# **SA Clubs Guide** 2022/2023



# CONTENTS

WELCOME	4
WHAT'S IN THIS GUIDE?	4
LEGALITY, LIABILITY, AND ETHICS	5
CLUBS GOVERNANCE ANNUAL MEETING REQUIREMENTS MS TEAMS CLUB REPORTS CLUB EXECUTIVE TEAMS MEETING TRANSITIONING TO NEXT YEAR	
PARENT ORGANIZATIONS	
RUNNING A SUCCESSFUL CLUB BUILD YOUR BRAND FOCUS CONSISTENCY	
EVENTS	
FOOD AT EVENTS	
ORDERING ON-CAMPUS CATERING	
ORDERING OFF-CAMPUS CATERING	12
PREPARING FOOD	12
BAKE SALES	12
OFF-CAMPUS EVENTS	
EVENTS INVOLVING ALCOHOL	
POST-EVENT REPORTS	13
FUNDING ISSUING REIMBURSEMENTS CHANGING SIGNING AUTHORITY	14
HOLDING FUNDS/CLUB ACCOUNT	



DEPOSITS	
REPORTS	
FUNDING IDEAS & EXAMPLES	16
DONATIONS	
DONATIONS TO CLUBS	
DONATIONS FROM CLUBS	
BURSARIES FROM CLUBS	
SA COPY CENTRE	
CLUB STORAGE SPACES	
CAMPUS SPACES	
BOARDROOMS	
CLASSROOMS	
ST LARRY'S PUB	
THE LARGE VENUE SPACE	
INNOVATION HUB	
MARKETING AND RECRUITMENT	
EMAIL COMMUNICATIONS	21
SPONSORSHIPS	
CONFLICTS OF INTEREST	
RESOURCES	22
ADVERTISING	
STUDENT ASSOCIATION POSTING GUIDELINES	
CONTACTS	
CLUBS LIAISON	
CATERING	24
POSTER/MATERIAL PRINTING & DESIGN	

# WELCOME

Being part of a student club is a great way to hone leadership skills, practice organizing events, and participate in the SLC community. Student clubs play a significant role in enhancing the quality of student life for its members and the student body as a whole.

The Student Association of St. Lawrence College, Kingston (SA) works in partnership with student clubs to provide guidance and support for them and their initiatives. Although student clubs interact with many facets of the SA, the main point of contact will be the Manager of Student Engagement, whose role it is to assist and direct clubs.

The Manager of Student Engagement's role is to:

- Approve and monitor all club activities
- Advise the club leadership
- Provide training to clubs
- Process requests for space booking
- Assist clubs with accounting, events, and governance
- Facilitate sanctioning of new clubs

# WHAT'S IN THIS GUIDE?

This guide is an overview of the procedures, guidelines, and resources that student leaders need to know to successfully operate an SA Club. All club executives should be familiar with the material outlined in this document to ensure their club is operating within both SLC's and the Student Association's guidelines. The Clubs Page at www.saslc.ca has more detailed resources to use, such as:

- Event planning documents
- Executive roles and responsibilities
- Effective meeting tools
- Fundraising and sponsorship tips

Have another topic you need help with? Contact saengage@sl.on.ca for the support!



# LEGALITY, LIABILITY, AND ETHICS

Student clubs are sanctioned under the Student Association, which means they are part of the SA and are covered under the SA liability insurance and must adhere to the SA's Bylaws and Policies & Procedures documents which can be found on the SA website: www.saslc.ca.

All student clubs are encouraged to create their own constitution and bylaws and may also create their own operational policies, which can include requirements that have been laid out by the governing parent organizations (i.e., Toastmasters, Enactus, etc.).

It is important to note, however, that the SA's Bylaws and Policies & Procedures supersede all other documents relating to the club and its parent organization. As a club, there is a moral responsibility to the student body as well as a responsibility to maintain public trust. A club does not represent only its members but rather the people it serves: the students. In serving the students, a club must realize and heed potential liability issues. Personal liability can be minimized when club members act prudently, within their own authority, and are not negligent. Adverse actions can affect students, the club, SA, and SLC.

Primary concerns with liability include:

- Student clubs signing contracts: *Clubs must have contracts or agreements* signed by an authorized Student Association representative
- Bringing third-party organizations on campus: *Clubs can invite industry professionals as guests onto campus, but special permission is needed to bring companies who are selling or promoting their interests*
- Events being held both on and off campus that involve physical activities or alcohol: Special permission for these events is needed in case extra insurance is required, and management protocols must be followed

(!) Clubs MUST inform the Manager of Student Engagement of activities involving contracts (venue agreements etc.), third-party organizations on campus, physical activities, and/or alcohol.

# **CLUBS GOVERNANCE**

Effective governance is the foundation of a successful and accountable club. Clubs are subject to the policies and procedures of the Student Association and SLC, but they are self-governing. This means there is an Executive Team who leads the club.

Effective governance means:

- Defining proper roles for Executive Team members
- Defining expectations for these roles
- Defining responsibilities for the club
- Accountability to the student membership, parent organization, and the SA/SLC
- Responsible management of organizational resources and finances
- Establishing a democratic process which allows all members to have the opportunity to run for an executive or leadership position

Regardless of the size of the club, complexity or structure, all executive boards need to incorporate key governance principles into their everyday operations. These principles include:

- Ensuring that the vision and mission of the organization is in line with the needs of students at SLC
- Focusing on the organization as a whole rather than a single issue or a particular member
- Working together as a whole, not as individual members
- Practicing effective self-management, such as recruitment, orientation, development of goals, evaluation, meeting management, and teamwork

(!) Clubs that fail to follow the policies and procedures in this guide are subject to review and investigation, and potential consequences as determined by the Student Association through the relevant club policies.

#### ANNUAL MEETING REQUIREMENTS

All Clubs are required to hold a minimum of one meeting in September and either March or April of each academic year. During this meeting, clubs will discuss finances, executive elections, succession, and other important matters



that affect the club. There are resources available on the Student Association website www.saslc.ca to assist clubs in hosting their meetings. In general, your meetings are meant to:

- Highlight successes and achievements from the previous year
- Thank club members for their hard work over the previous year
- Go over the club's funding records
- Give all club members an opportunity to present any ideas and ask questions

(!) Meeting minutes from these two meetings must be sent to the Manager of Student Engagement as part of Club Reporting Requirements.

# **CLUB REPORTS**

All clubs are required to submit periodic reports to the Manager of Student Engagement. These reports are generally requested in September, December, and April and serve the following purposes:

- September: to set the stage for upcoming club activities and highlight opportunities to work with other clubs and groups within the SLC community
- December: to review club activities from the first semester and set priorities for the second semester
- April: to review activities from the second semester and to set up transitions for the coming year and any priorities being carried out through the summer

The Manager of Student Engagement will request the reports and send a copy of the template at the appropriate time for the report. In general, the report will include:

- Names and contact information of current (or outgoing and incoming) Club Executives, including their position if any
- A list of all current members
- A summary of all club events
- A list of upcoming events and initiatives (planned or aspirational)
- A current copy of the Club Constitution if applicable

# CLUB EXECUTIVE MEETING

The Manager of Student Engagement will schedule at least two meetings a year (minimum one per semester) and invite club executives to provide feedback on proposed changes or suggestions to improve the program. Clubs will be notified 14 days prior to the meeting date.

(!) Each club is required to have at least one member attend each meeting.

# TRANSITIONING TO NEXT YEAR

At the end of every school year, the college says goodbye to a large number of graduates, some of whom are club members and leaders, clubs need proper succession planning so they can transition seamlessly into the next year. As a result, clubs must:

- Keep records of events held (following the processes in this document will help greatly with this)
- Keep track of which members are returning and which are not
- Confirm an Executive Team for the following year; make sure to do this early so that outgoing executives have time to let the incoming ones know your processes
- Stay in contact with the Manager of Student Engagement

# PARENT ORGANIZATIONS

If a club is part of a parent organization and would like to send the membership fees to this organization, the club must present the following documents for their request to be processed:

- Meeting minutes clearly outlining that the club has agreed to send the membership fees to the parent organization
- A list of the full names of those (preferably in an Excel spreadsheet) from whom the money was collected via club membership fees.
- The sum of money (including which currency usually CAD or USD) as indicated by the parent organization and the terms of payment (membership duration, renewal, etc.)
- An approved Funding Request Form that indicates and includes the above
- If fees are substantial, this may be paid directly by the Student Association on behalf of the club rather than through the usual reimbursement process. Contact the Manager of Student Engagement for further direction



• Some recognition document from the parent organization confirming the sum of money it has received and the number of people accepted as new members

# **RUNNING A SUCCESSFUL CLUB**

# **BUILD YOUR BRAND**

Having distinct branding (look and feel) that aligns with the club's values is vital to running a successful club. This is what students will come to know about your club and what it offers them and stands for.

#### FOCUS

A club needs to have a clear and concise direction. Having a good name helps clarify your purpose, and hosting events that coincide with the name and the direction of the club are key. (For example, Basketball Club won't host tennis-related events.)

Decide which of the following categories your club falls under:

- Leisure: A club intending to meet and spend time with people with a shared interest and enjoy the said interest in a structured and fun form. For example, film club, sports club, poetry club, etc.
- Skill Building: Clubs in this category are created for the purpose of building a skill or skills, such as public speaking, writing, or even programming. Clubs in this category that are already seen at the college include Toastmasters or Enactus.
- Social Justice: This category's goal is to: raise awareness, inform the public, and provide updates on certain specific social issues. SLC
  Alliance is an active club that would be categorized as social justice.

#### CONSISTENCY

Hosting meetings and events on a regular basis and in a consistent time and place are key to ensuring meetings are well attended and having a productive and enjoyable club. Keeping in contact with members and ensuring that members' desires are being served is vital.

#### STAY ACTIVE

Clubs need to stay active to remain clubs! Holding events and consistent meetings with good attendance is necessary.

# GET TOGETHER

Events are the main activity associated with clubs, whether in the form of regularly scheduled meetings, outings, or inviting guest speakers to come to talk to members.

One thing to keep in mind with clubs is that all students must be welcome to participate. Even if your club is narrowly focused on a certain thing (such as your program or a niche interest), any student who wishes to join as a member or for a single event is fully entitled to.

These meetings, in addition to improving socialization and student life, are a huge part of the value that clubs can offer to students. It's also where the Student Association can help! In all cases where it is possible, events must be FREE. The Student Association will help enable a free cost of entry for all students wherever we can. For events that cannot be free, we will help establish guidelines and a helpful process. Contact saengage@sl.on.ca for more information.

Clubs at SLC have many ways to engage students and lots of recourses to help you do so; see the section on CAMPUS SPACES below for more information.

# **EVENTS**

Events are a great way to engage members, connect with the SLC community, and fundraise for future initiatives. The Manager of Student Engagement must be aware of all club events, not including regular club meetings. When planning an event, it is best to have as much lead time as possible. While it is not always possible, aim to have your event planned 4 to 6 weeks in advance.

Event request and space booking request forms are available online, or you may contact the Manager of Student Engagement for guidance. Event Requests for large-scale bookings are especially important to get in early; your September meeting is a good time to talk about and plan such events for the entire semester.

#### EQUIPMENT AND AV USE

All clubs have free access to materials and equipment needed to host events. Clubs must first contact the Manager of Student Engagement to submit an event request form and book equipment for their event. All equipment is subject to availability, but examples of equipment that the SA can provide are:

• tables



- chairs
- skirting
- pipe & drape
- cash boxes
- A-frame signs

AV rentals can be booked through SLC IT Services with the assistance of the Manager of Student Engagement.

# FOOD AT EVENTS

There are several options for food providers at your on-campus events. The SA recommends using St. Larry's Pub for catering for events, but Browns Dining Solutions is also a good on-campus option. You may also use off-campus sources for food. Catering should be scheduled as far in advance as possible for your event. You can contact the manager of St. Larry's Pub at pubmanager@sl.on.ca.

In all cases, tips are not reimbursed for food purchases.

(!) Clubs are prohibited from bringing outside food to events held in the Large Venue space or at St. Larry's Pub.

#### ORDERING ON-CAMPUS CATERING

- Catering orders should be made with as much advance notice as possible, ideally a minimum of two weeks (10 business days) before the event
- Menus are available from the St. Larry's Pub Manager and from Browns Dining Solutions
- Last-minute changes must be avoided, and extra costs will not be reimbursed above the original funding request
- Ordering from St. Larry's Pub is encouraged as SLP can directly bill the SA which eliminates the reimbursement requirement

# ORDERING OFF-CAMPUS CATERING

Clubs are welcome to source their own food from off-campus for events, such as ordering sandwiches or veggie platters from a grocery store, but no external catering company can be brought on campus. Food orders from offcampus must be placed and managed by the club. If a club decides to purchase food from an off-campus source, the club is responsible for cleaning and properly disposing of all items. In college-managed space, the club may still be required to pay for room set up charges.

(!) Clubs may have their ability to make funding requests withdrawn if they fail to clean up event spaces; feel free to ask the Manager of Student Engagement for guidance.

#### PREPARING FOOD

#### BAKE SALES

To save money or raise money in the case of a bake sale, clubs can bring prepared food for their events. Clubs must follow the proper food-safe procedures outlined by KFL&A Public Health:

- All food must be prepared in an approved kitchen space. This may require the rental or arrangement of the use of this space. The Manager of Student Engagement can help with this, but notice is required; please allow 8 weeks for this request
- Ingredients lists must be made available for all foods prepared
- Food products should always be protected from sources of contamination
- Proper handwashing procedures, along with utensils and/or gloves, should be used when serving food to consumers

# OFF-CAMPUS EVENTS

All events held at off-campus venues must have a signed contract or memorandum of understanding with clearly defined expectations of the vendor and the club involved. This contract must be submitted to the SA along with the original funding request (or as early as possible once completed).

Only club executives can make such arrangements on behalf of the club.

(!) No student club is authorized to sign an event contract on behalf of the SA or the club itself without approval.

# EVENTS INVOLVING ALCOHOL

Events where alcohol is served, are governed by — and must adhere to — Ontario Liquor regulations and all applicable KFL&A, Student Association, and St. Lawrence College policies and procedures. Student clubs must ensure that companies providing rental space during events serving alcohol off-campus have procedures to prevent underage drinking, servers with Smart Serve certification, non-alcoholic drinks available, and designated drivers or other safe means of transportation accessible to attendees.



All on-campus events involving alcohol must take place at St. Larry's Pub.

# POST-EVENT REPORTS

All clubs are required to submit a Post-Event Report to the Manager of Student Engagement no later than 10 days after the completion of the event. Event reports are a helpful tool to have during the transition of club executives and are a good way to track your club's progress and activity over the year. Events hosted by multiple clubs only need one event report submitted. The post-Event Report form can be found on the website at www.saslc.ca/clubs

# FUNDING

The Student Association provides funding for clubs (see the application at www.saslc.ca) to be used in addition to their own fundraising efforts. Funding considerations are made on an event-by-event basis. There is a deadline each month of the regular school year (August - March) in which clubs can apply for funding for their upcoming events.

- Event funding applications must be completed at least two weeks prior to the event and must be submitted by the monthly deadline to be considered for that intake
- Applications will be reviewed by the SA Executive once a month following the application deadline, and funds will be issued based on the decision of the group
- The maximum amount a club may receive for a single event is \$1000
- Some consideration will be given to ensuring that clubs have equal access to available funds wherever possible; clubs are not required to spend funds throughout the year
- Events that are hosted by two or more clubs only require a single Funding Request Form, and the clubs hosting will be responsible for separating club funding amongst themselves
- Club funding works on a reimbursement basis in almost all situations; the Manager of Student Engagement will decide if other arrangements should be made
- Should a club fail to comply with the accounting procedures in a timely manner after an event that has received funding, the club may not be considered for further funding until they are again in good standing

(!) Event Funding cannot be used to cover conference fees or for students to

# attend workshops. See applications for Academic Support Fund on the website www.saslc.ca/funding

# **ISSUING REIMBURSEMENTS**

- A reimbursement form must be filled out and signed by at least one club executive
- Reimbursement forms can be found online at <u>www.saslc.ca/funding</u> or from the Manager of Student Engagement
- Original documents (receipts, invoices marked PAID) must be attached to the internal reimbursement form and submitted to the Manager of Student Engagement
- Reimbursements are made to the individual who made the original funding request unless noted at the time of the original request and approved as such by the Manager of Student Engagement
- Receipts must have an itemization of the purchased items and a line for HST where applicable. A credit/debit transaction slip may not be used in place of an actual receipt. This is something to be mindful of at the point of purchase; you may need to make a special request
- Cheques will be available for pick up from the SA Front Desk or optionally may be mailed to the recipient, or an EFT (electronic funds transfer) will need to be filled out
- The reimbursement process should take no longer than five business days

Changing of signing authority, such as when a new executive takes a position, requires a few pieces of information and is handled by the Manager of Student Engagement. It is recommended that there be two signing authorities from the club, though one is allowed.

The Manager of Student Engagement will need the following:

- Photocopy (or photo) of signing authority's Student ID, which can be made in the Copy Centre
- A copy of club meeting minutes in which the proposed signing authority was voted into their position
- The following details for all members who have signing authority:
  - 1. Name/position
  - 2. Birthday



- 3. Address
- 4. Email(s)
- 5. Telephone

Any deferral of signing authority to a member of the executive other than the Club President or Treasurer/VP-Finance must come with the written approval of the President and Treasurer of that club, stating the change and the reasoning behind the switch.

(!) Club Executives who will have Signing Authority of their club's bank account must provide meeting minutes showing they were elected to their positions.

# HOLDING FUNDS/CLUB ACCOUNT

All clubs are able to have a chequing account through the SA if a need is demonstrated. Each account will have at least one club representative as a signing authority, which falls on President or the Treasurer by default. The Manager of Student Engagement and the Manager of Accounting and Administration are the two signing authorities that represent the SA on the club's account.

# DEPOSITS

- All funds (from ticket sales, sponsorship and donations, fundraising, bake sales, etc.) must be deposited in the club's account
- Funds must be deposited within seven days after the day of the event
- If a club provides services to a company/organization, the club must send an invoice to the company and provide a copy to the Manager of Student Engagement. Invoice templates are available on the website or from the SA Front Desk
- The club must provide the Manager of Student Engagement with details regarding sources of the revenue and funds, i.e., ticket sales from a student-led event. This information is used to keep accurate records of club transactions

# REPORTS

Clubs who wish to know the balance of their account or their funding status may make a request to the Manager of Student Engagement. The following information can be requested at any time by an executive member of the club:

- Balance sheets
- Account history

Contact the Manager of Student Engagement: 613-544-5440 ext 1326 | saengage@sl.on.ca

• Balance of accounts

Requests should be sent to the Manager of Student Engagement saengage@sl.on.ca

(!) If there is any doubt about any process or procedure or the best way to deal with a situation, please contact the Manager of Student Engagement.

# FUNDING IDEAS & EXAMPLES

- Prizes for club events/games
- Subscriptions to services available to club members
- Branded swag with club name/logo on them (such as T-shirts, water bottles, etc.)
- Promotional material
- Events, food, outings

# DONATIONS

# DONATIONS TO CLUBS

Clubs may receive donations so long as the donor is aware of the terms of the donation and that all donations collected by the club are the property of the Student Association, held in trust for the club. Some notes on this policy are:

- A donation is defined as money given to the club with no value exchanged
- Neither the Student Association nor the club can issue a tax receipt for the donation
- All items and funds donated belong to the Student Association but are internally considered the property of the club so long as the club continues to operate
- No student may do anything that leads a potential donor to believe that their donation is anything more than a donation or that it entitles them to any sort of further compensation or tax benefit
- Student club executives may participate and solicit donations on behalf of the student club to which they belong
- Any questions or clarity required should be directed to the Manager of Student Engagement
- If a third party sends a cheque to a club, the address must be correctly



indicated. The <u>Student Association is not St. Lawrence College</u> or any of its departments. The address must be written in the following way:

ATTN: [Club Name Here] Student Association of SLC, Kingston 100 Portsmouth Ave. Kingston, ON – K7L 5A6

# DONATIONS FROM CLUBS

In the event that a club would like to donate money to a charitable organization, the backup documentation should be in the club's meeting minutes and be preceded by a Funding Request made through the SA website. The minutes should state the following:

- That the club is going to donate money
- A list of the people who attended the meeting, their signatures, the name of the organization receiving funds, and the amount of money which is going to be donated
- The cheque must be sent with a letter to the charitable organization asking for a tax receipt. No cheque will be approved without the letter requesting a tax receipt. Receipts can be emailed or mail

### **BURSARIES FROM CLUBS**

Clubs may sponsor bursaries and scholarships as part of their projects. Clubs wishing to sponsor a bursary may do so through the Alumni and Development department within the college. While club funding dollars from the SA may not be directly used to create or contribute to a bursary, funding can be used to offset the costs of fundraising for a student bursary. For more information about this, contact the Manager of Student Engagement and the Alumni and Development department.

# SA COPY CENTRE

Clubs are encouraged to use the SA's Copy Centre facilities for their printing needs. This can help avoid extra paperwork and streamline processing times between the clubs and the SA. Like St. Larry's Pub, the Copy Centre can directly invoice the SA on behalf of clubs, so reimbursement is not necessary. For best results, do the following:

- Designate a club member to keep in touch with the Copy Centre manager (Graphic and Technical Production Coordinator)
- Inform the Copy Centre when items being printed are for club use
- Items destined for SA bulletin boards can be left directly at the Copy Centre or the Front Desk to be placed on the boards for you by SA staff
- Use the Copy Centre for digital services related to design work

# **CLUB STORAGE SPACES**

Clubs are entitled to space in a locker to store items that are owned by the SA for use by the club. In order to secure a locker for your club, email the Manager of Student Engagement so they can let the Front Desk know that you are going to request a locker. Then simply follow the normal locker process.

Clubs that require additional storage should contact the Manager of Student Engagement to see if other arrangements can be made.

All items purchased for use by a club belong to the Student Association and are available for use by the club for as long as it exists. If a club ceases to exist, other clubs will be allowed to claim these items for their use.



# **CAMPUS SPACES**

# BOARDROOMS

Clubs can book boardrooms through the standard web interface. Clubs that require boardrooms for the time that exceeds a student's normal allotment should contact the Manager of Student Engagement to have their time booked.

#### CLASSROOMS

Clubs can book time in classroom spaces around the college. This requires the club to submit a request for the time and place of the room they would like to book. Requests should be submitted a minimum of 2 weeks in advance of the booking. Repeat bookings are allowed. Include multiple room options for your booking in order to save time in getting your request approved. Email the Manager of Student Engagement for help.

#### ST LARRY'S PUB

The pub, located on the lower level of the Student Life and Innovation Centre across from the boardrooms, is available to student groups without a rental fee (fees for extra cleaning or damage may apply). The pub has food tray options available for group events and audio-video equipment for events.

The Pub Manager (pubmanager@sl.on.ca) is the best resource to answer your questions. If you have any questions, please contact the Manager of Student Engagement.

#### THE LARGE VENUE SPACE

The Large Venue space located in the Student Life and Innovation Centre is available for clubs that are hosting large-scale events that would attract crowds from both on and off-campus. These events should be planned as far ahead as possible as this space is booked months in advance. Help can be provided by the Manager of Student Engagement for the use of this space.

#### **INNOVATION HUB**

The Innovation Hub is available for club use and can be booked on the Innovation Hub's website (www.innovationhubslc.ca). Many spaces are available depending on what the club might need, including technology.

# MARKETING AND RECRUITMENT

Clubs have many avenues to promote their events and recruit members:

- Web and Social Media
  - Clubs can access and include content on the SA Clubs website, the SA website, and the SA social media accounts
  - Requests should be made to the Manager of Student Engagement
  - All content to be included in posts or social media should be completed by the club
  - The Copy Centre manager (Graphic and Technical Production Coordinator) can help develop visual content
- Poster and Print Material
  - Create your own original designs (2 or 3 are preferable for variety!) or make-an appointment at the SA Copy Centre with the graphic designer (agoodwins@sl.on.ca) for help
  - Ensure all posters follow the Student Association Poster Guidelines
  - Get your final design printed at the SA Copy Centre (you can use club funds for this)
  - Posters must be stamped and approved before being placed on the bulletin boards across campus; this is done through the Front Desk at the SA
  - Put posters up on SA corkboards (only SA boards!) throughout the college (do NOT tape on walls). Posters cannot be placed off campus except with explicit permission
- URSLC
  - o Submit your events to URSLC
  - Engage with students looking for things to do and ways to get involved
  - Check out the recent updates that enable more engagement and involvement!



- Tables in the Café/Concourse
  - Tables can be booked through the Manager of Student Engagement
- Clubs Day
  - Wait for an email from the SA about the scheduled date, and don't forget to RSVP!
  - Create content (pamphlets, business cards, handouts) for your booth or table
  - Prepare a short pitch about the club and why students should join
  - Come ready to recruit and have fun!
- Visit Classrooms
  - Arrange with individual professors/program coordinators to come and speak to their classes
  - Speak to the SA team in September to have your club mentioned during classroom visits (by emailing saengage@sl.on.ca)
- Keep a Members List
  - Members should be listed with relevant contact info -- student email, phone number (with permission), etc.
  - Encourage members to bring friends
  - Note who is returning next year and who is not

#### EMAIL COMMUNICATIONS

All mass communications through email must be approved by the Manager of Student Engagement before being sent. Because there are many clubs at SLC, this allows us to group together and time club communications for maximum engagement. Clubs should not use faculty connections to send mass emails to students without first seeking advice from the Manager of Student Engagement.

# **SPONSORSHIPS**

Partnerships with external companies are a great way for clubs to find industry speakers and guests for events, create collaborative relationships, and offset the costs of hosting events and activities.

- Clubs are encouraged to seek out relevant third parties for incoming donations and sponsorships
- Clubs must notify the Manager of Student Engagement of all potential sponsorships and keep the manager up to date on all negotiations
- Clubs cannot make commitments on behalf of the SA or SLC

# CONFLICTS OF INTEREST

The SA has established relationships with external companies, and there are existing contracts on campus with some companies that must be enforced. Clubs should check with the Manager of Student Engagement to find out about any conflicts of interest with existing relationships or contracts before pursuing sponsorships.

### RESOURCES

SA Manager of Student Engagement and the SA staff can share knowledge about building relationships with external groups. However, they can not directly give contact information for companies to students. Please speak with the Manager of Student Engagement about developing your club's strategy around external relationships and related resources.

(!) No club has the authority to bring an external group on campus without the knowledge and consent of the Student Association.

# **ADVERTISING**

# STUDENT ASSOCIATION POSTING GUIDELINES

All printed materials posted at SLC are required to adhere to the guidelines below:

- Materials may not be posted on painted or glass surfaces, on exterior surfaces (including but not limited to buildings, pillars, signage, and maps), on doors, on cement, over existing posters or signage, in washrooms, on floors, or light fixtures
- Printed materials may be posted on SA bulletin boards only. Only the SA, SA-approved clubs, and students may post on the SA bulletin



boards, which are identified by the SA logo. All material must be preapproved and date-stamped by the SA Front Desk prior to being posted

- SA club materials must have the SA logo or the SA clubs' logo included in their design unless the club has an approved logo of its own; appropriate use of the logo is required
  - The Graphic and Technical Production Coordinator can help with correct logo usage
- Materials should only be affixed with thumbtacks on the bulletin boards; staples are not permitted
- There is a maximum of one 11" x 17" poster per bulletin board per group/event/club. Clubs/groups are responsible for the removal of their posted materials. Failure to remove materials will result in a loss of future posting privileges

The Student Association reserves the right to remove materials that do not adhere to these guidelines without notice or reimbursement. Further, the Student Association reserves the right to move printed materials as needed.

Please enjoy your time as a member of the leader of a club. Clubs are an incredible way to enrich your college experience and connect meaningfully with other students. These guidelines are intended to help you succeed and have fun.

# CONTACTS

CLUBS LIAISON Manager of Student Engagement

Daria Bolshakova

saengage@sl.on.ca

# CATERING St. Larry's Pub (Kitchen Manager) Terry McGinn pubmanager@sl.on.ca

Browns Dining Solutions Karen Robertson KLRobertson@sl.on.ca

POSTER/MATERIAL PRINTING & DESIGN SA Copy Centre (Graphic and Technical Production Coordinator)

Ashley Goodwins

agoodwins@sl.on.ca



24