Student Organization Leadership Retreat

Welcome to SOLR!

Back to Basics

Student Organization Leadership Retreat

Autumn Fourkiller – 2016 -17 SGA Executive Assistant
Dr. Brent Marsh – Vice President for Student Affairs
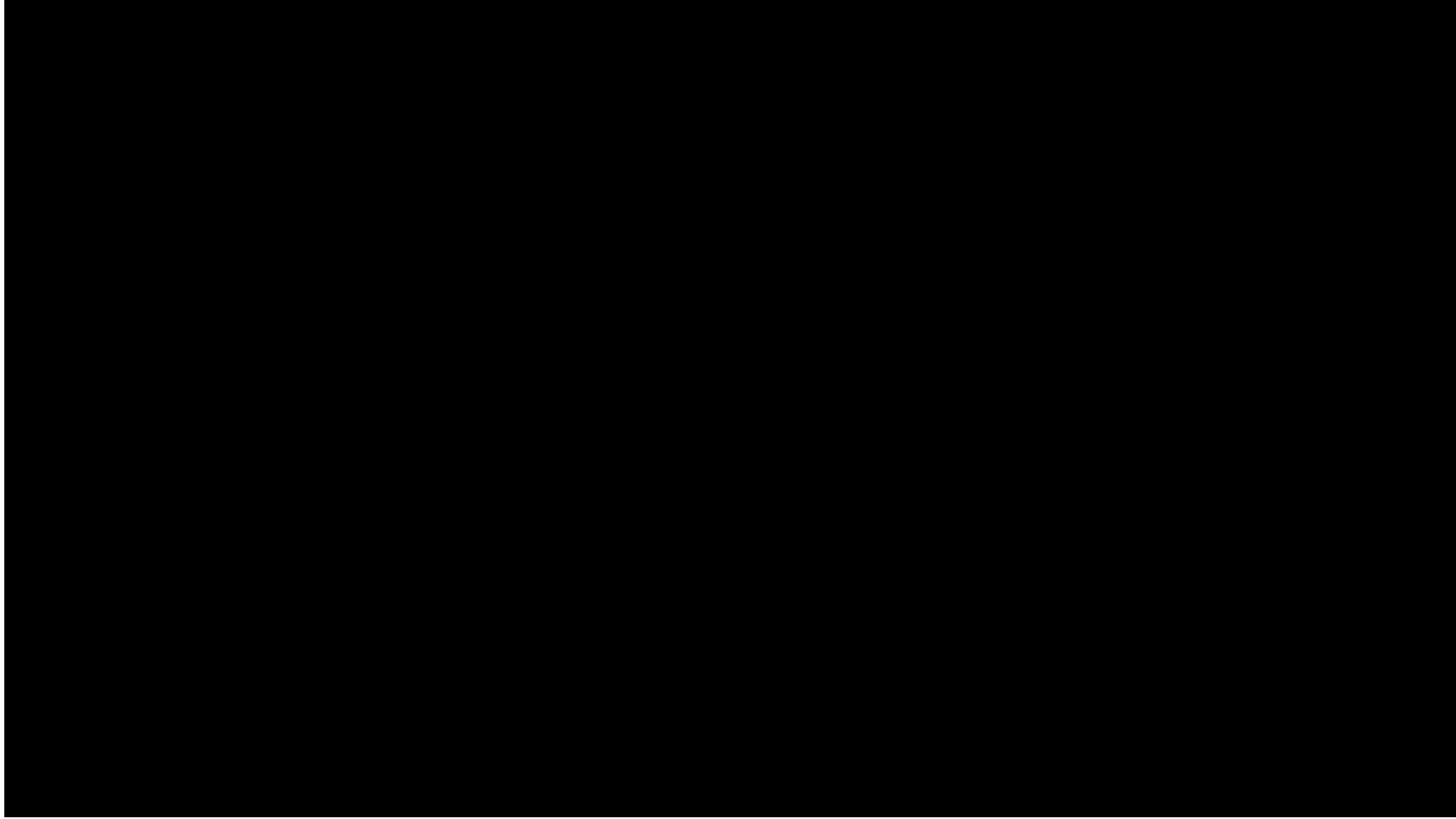
Session Overview

- The Big Picture
- Getting Started
- Meetings
- Communication
- Maintaining Momentum

The Big Picture

Important Questions:

- What is your purpose as an organization?

- What do you do?

- What are your goals?

- What will your organization accomplish?

Meetings, Meetings, Meetings

Setting the Agenda, Avoiding "Death by Meeting," Parli Pro or No?, and the Event Calendar

Communication (The Good Kind)

- Using your SGA Rep
- Effective communication with your members
- Utilizing your advisor
- Staying connected with Student Affairs and Student Activities

- AND, The Great Group Chat Debate of 2016.

Getting Started

- Holding Elections (Your How To Guide)
- Fall Game-Plan – Retreats, Summer Meetings, and Proactive Planning
- Starting the Semester right – Beginning of the Year Events
- First Meeting

Maintaining Momentum

- Partnering with other organizations
- Community involvement
- Stuck? Reach out for help!

By: Brock Crawford

Principles of Goal Setting

- Why Goals Are Important?
- Goal Setting 101
- Four Key Questions to Ask
- Dreams vs. Goals

READY, SET, GOAL

What is a goal?

- A goal is something you would like to achieve.

What is the purpose of goal setting?

- Goals give you direction and keep you focused on where you want to end up.

Why Goals are Important?

Dream + Action Steps + Target Date = Goal

Goals provide direction, a sense of accomplishment and
they define your growth and development.

1. **Roadmaps** - You would drive to Los Angeles without one?

2. **Recipes** – Would you make the Thanksgiving dinner without them?

Why go through life without goals?

**Goals are your roadmap
for a successful education and life.**

READY,
SET,
GOAL

Questions to Ask!

What are some things you hope to achieve in the next few weeks or months?

What are some things you hope to achieve in the next few years?

Types of Goals

Short-Term:

- Goals that can be accomplished in the near future (within a few weeks or months)

Long Term:

- Goals that are more far-reaching and take longer to achieve (a year or more)

Types of Goals

Fixed

- Goals with an outcome that is based on a specific date/time

Flexible

- Goals that have an outcome, but no time limit

Goal Setting 101

Clearly <u>define the challenge</u> facing you. What issue, problem or desire
are you trying to change or achieve?

<u>Examples of misguided challenge definitions:</u>

Low grade in class – Teachers fault vs. lack of effort on your part?

"**I'm Bored!**" – Too much TV time vs. joining a club or organization.

Goal Setting 101

- It is very important to write down your Goal, Action Steps and Target Date

  - Use the positive, action-oriented words –
  I can and *I will* in your goal statement and
  with your action steps

    - Read your goal every day

      - Stretch your abilities

The **Four Key Questions**

Establish your goals by answering these questions:

1.   **Challenge**   **Why do I want it?**
   Define the desire or challenge facing you.

2.   **Goal**   ***What do I want?***
   Write down the goal you want to achieve.

3.   **Action Steps**   **How will I get it**?
   Your specific action plan to reach your goal.

4.   **Target Dates**   **When do I want it?**
   The completion date to reach your goal.

READY, SET, GOAL.

Dreams vs. Goals

Goal Setting is like shooting an arrow.

You may want to hit the target, but

if you don't take action – shooting the arrow –

you only have a dream.

The difference between a

dream and a goal is ACTION.

Realistic vs. Unrealistic Goals

Setting unrealistic goals can lead to feelings of failure, lowered self-image, and lowered self-esteem

What makes goals unrealistic?

- Untimely
- Requiring unavailable resources
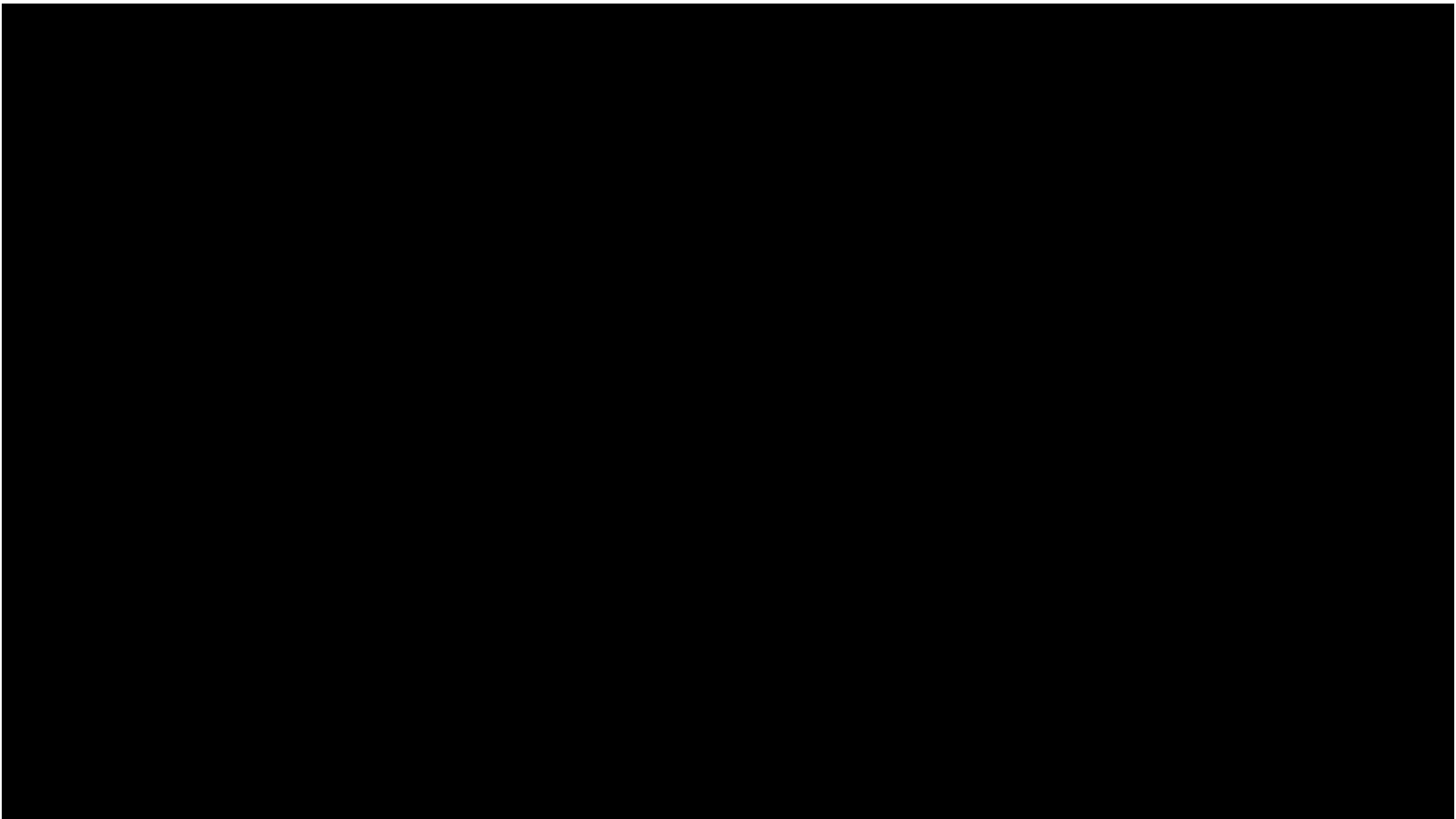- Too generally written

Why Goals Fail

- The goal was not written down.

- Rewards for achieving the goals were not given.

- The goal was unrealistic or not specific enough.

- The goal is not really believable or little commitment exists.

- Keep changing or switching goals with the weather.

- The person who set the goal has not told anyone else for added accountability.

- The goal was not incorporated into a realistic plan that includes measurements, timelines and resources.

Specific	Measurable	Achievable	Relevant	Timed
S	**M**	**A**	**R**	**T**
G	O	A	L	S

READY, SET, GOAL

Student Organization Leadership Retreat

How have you approached goal setting in the past? Has it been successful?

Do you think that approaching goal setting is more effective in the 'DUMB' or 'SMART' model? Why?

This is *your* life!

Y*our* goals!

Y*our success*!

Goal = Dream + Action Steps + Target Date

RECRUITMENT

STUDENT ORGANIZATION LEADERSHIP RETREAT

April 22, 2017

Sean Tyler – 2016-17 SGA Senate Floor Leader &

2017-18 SGA Vice President

Dr. Brent Marsh – Vice President for Student Affairs

Accessibility Translation: Image of three red grapes

G IS FOR GROWTH

- Definition: Having opportunities to increase your skills and competencies, personal skill development opportunities, becoming more competent, experienced, and confident.

- As your organization grows, get organized and stay organized. Most students will not stick with organizations that appear to have disorganized leaders or members that seem unsure of the plan/direction.

- Make sure everyone involved in your organization is:
  - *Aware of and committed to the recruitment process*
  - *Prepared to answer questions*
  - *Comfortable talking about the organization to prospective members*

- It is the entire organization's responsibility to recruit new members, so work as a team to accomplish membership and recruitment goals.

- ORGANIZATION ACTIVITY: Develop an elevator speech about your organization!
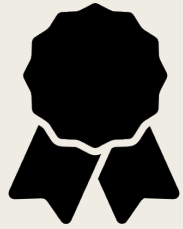
R IS FOR RECOGNITION

- <u>Definition:</u> Gaining respect from others you admire, receiving recognition and praise for a job well done, receiving feedback on your work within the organization.

- Recognition is a great way to continue the on-going process of recruitment:
  - *For example, if your organization gets involved in Intramurals, that is a recruitment and image development opportunity.*
  - *For example, if your co-sponsor or collaborate on a program with another group or participate in a community service opportunity with other non-members, that is a recruitment and image development opportunity.*

- Use those opportunities to educate people about your organization!

- Work to make your organization's name a "household word."

- <u>ORGANIZATION ACTIVITY:</u> Identify all the other organizations your members also participate in! This will help you identify other areas of influence and direct your recruitment efforts.

A IS FOR ACHIEVEMENT

- **Definition:** A sense of 'team' achievement is important. Healthy organizations make sure that everyone feels as if they contributed to the success of the organization. It is important to realize that everyone has contributed and shares in the feeling of accomplishment.

- If you are finding it difficult to recruit and retain members to your organization, start by asking "Why?"
    - *What is it about the organization that makes it unappealing?*
    - *Remember to not just look externally for reasons*
        - i.e. "Everyone is too busy" or "they need to spend more time on their studies."
        - Challenge yourself to take a look INTERNALLY

- Remember, students join motivated organizations with:
    - *Goals, a vision, an action plan!*

- **ORGANIZATION ACTIVITY:** Ask your current members to evaluate your organization in the following areas:
    - *A sense of purpose, internal communication, growth & development opportunities, team building/cohesive membership, member participation, recognition*
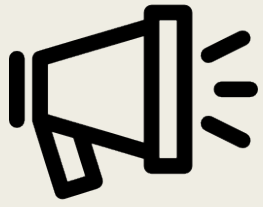
P IS FOR PARTICIPATION

- **Definition:** Planning and scheduling work, given the opportunity and being allowed to make or contribute in important decision making, being "active," not just a member.

- Recruitment is not one person's job – make sure everyone participates!
  - *One person may need to coordinate efforts, but EVERYONE should be responsible for maintaining and sustaining membership*

- Your recruitment campaign with your members should include:
  - *Specific techniques and tasks to be accomplished*
  - *A timeline*
  - *An indication or who will be responsible for completing each task*

- ORGANIZATION ACTIVITY: Develop a recruitment campaign!
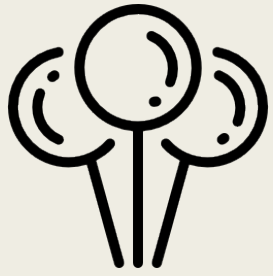
E IS FOR ENJOYMENT!

- Definition: Having fun, working as part of a team, feeling a part of something important

- Make sure your group is worth the time to join.
  - *As a new member, is there something to do that can give that member a sense of accomplishment?*
  - *Is the only way to be actually be "active" in your organization by being an officer?*
    - Empower your members, give them responsibility, create opportunities to practice their leadership skills

- Create a positive and welcoming environment
  - *Know your members names!*

- Know your members needs.
  - *Don't rely on email – personal contact is important!*

STRATEGIES

Guerrilla Marketing

Attend Recruitment Programs

Special Welcome Meeting
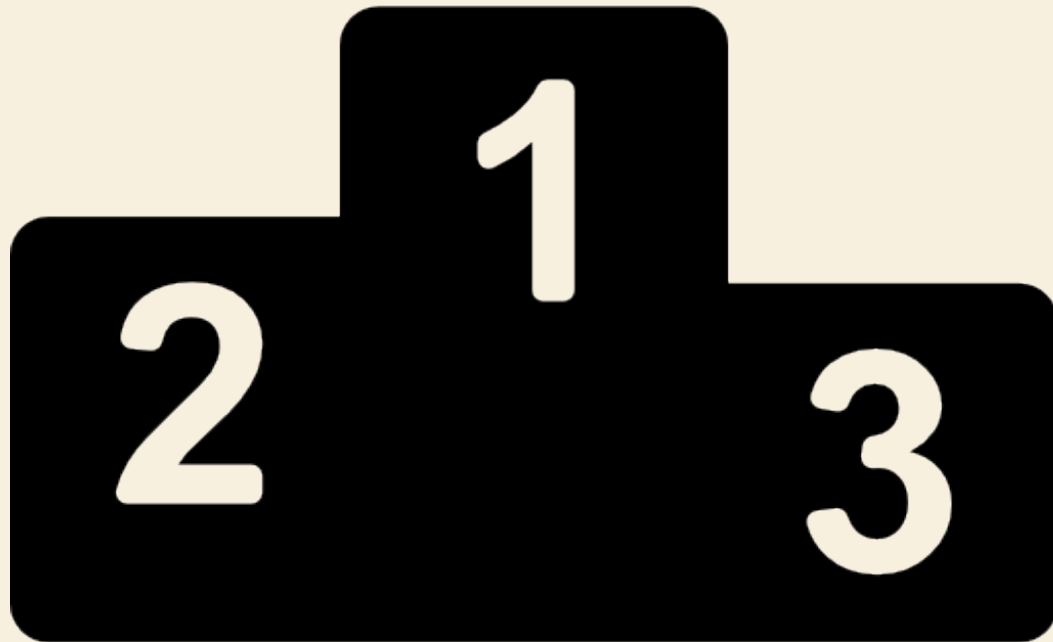
Attend SGA Meetings

Branding

Accessibility Translation: Thought bubble with a question mark inside in

MOTIVATING YOUR MEMBERS

STUDENT ORGANIZATION LEADERSHIP RETREAT
APRIL 22, 2017

THE RULE OF THIRDS

EVERY college student organization is divided into thirds.

The top third does all of the work.

Bottom third members drive bottom third members crazy.

Where do top third members focus their time and energy?

THEY MIGHT HAVE SERVED IN SOME MINOR LEADERSHIP CAPACITY.

THEIR LEVEL OF INVOLVEMENT MIGHT HAVE CHANGED FROM YEAR TO YEAR.

THEY MIGHT BE A STUDENT OF COLOR.

THEY MIGHT BE AVOIDING A PARTY ATMOSPHERE.

THEY MIGHT BE WORKING A LOT ON CAMPUS.

THEY MIGHT HAVE FAMILY RESPONSIBILITIES AT HOME.

But, they show up.

WHO IS THE MIDDLE THIRD?

HOW DO WE MISS THEM?

- Their identity isn't directly or critically linked to their involvement.
- They don't automatically volunteer for leadership roles.
- They don't seek recognition, praise, or attention.
- They don't offer a ton of opinions, but also don't criticize.
- They identity with some – but not all – aspects of the organization.
  - They may love playing intramurals, but hate the meetings.
  - They may like volunteering, but dislike large group events.
- They have to balance their priorities. So, sometimes your organization is going to lose.
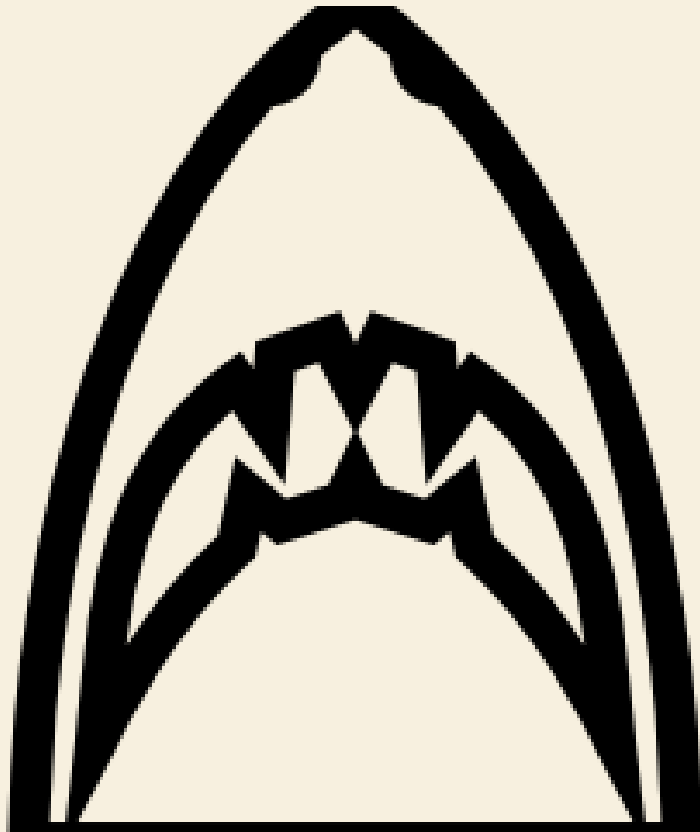
- Surprises

- Drama
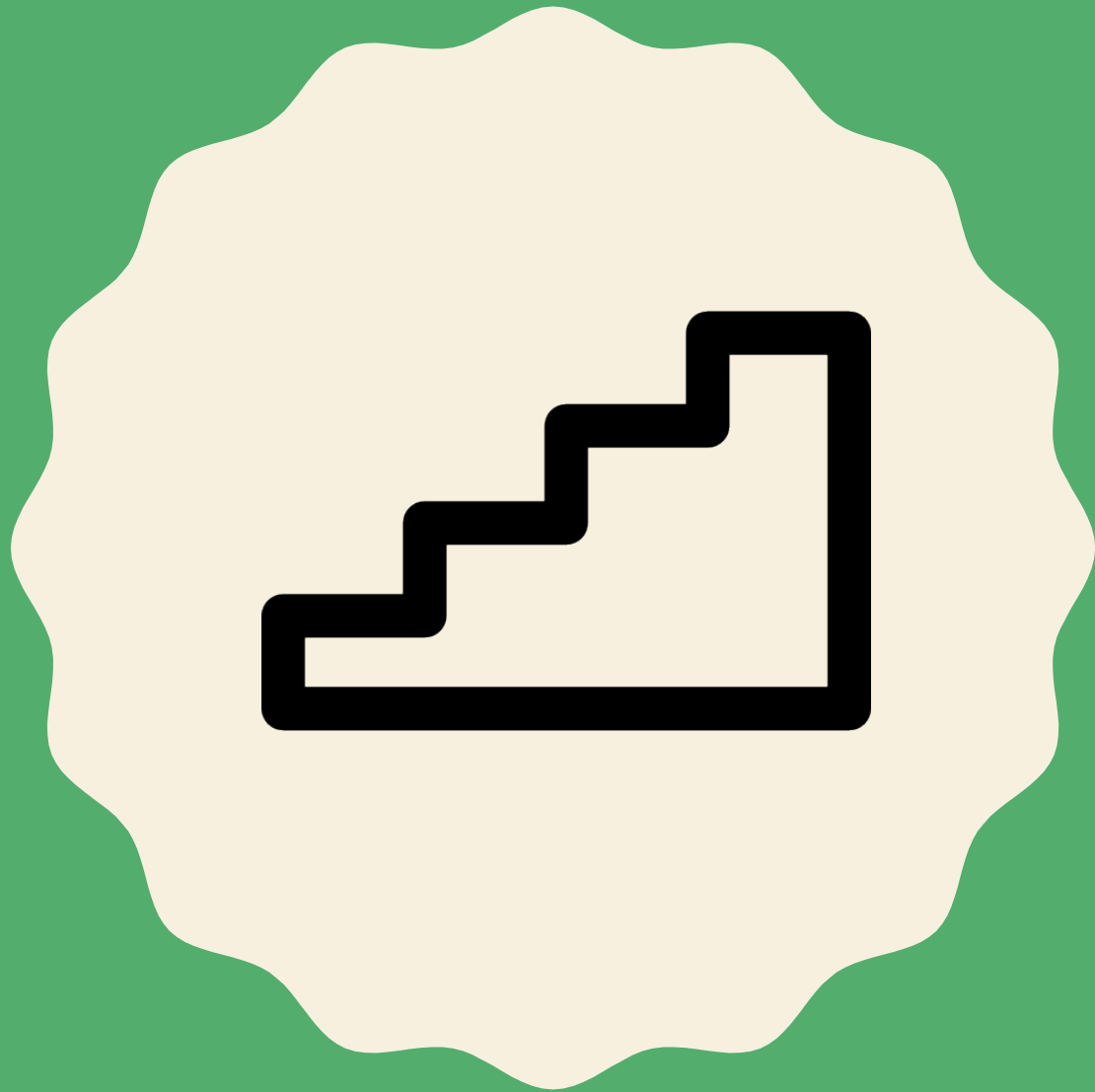
- Vagueness

NOT ASKING.

HOW DO WE DRIVE THEM AWAY?

LET'S TALK ABOUT THE BOTTOM THIRD.

LET IT GOOOO

THE BOTTOM THIRD STRATEGY

NEXT STEPS

1. Take a list of your current members and divide it into thirds.
   – Who are the most engaged and do a ton of work?
   – Who are the bottom third who demonstrate weak commitment?
   – Who falls in the middle?
2. Look at each name you've marked as a middle third member. Ask:
   – What are some positive ways this member contributes?
   – What other priorities does this person have in their life?
   – What are some creative ways you can reduce the stress your middle member feels when the priorities conflict?
3. Identify the parts of the organization that each middle members seems to enjoy or love. Look for ways to give them more of what they love and less of what they don't like.
4. What is a chronic issue that faces your group? How could you approach that issue in a new way using the Middle Third Strategy?
5. What are some specific tasks that would appear to middle third members?

1. What can the officers/top-third members do to more effectively solicit feedback, involvement and buy-in?

2. Analyze the tension that exits between the top third and the bottom third. What is the most common source of negativity?

3. What 5 -7 minimum standards could you make part of your Good Enough Member list?

4. When a new member joins your group, how can you best determine whether they will become a top, middle, or bottom third?

   - Is there a certain group whose commitment level drops? Why is this happening?

5. How do you make your top third members feel appreciated for the work they do?

6. How do your meetings currently play to the worst impulses of your top third members? Are there things you could do differently to appear to middle third?

Utilizing Your Campus Resources

What Resources are Available?

- University Departments
- Local Claremore Community
- Local Businesses
- Other On Campus Organizaitons
- Student Government Association
- Campus Activities Team

What Resources Can they Provide?

- Volunteers
- Supplies
- University Funds
- Monetary Donations
- Sponsorships
- Space on or of Campus
- More participation at your event
- Room for relationship building

Why is this important?

- Builds relationships for future growth
- Helps with possible cost of the event
- Helps to grow your fundraising skils
- Helps your leadership in working with others
- Helps to accomplish your goals

Look Online

- There are plenty of free resources online that can be used to help out your student organization.

It never hurts to ask!

EVENT PLANNING TIPS

Develop Goals and Objectives

- Establishing goals and objectives for your event/meeting can be made easy by asking yourself/group the following questions: (Note: These should be measurable)
- What is the purpose of this event/meeting?
- What type of event/meeting will this be?
- What are the desired outcomes of this event/meeting?
- Who is the intended audience?
- What value does this event/meeting bring to the overall RSU community?
- Make a checklist covering all details of your event/meeting.

Establish A Budget

- Establishing a budget early on provides a solid foundation for any event or meeting. Consider the following with establishing your event/meeting budget:

- Facility rental costs (ballroom, CC B & C)

- Equipment rentals (chairs, tables, audio visual needs, etc.)

- Entertainment

- Travel and accommodations

- Design and Printing for Promotional materials

- Décor

- Catering

- Security
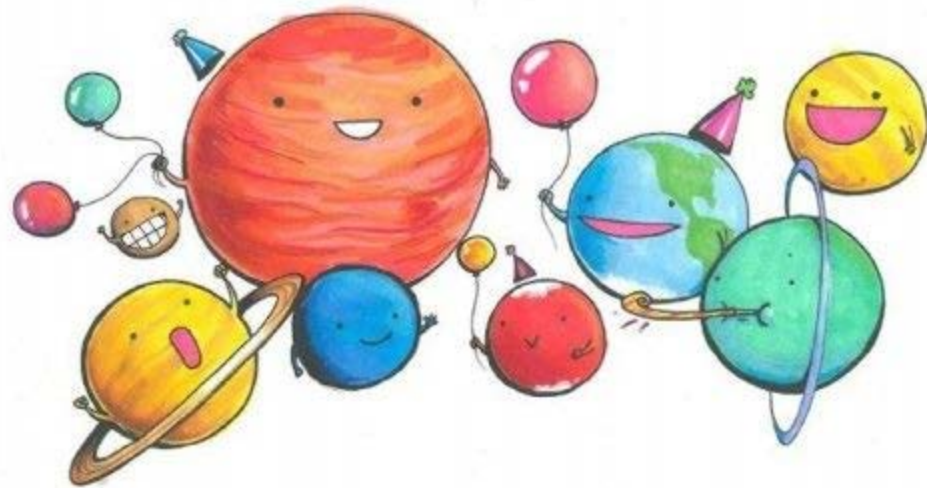
"A budget is telling your money **where to go** instead of wondering **where it went.**"

Dave Ramsey

Forms

- Event
- PO
- Travel
- Rsu.edu/sga under forms and documents

Select a Date, Time, and Location

- Plan your event as far in advance as possible.
- Select at least two dates, one preferred and one alternate date.
- Select a time that will work best for your intended audience.
- Select a location and connect with RSU Student Affairs to confirm availability.
- Be sure to consider the following when selecting a location:
- How many people will be in attendance?
- What type of space will you need?
- Rain location
- Will you have any equipment requirements?
- Chairs
- Tables
- Audio visual
- Other

Develop a Marketing Plan

- Informing your intended audience of your event/meeting is one of the most important elements of planning. Be sure to consider the following:
- What is your primary message?
- What format will you use to inform the intended audience of your event/meeting?
- Power Point
- Email
- Flyer/Poster
- Social Media
- Other

Develop an Event Agenda

- Planning how your event/meeting will run prior to the event is the best way to ensure success. Be sure to plan the following:

- Select a point person for the day of the event/meeting.

- If there will be a team of people helping with the event, make sure everyone knows what their role is and the expectations for the event/meeting. Share this information with the team a minimum of three days prior to the event.

- Have someone other than the point person assigned as to trouble shooting. If things don't go as planned. This person is the go-to for answers.

- Create a timeline for the order of tasks/activities during event/meeting.

Who to Contact

- Physical plant for anything outside on campus or if you need tables, tents, or chairs outside
- Any administrative assistant for all buildings
- Shellie Grayson, Sodexo for Centennial Center or anything with food
- Brandi for all fundraisers except bake sales
- Robert Gibs for the nature reserve
- Andrew Nichols for sound equipment
- Kyla in the Clubhouse for anything to do with dorms or spaces around the dorms

Last minute Details

- Tie-up any last minute details and loose ends at least one week prior to your event/meeting date.
- Double check, triple check, and look over your checklist one more time to ensure no detail has been overlooked. Check it one more time for good measure.
- If you have a guest speaker try to have diversity in who you have speak
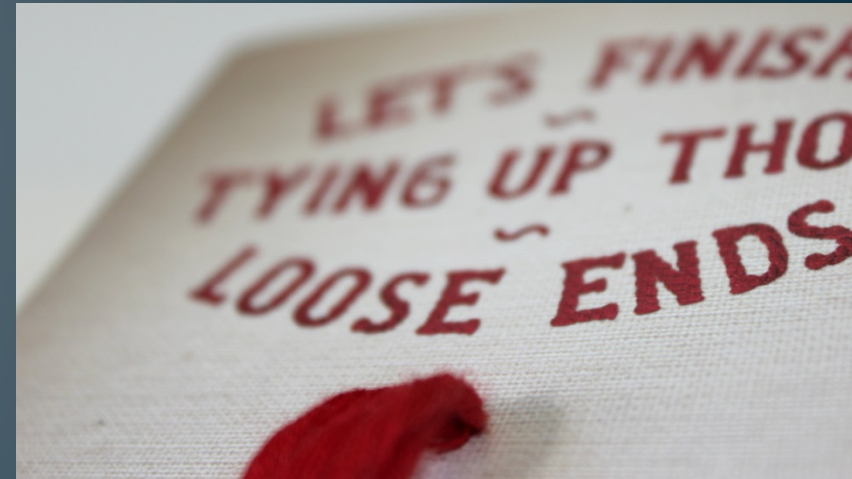
Evaluate

- Evaluate how your event/meeting went. Ask your organization the following questions:
- Did this event/meeting meet the set goals and objectives?
- What went well?
- What didn't go well?
- What will be changed for the next event/meeting?
- You can use the Event Follow-up form on rsu.edu/sga

Review

- What do you do first?
- What is the budget?
- Where and When?
- What is our marketing plan?
- What is the agenda?
- What are loose ends?
- What is the last thing you need to do?

Created by: Kristi O'Donnell

kodonnell@rsu.edu   918-343-6835

FUNDING & FINANCE

Presented by Brock Crawford

BUDGETING

- Define your student organization's goals.
- Develop a budget and strategies for achieving those goals.
- Be realistic about how much things will cost, but be resourceful.

BUDGETING

- Keep accurate records and receipts
- Things to keep in mind
  - How much money was spent on a specific program or event in the previous year?
  - How much are we proposing to spend in the upcoming year?
  - Do we know of any costs that are increasing
  - Which items are new this year?
  - Where is our money coming from?
  - What are some of the fundraising challenges we might face in the upcoming year?

FUNDING PROPOSALS

- You have and awesome event planned, and budget outlined. Now its time to get those funds!
- As a registered student organization, you have the opportunity to fundraise on campus to put money in your on campus account or the ability to ask for funding from the Student Government Association.

FUNDING PROPOSALS

- In order to request funds you must fill out the proper funds request form.
- There are two types of funding forms, the SGA Form, and the On Campus Student Org Account Form.

ROGERS STATE UNIVERSITY
OFFICE OF STUDENT ACTIVITIES

Following the approval of an *Event Registration Form*, registered student organizations may use this form to use funds from their student organization financial accounts. Purchase orders must be requested *at least 1 month* prior to your event, and must be received prior to ordering any goods or services.

If you are requesting funds in the form of a P.O., what date do you need it by?

Club/Organization:_____   Contact/Phone:_____

Event Name:_____   Date & Time of Event:_____

Event Location:_____   Estimated Attendance:_____

To enter information in the Excel table below, double click on the text box, enter your information, and double click outside of the box when you are finished using the table.

Item Description	Vendor Name/Tax ID	Vendor Address	Vendor Phone Vendor Fax	RSU Vendor? Y/N or P-card	# of Items	Amount/Item
Funds from Organization						
Food	Walmart			Vendor	1	$ 200.00
Supplies	Walmart			Vendor	1	$ 200.00
Glow Sticks	Glow Sticks.com			P-Card	1	$ 50.00
TV	Amazon			P-Card	1	$ 100.00
					Total	$ 550.00

_____   _____
Organization Advisor   Date   Organization President   Date

Date Submitted:_____   Approved_____

Received By:_____   Not Approved_____

On Campus Student Org Form

- This form is for if you will be taking money directly from your on campus account.

- This money, is usually from fundraising, donors, or other outside income sources other than SGA.

- These funds are still held to all the policies and procedures of RSU but are more easily accessible.

On Campus Student Org Form

- In order to request funds from your on campus account you will need to fill out the following form.

SGA FUNDING FORM

SGA FUNDING

- There are two types of funding available for organizations Appropriated and Discretionary.
- Students wishing to have appropriated funds must have their event form submitted and their funds request submitted by July 1.
- Appropriations must be applied for the year that are to be used.
- Appropriated funds will be discussed by the Finance Committee in July once the SGA budget has been decided.

SGA FUNDING

- Student Orgs who receive appropriations will be notified once the committee has completed their budgeting session.
- Student Organizations who are assigned appropriations, will not have to meet with the EC or have the funds approved through the student body.

SGA FUNDING

- Student Organizations who do not request appropriations, will still be able to request funds from the discretionary account through the normal procedure. Event formed turned in to the EC, Review, and Student Body voting.

- Student Organizations who request appropriations can still ask for additional funding from the discretionary account by following the same model.

SGA FUNDING

- Organizations still have to abide by the same policies and procedures as mentioned in the RSU Student Org handbook and Student Code of Conduct

Any Questions?