VIRTUAL STUDENT ORGANIZATION GUIDE FALL 2020

American University Club Council

Contents

Section 1: About the American University Club Council

Who We Are

The American University Club Council (AUCC) is a recognized, chartered student governance organization that is directly funded by undergraduate student activity fees. We envision a responsive and engaged AUCC as the cornerstone of a successful, inclusive, collaborative, financially responsible, and transparent student organization network that both strengthens and enriches the AU community and represents the university positively off-campus. AUCC consists of a Chair, Financial Director, and Club Consultants. Club Consultants are assigned to each recognized organization under the AUCC.

Our Mission

The AU Club Council is dedicated to building stronger clubs at American University by supporting them with all the resources and expertise at our disposal. Our mission is to support club success through engagement in three areas: Funding, Resources, and Coaching & Development.

Club Funding

To allocate funds to recognized undergraduate organizations at American University. As a steward of Student Activity Fees, the AU Club Council is required to make sure that funds are used fairly and equitably, and for events and opportunities that benefit the entire AU community. Our Club Council hopes clubs will market and promote market their message and events to increase membership and community participation through club involvement.

Resources

To be the gatekeepers of resources for clubs concerning virtual involvement, club engagement opportunities, co-sponsorship opportunities, club rules and regulations, etc. We strive to be responsive to the needs of our club community.

Coaching & Development

To provide internal organizational and leadership development for clubs and club leaders through open houses, training sessions, and one-on-one coaching. We work with student club leaders to support our recognized clubs with their club engagement, program planning, marketing and outreach, and funding allocations. We stress the importance of cross-collaboration between clubs for great attendance and providing unique opportunities for students to meet and work with new people and try different ideas. Our goal is to help clubs' transition and maximize the virtual club experience, build community internally, and with the larger AU club community.

Contact Us

AUCC can be reached via email, appointment, or via virtual office hours.

Email

- For inquiries regarding AUCC policy and procedure, funding decisions, and any major concerns
    - chair@auclubcouncil.com
- For inquiries regarding funding decisions and allocations
    - finance@auclubcouncil.com
- For questions about specific clubs or club leadership support
    - caucus@auclubcouncil.com
- For general inquiries about AUCC
    - info@auclubcouncil.com

Appointment

To make an appointment with an AUCC team member, you can schedule through an email or by visiting the AUCC website.

Virtual Office Hours

AUCC will be holding virtual office hours via Zoom. Virtual office hours Zoom links can be found on Engage and are listed below.

Monday's, Thursday's, and Friday's

- 10am-12pm (EST)
- 2pm-4pm (EST)

Zoom Information

- [Click here for the Zoom Link](#)
- Meeting ID: 968 1785 3123
- Passcode: 406015

Website

Visit our website at www.auclubcouncil.com

Section 2: Club Programming, Event Planning, and Event Evaluation

Virtual Events and Programming

Event Formats

There are three event formats that clubs can host this semester:

1. <u>Virtual</u>

   Virtual events are programming initiatives that do not require any physical resources or purchases. Examples include executive board meetings, general body meetings, and general community building events.

2. <u>Virtual Experiences</u>

   Virtual experiences are programming initiatives that require a technology purchase but no contracts. Examples include escapes rooms and live game shows.

3. <u>Virtual Speaker/Small Performance</u>

   Virtual speaker/small performances are programming initiatives that require contracts. Examples include paid speakers, dance instructors, and musicians.

Event Planning

Efficient event planning is key for hosting successful club events. If your club is looking to plan an event, check out the steps below!

Step 1: Talk through possible programming ideas with your executive board.

Take time to discuss possible programming options for the semester with the entire executive board. Think about following details:

- Event Type
    - Will it be active or passive?
- Event Purpose
    - What do you want participants to feel or achieve after attending?
- Target Audience
    - Who are you hosting the event for?
- Resources Available
    - What can you realistically do and how will you do it?

Step 2: Determine which event format your event fits

Look at the event formats to see which format your event may fit in. *Reference page 4 for more information.*

Step 3: Talk to your Club Consultant

AUCC is your first resource for event planning! Talk to your Club Consultant about your club's idea and get their feedback before solidifying your idea. Depending on your proposed event, you may have to adjust your ideas to fit into the timeline to receive funding.

Step 4: Submit for funding or purchasing

If you would like your event to be funded by AUCC, you will submit a budget request on Engage. Be sure to check out the required timelines that must be followed for each event format for AUCC funding. If you are using your club's revenue to fund the event, you will submit a purchase request on Engage. If your event does not require purchasing, you may skip this step. *Reference Section 3: Club Finances for more information.*

Step 5: Attend required meetings

This semester all events are considered complex which requires meeting with your Club Consultant and CSI Advisor. At this meeting you will review your event details and logistics and ensure proper documentation is in place. Make sure to come prepared to these meetings and ask questions to make sure you can successfully execute the event.

Step 6: Advertise your event

Now that you have been approved for funding, it is now time to advertise the event! Use the 'Events' tool within your club page on Engage to submit your event to be posted. Be sure to make a cool flyer and customize your RSVP settings to manage your event's attendance. We also suggest using your club's social media to gain traction and market your program.

Step 7: Prepare for your event

The event is almost here! Time to finalize all details and tie up any loose ends. Here are some questions you should ask yourself and your event planning team:

- Are all purchases complete and receipts collected? *(if applicable)*
- Have we enabled technology privacy settings? *(to prevent Zoom bombers)*
- Have we assigned everyone a role?
- What is our expected attendance?
- Have we adequately advertised on all our platforms?
- Do we know our participants needs and have accessibility measures in place?

Step 8: Event evaluations

Congrats! You have completed a virtual event. Whether it is your first or your fifth, this is still a major accomplishment. But you are not done yet! If you received funding from AUCC, make sure to complete the ["Event Evaluation" form on AUCC'S Engage page](). Lastly, collect feedback from your participants using a short survey.

Event Evaluation

Event evaluation is a way to collect feedback from participants to understand the attendee's perspective of your event. After all complex events, clubs should send an event evaluation survey to attendees. View the information below to learn more about collecting successful event evaluations.

How to Collect Data for Virtual Events

1. Tell your viewers at the beginning of your event about the event evaluation survey using the sample script below.

2. Mid way through the event, gage your participants engagement with a question. Participants can take a poll or type their answer in the chat.

3. Reiterate the importance of the event evaluation survey at the end of the event. Create a tag line for the impact and explain to participants what is done with the information.

Sample Script to Use for Surveys

Here is a short script to follow to inform participants about post-event evaluations:

"Thank you for attending this event! We are excited you are joining us and want to go ahead and ask that you watch out for a post event survey. You taking this survey helps us make future decisions about **events**, **activities**, and **speakers** *(can be changed based on the event.)* Your opinion matters to us as we want to bring impactful engagement to you and the AU campus. We appreciate you taking the time and will use your feedback wisely."

Pre-Event Sample Survey Questions

 The following questions can be asked before an event. These can be used as RSVP questions in the Engage 'Events' tool.

1. How did you hear about this event?

2. Why did you choose this event?

3. Do you have special needs, restrictions, or requirements of which we should be aware?

Post Event Sample Survey Questions

The following questions can be asked after an event. These can be used as post-event feedback questions in the Engage 'Events' tool.

1. Overall, how would you rate the event (Scale 1-10)

2. How likely are you to recommend this event to a friend?

3. Why did you (or Why did you not) attend this event?

    a. *Date*

    b. *Time*

    c. *Location*

    d. *Not Interested in the Topic*

    e. *Length of the Event*

4. How did you learn about the event?

5. What, if anything, did you dislike about the event? *(Please type N/A if no response)*

6. Do you have any other feedback or suggestions to share?

7. What was your favorite part of the event?

8. How satisfied were you with the following elements of the event?

    a. *Date*

    b. *Location*

    c. *Speaker*

    d. *Breakout Sessions*

    e. *Entertainment*

Accessibility and Inclusion

When planning events, clubs should be proactive about making events accessible and inclusive to the AU community. Here are a few considerations to think about when planning an event.

Time Zones

As many AU community members are located throughout the world, it is imperative that clubs intentionally publicize time zones in the marketing of an event. Using the time zone informs participants what time an event will begin and if there is a need to adjust based on their current location.

Other considerations for time zones:

- Host asynchronous events *(Events at different/multiple times)*
- Record an event *(if possible)*
- Make materials available before or after an event

Closed Captioning

It is best practice to have closed captioning available for all recordings of events. To enable closed captioning on a zoom recording, view the tutorials below for details.

[Using Closed Captioning](#)

[Viewing Closed Captions](#)

[Using Audio Transcription for Zoom Cloud Recordings](#)

Recording

Recording events is a great advantage for virtual engagement. It allows participants to engage in the content, even if they are not able to be physically present during an event. Here are some considerations when thinking about recording an event:

1. If you are recording an event with talent (ex. speaker or performer) make sure to have a conversation about recording the event when getting a price quote.
2. Inform your participants the event will be recorded. If they do not want to be included in the recording, participants can turn off their camera and audio settings.

Resources for Event Planning

If planning an event with a non-paid speaker, talent, or service
- https://www.auclubcouncil.com/planning-a-successful-event

If planning an event with a paid speaker, talent, or service
- https://www.auclubcouncil.com/planning-a-successful-event

If planning an event to show a film
- [AU Library- Guide to Showing Movies on Campus](#)

Section 3: Club Finances

Understanding the Student Activity Fee

Where does the Student Activity Fee come from?

Student Activity fees are charged to undergraduate students each semester. The funds are distributed amongst the student organization governance boards to facilitate programming initiatives for the AU student community.

Use of Student Activities Fees for Student Organizations

Student activity fees can be used for the following purposes:

- Cultural, social, and educational enrichment programs
- Recreational and social activities *(under policy guidelines)*
- Student media and publications
- Student organization travel *(within prescribed limits)*
  - ***Student travel is prohibited for the virtual Fall 2020 semester***
- Other student services *(within prescribed limits)*

Student activity fees cannot be used the following purposes:

- Alcohol and tobacco
- Individual membership and dues
- Donations
- Personal gain

Organization Funding and Purchasing

AUCC Funding Process

The AU Club Council accepts budget requests for funding throughout the academic year. For funding consideration clubs must meet the following criteria:

1. Is a recognized undergraduate student organization under the AUCC
2. Adhere to the AUCC Funding Principles

AUCC Funding Principles

The following are the AUCC Funding Principles for the Fall 2020 semester:

1. The event formats that can be funded are as follows:
   - Virtual Experience (Ex. Game Shows, Escape Rooms, Virtual Conference Registration)
     - Programming that requires a technology purchase but no contracts.
   - Virtual Speaker/Small Performance (Ex. Speaker, Panel, Dance Instructor)
     - Programming Initiatives that require contracts

2. The non-event requests that can be funded are as follows:
   - Simple technology requests (Ex. Website domain, Website subscription)
     - Virtual tools to support virtual involvement
     - Monthly recurring payments will not be accepted
3. Recognized AU clubs and organizations must submit their budget request within the allocated time frame to be reviewed. Only requests submitted on Engage will be reviewed.
   - Virtual Experience- Minimum of 4 weeks prior to the event
   - Virtual Speaker/Small Performance – Minimum of 5 weeks prior to the event
   - Non-Event Simple Request- Minimum of 3 weeks prior to receiving
4. AUCC will not be able to consider funding for:
   - Physical Resources
     - Merchandise, Food, Supplies, etc.
   - Physical Travel
     - Lodging, Travel
5. AUCC will fund events requiring speakers or performers. We will not fund speaker or performer gifts.
6. All events funded by AUCC must be open to the entire AU community and all undergraduate students free of charge.
7. Price quotes are required with every budget request.
8. All events are considered complex. As such, a representative from the club/organization must schedule a meeting with their Club Consultant and CSI Advisor.
9. All events require the completion of an event evaluation. If this form is not completed, you will not be eligible to receive future funding from AUCC.
10. AUCC will reclaim any unused funds 30 days after the allocated event date. If the program has been rescheduled, you are responsible for notifying AUCC or you will need to submit another budget request.
11. Clubs may appeal their allocation. This must be done within two weeks of the allocation decision.

How to Request Funding

AUCC uses the Budget Request tool on Engage for the funding process. Club executive board members have access to submit budget requests to AUCC. To learn how to complete a budget request, check out the tutorial below.

Budget Request Tutorial

A few tips for budget requests!

1. Submit one request per event
2. Add event details in the "description" section
3. Give an accurate estimate of expected attendance
4. Be aware of the event format timelines
5. Check the comment section for communication from AUCC

How to Complete a Purchase

The purchasing process is overseen by the CSI Finance team. Clubs that have received funds from AUCC or are using their revenue to purchase for an event, must complete a purchase request on Engage. To learn how to complete a purchase request, check out the tutorial below.

[Purchase Request Tutorial](#)

A few tips for purchase requests!

1. In the subject line, use the vendor name.
2. Submit one purchase request per vendor.
3. Enter all details under payee information.
4. Check the stages to see the status of your request.

Co-Sponsorships

Co-sponsorships are commitments with other student organizations to partially handle the cost, management, and marketing of the event. Funds for financial co-sponsorship may come from the sponsoring organization itself *(in the case of AUSG, Media board, or academic department sponsorship),* or the funds may come from AUCC *(in the case of clubs cosponsoring with other clubs).* With co-sponsorships, there must be clear evidence of communication and teamwork between the two groups.

Eligibility for Co-Sponsorship

- The host of the co-sponsored event must be a recognized CSI organization

  o Club must have an active Engage account

  o Co-sponsorship requests submitted on behalf of an unrecognized, nonmember groups will be denied

- The program must be open to and inclusive of the whole AU community

- One member from each co-sponsoring club must attend a meeting with a Club Consultant

Budget Request Process

Co-Sponsorship between Clubs

- Each club should submit an individual budget request for the item(s) the club is contributing to the event.

Co-Sponsorship between Club and Governance Board/Department

- Only the club should submit a budget request for the item(s) the club is contributing.

Fundraising and Club Deposits

Any fundraising monies collected with the use of the student activity fee must be 100% donated to a charity of your choice. Clubs cannot keep fundraising monies as a part of their club revenue.

Options for Donating Funds

Option 1: Donating Collected Funds via Student Organization

1. Student organization collects fundraising monies
2. Student organization works with the charity of their choice on delivery of funds
   a. Examples via:
      i. ACH *(Direct Deposit)*
      ii. Paper Check
3. Student organization notifies CSI Finance of the donation by sending verifying information from charity

Option 2: Donating Collected Funds via Center for Student Involvement

1. Student organization collects fundraising monies
2. Student organization transfers funds to American University via ACH
   a. See 'Club Deposits' below for instructions
3. CSI claims the deposit and logs it into the Engage system
4. Club completes a Purchase Request attaching the following from the charity of choice:
   a. Donation Letter
   b. W9
5. CSI Finance processes a check request and issues payment to the selected charity

Club Deposits

Does your club need to transfer funds into your organization's Engage account from a donor, club Venmo, PayPal, etc.? Check out the steps below.

Login to the account you would like to transfer funds from and when asked to enter the receiving banks information enter the following:

ABA/Routing Number	065000090
Account Number	5004307989
Beneficiary	American University
Receiving Bank Information	Capital One Bank 10700 Capital One Way, Glen Allen, VA, 23060
Memo Line	Name of the Student Organization

Student organizations must notify the CSI Finance Team of incoming transfers via email. Deposits will be made available in Engage once we have confirmed receipt of the funds.

Section 4: Technology and Advertising

Technology for Student Organizations

Engage

Engage is The Center for Student Involvement's club management system. It allows members of the AU community to find student organizations and discover events happening on campus. Every recognized club has a unique Engage page to share about their club. Think of it like Facebook and Google Drive all in one! Simply sign into Engage using your AU Portal username and password and manage your organization or explore what other clubs are up to.

Engage Tools

Engage has several tools to help you maximize your club operations. Check them out below to learn about them all.

Roster:

The Roster tool includes your ability to manage positions for the organization, send organization messages, invite members, remove members, and approve pending memberships. You can even create a 'Follower' position for non-members interested in learning more about your organization.

About:

In the About tool, you can update some of your organization's basic details, such as the profile photo, description, summary for the organization directory, contact information, and social media links.

Events:

The Events tool allows you to create and manage your organization's events. Submit an event request, or manage an individual event, including inviting attendees, tracking participation, or changing an event's details. This tool is used in conjunction with the CORQ app.

News:

The News tool helps you share what your organization is doing with the community. You can use this tool for blog posts or press releases for your club.

Gallery:

The Photo Gallery tool helps you create a more visually appealing organization homepage. Photos are a great way to show off the exciting things your organization has done! Your gallery photos will be showcased at the top of your organization's public-facing page.

Documents:

The Documents tool allows you to create a shared storage space for important organizational files. You can share these files publicly or only with certain members or Position holders within your organization

Forms:

Use the Forms tool to move any of your organization's paper forms into Engage. Use forms for sign-ups, interest forms, applications, and more!

Elections:

The Elections tool allows you to create elections for your organization, either for the entire community to vote on, or exclusive to organization members. View the link below for a tutorial on how to use the Elections tool.

[Engage Elections Tutorial](#)

Finance:

Use the Finance tool to manage your club's finance accounts. Here you will be able to submit financial requests (budget and purchase) for your organization. Also, see real-time updates for your financial ledger.

Corq

Corq is a free app that syncs with the Engage platform. It allows you to browse student organizations and discover and share events using your smartphone.

How to Use Corq

View the tutorial below to learn how to download Corq and use it for club events.

[Corq Tutorial](#)

Zoom

The university has purchased a zoom license that is available to you as leaders of student organizations. Use your AU credentials to login here: [american.zoom.us](#)

A few things to keep in mind to ensure you and your members have a safe, positive experience:

- You can host up to 300 participants in your meeting or event

- If you schedule an event and are hoping for selective participation, configure some of the privacy settings in Zoom, such as:
  - **Authenticate users: Sign into AU**
    - AU community members will sign into Zoom with their AU username and password
  - **Requiring Zoom registration**
    - Attendees will register on a separate page to attend the Zoom event/meeting.
  - **Enable Waiting Room**
    - Attendees will automatically enter the waiting room until the Zoom host allows attendees to join the event/meeting.
- Both phone or computer audio are an option, however you can force one or the other when setting up your meeting
- If you are hosting an event, you may want to enable the option to mute participants on entry when setting up your meeting

Technology Resources

Want to learn more about the technology available to you as a student organization? Learn more by checking out the resources below.

Engage

- [Engage Student Leader Resource Guide](#)

Zoom

- [Zoom Video Tutorials](#)

American University Technology

- [Office of Information Technology](#)

Advertising and Student Organizations

Engage is the first resource for student organizations to advertise their events! All club events should be submitted to be featured on Engage. To find out how, view the tutorials below.

[How to Create an Event on Engage](#)

[How to Search for Events on Engage](#)

Advertising Tips and Tricks

Student organizations are encouraged to use their social media platforms to advertise to their virtual communities. Look at the suggestions below to maximize your club's advertising and marketing strategy.

Use multiple platforms and connect them if possible

Advertise your club's events and programs on all your social media platforms to boost outreach and engagement. Connecting your platforms streamlines your content and reduces time spent posting on social media.

Create hashtags to build engagement

Hashtags are a fun tool to promote your event, increase engagement, and brand your club. Take time to craft a hashtag that is unique to your event or program.

Create visually appealing flyers and graphics

A flyer or graphic is often the first opportunity to promote an event and build your club's brand. Take advantage of free websites that allow you to use templates to create graphics easily.

Post consistently to build a following

Create a marketing/social media calendar and align it with your programming schedule to remain consistent throughout the year. Make sure to set expectations and hold accountability for whomever is responsible for social media content and engagement.

Section 5: Best Practices and Resources

Executive Board Essentials, Virtual Team Management, and Community Engagement

Build the Narrative

Create the message that inspires and organizes member engagement. Take time to craft a virtual focus and ensure your message is executive board approved and member friendly.

Information Sharing

Ensure that all executive board members regularly provide life situation updates, task status updates, and discuss task challenges to keep everyone on the same page.

Helpful tips:

- *Create a Meeting Rhythm*
  - Have a set meeting schedule for executive board and general body meetings. Follow a similar structure for each meeting to maintain engagement and productivity.
- *Use Engage*
  - Curate all club documents and information in one place that is accessible to members. Clubs can use the documents tool on Engage to hold and share documents.
- *Participate in Team Building Activities*
  - Team building is about uniting and encouraging others. Choose targeted activities based off your what your team needs.

Structure Communications

Confirm the preferred method for communicating with your team. Confirm who needs what information and how best to share it, to ensure the message is received.

Consider the following questions when choosing communication methods and channels:

- What message are you trying to convey?
- What are the established norms of your team?
- What new needs are your trying to fulfill?
- Will you be able to remain consistent with the methods you have chosen?

Meeting Sequences

Plan your programming schedule early to ensure:

- Executive board attendance at important events/meetings
- Team members can provide support for events

- Executive board can identify programming risks early
- Alignment with marketing calendar

Club Trainings

Re-familiarize yourself with the club trainings offered during Annual Renewal. See below for the webinars:

[Executive Board Essentials](#)

[Virtual Involvement](#)

[AUCC Club Training](#)

[Finance Training](#)

Section 6: About the Center for Student Involvement

Mission

The Center for Student Involvement (CSI) is the hub for the student experience at American University. CSI is home to Student Government, Student Clubs, Student Media, Fraternity and Sorority Life, and Graduate Leadership Council. CSI is dedicated to leadership development, organizational advising, and programs that help foster a sense of belonging for the next generation of changemakers.

Operations

The Center for Student Involvement provides the procedures, guidelines, and advising support for the following areas:

- Organization Advising
- Club Recognition
- Club Finances
- Club Programming
- Relationship Building

Frequently Asked Questions

For further guidance about the Center for Student Involvement, visit our website's FAQ below.

CSI FAQ

Contact CSI

Visit the CSI website at www.american.edu/ocl/student-involvement/

Email- studentinvolvement@american.edu

CSI Staff

Name	Title/ Areas of Oversight	Email
Ayana Wilson	**Director of Center for Student Involvement** • Student Government	**awilson@american.edu**
Calvin Haney	**Associate Director, Leadership Development** • Graduate Leadership Council • Graduate School Councils • Multicultural Student Clubs	**calvinh@american.edu**

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