a finished copy must be provided prior to approval.
5. Outside Agencies:
  - a. Recognized student organizations may sponsor commercial merchandise sales. The student organization representative is the primary representative during the fundraiser and serves as the liaison between an outside agency and the University.
  - b. Regarding credit card vendors on campus, Student Association approved the following rules:
    - i. Credit card tables **MUST** have a recognized student organization as a sponsor.
    - ii. Credit card vendors **MUST** give the sponsoring recognized student organization \$3 per credit card application and a \$100 sponsor fee per set-up on campus (maximum of 3 days for \$100). Arrangement for payment needs to be made in advance between the student organization and the agency. This agreement should be in writing. Payment is usually given by check at the conclusion of the fundraiser
    - iii. Free gifts from credit card tables are not allowed, unless gifts are given without needing to sign up for a credit card. Verbal soliciting from credit card table vendors is not allowed.
    - iv. Credit card tables and all other vendors are banned from academic buildings.
    - v. Credit card vendors must give out a pamphlet regarding sound financial management and debt to students who sign up for credit cards.
6. No soliciting is allowed on the campus of the University of Wisconsin-La Crosse including residence hall rooms, academic and administrative offices.
7. Fundraising in residence halls requires approval from individual residence hall councils and hall directors.
8. Fundraisers on the university mall which require a vehicle to load/unload items must have permission from the Physical Plant and Protective Services.
9. Raffles:
  - Student organizations must have been recognized for at least one year and be in good standing.
  - Student organizations must have the fundraiser approved through University Centers prior to contacting the Foundation Office.
  - A raffle license number must be obtained from the Foundation Office.



## UNIVERSITY TRADEMARK POLICY

All logos, seals, names, symbols, and slogans associated with UW-La Crosse are trademarks and are the exclusive property of UW-La Crosse. Reproduction of these marks for resale or other commercial purposes, must receive University authorization through University Centers. [Trademark & Licensing Approval](#)

## HOW TO PLAN SUCCESSFUL EVENTS

This checklist can help you plan and organize successful events of any kind.

### Identify your audience and their interests

- Survey or ask your members for ideas.

### Develop a purpose

- What do you hope to accomplish?

### Develop an event and a title

- Be creative!

### Check appropriateness of activity/event

- Are there any liability or safety issues? Visit the Risk Management homepage if you have questions or to print [risk management forms](#).
- **Develop a budget for your event**
- Remember there is a [food policy](#) on campus. Remember fundraisers need to be approved by University Centers.

### Reserve a room/facility/technical equipment for your event

- Visit the Scheduling Office in 3200 Student Union, 785-8892. **RESERVE EARLY.** Check campus calendar for any conflicting events.

### Contracts and payment

- Call University Centers, 785-8866, for assistance in arranging the contract and payment. Only the Director of University Centers is authorized to sign university entertainment contracts (some restrictions apply).

### Delegate responsibility

- Recruit volunteers. Create committees.

### Identify resources and materials essential to the program

#### Publicity

- Consult the [University Publicity Guidelines](#) and the information in the “Publicizing Your Event” section of this Guide. Make it eye-catching, put up well in advance, and Make sure print publicity contains the following: name of the event, sponsors, date/time/location, and Disability Statement.

### Discuss the expectations and the objectives of the event with the resource person(s) and your organization

- What do you want to happen?

### Review plans for last minute preparations and items that you might have overlooked.

#### At the time of the event:

- Finalize details.
- See that room arrangements are appropriate (i.e. chalkboard, chairs, refreshments, etc.).
- Present brief introduction if appropriate.
- If bringing in an outside presenter, make sure you:
  - Arrange meeting time and place.
  - Confirmed they have directions.
  - Have arranged for a parking permit.
  - Have the check for payment.

#### After the program:

- Return all resources and equipment and thank individuals who participated.
- Complete a program evaluation to help you better plan for your next event.
- Remove publicity from around campus.

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## FOR YOUR SCHEDULING NEEDS

VARIOUS ITEMS AVAILABLE THROUGH UNIVERSITY RESERVATIONS AND EVENT SUPPORT SERVICES  
3200 Student Union, 785-8892 [Reservations](#)

### Venues

- The Student Union
- Events/Meeting Spaces in Academic Buildings
- Outdoor Venues
- Classrooms

### Event Support-Audio-Visual & Light Support

Information Center-University Centers 608-785-8888

Various Games/Carts available to rent

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## INCLUSIVE PROGRAMMING

When programming, it is important to be mindful of the differences of the people in the community. Individuals striving to create and maintain inclusive communities must ask the following question:

**“Whose perspectives, experiences, viewpoints, and voices are included?”**

**“Whose perspectives, experiences, viewpoints, and voices are left out?”**

Below, you will find general questions to assist your community building efforts:

**1. Have you considered gender bias and gender-neutral/inclusive language in your programming?**

*Western society assumes that boys and girls are supposed to act certain ways. We also assume that gender falls within a binary.*

- *Avoid using gender as a way to divide up people for activities.*
- *Encourage the use of gender inclusive pronouns right from the beginning.*
- *If you do not know someone’s preferred pronoun use their name or they/them when referring to the person.*
- *When you introduce yourself share your ppp’s (preferred gender pronoun).*

**2. Have you considered religious backgrounds, rituals and traditions in your programming, especially when it comes to food options?**

*The U.S., along with its practices and traditions, has been heavily influenced with Christianity. Be aware of how these beliefs have been ingrained in your actions and ways of thinking, especially around the beliefs of other people.*

- *Some Jewish or Islamic traditions do not eat pork.*
- *Certain students fast due to religious commitments and beliefs.*
- *Have a Holiday/Winter party instead of a Christmas party.*

**3. Have you considered diverse racial, ethnic, and/or cultural populations in your programming?**

*Do not program as if the people in attendance will be of one particular race, ethnic, or cultural group.*

**4. Have you considered the needs of students with disabilities in your programming?**

*Do not assume that all students are (temporarily) able-bodied.*

- *Is there wheelchair access?*
- *Do you need an American Sign Language ‘Interpreter’?*
- *Are fonts large enough for individuals with seeing impairments?*
- *If you are showing a film or a film clip, make sure that closed captioning is available.*
- *If the program might include a topic(s) that could trigger someone please relay that to the audience.*

**5. Have you considered the economic limitations faced by some students?**

*Do not assume that all students can afford to attend your program.*

- *Are scholarships available?*

**6. Have you considered the heterosexual bias and diverse sexual orientations of students?**

*Do not assume that all students are straight/heterosexual.*

- *Be conscience of wording in advertising and dialogue before, during and at the program.*

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## PUBLICIZING YOUR EVENT



The following tips may be helpful in publicizing your opportunity or event. Use some, or use them all--just make sure to get permission when required. To use registered [bulletin boards](#), stop in the COVE, 2200 Student Union to get your publicity stamped before you post it. You may reserve banner space through University Centers for the exterior of Whitney Center. Once the event has ended, please remove publicity from around campus. [Publicity Guidelines](#) are available online: <https://www.uwlax.edu/university-centers/get-involved/the-cove/student-organization-resources/#tm-publicity-on-campus>

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## TIPS TO GETTING PEOPLE TO YOUR EVENTS

- Send personal invitations to people via Facebook/email or personal phone calls.
- Make presentations at other organizational meetings to encourage support for your program.
- Involve as many people in the planning of an event as possible.
- Ask professors to give class credit for attending educational events.
- Give incentives, rewards, or discounts to those who bring five or more friends to your event.
- See if RA's can get programming credit for bringing their residents to your program.
- Have another group co-sponsor the event.
- Check the campus calendar closely. Make sure there is not a major event already planned.
- Plan your program as far in advance as possible.
- Carefully consider the size of the room you use for programs. Too big, people will think the program fell short of your expectations.
- Send thank you cards to organizations that attended the program in large numbers.
- Have some sort of discount for purchasing tickets in advance – if you are charging for event.
- Go into classrooms and write little messages in the corner of the blackboards/whiteboards.

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## ON-CAMPUS:

- Press releases, University Newsletters – contact University Relations
- MyOrgs, bulletin boards, TV digital slides, Pepsi Banners, window painting
- Weblinks or pages, kiosks, emails
- Calendar of Events – campus and local newspapers
- Flyers and Banners
- Public Service Announcements (PSA) thru local radio – ask if they would donate
- Professionally designed posters
- Chalk sidewalks around campus
- Tabling in the Student Union or at the Clocktower with flyers and giveaways
- Ask faculty to announce in their classes
- Flyers in residence halls – need permission from Residence Life
- Attend other organization's meetings and announce event

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## COMMUNITY:

- Fliers (with permission):
  - Grocery Stores
  - Coffee Shops
  - Library
  - Churches
  - Laundromats
  - Department Stores
  - Gas Stations
  - Restaurants
  - Community Centers

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## EVERYWHERE:

- Word of Mouth – proven to be the MOST effective way of publicizing an event
- Hand out mini handbills
- BIG/Odd sized posters
- Webpage
- Social media – i.e. Facebook, Twitter, LinkedIn, etc.
- Stickers
- Buttons
- Promotional materials
- Become part of the publicity
  - Walk through campus with sandwich boards or posters
  - Dress up in costume and hold signs

### STUDENT ORGANIZATION POLICY STATEMENT

The Student Association has adopted the following policy on the standards and procedures for recognized student organizations at the University of Wisconsin-La Crosse (spring, 1995). **This policy includes procedures for registration, conduct, and discipline.** The policy acknowledges the need to preserve the orderly processes of the university with regard to its teaching, research, and public service mission, as well as the need to observe the students' and recognized student organizations' procedural and substantive rights. The Student Association, via the Student Organizations Committee, subject to approval by the chancellor of the University of Wisconsin-La Crosse, shall be responsible for revisions of this policy. University Centers is responsible for distribution of updates. Current updates can be obtained at the COVE, 2200 Student Union. The procedures in this policy for registering student organizations, the code of conduct, and the disciplinary procedures apply to all UW-La Crosse recognized student organizations. Social fraternities and sororities are also subject to the registration requirements and the conduct rules of their governance groups: Panhellenic Council and Interfraternity Council. **Organizations that are suspected of violating any policy will face a Student Organization Hearing. For details, please visit our web page for hearing procedures.**

### REGISTRATION PROCEDURES FOR RECOGNIZED ORGANIZATIONS

1. The procedures for registering a recognized student organization will be monitored and updated by the Student Organizations Committee, in consultation with the Assistant Director of University Centers.
2. Registration of forms will be accepted and maintained by the University Centers Office.
3. Registration forms will include a statement of understanding, that all primary contacts must sign, to the effect that the recognized student organization understands and agrees to abide by this *Policy on the Registration, Conduct, and Discipline of Recognized Student Organizations*; this shall include an assurance that the recognized student organization is in compliance with the anti-discrimination procedures as outlined in the code of conduct. Any organization that does discriminate must describe the nature of the discrimination, in writing, and the exception recognized by law that the organization claims allows this discrimination.
4. Registration forms must be completed in their entirety by the first Friday in October of each fall semester and updated upon any revisions; when accepted by the Office of University Centers, the organization's registration is complete. Organizations that do not register by the first Friday in October will be unable to reserve University facilities. Registration is completed on MyOrgs by the primary contact.
5. The Student Organizations Committee will retain oversight of all recognized student organizations to assure compliance with these regulations.
6. The registration of recognized student organizations is an annual process, with the registration period being the current academic year.
7. The registration of a recognized student organization will remain in effect unless the organization is subject to disciplinary sanction revoking such status.

### RIGHTS OF RECOGNIZED STUDENT ORGANIZATION

As a University of Wisconsin-La Crosse recognized student organization, a student group may:

1. Use the name of the University of Wisconsin-La Crosse to identify the group's affiliation. When using the name of the university, the student group must clearly identify itself as a recognized student organization.
2. Reserve and use university facilities in the Student Union and elsewhere that is available for non- instructional use.

3. Take advantage of services and programs developed for recognized student organizations by the University Centers Office, UW-La Crosse Student Association, etc.
4. Listed in MyOrgs, the student organization website program.
5. Sponsor fundraisers such as bake sales or selling t-shirts.
6. Participate in services/events in university facilities that are announced as open to all recognized student organizations.
7. Organizations Grants are available to non-funded groups.

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## REQUIREMENTS OF RECOGNIZED STUDENT ORGANIZATIONS

1. A recognized student organization may not discriminate on the basis of age, race, creed, color, disability, sex, sexual orientation, developmental disability, national origin, ancestry, marital status, arrest record, or conviction record unless pursuant to an exception recognized by law.
2. A recognized student organization that violates federal, state, or local laws shall be liable in the appropriate courts and is not exempt from disciplinary action under this policy.
3. A recognized student organization can be liable for disciplinary action as a result of actions of individual members of the organization while representing the organization.
4. Recognized student organizations using university facilities must observe the provisions of any contract issued for use of a particular facility and, must follow university policies governing the use of its facilities.
5. A recognized student organization may use university facilities for events which are primarily for university students and employees. Publicity for such events must comply with campus publicity guidelines as listed on page 56 of this handbook. Copies of the [campus publicity guidelines](#) are available in the COVE, 2200 Student Union. A recognized student organization shall be responsible for all activities and/or damages at any event. A recognized student organization must exercise reasonable precaution to ensure that its events, and agents acting on its behalf, do not cause damage to the property of students, university employees, other organizations, or the university; do not harm or constitute a serious danger to the personal safety of students or university employees; do not obstruct or seriously impair university-run or university-authorized activities; and do not violate provisions of the University of Wisconsin System Administration Code, Chapter UWS 17.
6. A recognized student organization will be subject to disciplinary action if it organizes, sponsors, cosponsors, or in any way coordinates an event with any recognized student organization that has been prohibited from participating in that type of event or which has had its status revoked.
7. Recognized student organizations are accountable, through their primary contact, officers, faculty/staff adviser, and other designated representatives, to the university. Where an organization's primary contact, officers, faculty/staff adviser, or other designated representatives makes a knowingly false statement, either orally or in writing, to any university employee or agent, including the Student Organizations Committee and Student Court or a person conducting an investigation under the provisions of this policy, on a matter relating to the activities of the organization or its members, the organization shall be subject to discipline.
8. Recognized student organizations shall be subject to disciplinary action for non-compliance with university alcohol beverage regulations, state statutes, and city ordinances regarding possession, consumption, and sale of alcohol beverages at any event, and also for verified instances of underage persons consuming or possessing an alcoholic beverage, or other violations of any of the above rules at any event.
9. Recognized student organizations can hold closed meetings for the purpose of peer counseling sessions or for other purposes if attendance is limited to current members. If such a meeting is publicized, it must be clearly labeled as limited to members only.

## SAFETY AND RISK MANAGEMENT

Increasing litigation involving institutions of higher education suggests the need for improved awareness of potential risks associated with programming, activities, and events. The University of Wisconsin System provides a number of policies and reports outlining risk management issues. These policies protect employees/advisers acting within the scope of their assigned position responsibilities. Employees that serve as advisers or sponsors are advised to review these policies, which are available through the Risk Management Officer, 785-8569. Risk management information is available at <https://www.uwlax.edu/business-services/our-services/risk-management/guide-to-managing-risk/>

This policy recognizes that there is an element of risk in almost every organized program, activity or event. The policy is not intended to eliminate all risk nor cause unreasonable interference with advisers and sponsors in their attempts to create activities, programs, and events. Policy cannot adequately define the considerations of risk associated with all university programming, activities, and events. Reasonable consideration and planning to manage or avoid potential risks associated with programming, activities, and events is the intent of this policy. Consultation with risk management personnel and/or supervisors is encouraged.

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### STUDENT SAFETY AND APPROPRIATENESS STATEMENT

The University of Wisconsin-La Crosse is committed to fostering a campus environment that provides a wide variety of quality activities and programming for students. Colleges and universities have long recognized the positive contribution made by activities, events, and programming in creating a campus environment that retains students, promotes learning and critical thinking, and provides opportunity for personal and social development.

To guide the planning and delivery of quality programming, activities, and events at UW-La Crosse, involved faculty and staff should ensure consideration of the issues of safety and appropriateness.

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### APPROPRIATENESS AND BEST PRACTICE

Events and activities can be social, cultural, educational, or can be just for fun. University personnel have established some standards that they feel are important to all events. These standards are:

- The dignity of all individuals will be protected. No program or activity will in any way intentionally embarrass or chastise an individual so they lose their own and others respect or dignity. No events or activities shall be designed to devalue other individuals. Personal freedom will be respected. All students will have the freedom to choose to be involved in an activity or not to be involved in an activity without coercion.
- All activities/events shall be designed to provide for physical safety. Organization advisers and leaders will analyze the potential risks of the activities in the development of the activity. Advisers who direct safe events recognize that any activity can result in danger, and therefore risks are evaluated and discussed with the activity sponsors. Risks are minimized with proper orientation and safety instructions provided to activity participants.
- All activities/events must assure that participants have appropriate knowledge of the activity. Some events scheduled will need the participants to have an appropriate level of skill and ability. Event sponsors shall take steps to help orient all participants, familiarizing them with the activity in which they are participating.
- At times organizations may contract out for a program or service. When this occurs, references will be checked and the contractor shall have the appropriate training and certifications to ensure a successful and safe event.

Activities fall within our educational mission which calls for the freedom of inquiry. Events and activities shall support the mission by developing heightened intellectual, cultural, and human sensitivities. All activities should be reviewed for their educational components. Some activities are designed as tension relievers from the day to day educational process. Therefore, these activities can be classified as fun events which serve as contributors to the campus life at UWL.

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## ADVISER/STUDENT RESPONSIBILITY

Faculty and staff who serve in an advising and/or planning role to student organizations, or who engaged in the planning of events, activities, and programming are advised to ensure that their role is defined and/or endorsed by the university. Advisers to student groups or student leaders of organizations should encourage discussions regarding the learning or entertainment goals of the program/activity, and the issues of safety and appropriateness should be considered in the planning process. Predictable areas of risk should be proactively addressed and participants should be informed of risks, sign waiver forms, and receive instructions intended to reduce and manage risk as is reasonable. Advisers and program planners can reduce risk by being present at activities and encouraging adherence to planning considerations. Please be aware of university policy and regulations regarding the use of alcohol at recognized student organization events. The University of Wisconsin-La Crosse officially discourages the use of alcohol at all recognized student organization events. For information regarding special events insurance or other risk management concerns, contact The Risk Management Office at 785-8569.

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## ANTI-HAZING POLICY

We, the Student Organizations Committee of UW-L, hereby assert unequivocally our opposition to hazing and pre-initiation activities, which do not contribute to the positive development and welfare of organization members. We define hazing as any action taken or situation created intentionally, whether on or off university premises, with or without consent, to produce excessive physical fatigue, embarrassment, or public ridicule or possibly cause mental or physical harm or injury. Such activities and situations include paddling in any form; physical and psychological shocks; publicly wearing apparel which is not normally in good taste; engaging in public stunts or other activities which may be harmful to the image of the university and the club; morally degrading or humiliating activities, including eating and swallowing of any food or beverage or any activity that might violate any local, state, or federal law; late work sessions which interfere with scholastic activities; and any other activities which are not consistent with the organization's bylaws, ritual, or policy, or the regulations and policies of the university. Violations of this policy will be dealt with judiciously by the respective governing bodies or the Student Organizations Committee when no other governing body exists. Please see our website for more details on our hazing policy: <https://www.uwlax.edu/info/hazing/>

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## HATE/BIAS

The Hate Response Team shares the university's commitment to a culturally diverse and inclusive climate that fosters intellectual and academic freedom, the free expression and exchange of all ideas, and the well-being of its students, faculty, staff and visitors. At the same time, we acknowledge that no campus is immune to larger systemic issues such as racism, homophobia, religious intolerance, sexism, ableism and classism. Consequently, UW-L's Hate/Bias Incident Report serves as an outlet for all such incidents of hate and bias to be documented and responded to.

UWL defines hate/bias as an act motivated, in whole or in part, by the victim's actual or perceived race, religion, ethnic background, sexual orientation, gender identity/expression, disability, or nationality. No college campus is immune to hate or bias and so it is important to provide an outlet for campus community members to report such incidents and feel supported. Please join the Hate Response Team in our efforts to reject prejudice, discrimination and acts of hate/bias in order to maintain and further a culturally diverse and inclusive campus climate where all identities and perspectives are embraced. If you experience or witness hate/bias, report it! Anonymity as a reporter is an option. However, if identity of the reporter and or victim/target is disclosed, it will be kept confidential to the maximum extent possible under applicable state and federal law. Submitting this form may or may not result in criminal or university action, depending on the type of incident and the victim's willingness to take further action.

To report hate/bias or learn more about UW-L's hate/bias response efforts, visit the Campus Climate website: <http://www.uwlax.edu/campus-climate/>

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## FILING COMPLAINTS AND DISCIPLINARY PROCEDURES

1. A complaint that a recognized student organization has violated any provision(s) of student organization policies must be submitted in writing to the Director of University Centers, and must include a statement of the facts upon which the allegation is based. The written report shall be signed by the complainant(s) specifying the following:
  - a. detailed description of the violation(s) including the date, time, place, circumstances, and the names of witnesses to the alleged incident;
  - b. name(s) of the organization(s) involved in the alleged violation(s);
  - c. name(s) of the individual(s) involved in the alleged violation(s); and
  - d. name(s), address(es), and phone number(s) of the complainant(s).
2. The Director of University Centers will promptly forward a copy of the complaint to the chair of the Student Organizations Committee.
3. The chair of the Student Organizations Committee, in consultation with the Director of University Centers, shall file a formal complaint seeking discipline of the recognized student organization. The complaint shall be filed with the Student Organizations Committee.

Note: The Student Organizations Committee shall serve as a hearing body to recommend to the Chancellor findings of fact, conclusions and disciplinary sanctions. The Student Organizations Committee shall adopt hearing procedures that provide the complainant(s), organization(s) subject to complaint, and the Student Court with opportunities to be heard.

4. The chair of the Student Organizations Committee, in consultation with the Director of University Centers, may at any time resolve a complaint by mutual agreement with the recognized student organization for the imposition of discipline; the agreement must be confirmed by the chancellor before it becomes effective.

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## REMOVAL OF A MEMBER

If it is deemed a member fails to uphold the bylaws of the organization, a notice of concern may be submitted to the adviser. After approval from the adviser, all members must vote and a  $\frac{2}{3}$  majority will decide the outcome. If the member is voted to be removed, the notice will be given to the Student Organizations Committee. The Student Organizations Committee will review the notice of concern and decide if the member is removed.

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## DEFINITIONS OF SEXUAL ASSAULT

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### LEGAL DEFINITIONS OF SEXUAL ASSAULT IN THE STATE OF WISCONSIN

**First Degree Sexual Assault:** Whoever does **ANY** of the following is guilty of a Class B felony.

- (a) Has sexual contact or sexual intercourse with another person without consent of that person and causes pregnancy or great bodily harm to that person.
- (b) Has sexual contact or sexual intercourse with another person without consent of that person by use or threat of use of a dangerous weapon or any article used or fashioned in a manner to lead the victim reasonably to believe it to be a dangerous weapon.
- (c) Is aided or abetted by one or more persons and has sexual contact or sexual intercourse with another person without consent of that person by use or threat of force or violence.
- (d) Sexual intercourse or sexual contact, with or without consent, with a person under the age of 13.

**Second Degree Sexual Assault:** Whoever does **ANY** of the following is guilty of a Class C felony.

- (a) Has sexual contact or sexual intercourse with another person without consent of that person by use or threat of force or violence.
- (b) Has sexual contact or sexual intercourse with another person without consent of that person and causes injury, illness, disease, or impairment of sexual or reproductive organ, or mental anguish requiring psychiatric care for the victim.
- (c) Has sexual contact or sexual intercourse with a person who suffers from a mental illness or deficiency which renders that person temporarily or permanently incapable of appraising the person's conduct, and the defendant knows of such condition.
- (d) Has sexual contact or sexual intercourse with a person who is under the influence of an intoxicant to a degree which renders that person incapable of appraising the person's conduct, and the defendant knows of such condition.
- (e) Has sexual contact or sexual intercourse with a person who the defendant knows is unconscious.
- (f) Is aided or abetted by one or more other persons and has sexual contact or sexual intercourse with another person without the consent of that person.

**Third Degree Sexual Assault:** Sexual intercourse with a person accomplished without the consent of that person. Third degree assault is a Class G felony.

**Fourth Degree Sexual Assault:** Any sexual contact with a person without the consent of that person. Fourth degree sexual assault is a Class A misdemeanor.

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#### LOCATION OF ASSAULT DEFINITIONS

**On campus:** (a) any building or property owned or controlled by an institution of higher education within the same reasonably contiguous geographic area of the institution and used by the institution in direct support of, or in a manner related to, the institution's educational purposes, including residence halls; and (b) property within the same reasonably contiguous geographic area of the institution that is owned by the institution but controlled by another person, is used by students, and supports institutional purposes (such as a food or other retail vendor).

**Non-campus:** (a) any building or property owned or controlled by a student organization recognized by the institution; and (b) any building or property (other than a branch campus) owned or controlled by an institution of higher education that is used in direct support of, or in relation to, the institution's educational purposes, is used by students, and is not within the same reasonably contiguous geographic area of the institution.

**Public property:** All public property that is within the same reasonably contiguous geographic area of the institution, such as a sidewalk, a street, other thoroughfare, or parking facility, and is adjacent to a facility owned or controlled by the institution if the facility is used by the institution in direct support of, or in a manner related to the institution's educational purposes.

**Other:** Although it is not required by UW System to report those assaults that took place in any other geographic areas than those outlined above, the Office of Student Life would like to continue gathering statistics for any assault that is reported – please be as specific as possible regarding location.

## APPENDIX A

This form is designed to help advisers and student officers determine a clear role for advisers in matters pertaining to student organizations.

**Directions:** The adviser and each officer should respond to the following items, meet to compare answers, and discuss any differences. For any items, which are determined not to be the responsibility of the adviser, it would be valuable to clarify which officer will assume that responsibility. For each statement, respond according to the following scale:

1=Essential for the adviser      2=Helpful for the adviser to do      3=Nice, but they don't have to  
4=Would prefer not to do      5=Absolutely not an adviser's role

1. Attend all general meetings. \_\_\_\_\_
2. Attend all executive committee meetings. \_\_\_\_\_
3. Store all group paraphernalia during the summer and during the transition of officers. \_\_\_\_\_
4. Keep official file in their office. \_\_\_\_\_
5. Attend all other organizational activities. \_\_\_\_\_
6. Inform the group of infraction of its bylaws, codes and standing rules. \_\_\_\_\_
7. Explain university policy when relevant to the discussion. \_\_\_\_\_
8. Keep the group aware of its stated objectives when planning events. \_\_\_\_\_
9. Help the president prepare the agenda before each meeting. \_\_\_\_\_
10. Mediate interpersonal conflicts that arise. \_\_\_\_\_
11. Serve as a parliamentarian of the group. \_\_\_\_\_
12. Be responsible for planning a leadership skill workshop. \_\_\_\_\_
13. Speak up during discussion. \_\_\_\_\_
14. State perceptions of their role as adviser at the beginning of the year. \_\_\_\_\_
15. Let the group work out its problems, including making mistakes. \_\_\_\_\_
16. Assist organization by signing forms only. \_\_\_\_\_
17. Insist on an evaluation of each activity. \_\_\_\_\_
18. Take the initiative in creating teamwork and cooperation among officers. \_\_\_\_\_
19. Speak up during discussion when they have relevant information or feels the group is making a poor decision. \_\_\_\_\_
20. Let the group thrive or decline on its merits; do not interfere unless requested to do so. \_\_\_\_\_
21. Take an active part in formulation of the creation of group goals. \_\_\_\_\_
22. Represent the group in any conflicts with members of the University staff. \_\_\_\_\_
23. Indicate ideas for discussion when they believe they will help the group. \_\_\_\_\_
24. Be familiar with University facilities, services, and procedures for group activities. \_\_\_\_\_
25. Be one of the group except for voting and holding office. \_\_\_\_\_
26. Recommend programs and speakers. \_\_\_\_\_
27. Request to see the treasurer's books at the end of each semester. \_\_\_\_\_
28. Take an active part in the orderly transition of responsibilities between old and new officers. \_\_\_\_\_
29. Check the secretary's minutes before they are distributed. \_\_\_\_\_
30. Cancel any activity when they believe it has been inadequately planned. \_\_\_\_\_

## APPENDIX B: ADVISER/STUDENT EVALUATION AND FEEDBACK TOOL

Please take 15-20 minutes to share your thoughts on the questions and statements listed below. Your feedback is valuable to my professional development.

Please use a scale of 5-1 to rate your answers, 5 being the best score.

- |   |           |
|---|-----------|
| 1. I am satisfied with the amount of time our adviser spends with our group.<br>Comments:         | 5 4 3 2 1 |
| 2. I am satisfied with the quality of time our adviser spends with our group.<br>Comments:        | 5 4 3 2 1 |
| 3. I am satisfied with the amount of information our adviser shares with our group.<br>Comments:  | 5 4 3 2 1 |
| 4. I am satisfied with the quality of information our adviser shares with our group.<br>Comments: | 5 4 3 2 1 |
| 5. Our adviser is familiar with the goals of our group.<br>Comments:                              | 5 4 3 2 1 |
| 6. Our adviser advises our group in a way consistent with our goals.<br>Comments:                 | 5 4 3 2 1 |
| 7. Our adviser adjusts their advising style to meet our needs.<br>Comments:                       | 5 4 3 2 1 |
| 8. Our adviser is a good listener.<br>Comments:   | 5 4 3 2 1 |
| 9. Our adviser understands the dynamics of our group.<br>Comments:                                | 5 4 3 2 1 |
| 10. Our adviser role models balance and healthy living.<br>Comments:                              | 5 4 3 2 1 |
| 11. Our adviser challenges me to think.<br>Comments:  | 5 4 3 2 1 |
| 12. Our adviser allows me room to make and execute decisions.<br>Comments:                        | 5 4 3 2 1 |

Additional Comments (use the back of this sheet if necessary):

**APPENDIX C: EVENT REPORT**

**Event** \_\_\_\_\_ **Date** \_\_\_\_\_ **Time** \_\_\_\_\_

**Location** \_\_\_\_\_ **Coordinator(s)** \_\_\_\_\_

**Area of Focus** \_\_\_\_\_

**Attendance (total)** \_\_\_\_\_ **Attendance (Specifically Targeted Students)** \_\_\_\_\_

**Cost (total)** \_\_\_\_\_ **Cost (from Budget)** \_\_\_\_\_ **Cost (to students)** \_\_\_\_\_

**Partners:** Faculty      Student Government      Student Leadership      Housing      Other

**Description of Event:**

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**SWOT Analysis**

- What are the Strengths of the event?      → What are the Opportunities you had?
- What are the Weaknesses of the event?      → What were the Threats to your success?

Strengths	Weaknesses
Opportunities	Threats

How does this program enhance the academic environment at UWL?

*Keep in mind: faculty involvement, intellectual peer dialogues, academic support services, and academic wellness*

How does this program enhance the general social environment at UWL?

*Keep in mind: community expectations, community development, peer to peer connections, etc.*

How is this program inclusive of all members at UWL?

*Keep in mind: issues related to gender, religion, race/ethnicity, ability, class, and sexuality*

How do you feel this event went?

What would you do differently?

How did you utilize Partners in the event process?

Would you recommend this event to next year’s Chair? Why?

Other comments?

## APPENDIX D: WAYS TO RECOGNIZE VOLUNTEERS

These are suggestions on how to recognize your volunteers. Showing your appreciation will make them feel valued and a part of the team.

- Have a volunteer suggestion box.
- Treat to a coffee, soda, ice cream, etc.
- Send a birthday, anniversary, or other special occasion card.
- Arrange for discounts.
- Have an annual recognition event.
- Have a Volunteer of the Month and post picture with bio in visible area.
- Have informal socials.
- Award plaques
- Give additional responsibility.
- Involve them in planning and organizing an event or activity.
- Nominate them for awards.
- Send their information to a local newspaper for an interest story.
- Acknowledge them by saying “Hello”, “Good Morning”, etc.
- Take an interest in them/ask about their interests, what they did over the weekend.
- Utilize their ideas and creativity.
- Say “Thank You” you can never say it enough.
- Send impromptu Thank You notes or other fun cards.
- Give them tickets to movies, plays, etc.
- Profile them in your newsletter.
- Introduce them to fellow co-workers.
- Have nametags for them.
- Have them attend staff meetings.
- Have them train other volunteers.

*Suggested traditional roles. Groups may form other positions and responsibilities as they see fit.*

Each student organization writes its own constitution and bylaws, which should outline the basic role of each organization officer. It is solely up to the members of the organization to assign responsibilities to a specific officer. This list is intended to assist you in constitutional development and to help you answer the question, “Now that I’ve been elected, what am I supposed to do?”

Although a student organization’s constitution lists some specific positions’ responsibilities, each office should have the freedom to personalize their office. However, a good officer never forgets what the basic responsibilities are.

The roles listed below are President, Vice President, Secretary, and Treasurer. Other possible positions are Parliamentarian, Activities Director, Recruitment/Retention Director, Academic Coordinator, Liaisons, Community Service/Volunteer Director, etc.

**Role of the President**

- Presides over all meetings of the organization
- Calls special meetings of the organization
- Schedules all activities of the organization
- Obtains appropriate facilities for organization meetings and activities
- Prepares and files any required reports
- Appoints committee chair people
- Completes annual Registration Forms
- Attends the All Student Organization Meetings
- Represents organization at official functions
- Maintains contact with organization adviser(s)
- Maintains contact with organization alumni
- Maintains contact with affiliated department
- Maintains contact with national organization
- Remains fair and impartial during organization decision making processes
- Votes in cases where there is a tie
- Coordinates organization elections

**Role of the Vice President**

- Assume the duties of the President as needed
- Serve as an ex-officio member of standing committees
- Plans officer’s orientation and organizational retreats
- Coordinates organizational recruitment efforts
- Represents organization at official functions
- Remains fair and impartial during organizational decision making processes
- Coordinates organization elections

**Role of the Secretary**

- Keeps a record of all organizational members
- Keeps a record of organizational activities
- Keeps and distributes meeting minutes
- Creates and distributes meeting agendas
- Notifies all members of meetings
- Prepares organization’s events calendar
- Schedules all activities of the organization
- Obtains appropriate facilities for organization activities
- Prepares and files any required reports
- Handles all official organizational correspondence
- Manages organization office space
- Collects organizational mail
- Represent organization at official functions
- Remains fair and impartial during organizational decision making processes
- Coordinates organization elections

**Role of the Treasurer**

- Keeps all organizational financial records
- Pays organizational bills
- Collects organization dues (if applicable)
- Prepares and submits financial reports to members
- Prepares an annual budget
- Prepares all budget requests for funds
- Is familiar with accounting procedures and policies
- Coordinates fundraising drive
- Represents organization at official functions
- Remains fair and impartial during organization decision making processes

- I. Call to order - The chairperson says, "The meeting will please come to order."
- II. Roll Call - Members say "present" as their name is called by the secretary.
- III. Minutes - The secretary reads a record of the last meeting.
- IV. Officers' Reports - Officers give a report to the group when called on, usually limited to a time if necessary.
- V. Committee Reports - First are reports from "standing" committees or permanent committees, then "ad hoc" or special committees.
- VI. Special Reports - Important business previously designated for consideration at this meeting.
- VII. Old Business - Items left over from previous meetings.
- VIII. New Business - Introduction of new topics.
- IX. Announcements - Informing the assembly of other subjects and events.
- X. Adjournment - The meeting ends by a vote or general consent.

# CAMPUS PUBLICITY GUIDELINES

## UNIVERSITY OF WISCONSIN-LA CROSSE

The UW-La Crosse publicity guidelines have been developed by the Student Organizations Committee and approved through the University of Wisconsin-La Crosse Student Association. These guidelines are an administrative function of University Centers.

Campus publicity is designed to provide the university community with information that will enhance the educational environment, information that leads to greater affiliation, cultural awareness, and educational opportunities.

The university accepts no responsibility or liability for posted materials, including content. The university reserves the right to remove publicity on registered boards that does not adhere to publicity guidelines.

University Centers is charged with carrying out the publicity guidelines. Any appeals of the interpretation of or exceptions to the Campus Publicity Guidelines must be directed to the Student Organizations Committee.

Notification of infractions to any portion of the Campus Publicity Guidelines by a student, organization, or university unit should be submitted in writing to University Centers, attention Student Organizations Committee Advisor. Please review the section on violations for more information.

Questions about Publicity on Campus should be directed to The COVE Administration Desk: email [thecove@uwlax.edu](mailto:thecove@uwlax.edu), in person at 2200 Student Union, or 608-785-8866.

### 1. General Requirements for Publicity

- a. Policies and regulations for each building may vary. For clarification on building guidelines, see the Building Directors or The COVE Administration Desk, 2200 Student Union.
- b. Reservations are required for outdoor banner space.
  - i. Requests are granted on a first-come, first-serve basis and should be completed at least two weeks or more prior to the date needed. It is recommended to reserve as early as possible.
  - ii. Outdoor banner space is available on the exterior of Whitney Center (up to four banners on walkway railing), and a request must be submitted online.
- c. Residence Hall Publicity
  - i. Each Residence Hall has 1 or 2 Registered Bulletin Boards. *Posting policies on these boards are the same as other Registered Bulletin Boards on campus.*
  - ii. Publicity from any group or student organization outside of Residence Life will be limited to the Registered Boards only. Residence Life Staff will not post fliers from outside organizations in their community.

### 2. General Publicity Information

- a. Sponsoring organizations are responsible for posting and removal of their own publicity following the event.
- b. Publicity must be for activities or events open to the campus community or for information that enhances the educational campus environment.
- c. All publicity must feature the event being advertised. The event must be visually prominent in comparison to non-university or commercial logos, pictures, etc. advertising other products.
- d. All publicity should include the name of the sponsoring organization, contact person, date and time of event, department, or business.
- e. Any publicity that may go against the educational mission of the university (i.e. racist, degrading, and/or potentially offensive) is not allowed.
- f. Publicity must not interfere with the normal flow of traffic.

- g. Advertising of alcohol or drug related sponsors is not allowed, unless special approval is given through University Centers. Publicity that encourages the abuse or excessive consumption of alcohol is prohibited.

### 3. Required Information – General Use and Registered Publicity

- a. All materials must be computer generated or of comparable quality. NO hand drawn artwork, sketches, or pictures will be registered.
- b. The name of the sponsoring university organization, department, contact information, or business must appear on publicity.
- c. All publicity should contain the date, time, contact information, and location of the event, and any other descriptive information.

### 4. Publicity Locations

- a. Fliers can **only be posted on bulletin boards** designated by the director of each university building. A listing of building directors and locations of registered and general use bulletin boards is included on the last page of the guidelines.
- b. Digital Sign advertisements can be approved for placement on TV Monitors in the following locations:
  - Whitney Center - Main Dining Room (3), Chars (1), Convenience Store (1)
  - Student Union - The U (throughout the building)
  - Campus-wide building locations – Centennial Hall, Center for the Arts, Graff Main Hall, Mitchell Hall, Morris Hall, Murphy Library, and Wimberly Hall
- c. Outdoor banner space is available on the exterior of Whitney Center (up to four banners on walkway railing), and a request must be submitted online.
- d. Publicity is prohibited at outdoor locations including on trees, light poles, garbage cans, fences, exterior walls and the Hoeschler Clock Tower. Exceptions are outdoor designated bulletin boards, banners, and chalking locations.
- e. Publicity is prohibited on windows, ceilings, walls, lights, doors, mirrors, bathroom stalls, backs of chairs, etc. of all university buildings, unless authorized by the building director of that building.
- f. Publicity is prohibited from being distributed in classrooms, including being placed on desks and chairs.
- g. Directional or informational publicity for an event is acceptable on interior walls with prior registration from University Centers. This publicity must be removed within two hours following the event being advertised. Please contact Reservations for additional signage.

### 5. Violations

- a. Materials found in violation of the publicity guidelines will be removed and the sponsoring organization or department will be contacted according to the following procedures:
  - i. First violation – a letter will be sent to the organization, explaining the violation with a copy of the policies.
  - ii. Second violation – a letter to the organization’s chief officer or adviser, or both. (In the case of a department, to the chairperson and possibly the appropriate dean.)
  - iii. Third violation – will result in written notification to the organization and adviser, or the department, that posting privileges on campus have been revoked for the remainder of the semester in which the infraction occurs.
  - iv. Fourth violation – organization will receive written notification of the violation and a referral to the Student Organizations Committee, and, where appropriate, to the Student Court. In addition to any action which might be taken against individuals referred, the Student Organizations Committee may consider the revocation of recognition of the organization involved, and take such action as is deemed appropriate.

## 6. Bulletin Boards/Fliers

### a. General Information

- i. Bulletin boards are primarily for posting fliers/handbills/posters with a maximum size of 22" x 28".
- ii. Publicity larger than 8-1/2" x 14" must be hung from the bottom of the unregistered boards.
- iii. Publicity on both types of boards may be posted for any length of time within the same semester. Class posters will need to be removed following the drop date deadline.
- iv. **\*\*Only one flier per board is allowed.**
- v. Fliers can be attached to bulletin boards using thumbtacks or masking tape. No staples or transparent tape may be used.
- vi. Posting over/defacing other fliers is prohibited.
- vii. All boards are cleared at the end of each semester.

### b. Registered Boards

- i. Provided for publicity of university groups sponsoring campus events, activities, and education.
- ii. Identified by an orange sign at the upper left corner of the board reading "Registered Publicity Only."
- iii. Fliers must be stamped "Registered" by University Centers or include a graphics logo to indicate approval for registered boards. A copy will be kept on file by University Centers.

**(1) Register fliers at The COVE Administration Desk, 2200 Student Union or for a digital stamp contact [covegraphics@uwlax.edu](mailto:covegraphics@uwlax.edu).**

### c. Unregistered Boards – general use (must abide by all general publicity guidelines)

- i. Provided for general publicity of interest to the university population.
- ii. Examples of unregistered publicity include buy, sell, rent, and non-university items.
- iii. Boards have a yellow identifying sign at the upper left corner, reading "General Use Bulletin Board."
- iv. Items are not required to be stamped.
- v. Boards are cleared of undated and outdated material on a regular basis.

## 7. Digital Sign Advertisements - see the Digital Sign Information website for instructions for both Whitney/UWL Student Union and campus wide buildings: <https://share.uwlax.edu/Account/Login/?ReturnUrl=%2fdigital-sign>

## 8. Digital Slides will not be approved unless your event is posted on your organization's events page on [MyOrgs](#).

- a. Publicity advertisements can be in the form of an individual PowerPoint slide formatted for 20" width x 11.25" height in the page setup. Submit the PowerPoint file to: [Share.uwlax.edu](https://share.uwlax.edu)
  - i. Log in with your Net ID and Password and follow the instructions
- b. If using another graphics software program to create your slide, send it in the horizontal (landscape) format, 20" width x 11.25" height with a minimum 150 dpi resolution as a JPEG or PNG file.
- c. The PowerPoint slide must feature all of the event information including sponsor(s) name and contact information.
- d. The electronic advertisement (slide) must be received in University Centers ([share.uwlax.edu](https://share.uwlax.edu)) prior to the start date.
- e. The slide is displayed for only 10 seconds, make certain those viewing can read it in this time. (Slides may also be viewed on campus for [Whitney Center and Student Union](#) or [Academic Buildings](#)).
- f. Check carefully for typos before submitting a slide.
- g. The slide can remain on TV Monitors for up to 10 days with a two-week break in between if the slide is requested to run again.

## 9. Fliers & Handbills

- a. Handbills - materials that are 4-1/4" x 5-1/2" or smaller may be distributed individually with the proper University Reservations approval.
- b. May NOT be distributed in any confined space or left on any tables in any buildings (dining halls, lounges, classrooms, building entrances, or taped on backs of chairs, etc.)
- c. May not be slipped under doors in the residence halls or stuffed in mailboxes. (Contact the Office of Residence Life for distribution information).
- d. Placing handbills on cars in UWL parking lots is prohibited.
- e. Sponsoring organizations are responsible for picking up any fliers or handouts that may be dropped by those receiving them.

## 10. Outdoor Banners

- a. Outdoor Banner requests and space can be reserved by using the [online form](#).
- b. Banner requests must be submitted at least 21 days prior to date needed.
- c. All Banners will be made by University Centers COVE staff and cannot be reused.
- d. Banners may not be longer than 5-1/2 feet.
- e. Banners cannot be up more than seven days.
- f. Banners must be removed by the sponsoring organization within 24 hours after an event. Banners can be taken to The COVE Administration Desk, 2200 Student Union, for recycling if the organization does not want to keep.

## 11. Chalking & Painting

- a. Indoor Chalking
  - i. Not allowed on chalkboards/whiteboards located in the front of classrooms.
  - ii. Color chalk is prohibited on chalkboards.
  - iii. Permission from the building director is required prior to chalking side chalkboards/whiteboards in classrooms.
- b. Outdoor Chalking
  - i. Permissible on sidewalks only.
  - ii. Must be at least 20 ft. from an entrance of a building
  - iii. Prohibited near entrances, under overhangs of entrances, and on all university structures.
  - iv. Spray chalk is prohibited.
- c. Painting
  - i. Painting with permanent or temporary paints is not permitted at any time.
  - ii. Painting of snow using spray bottles and colored water is permitted.

## 12. Solicitation

- a. University facilities, including lounges, offices, and classrooms, may not be used for solicitation of university faculty, staff, and students by organizations.

### 13. Political Campaigning and Elections

- a. Publicity privileges will be granted to persons who are bona fide candidates (fully satisfied all criteria to be listed on the official ballot) for election to public offices (campus, city, county, state, or federal).
- b. Equal campaign opportunities will be afforded to all candidates.
- e. Policies and procedures for campaigning in the residence halls may be found in the following link: [Campaigning in the residence halls.](#)
- d. The candidate and/or the candidate's organization are responsible for distribution and removal of all publicity distributed on behalf of the candidate.
- e. All publicity must include "authorized and paid for by" or "AAPFB" and the last name of the candidate's campaign committee that has authorized and paid for the advertisement. Contact phone number is permitted.
- f. Individual campaigning information may be advertised on the UWL campus through, the use of unregistered boards, TV Digital ads (Whitney Center and the Student Union only), handbills distributed at accepted locations, and chalking.
- g. There shall be no campaigning or campaign literature within 100 feet of any designated polling place.
- h. Digital Sign advertisements (Whitney Center and the Student Union only) for political candidates for campus elections must include: the name of the candidate/candidate's organization; dates, times, and locations of voting on campus; "authorized and paid for by" or "AAPFB" and last name of the candidate's campaign committee which has authorized and paid for advertisement.

### 14. Publications

- a. Free publications may be distributed on campus after approval is granted by each Individual Department or Building Manager.

### 15. Disability Access Statement

- a. The Office of Affirmative Action and Diversity is strongly encouraging the university community to adhere to the following Disability Access Statements.
- b. When planning conferences, events, and activities, designate a representative from your organization to be responsible for handling requests for accommodations. You may call Disability Resource Services at 785-6900 for assistance with arranging and implementing accommodations.
- c. In registration brochures, invitations or fliers use the following access statement: **"To request disability accommodations** (accessible seating, interpreting, closed captioning, FM systems, etc.), **contact** (name, organization, address, phone number.)"
- d. Publications such as organization bulletins, program brochures, schedule, newsletters, and instructional publications must be provided in alternative formats (Braille, large print, tape, electronic) upon request.
- e. In these publications use the following statement: **"This publication/material is available in alternative formats upon request. Please contact** (name, organization, address, phone number)."

NOTE: A LISTING OF REGISTERED AND GENERAL USE BULLETIN BOARDS MAY BE FOUND AT:

<https://www.uwlax.edu/globalassets/offices-services/university-centers/cove-media/19-20-bulletinboardslist.pdf>

[Approved by Student Org Committee](#)