



Student Organizations

Find Your Direction

2011-2012 Handbook

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I. INTRODUCTION

PURPOSE OF THE STUDENT ORGANIZATIONS HANDBOOK

This handbook has been compiled by the Office of Student Organizations to provide students an instructional guide consisting of Winthrop University policies and guidelines to provide helpful information for existing groups to thrive and accomplish their organization's goals. The Office of Student Organizations reserves the right to make changes to this handbook throughout the academic year. The online version of this handbook will always be the most up-to-date version.

WHAT ARE STUDENT ORGANIZATIONS?

A body of persons organized for some specific purpose, as a club, union, or society.

REASONS TO CHARTER/REGISTER STUDENT ORGANIZATIONS

Some of the benefits recognized Student Organizations are entitled to include:

1. Schedule and use Winthrop facilities. Only chartered organizations in good standing may request and use campus facilities.
2. Apply for funding through the Student Allocations Committee and/or other campus sources.
3. Associate Winthrop's name with that of the organization.
4. Be included in Winthrop publications when appropriate.
5. Advertise on campus to promote activities and events.
6. Post flyers/posters to promote on-campus events.
7. Have a Winthrop community group.
8. Sponsor campus programs and activities.
9. Obtain assistance from the Office of Student Organizations in matters of finance, programming, leadership, and resources.

THE OFFICE FOR STUDENT ORGANIZATIONS OVERVIEW

The Office of Student Organizations is located in the DiGiorgio Campus Center suite 269. It is our responsibility to educate, provide support for our Student Organizations, and hold them accountable to Winthrop's standards, policies and procedures.

Listed below are a few of the resources available to our students:

1. **Chartering Information**—obtain assistance on how to start a new organization that will receive official recognition from Winthrop University
2. **Leadership Resources**—are available to help students in their everyday tasks as leaders. Leadership development workshop sessions will be offered throughout the year, and we can develop a workshop just for your organization based upon the need.
3. **Organization Handbook**—printed copies of the handbook will no longer be available. Please go to <http://www.winthrop.edu/studentorgs/> to view an online copy.
4. **Event Planning Assistance**—the trained professional staff is available to assist Student Organizations with information regarding special details of on-campus events

The Office of Student Organizations provides the following services for recognized organizations:

1. Information on recognized Student Organizations, the names of their officers, and advisors to interested students, organizations, and departments. Information is updated online on a continual basis.
2. For organizations sponsoring fund-raisers or recruitment programs, the DiGiorgio Campus Center provides tables for use in public areas.
3. The staff is willing to help an organization brainstorm programming ideas, and provide information that may be helpful in the planning process.

II. CHARTERING & REGISTRATION

COUNCIL OF STUDENT LEADERS

The Council of Student Leaders, with permission granted by the Board of Trustees, oversees the chartering process of all Student Organizations at Winthrop University. The council will make sure all requirements set forth by the Department of Student Affairs are met. Student Organizations must register annually by completing the online form with the Office of Student Organizations. The form is found on the website at www.winthrop.edu/studentorgs

CHARTERING NEW ORGANIZATIONS

Winthrop University recognizes student's right to organize. The freedom-of-association and freedom-of-expression concepts of the First Amendment protect organizational rights. By chartering, student groups have the opportunity to receive all the privileges and opportunities offered by the Office of Student Organizations. The following requirements must be completed in order for groups to receive a Charter.

Chartering Requirements: (for new student organizations)

1. An Intent to Register Form must be completed and the requirements met.
2. An on-campus employee faculty/staff advisor who is not a current student.
3. A minimum membership of 10 registered Winthrop students. Those organizations without 10 members who are affiliated with a national association such as an honor society may be recognized but may not request allocations through SAC.
4. A Constitution & By-laws. See example on our website <http://www.winthrop.edu/studentorgs/default.aspx?id=5831>
5. Winthrop University Organization e-mail account (only advisor can request)
6. Greek organizations must first be officially recognized by the office of Fraternity and Sorority Affairs before applying to CSL.
7. Gain membership in an existing governing council.

After fulfilling the requirements, groups should access the Charter Application online. Once the forms have been completed and the appropriate materials have been gathered, the organization representative should sign the application and submit the entire packet to the Office of Student Organizations in 269 DiGiorgio Campus Center. Please remember that applications must be typed. After receiving the packet, the Assistant Director for Student Activities and Leadership and the vice chair of the Council of Student Leaders will review all the information and submit the new request to the Council of Student Leaders. CSL will officially vote to recognize new groups at the regularly scheduled meeting, and the organization will be notified by e-mail regarding the decision and then added to the Student Organization's web page. It is required that an organization representative be in attendance at the CSL meeting where the charter is considered.

OVERSIGHT AND RECOGNITION

Organizations wishing to become chartered that violate Winthrop policy or do not fulfill requirements to be a chartered organization can still be subject to the Student Conduct Code and possible restrictions outside the code. Restrictions will be overseen by the Assistant Director for Student Activities and Leadership and monitored by the Dean of Students office if no formal charges are brought. See the Student Conduct Code at <http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=36>.

OFFICIAL E-MAIL AND WEB ADDRESS

For official communication, your organization is required to have a Winthrop e-mail address that your advisors and officers have the opportunity to use. To request a Winthrop organization e-mail account, the faculty/staff advisor needs to go to <http://asap.winthrop.edu/studentorg/login.aspx> to complete the online request for an e-mail and web account. If you have questions about the accounts, please contact Information Technology located in Tillman Room 15.

TRAINING SESSIONS

In order to remain in good standing, groups **must** attend the annual training sessions listed below:

1. **Student Orgs**—During this session, you will view a copy of this handbook and many of the important topics covered within it. It may be preferable for the President to attend this session, but this is not mandatory as long as one official member of the club attends.
2. **Space Use**—This session reviews the process and guidelines for using spaces on the Winthrop Campus. It also details many other topics to consider when planning on-campus events.
3. **Student Allocations**—This session is for student organizations applying for funding through the Student Allocations Committee. It will outline the steps and rules for requesting money. SAC training is required each semester requesting funds.

II. CHARTERING & REGISTRATION

REGISTRATION PROCESS (REQUIRED EACH FALL)

Each fall, the Office of Student Organizations requires that all student organizations register on line. The deadline is **September 30th**. This process allows information for each organization to be updated, including current officers, organization description and contact information to be placed on the Student Organizations' web page and any other changes from the information provided the previous year. If any changes are made to the officers of an organization after the initial registration form, the group will complete and submit an Officer Update Form instead of another full registration form.

In addition, the president and/or organization representative are required to attend Space Use and a Student Organizations training sessions to re-acquaint themselves with policies and procedures for Student Organizations. A new handbook will be available on-line at the beginning of each fall semester prior to the training sessions.

If any chartered organization does not attend the annual training sessions or does not register at the beginning of the Fall semester, its status will be listed as inactive, thereby ineligible for the privileges and opportunities offered by the Office of Student Organizations. An up to date list of current Student Organizations can be found at <http://www.winthrop.edu/studentorgs>. Organizations that violate Winthrop policy do not remain in good standing and will be placed on probation. The condition of probation will be overseen by the Assistant Director for Student Activities and Leadership.

OFFICIAL MAILING ADDRESS

Your organization's mailing address will be kept on file for the use of the University and parties interested in your organization. The mailing address you provide us should be the same as the one you provide others. When deciding on your organization's official mailing address, you have four options. Please be sure to read the various policies regarding each option.

1. Winthrop PO Box—Any registered Winthrop club or organization may pay to have a PO Box in their name. The charge is \$35 annually, paid by check to the Post Office. With this, your organization can receive mail that is addressed directly to the organization. For more information on the benefits of having a Winthrop PO Box, please reference Section VII: Advertising and Public Relations.
2. On-Campus Student PO Box—Students may receive mail for their organization ONLY IF the mail is addressed with the student's name. If the mail piece only has the organization name, the mail will not be delivered to the student PO Box. Remember, however, that your students change from year to year, making it necessary to update your mailing address with the Office of Student Organizations and other parties annually.
3. Off-Campus Address—Any off-campus address is acceptable. Again, remember that students change from year to year, so student off-campus addresses will need to be updated.
4. On-Campus Department—If you choose not to rent a PO Box for your organization, your organization may receive mail through your advisor or affiliate department.

STUDENT ALLOCATIONS COMMITTEE

The Student Allocations Committee (SAC) is a university committee formed with the purpose of assisting Winthrop's Student Organizations in sponsoring programs and events beneficial to the entire Winthrop University student body. More information about the Student Allocations Committee and the SAC Guidelines are available on their website <http://www.winthrop.edu/studentallocations>

CAMPUS SPACE USE POLICY

Information about Winthrop's Space Use Policy is available at <https://www2.winthrop.edu/studentaffairs/spaceusepolicy>

CULTURAL EVENTS

Student Organizations wishing to apply for Cultural Event status for an event should refer to the Cultural Event Approval Form (located on the Cultural Events Homepage <http://www2.winthrop.edu/culturalevents>) and the Guidelines for Sponsors of Cultural Events <http://www2.winthrop.edu/culturalevents/sponsors.htm>.

II. CHARTERING & REGISTRATION

ADVISOR INFORMATION

Faculty/Staff advisors are volunteers who give their time to the betterment of student life by helping student organizations. Faculty/Staff advisors must be at least a part-time employee of Winthrop University and must be willing to enrich students with their assistance in co-curricular experiences. It is the responsibility of the student organization to identify and maintain an advisor. Groups that do not have an advisor will not be considered in good standing.

Your Responsibility as a Faculty/Staff Advisor include:

1. Be familiar with University and Student Organizations policies that will affect the student organization. Obtain a copy of the Student Organization Handbook on-line. Keep organization informed of changes or revisions.
2. Ensure that the correct representative attend the mandatory Student Organizations training sessions held by the Office of Student Organizations.
3. Maintain contact with the organization and provide general support and leadership.
4. Serve as a liaison between the student organization, faculty, staff, administration, and Office of Student Organizations.
5. Participate and guide the organization in designing meaningful programs that are consistent with the organizations purpose and goals.
6. Determine the roles and expectations between the advisor and the student organization.
7. To request the organization's e-mail and web site information as it will appear on the Student Organization's information web site.

As a faculty/staff member, your time is taken mostly by your full-time responsibilities here at Winthrop, which leaves little time for the development of close, personal relationships with students. These relationships are important to help create a strong academic community.

FACULTY/STAFF INFORMATION

Faculty/Staff Advisors have an opportunity to assist students in their out-of-class personal growth, as well as their development as scholars. Interaction with faculty/staff has long been tied to student satisfaction with their educational experience, as well as having a positive impact on retention.

As a Faculty/Staff Advisor, you will have an opportunity to impact many students' lives. Faculty/Staff Advisors are able to share their wisdom, experiences, resources and influence to help organizations provide high quality experiences. By accepting the position of advisor to a student organization, you have chosen to become involved with campus activities.

An advisor is a consultant to an organization and assists in the growth and development of the group by providing direction, advice, understanding and clarification.

An advisor should:

1. Have a preliminary meeting with the officers of the organization.
2. Clarify his/her role as an advisor to the group members as he/she sees it. You may need to spend some time with the organization to help them see what their needs are. A lot of organizations will not know what they need from an advisor, so it may take a little time and patience for both parties to identify their needs.
3. Be familiar with university policies that will impact the organization. These policies can be found in the Student Organizations Handbook and the Student Handbook.
4. Be available to the officers and members to advise or assist in organization-related problems or issues.
5. Assist officers in understanding of their duties and organizing programs.
6. Advise and consult officers on budget control and other financial matters.
7. Attend as many meetings as possible, allowing students to lead the meetings.
8. Provide constructive feedback when appropriate.
9. Challenge members to set high goals, then support them in their efforts.

II. CHARTERING & REGISTRATION

An Advisor Should Continued:

10. Encourage creative programming
11. Assist officers in the development and projects for the upcoming semester, and encourage them to apply for financial support through the Student Allocations Committee.
12. Incorporate classroom learning into group activities when possible.
13. Teach the art of leadership.
14. Promote diversity within the organization. Introduce the officers of the organization to the Program Director for Multicultural Student Life.
15. Do not let personal goals interfere or influence group decisions activities, or goals.
16. Most importantly, be a caring individual with a real interest in and concern for students and their growth.

Nine Tips To Relationships With Students That Work:

1. Know as many students as you possibly can and know them well. Nothing will be accomplished without this individual relationship.
2. Treat each student with the dignity and respect that you would like for yourself.
3. Deal with the important and relevant aspects of your position. Avoid getting burned out in dealing with petty differences.
4. Be honest with yourself and others. It doesn't help to tell students what you think they want to hear.
5. Recognize the values and attitudes you take to your position will, to a great extent, determine the way the student reacts.
6. Understand that you work more by persuasion and the power of your personality than any amount of formal authority.
7. Be available – there is no such thing as a “standard work day.” The job is time consuming, but rewarding.
8. Realize your position is at best nondescript. No job description will ever suffice for your native intelligence and the qualities which have led to your selection for this role.
9. Finally, never underestimate the power of your influence on a student. Your conduct and conversation make you a model for others.

SUGGESTED WAYS TO WORK WITH YOUR STUDENT ORGANIZATION TO ENCOURAGE ACADEMIC SUCCESS.

1. Attend one of the first organization meetings of the semester to talk to members about the importance of academics and the activities of the organization should not hamper the academic success of its members.
2. Meet confidentially, once a semester, with individual members who may either seek or need guidance on academic issues. Select a time and distribute the available appointment times to the members of the organization and ask them to sign-up.
3. Provide advice and guidance to the organization's officers should they wish to develop a speaker series featuring faculty, to discuss ways to meeting more faculty on an informal basis (such as a faculty reception or dinner), or to seek ways of changing the faculty's perception of them as a student organization.
4. Attend lunches or dinners with the members as a way to become more familiar with the group. Faculty/Staff Advisors find this a helpful way to get to know the students. Some either eat breakfast, lunch, or dinner as a way to know them better. If the group is large, activities with several smaller groups may be necessary to facilitate discussion.

III. CLUB SPORTS

DEFINITION OF A CLUB SPORT

A club sport is a registered student organization, which provides opportunities to pursue a recreational/athletic interest. The focus of the club sport program combines the aspects of learning new skills, practicing with fellow participants, and competing with other clubs. Club sports are organizations formed by students who are motivated by a common interest in a particular sport/activity. Club sports activities are coordinated by the office of Recreational Services.

A club sport is co-ed, competitive, recreational program for all students, faculty and staff. Realizing each student's recreational needs may not be met in the traditional recreational programs, sport clubs have been added to Recreational Services to better serve the students at Winthrop University. The success of sport clubs is dependent on student leadership and involvement as they are self administered with elected officers. The quality of the club is dependent upon the effectiveness of its leadership and the active involvement of its members.

Recreational Services has high expectations for these clubs, and therefore the responsibilities of each club and its members are very high. The clubs represent Winthrop University and therefore must always be aware of its perception by others whether on or off campus.

All students are eligible to participate in club sports. Each club makes its own acceptance policy. All clubs must not discriminate based on race, sex, religion, ethnic group, or national origin.

Club practice times and game schedules are made by each individual club with the assistance of the Office of Recreational Services. For general questions concerning any club sport or for more information concerning a particular club, please contact the Office of Recreational Services at 323-2652.

PURPOSE OF A CLUB

The university recognizes that the purposes of Club Sports are:

1. To expose students to new activities.
2. To learn new skills and to continue and enhance skills already acquired.
3. To develop student leadership skills
4. To provide opportunities for student to develop positive interpersonal relationships and to promote an appreciation for cultural diversity.
5. To enhance holistic development through leisure and physical activities

CRITERIA TO BE A CLUB SPORT

The criteria to be a club sport are as follows:

1. Club sports must be registered student organizations in accordance with University regulations and the Club Sports Handbook.
2. Club sports must involve physical activity.
3. Club Sports must provide instruction for all club members and provide intra-university competition for members when appropriate.

INSURANCE

All Club Sports members must have current health insurance. Proof of Health Insurance must be submitted to the Office of Recreational Services before participating in any club sports related activities.

CLUB SPORTS CHAMPIONS CUP

Every club sport that is registered with The Office of Recreational Sports will compete for points towards the Champion's Cup. The club sport at the end of the year that has the highest total of points will be named the top club sport at Winthrop University and awarded the Club Sports Champion's Cup.

III. CLUB SPORTS

ROLE OF RECREATIONAL SERVICES

The roles of the Office of Recreational Services are:

1. To provide administrative leadership, support, guidance and encouragement for the sport clubs.
2. To assist sport clubs with funding, equipment, and facilities to pursue their function. (Funding is provided through allocations based on an allotment from the Council of Student Leaders)
3. To monitor the administrative and financial operations of each club.
4. To promote wholesome, educational, social, and competitive opportunities for each club.
5. To develop lifelong habits of participation in sports/recreation related activities.

HOW DO I SIGN UP?

Any club seeking club sport status should follow these guidelines:

1. Meet with the Program Director for Intramural and Club Sports to obtain the necessary information for the formation of a sport club.
2. Arrange a meeting of all those interested in the formation of the club. At this meeting you will discuss various possibilities and goals for the club and obtain a list of names of those interested in joining the club. You will need to complete the Application to Initiate a New Club Form and return it to the Office of Recreational Services in the West Center room 211. There will need to be a minimum of ten interested current Winthrop University students.
3. A constitution must be drafted for each club sport outlining the rules, regulations and guidelines for the club sport. Refer to the Sample Constitution located in the Club Sports handbook.
4. Elect officers that are current Winthrop University students for the club and get a faculty, staff or graduate student to be the club's advisor. A good advisor can be a valuable asset to your club in terms of insight into university policies, and add consistency to the club's program.
5. Complete and return the Club Sports Application and Registration Form to the Office of Recreational Services in the West Center room 211. You should include future meeting times (dates, times, and locations) along with a complete roster of members.
6. Follow the instructions listed in this handbook for Chartering and Registration listed on page 3.

Information on any of the club sports can be obtained by calling 323-2652.

Please see the Club Sports Handbook for additional information about rules and guidelines for Club Sports

CLUB SPORTS ALLOCATIONS

Club Sports file formal requests for funds to the Program Director for Intramural and Club Sports and the Club Sports Graduate Associate. The Program Director and Graduate Associate will then review all requests and finalize disbursement to each club sport based on available funds. Please See the Club Sports Handbook and the Club Sports Web Site for specific clubs sports allocation request deadlines.

FUNDING ELIGIBILITY

To be eligible for funding, club sports must fulfill the following requirements:

1. Be officially chartered and recognized by the Council of Student Leaders.
2. Attend required training with the Program Director for Intramural and Club Sports at the beginning of each semester.
3. Have a Club Sports Constitution established.
4. Submit a Club Sports Application and Registration Form.
5. Submit a Club Sports Participation and Release of Liability for each member of the club sport.
6. Submit a Club Sports Coach Agreement.
7. If returning as an active club, A Year End Survey must have been completed from the previous year.
8. Each on-campus event/program funded by the Office of Recreational Services must be open and appropriate for all students at Winthrop.

HOW TO APPLY FOR FUNDING:

1. Fill out the Club Sports Allocation Request Form (typed)
2. Gather pricing information for EACH item for which you request funds. Get estimates by going on-line and printing documentation, getting mileage from the Internet, do your research and be prepared.
3. Meet with the Program Director for Intramural and Club Sports to discuss club sports expenses.
4. Submit the Allocations Request Form before the deadline to the Office of Recreational Services

WHAT WILL BE FUNDED?

1. Club specific activities
2. Club specific equipment
3. Travel and lodging while on club sports events
4. Membership and tournament registration due
5. Payment for officials at club sports competitions/events

Uniform Policy: Money for uniforms may not come from the funding by the Office of Recreational Services. Each club sport must use alternative funding to finance uniforms. Fundraising and/or dues are potential funding sources.

IV. PLANNING EVENTS & PROGRAMS

RESIDENCE HALL RECREATIONAL USE POLICY

The following guidelines have been established to clarify the regulations regarding use of recreational space in the residence halls/apartments.

1. Permission to use recreational space in the residence halls/apartments must be obtained by submitting a Residence Hall Recreational Space Request to the Residence Director or Apartment Manager for approval.
2. The person making the request assumes responsibility for:
 - a. Monitoring the group's behavior during the event.
 - b. Possessing an approved copy of the space request at the event.
 - c. Making sure that the space is left clean and in proper order.
 - d. Being the contact person for any damages.
3. Priority for recreational space is given first to the residents of the particular residence hall/apartment building involved, for residence hall/apartment programs, activities and meetings.
4. The only groups allowed to schedule consecutive dates for recreational space are those sponsored by the individual residence hall/apartment involved.

EVENT & CAMPUS SPACE RESERVATIONS SYSTEM

To ensure a successful on-campus event, please check with the two main Winthrop Calendars:

1. Event Calendar (www.winthrop.edu/events)—Check this calendar to verify that your event does not conflict with other major university events.
2. Campus Space Reservations System (www.winthrop.edu/spacereservations)—After choosing the desired location for your event, look on the Campus Space Reservations System to see if the space is potentially available. You will need to call the Space Use Manager for that facility prior to submitting an online request.)

SPACE REQUEST AND APPROVAL PROCESS

1. After Checking with the Events Calendar, Campus Space Reservations System, and Space Use Manager to verify that the space you want is available, you will need to submit your request online (please reference the Appendix of Forms).
2. Contact the Space Use Manager to verify the space is available and appropriate for your event activity. A link with contact information can be found on the home page of the Campus Space Reservations System under Space Use Managers and approval list.
3. Have all details of your event before you begin to request approval and space.
4. When submitting your form, make sure that you include accurate information and provide a detailed description of your event.
5. When filling out the form, be sure to include your organization's advisor information, set-up and break down times, Campus Police unlock & lock facility and any tables, chairs or other items you will need.
6. Be sure to review the Event Planning for Parties and Socials and special events section should your event fall into those categories.
7. Print a copy of your request for your records.
8. If your form is successfully completed and submitted, your request will be assigned an event number. If you don't receive one, a mistake or omission has occurred. Correct and resubmit the space request.
9. Print a copy of your event number and instruction for your records. At present, you are able to track your request through the system by using your event number.
10. If you receive an email or phone call requesting additional information, you have **three** days to respond. If no response is given, your request will automatically be rejected.
11. You should receive an email conformation once your request has been approved by all parties. (Remember that the Events Approval Committee meets on Mondays to review requests.) Do not publicize the event until an e-mailed confirmation has been received.
12. If your event has to be cancelled, please adhere to the cancellation procedures on the Campus Space Reservations System Homepage. Failure to do so may result in your organization paying a fee.
13. The last day for a student organization to hold an on-campus event is the last day of classes. No on-campus events will be held beginning study day through the final day of exams.

All appropriate parties will receive the space and event request. You will receive your approval/denial via email. If any additional needs are required from your organization, you will be contacted prior to event approval. Be sure to review the Event Planning section for Parties and Socials and special events should your event fall into those categories. All submissions by student organizations must be completed at least 10 days prior to event. Requests submitted less than 10 days will not be accepted by the system.

ADVISORS COMPLETING ONLINE REQUESTS

When student organization or groups' advisors tenders the on-line reservation form in lieu of a student submitting the document, it is imperative for them to select "Student Organization" from the drop down menu arrowed beside organization type. This will route the on-line request to the Assistant Director for Student Activities and Leadership for approval first.

IV. PLANNING EVENTS & PROGRAMS

ON-CAMPUS EVENTS AND ACTIVITIES

The office of Student Organizations provides assistance to student groups planning on-campus events and activities, and must approve each event. A pre planning meeting may be required by the Assistant Director for Student Activities and Leadership to discuss initial steps and possible requirements for your event. In planning to host on-campus events and activities, student organizations are required to follow university rules and guidelines.

SPECIAL EVENTS

Special Events shall be defined as events that require a significant amount of planning. This could include but not limited to events such as, formals, conferences, pageants, new member presentations, parades, musical or comedic productions.

While most student activities will operate under the current Student Organizations policies, some events will require additional guidelines and supervision for the safety of all participants and to allow for ample planning time for a successful event. These additional guidelines and requirements will be based on the following: nature of the event, facility capacity, past history of event, crowd size, guests from on or off campus, type of event, and tickets sold or money collected at the event.

Consequently, before planning any major event, it is necessary to consult with the Assistant Director for Student Activities and Leadership a minimum of **thirty days** in advance of the proposed activity to discuss the planning process. Items to be considered include, but not limited to, advertising, room location, dining services, and police presence. Especially complex or large events must be planned with significant advance time (up to three months), flexibility in the event scheduling and may require more than thirty days notice. The Assistant Director for Student Activities and Leadership must approve the event request before it can occur; therefore early planning is essential.

Due to the significant planning, liability, and safety considerations of Special Events, these guidelines apply to all campus facilities including the Amphitheater and the steps of Byrnes Auditorium. The hosting of Special Events as described above fall outside the scope of the Assembly Policy.

Types of Events:

Open - events that are open to the public

Closed - events that are open to only the Winthrop community

Both - events that are open to both the Winthrop community and the public. Events that are open to more than the Winthrop University community may be required to use the Guest Identification Policy. This will be determined by the Events Approval Committee.

PLANNING FOR YOUR ON-CAMPUS EVENTS

When planning for your on-campus events there are several steps that you must complete before your event can take place. Please refer to the list of following items to consider in your planning. An event planning worksheet is available on the Student Organizations' webpage or in 269 Campus Center to assist you.

1. Choose at least two dates/locations when planning in case the space you want is not available or you need to reschedule or relocate your event.
2. Follow the Space Approval procedures before officially publicizing your event.
3. Plan ahead for SAC funding approval. (If requesting Student Allocated Funds).
4. If planning a "party" meet with the student affairs representative to review rules and guidelines.
5. If planning an event where alcohol is to be served, meet with the Assistant Director for Student Activities and Leadership to discuss specific requirements and to coordinate details with Dining Services.
6. Complete the Winthrop Contract for Professional Services when bringing speakers to campus that are to be paid. Ask the Office of Student Organizations to assist you.
7. When inviting speakers/performers, keep in close contact with them. Have members of your organization send notes of welcome to the speaker; check if they have special needs/requirements (i.e. meals, airport pickup, directions, guest list, etc.).
8. If needing audio/visual equipment or other technical equipment, talk to the Space Use Manager or coordinator for the facility you plan to use. If the equipment is not provided by Winthrop, contact local vendors for pricing and availability of equipment. Laptops and projectors are available for check-out for registered student organizations from the DiGiorgio Campus Center Technical Services Coordinator, Jerry Fussell. Please e-mail fussellj@winthrop.edu to ask about requirements for reserving and using equipment.

IV. PLANNING EVENTS & PROGRAMS

GUEST POLICY

Students and student organizations are responsible for the conduct of their guests while they are on the Winthrop campus. Students and student organizations hosting non-Winthrop guests are expected to inform their guest of university policies, rules, and regulations and may be subject to disciplinary action for guest violations. Residence Life guest policies and passes are available at each hall office. See the West Center Information desk or call x2652 for recreation guest passes. Visitors to Winthrop University that desire to park on university property must obtain a visitor parking permit from the Campus Police Department.

GUEST IDENTIFICATION POLICY

Public safety is a shared responsibility of all members of the Winthrop University Community. To assist student organizations with this responsibility, the Events Committee and/or Assistant Director for Student Activities and Leadership may require the identification of all visitors at certain public events. The Events Committee will consider the totality of information available in the reservation request to make this determination. Factors for consideration may include the type, size, history and requested venue for the event. This review will be conducted in a viewpoint-neutral manner.

When the Events Committee and/or the Assistant Director for Student Activities and Leadership determine that identification of all visitors is appropriate; the student organization will be responsible for implementing the procedures outlined below.

All visitors entering the venue will be required to show a photo ID and have their hand stamped or wear a wristband. The visitor's name, ID number and type of identification will be recorded by a representative of the organization on a Guest Identification List supplied by the Student Organizations Office. It is often advisable to have a student and non-student line to expedite this process. Student organizations are responsible for the retention of Guest Lists for a minimum of 72 hours after the conclusion of the event.

SELLING EVENT TICKETS

When selling tickets for your event, the sponsoring organization(s) must print and sell only the number of tickets meeting the University's fire code requirements for the facility. Ticket allowances must be made for sponsoring organization's members and participants, as each individual is required to possess a ticket in order to enter the event. All tickets must be numbered.

The Events Approval committee meets on Monday's to review organization's on-line requests to have on-campus events. The committee will determine if an event will be required to have security or any other assistance to ensure the success of the event.

If security is determined to be required, the organization is responsible for the cost of the security. Once you are notified that your event will require security, it is the organization's responsibility to make arrangements with Campus Police.

Campus Police will contact the person listed as the event contact from the on-line reservation system. It is this person's responsibility to follow through. Failure to do so will result in the cancellation of the event.

If there are special requirements determined by the Events Committee, they will be written in the comment space of the approval section by the Assistant Director for Student Activities and Leadership. You may also have special comments or requirements by the space use manager of the facility you request to use.

EVENT SPONSORSHIP

Individual Sponsorship is defined as when an organization assumes total and complete responsibility for an event or program. The organization pays for, plans and makes all arrangements necessary for the success of the event/program.

Co-sponsorship is defined as collaborating with one or more groups that have similar programming goals coupled with the equal allocation of responsibility for all aspects of the event or program.

There are many departments and organizations at Winthrop that each would love the opportunity to educate and enrich students through programs. However, most groups do not have the time or resources to individually sponsor events. It may be to your advantage to solicit outside assistance that may be able to co-sponsor an event/program that you would not normally be able to do on your own. The Student Allocation funds are available to groups who co-sponsor programs/events/activities open to the campus community.

IV. PLANNING EVENTS & PROGRAMS

When working with another organization to co-host program/events on campus, both organizations must be listed on the on-line event request form, and the Events Committee will review the request prior to the authorizing the use of the facility. You will need to clearly explain the roles and responsibilities of both parties in the description section of the on-line request form. Additional information may be requested by the Assistant Director for Student Activities and Leadership prior to the Events Committee meeting.

CO-SPONSORSHIP

If your organization is working with an off-campus group you may submit the request for the use of a Winthrop facility with the understanding that the off-campus group may be assessed a facility use and/or special needs fee which will be determined by the Space Use Manager of the requested facility.

Please review the university Space Use Policy carefully before requesting a location for your event to determine if you will be charged for the use of the facility. If you have questions about specific facilities, please contact the space use manager.

HELPFUL TIPS FOR CO-SPONSORING EVENTS

1. Plan Ahead—A good event takes more than 6 weeks to plan: reserving the space, advertising, and coordinating the event details. The more you plan ahead, the smoother your event will go! In addition, if you plan to ask the Student Allocations Committee for financial help for your event, you will need to be prepared to answer questions about the event in regards to finding, space reservations, and event purpose/goals.
2. Do your Homework—Before you approach other organization with an event idea, know exactly what you want to do and what it will take to do it. If you are interested in a speaker, remember to find out how much they will cost and if they require you to pay for hotel, meal, or travel expenses. And are they even available for the planned date and time?
3. Find a Friend—Now you need to find a co-sponsor, but how and where do you start? First, determine the exact nature and purpose of your event. Then, match this to another organization that would find your event relevant. Present them with your event idea, along with all of your information, and ask if they would like to share the responsibilities and benefits with your organization! Remember to look through the On-Campus Resources section for departments and groups that may be helpful in finding/being a co-sponsor.
4. Divide and Conquer—Now that you have found a friend (or maybe two or three), you will need to determine which organizations will take on certain responsibilities. First, put one representative from each organization together into a committee responsible for the program. Next, know the strengths and weaknesses of each organization; some may have more experience with promoting events, while others have more members willing to do clean-up duties. Then, decide how the cost of the event will be divided, who will reserve the space, the specific party will produce the advertising or invitations, who will set-up/clean-up etc. you may want determine a time-line for task completion. And remember, all your organizations involved want to get something out of the event; be sure to compromise on tough issues and include all groups in all decisions and on all promotional material.
5. Have Fun—Programs are not put on to create stress and anxiety. If you lose sight of your purpose and ultimate goals, your event might turn out to be more of a hassle than a benefit!

ON-CAMPUS PARTIES AND SOCIALS

A party or dance shall be defined as any event where the main function or activity involves a social dance or the performance or reproduction of music for the purpose of dancing. Socials shall be defined as any event where the main function or activity involves social interaction between members of the Winthrop community and guests. A limit of 2 guests per Winthrop student is permitted for on-campus parties and socials. Events held Sunday – Thursday must end by midnight, Friday – Saturday events must end by 2:00 a.m

Student organization sponsored on-campus parties/socials will not be approved during times of major university sponsored events.

REQUIRED PLANNING MEETING

Organizations will be notified by email to schedule a required planning meeting with the Assistant Director for Student Activities and Leadership or the Program Director for Fraternity and Sorority Affairs before the event is approved. During the meeting organizations will review required paperwork, rules for event, and will be given supplies needed for their event.

IV. PLANNING EVENTS & PROGRAMS

ORGANIZATION'S RESPONSIBILITIES

1. *During a Party:*

- a. Arrive early to set up and make sure that the facility is in good working order.
- b. Post all signs given to you by the Assistant Director for Student Activities and Leadership so that guests coming into your party can clearly read the guidelines of the party.
- c. Assemble tables and chairs to accommodate the Guest Identification Information and hand stamps.
- d. 30 minutes before the doors open, Campus Police will meet with the organization's event staff to review all guidelines for the party from the Pre-Event Agreement Form.
- e. When the doors open, it is the organization's responsibility to communicate with the students and guests to line up in two lines. One line is only for Winthrop students and the other for non-student/guests.
- f. If the organization is using the Special Guest List, then there will be a separate line and entrance for those guests to enter and sign-in.
- g. If a disturbance occurs, the person(s) involved will be asked to leave immediately. The host organization is responsible for assisting Campus Police with any disturbance. If the situation is not able to be easily resolved then the party may be shut down. Campus Police reserves the right to shut down the party/event. The organization will be consulted on whether or not the party may continue upon the resolution of the disturbance.
- h. In the event that someone is smoking cigarettes in the space allotted for the party or illegal substances or drinking alcoholic beverages during the party, someone from the organization should inform Campus Police and the individual(s) will be escorted out of the event. Depending on the nature of the offense, the individual may be arrested.
- i. Assist in keeping walkways clear at all times.

2. *After the Party:*

- a. Both the sponsoring organization and Campus Police will work together in clearing the premises as quickly as possible.
- b. The president or designee will meet with Campus Police and complete the Post-Event Evaluation Form and review the night's event.
- c. The organization will clean the parking lot of all trash generated from guests.
- d. Collect all signs, clickers, hand stamps and Evaluation Forms and return to 269 DiGiorgio Campus Center the following work day. If items are lost, the organization will be responsible for paying a \$50 fine.

IV. PLANNING EVENTS & PROGRAMS

POST-EVENT RESPONSIBILITIES

When your event is finished, verify that you have restored the facility to its original condition and notify Campus Police that you are leaving the room/building.

The first business day after your event, remember to do the following:

1. Return all borrowed equipment.
2. Check with the following people to verify that the facility was treated properly, and that all obligations were met. You might also want to thank them for their part in making the event successful.
 - Space Use Manager
 - A/V coordinator/provider
 - Performer/speaker/special guests
 - Sponsoring organization's members

EVENT RESOURCES

Audio/Video Supplies-Important-Please Read

Audio Visual equipment cannot be guaranteed with requests made with less than 48 hours notice before the event.

Note: Some areas on campus are not supported by Audio Visual Services, particularly residence halls and outdoor facilities. Large music performance set-ups requiring multiple microphones, music playback or DJ type arrangements are not handled by Audio/Visual Services—these type events may require off-campus rental of equipment and personnel. STUDENTS placing A/V requests must communicate directly with Audio/Visual Services (323-4551) concerning their specific needs during normal working hours M-F 8:30 AM—5:00 PM.

Laptops and a projector are available for check-out to student groups from the DiGiorgio Campus Center Technical Services Coordinator, Jerry Fussell. Groups must first make the request in their online Space Request. An organization representative must then e-mail fussellj@winthrop.edu a minimum of 5 days prior to the event to arrange pick-up and return of the equipment. When picked up and returned the organization representative will complete paperwork for the equipment. Equipment will not be given out without prior contact between the organization and the DiGiorgio Campus Center Technical Services Coordinator.

When filling out your Online Space Request, be sure to indicate at that time what A/V needs you have. Last minute A/V requests may not be filled.

The following spaces have on-campus staff to assist with basic A/V needs:

| <u>Room/Auditorium</u> | <u>Contact Person</u> | <u>Location</u> | <u>Phone</u> |
|---|---------------------------------|--------------------------|--------------|
| Byrnes Auditorium / Tillman | Chris O'Neil | 106 Music Conservatory | X 4679 |
| Plowden Auditorium | Instructional Technology Center | 307 Withers | X 2136 |
| McBryde & Tuttle Dining Hall / SAC | Lars Larsen | 3rd Floor Annex Bancroft | X 4551 |
| Barnes Recital Hall | Chris O'Neil | 106 Music Conservatory | X 4679 |
| DiGiorgio Campus Center | Jerry Fussell | 125 Campus Center | X 4812 |

INSTRUCTIONAL TECHNOLOGY CENTER – 307 WITHERS

The ITC has limited supplies of the following A/V equipment: digital cameras, camcorders, tripods, slide projector, sharp projectors, and overhead projectors are available for use. All equipment must be signed out by the advisor. **Call the ITC at x2136 for more information.**

V. WINTHROP POLICY AND PROCEDURE

Winthrop University's policies is found in the Student Handbook. To view the entire handbook please go to

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf>

ALCOHOLIC BEVERAGE POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=28>

ASSEMBLY POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=28>

COPYRIGHT POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=28>

DRUG-FREE CAMPUS POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=44>

HAZING POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=29>

OUTSIDE NOISE POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=30>

POSTING POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=30>

SOLICITATION AND VENDOR SALES POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=32>

TAILGATING POLICY

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=35>

STUDENT CONDUCT CODE

<http://www2.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf#page=36>

FUNDRAISING, SOLICITATION, AND CANVASSING POLICIES

Fundraising shall be defined as the act of soliciting donations or sales from students other than their own members for the organization's benefit.

Solicitation shall be defined as the act of soliciting donations or sales for the benefit of a non-campus organization.

Canvassing shall be defined as any effort to influence student opinion, gain support, or promote a particular cause or issue interest, specifically excluding any solicitation or fund raising as defined by current Winthrop University policy.

Please contact 269 Campus Center for further information regarding Fundraising, Canvassing, and Solicitation.

Door-to-door solicitation is prohibited in the residence halls/apartments. Official university business, newspaper solicitation and delivery are exempt, after authorization from the Director of Residence Life. For more information, please contact Residence Life, 237 DiGiorgio Center.

CHALKING POLICY

Students organizations may use chalk on Winthrop sidewalks to promote and advertise specific on-campus events, within reason. The chalk must be removed within 3 days following the event. Organizations **must** obtain approval from the Office for Student Organizations before chalking. The Department of Student Affairs retains the right to determine if any organization has chalked excessively or inappropriately.

V. WINTHROP POLICY AND PROCEDURE

TRAVEL AUTHORIZATION

Before you travel, make an appointment with Pam Varraso at X2248 to fill out a Travel Authorization Form. This needs to be done a minimum of 2 (two) weeks before you travel. Without this form, your organization will not be able to use their allocations for any travel.

When you come to your appointment, bring the following:

- Bring a copy of your approved Allocations Worksheet with any detailed information about your trip.
(Website information for conferences, etc.)
- Bring a list of ALL persons going on trip with emergency telephone #'s and student ID#'s.

NOTE: Emergency telephone #'s need to be someone responsible for you in case of sickness or injury, not your own cell #.

NOTE: Your Student ID# is **NOT** on the front of your picture id.

VEHICLE RENTAL POLICY

If your organization has been allocated funding to rent a vehicle for travel, your organization will need to start the process of reserving your vehicle by doing the following:

Make an appointment with Pam Varraso in 269 Campus Center and bring the president of your organization and the trip leader or responsible person actually going on the trip (chaperone, officer, etc).

- Bring a copy of your approved Allocations Work Sheet.
- Get a driver who is 21 years old or older with a valid driver's license and bring this person to the office to make the vehicle reservation when you come to the appointment.
- Bring a list of All persons going on the trip with emergency telephone #'s and Student ID #'s.

NOTE: Emergency telephone #'s need to be someone responsible for you in case of sickness or injury, not your own cell #.

NOTE: Your Student ID# is **NOT** on the front of your picture ID.

SHOWING MOVIES ON CAMPUS

If your organization decides to show a movie on campus, please make an appointment with the Office of Student Organizations x2248. A staff member will help determine if you need to purchase a public viewing license to show the movie. Copyright laws will be enforced. Failure to comply with copyright laws could result in stiff monetary penalties and legal complications for your organization. Student organizations may request financial assistance to help cover the cost of a public viewing license through the Student Allocations Committee. Please refer to SAC funding requirements and guidelines for additional information.

AV EQUIPMENT

The Office of Student Organizations allows groups to check-out equipment, on a first-come basis, for on campus events. Please e-mail the DiGiorgio Campus Center Technical Services Coordinator, Jerry Fussell (fussellj@winthrop.edu) to find out if equipment is available. Please include a copy of your approved space request in your e-mail. Equipment includes: a Laptop and projector, camera, and a small portable sound system.

CSL AND STUDENT ORGANIZATIONS WORK AREA

On the second floor of the DiGiorgio Campus Center an area has been equipped with computers including MAC for student organizations to gather and work. This space is available on a first-come basis.

CONFERENCE ROOM 204

The 12 seat conference room on the second floor of the DiGiorgio Campus Center is accessible through the CSL and Student Organizations Work Area. Please view <http://www.winthrop.edu/uploadedFiles/clubsorgs/forms/Room-204-Reservation-Guidelines.pdf> for specific information about this conference room.

LOCKERS

The DiGiorgio Campus Center offers 48 lockers for student organizations. Please view <http://www.winthrop.edu/uploadedFiles/clubsorgs/forms/Locker-Guidelines.pdf> for specific information about these lockers.

V. WINTHROP POLICY AND PROCEDURE

Winthrop University Vendor Agreement

This agreement for vendor as described below is made this _____ day of _____, between the Winthrop University Student Affairs Information Services and _____ (herein after referred to as Vendor). During the dates of _____ the DiGiorgio Campus Center will provide space for this vendor under the following guidelines:

University Services

1. Vendor sales will be limited to the lobby entrances, patio or lawn (other areas/buildings may be approved in advance by their Space Use Managers) of the DiGiorgio Campus Center. Vendor sales are not permitted at any other campus location. Items for sale will be limited to those considered appropriate to the needs of persons on our campus in accordance with Winthrop's University's educational mission.
2. Fees for Vendors selling merchandise and/or services will be \$50 per day, per space, or 20% of total sales, whichever is greater. All financial matters must be completed by 4:00 p.m. on the last day of the Vendor's sale and must be processed by the Space Use Manager or appointed designee. Approved non-profit organizations will not be charged a usage fee.
3. The DiGiorgio Campus Center has a limited number of tables and chairs available for rental at the rate of \$10 per table and \$.50 per chair. These rentals must be arranged at the time of reservations. These rental fees will be part of the financial arrangements completed at the end of the sale. All tables and chairs must be returned by the end of each day's sales or a \$200 fee for each table and a \$30 fee for each chair will be added to the Vendor's financial transaction with the DiGiorgio Campus Center.
4. Vendors may load and unload on the side walk area adjacent to either parking lot or at the handicapped entrance of DiGiorgio Campus Center, if prior arrangements have been made; however, all vehicles must be parked in Visitor spaces during the day. A yearly Vendor Parking Pass can be obtained by contacting Campus Police at 02 Crawford for \$50 per space, per vendor, per year.
5. All Vendor sales at Winthrop University take place on Monday through Friday only. Vendors may set up after 7:30 a.m. and must have items packed and removed by 5:00p.m., Monday through Thursday. On Friday items must be packed and removed by 5:00p.m. On the last day of Vendor's sale, items must be packed and removed by 3:30 p.m. All financial transactions must be settled with the Space Use Manager (or designee) by 4:00 p.m.
6. The DiGiorgio Campus Center is unable to provide Vendors with storage space, manpower for set-up, phones, and copy or mail services. A pay phone is located in the Lobby and there are photocopy services available (also has fax services) at the Information Desk in the DiGiorgio Campus Center.

Vendor Duties

1. Vendors must accept all responsibility for the operation of their sale, as well as the dissemination, demonstration, and security of their merchandise.
2. All space reservations are required at least 72 hours before the actual date of the event. Spaces are limited and are reserved on a first come, first served basis.
3. Vendors are responsible for collection and payment of all sales taxes.
4. All vendors on campus must agree to adhere to the Winthrop University Posting Policy regarding signage to be displayed by their company. You may request a copy of this policy from the DiGiorgio Campus Center Information Desk.
5. If a Vendor violates any of the above stated items they will be required to financially settle with the Space Use Manager (or designee) and will be asked to leave campus immediately.
6. Vendor agrees to indemnify and hold harmless Winthrop University, its Board of Trustees, agents, servants, and employees against all liability, claims, or suits arising out of the bodily injury or death to any person or damage to any property resulting from the negligent act of the vendor of this contract. Any damage to the University equipment or to the facility will be billed to the negligent vendor.

Winthrop University

Printed Name _____

Signature/Date _____

Vendor

Printed Name _____

Signature/Date _____

VI. WINTHROP POSTING GUIDELINES

| <u>BLDNG.</u> | <u>OPEN BULLETIN BOARDS</u> | <u>APPROVAL PROCESS</u> | <u>LIMITATIONS</u> | <u>TIME LIMITS</u> | <u>REMOVAL</u> | <u>CONTACT INFORMATION</u> |
|---------------------------|--|-------------------------|---|------------------------------|---|-------------------------------------|
| Bancroft | Non-departmental boards | None | No tape on walls, doors, chalkboards. No posting on the glass windows of exterior doors. | None | By Organization | Amanda Hackney x2209 |
| Byrnes | Front Glass cases | 106 CMUS | Theatre/Music Dept. postings take precedence | 2 weeks advance | By Organization | Chris O'Neill x4679 |
| Dacus Library | Main Floor Foyer & 2 nd Flr. | Dean's Office | Must be Neat and Legible | Min. 7 days | By Building Manager | Circulation x4502 |
| DiGiorgio Campus Center | 4 throughout building | Information Desk | Must give to Information Desk, who will post. No postings outside or on doors, windows, glass... | Posted 10 days max. | By Building Manager | Billy Dahlgren x2248 |
| Johnson | 1st Floor Green Room | Dept Office 115 | Neat and legible; no postings outside or on doors; nothing with alcohol consumption or drugs. NOT taped on walls, doors, chalkboards, bathrooms... | NONE | By Organization or Building Manager after 1 week. | Ramona Kundl x2287 |
| Kinard | Non-departmental boards on all floors | NONE | No tape on walls, doors, chalkboards, bathrooms, etc. No posting on the glass windows of exterior doors | NONE | By Building Manager | April Lovegrove x3553 |
| Dalton Hall /Life Science | One labeled bulletin board on each floor of the classrooms . | Room 202 | No tape on walls, doors, glass, chalkboards, bathrooms, etc. must be date sensitive. | Will post for 10 days | By Organization | Wendi Hevelow x6421 |
| McLaurin/Rutledge | Any unlabeled boards in either building | Room 122 or 133 | No business advertisements | After Event | By Organization | Jamilyn Larsen/Susan Currence x2323 |
| Music Conservatory | Across from 107 | Room 129 | NONE | NONE | By Building Manager | Donna Guerra x6156 |
| Owens Hall | Basement near elevator | NONE | No tape on walls, doors, chalkboards, bathrooms, etc. | NONE | By Organization | Maria Massey x3928 |
| Sims | Beside the vending machines. | Sims 101 | No tape anywhere in the building, no posting in classrooms or on whit boards, no posting on professors offices. Material deemed questionable will be removed. | Remove by the following day. | By Organization | Lee Miller x4922 |
| Thurmond | One by 107, two in front of 3rd floor computer lab. | Room 228 | Boards not large, so use small postings | NONE | By Building Manager | Chris Holloman x2186 |
| West Center | 1 board in first floor student lounge | Room 211 | Posting may only take place on the student lounge bulletin board and must be approved by building manager | 10 Days | By Building Manager | Laura Johnson x2198 |
| Withers | Snack room | Room 106 | NONE | NONE | By Building Manager | Barrie Platt x2151 |

VII. ADVERTISING AND PUBLIC RELATIONS

BANNERS

If your organization is interested in hanging a banner inside of the main lobby in the DiGiorgio Campus Center or outside on the patio facing the Campus Green, please see the guidelines on the link above. All banner requests will be granted based on completing the [Fundraising, Solicitation, Donation Box, Banner & Canvassing Form](#).

CONVOCATION PICNIC

Each fall on the Monday before classes start, Winthrop University hosts a community Convocation Ceremony & Picnic on the front lawn of campus. During the afternoon picnic, organizations promote themselves to the entire Winthrop community. All student organizations are welcome to sign up for a table in advance. At a designated time on Convocation Day, the front lawn will be made open for first-come, first-served access to tables. Student Organizations can reserve a table at www.winthrop.edu/studentorgs. For more information, please contact the Office of Student Organizations, 269 Campus Center, 323-2248.

STUDENT ORGANIZATIONS FESTIVAL

Each fall the Council of Student Leaders and the Office of Student Organizations sponsors a Student Organizations Festival for organizations to promote and recruit new members. Music, food and fun are guaranteed. Organization tables must be reserved in advance at www.winthrop.edu/studentorgs.

E-MAIL DISTRIBUTION

While campus-wide e-mails to students (<http://allstudents.winthrop.edu/login.aspx>) are permitted, the Information Technology office regulates all uses. Please be familiar with the Information Technology Acceptable Use policies regarding campus e-mails which are outlined below.

This system allows you to send information to all Winthrop students concerning campus-related events. Messages that violate these policies will be rejected. Repeated submission of rejected messages will result in loss of access to the *All Students Email System*.

When you submit a message for inclusion in the Daily Student Announcements, it will be read by an authorized staff member who will approve or reject the message. You will receive an email when your message has been processed. If it is rejected, you will receive a response including the reason why it was rejected. All messages submitted must be relevant to the general student population and sanctioned by an officially recognized Winthrop University entity which includes departments or student organizations. Examples include student organization meeting announcements, informational messages related to registration deadlines, etc.

Include specific information in your message. Please include a specific time, date, and location for your meeting or event. Also include the department or organization which sponsors the message.

Messages that contain offensive or disparaging language or images will be rejected. All messages must conform to the policies in the Winthrop University Policy on the Appropriate Use of Information Technology Resources <http://www.winthrop.edu/technology/default.aspx?id=7044>.

Information concerning lost and found items should be directed to Campus Police. It is a violation of the Appropriate Use Policy to use Winthrop University Technology for personal profit such as selling books, furniture, or other merchandise.

VII. ADVERTISING AND PUBLIC RELATIONS

MAILING INFORMATION

On-campus Mailings

Free-of-charge to registered organizations (inactive/non-registered organizations are not eligible) for official business only. The mailing must have the organization name on the upper left and must be addressed to the individual with PO Box number or department information. No mass mailings will be distributed to PO Boxes without Name and Address Information. Any mailings addressed to PO Boxes must be in numerical order by box number and mass mailings addressed to departments must be sorted by department.

Off-campus Mailings

Normal postage rules, regulations, and charges apply. Payment for these mailings must be made directly to the Post Office. The mailing must have a full return address on the upper left corner.

WINTHROP MAILING LABELS

In order to obtain labels for all students, faculty, or staff, you will need to get your advisor to submit a written request according to the following:

Student Labels: E-mail southerdd@winthrop.edu with a brief purpose for the mass mailing. Resident Student labels must be in PO Box order. Labels can be arranged by last name or zip code, with permanent or local addresses, and can be limited by class, gender, major, college, QPA, or most other categories of information in the Winthrop database. Dinah Southard will work with you if you have specific needs, i.e. recruitment mailings for organizations that restrict membership by major/college and QPA.

Faculty/Staff Labels: E-mail hrhelp@winthrop.edu with the purpose of the mass mailing. If approved, the Office Human Resources will provide a set of department labels with the total number of employees in the department printed on each label. The Campus Post Office will accept mail bundled by department.

PUBLICITY IN DINING HALLS

Publicity can be placed in Dining Halls with the approval of the Office of Student Organizations and ARAMARK Dining Services. The form can be found online at <http://www.winthrop.edu/uploadedFiles/clubsorgs/forms/Dining-Services-Publicity.pdf>. Submit the form and a sample of the publicity materials to the Assistant Director for Student Activities and Leadership, then take to Dining Services in East Thomson for final approval. Your organization will be responsible for the distribution and disposal of all publicity materials.

STUDENT PUBLICATIONS AND ELECTRONIC MEDIA

On-campus advertising is available through student media at Winthrop: the Johnsonian newspaper, the Roddey-McMillan Record multi-cultural newspaper, and WINR radio station. Contact these groups for more information, <http://www2.winthrop.edu/studentaffairs/stupub/> or <http://www.winthrop.edu/web/default.aspx?id=8819>

EAGLE VISION

Student Organizations may use the EagleVision Electronic Bulletin Board to advertise programs and events. This is a free and easy way to advertise events, but you must follow the below listed guidelines to use this service. For more information please view the guidelines at <http://www.winthrop.edu/uploadedFiles/clubsorgs/tipsheets/Eagle-Vision-Guidelines.pdf>

DIGITAL ADVERTISING

The DiGiorgio Campus Center offers digital advertising to student organizations to promote campus events. For specific information please visit <http://www.winthrop.edu/campuscenter/default.aspx?id=10429>

VII. ADVERTISING AND PUBLIC RELATIONS

UNIVERSITY RELATIONS AND PRINTING SERVICES

The Office of University Relations exists to promote Winthrop and facilitate effective communication within the college community and between the campus and the public. The guiding philosophy of the University Relations Office is service to students, faculty, staff, administration, alumni and other constituencies.

In this, University Relations offers several opportunities for Student Organizations:

News – As official intermediary between the university and the news media, the Office of University Relations responds directly to news inquiries. The news bureau publicizes campus events, activities and other noteworthy accomplishments of students, faculty and staff. For example, hometown news media are notified who makes the dean’s list, who receives campus honors and awards, and what is happening on campus that might interest the public. Student organizations can help the staff by providing information about activities, new members, and special projects.


Photographs – The Office of University Relations coordinates the campus’ photographic needs, including black-and-white and color prints and color slides. Extensive photo files, housed in the University Relations’ office, can help with publication and slide show needs. These may be borrowed with the assistance of department staff.

Web Services – The Web Services division of University Relations creates and maintains the official Web presence for the university . By visiting the Web Services' section of University Relations' Web site, campus members may find tools for creating or enhancing their own sites.

Printing Services provides typesetting, printing and photocopying for students, faculty and staff. Jobs that need photocopying only should be submitted five working days in advance of the date due. Small jobs that require typesetting (such as letterhead, invitations, flyers, etc.) should be submitted two to three weeks in advance of the date due. Larger jobs (such as booklets or two-color posters) that need typesetting and design work should be submitted four to six weeks in advance. Printing Services is located in 105 McBride Hall and can be reached at 323-2221.

HELPFUL HINTS IN CREATING EFFECTIVE PROMOTIONS– EFFECTIVE PUBLIC RELATIONS

Identity – create identity for your organization by using a consistent logo or style to all your promotions. If I showed you this symbol:

 what comes to mind? Nike, of course. Their identity has been established and is now widely recognized. Identity will help students recognize your advertising among the hundreds on campus.

Information – *Be sure to always include the following information on all your advertising:*

| Name of Event | Date/Time | Location | Cost |
|-----------------|-----------|----------|-----------------------------------|
| Cultural Event? | Logo | Website | Contact Information for questions |

Interest Groups that may have an interest in your events should be sent information

Winthrop – find other Student Organizations or departments on campus

Local – check the Herald for listings of local groups

Regional – check the Charlotte Observer, charlotte.citysearch.com

(Directory section, Community listings), gocarolinas.com

(Find It: Student Organizations), charlotte.creativeloafing.com

(Events tab, community listings), and www.artandscience.com

Inventive Ideas – try to think of creative ways to promote your event. Come up with a mascot, use a catchy slogan or event title, or create suspense and anticipation!

Impressive Designs – publicity is best when it is kept simple. Remember that first impressions about your flyer will be important in getting students to your event. Don’t fill flyers with too much information, excessive images, or hard-to-read fonts. Bright colors aren’t always the answer; just pick a color that isn’t currently being used for other organizations’ promotions. Being different from other publicity is more important than being brighter.