A Guide for a Successful Semester Student Leader Handbook

A
Student Government Association
Publication

Included:

- **Allocation/Appeal Guidelines**
- **Tips for a Productive Semester**
- **Room Reservation Info**
- **Important Contact Info**

Albright COLLEGE
STUDENT GOVERNMENT ASSOCIATION

A MESSAGE FROM THE S.G.A.

As a student leader at Albright, you have both a great deal of power and responsibility on our campus. On top of your class work, you dedicate a great deal of time to your organizations and the people in your organizations. You challenge the norms, inspire innovation, mentor your peers, and are constantly striving to improve not only your clubs, but our college. Your work and dedication are truly amazing and for your efforts, I would like to Thank You.

As a representative of the Student Government Association I want you to know that we are here to help you with anything you need. Along with this handbook, which we trust will serve as a guide for leadership and success, we hope that you utilize S.G.A. as a resource. In addition to allocations, funds requests, and event advertising, please feel free to stop by our office to talk or share with any of us your concerns, questions, or ideas.
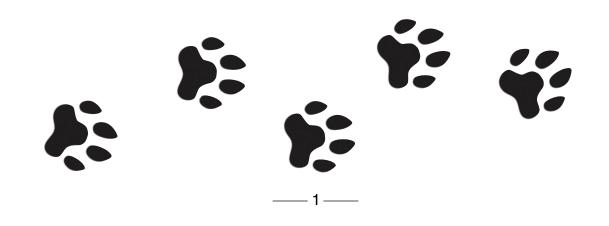
It is only in partnership with student leaders like yourselves that we as the Student Government Association can continue to improve the life of students on our campus. Through our collaboration and sharing of resources I know there are many great things to come this upcoming school year and I cannot wait to see what we can achieve together.

Sincerely,

Kat Biehl
S.G.A. President

SGA

Table of Contents

SGA

Preparation/Planning

Preparing and planning ahead for each semester is crucial for your organization to have a successful and productive year. Below are some tips and information that will give you an edge to help make the semester a very productive and enjoyable one.

Activities Fair

At the Activities Fair, organizations are able to reserve and set-up a table to display what their organization is all about. This event is great to generate an "interest list" for membership and participation. Sign-up at the campus center desk to reserve a table for your club. The activities fair is held twice a year, once in the beginning of each semester. **BE SURE TO RESERVE A TABLE EARLY AT THE CAMPUS CENTER DESK.**

President/Treasurer Workshop

This event serves as a great way for organizations to become familiar with the resources and services that Albright is able to provide for organizations to be successful. Though it is **mandatory for the President and Treasurer of each organization to attend**, any member of the student population is able to attend.

Organization Registration

The organization registration form is important to keep S.G.A. updated on an organization's executive board. Please fill out the form with your organization's officer names [President/ Vice-President/Treasurer/Secretary/S.G.A. Representative] and their contact information as well as the advisor's name and contact information. This form needs to be completed in its entirety along with the roster form for an organization to be officially recognized by the S.G.A.
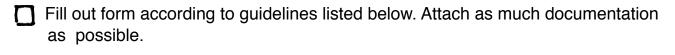
Organization Roster

The organization roster form is another document that each organization needs to have completed in order to be officially recognized by S.G.A. The roster should have each active member's name, position, and box #. Please do not use the "interest list" from the Activities Fair and try to make sure the roster accurately reflects the number of active members in your club. If, throughout the semester, membership changes, please provide S.G.A. with an accurate up-to-date list of your members.

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Allocation Guidelines

Submitting Allocations Checklist

☐ Pick up Allocation form

☐ Fill out form according to guidelines listed below. Attach as much documentation as possible.

☐ Visit S.G.A. extended office hours before allocations are due for assistance (see S.G.A. office for extended hours)

☐ Submit form by deadline established by S.G.A.

When filling out the allocation form, please remember these important guidelines:

- *Conference/Trip Guidelines*
  The S.G.A. will only fund for the Executive Board, one additional organizational member, and advisor to attend.
    - Executive Board consists of President, VP, Treasurer, and Secretary

S.G.A. cannot fund the following:

- Anything that will end up being owned by an individual, not the organization
    - Ex: clothing for personal use
- Fundraiser materials/items
- Food (Unless it is the event itself)
- Decorations
- Personal Loans
- Alcohol
- Payment for tips
- Charity donations/contributions
- Anything item/material held outside the academic year
- Awards and/or Prizes
- Gifts
- Trips outside the country

NOTE: S.G.A. will have extended office hours to provide guidance and support on the allocation process. Please stop by the S.G.A. office if you are in need of assistance and a S.G.A. member will be happy to help you out..

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THE IMPORTANCE OF DOCUMENTATION
In order to appropriately distribute funds to all student organizations and determine the accuracy of student requests, documentation must be provided with each allocation request.

WHAT IS DOCUMENTATION?
Documentation is anything that supports an organization's request to be funded. This includes the following:

- Any quotes from vendors or businesses
    - Either through writing, e-mail conversations etc.
- Ad clippings, print-outs from websites etc.

Any form or document that supports the expenses/costs that you are requesting the S.G.A. to fund is considered valid documentation.

Supplying documentation explains where each organization came up with the monetary amount that they are requesting.

If your organization is collaborating with another organization to host an event or activity, please note this on the allocation request form.

*Please note that though estimating expenditures for food may be difficult sometimes, GIANT Food Stores has a feature online that allows you to "shop online" and browse through their grocery items and are able to view prices. *

NO ALLOCATION WITHOUT DOCUMENTATION
If an organization does not provide necessary documentation, they will not be granted funds for the items that they have not supplied documentation for.

BASIC RATES THAT DO NOT NEED DOCUMENTATION:

Printing:
S.G.A. usually funds up to $10.00 for basic printing. However, S.G.A. may fund additional printing expenditures for large events/activities that an organization may host. This does not include postage materials. When filling out the "Printing/Postage" section, please still identify what exactly you plan to do with the funds given towards printing.

Pizza Parties
If your organization is planning on hosting a pizza party, S.G.A. traditionally funds $50.00 for each pizza party. Special circumstances apply. Please still include when you plan on hosting the pizza party and its expected attendance.

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Bus Rates
Bus rates and fees are determined on a case by case basis depending on how many students are traveling and the distance your organization is traveling to. Please fill out a bus request form on the Student Activities section under the Campus Life page on the Albright website.

DJ Entertainment
The S.G.A. collaborates with DJ Majik Entertainment to provide the best rates available to students. DJ Majik typically charges $275.00 for 3 hour events. If your organization is able to find a DJ that is able to provide similar services at a lesser cost or is willing to fund the additional amount of using another DJ service, S.G.A. will still provide funding if approved in the allocation process. DJ rates are subject to change.

Food Services
The meal exchange program with student meal plans is based on the cost of food and not on a straight-up exchange. Every food service request is treated on a case to case basis. Please contact Food Services for more information. Remember that food requests MUST be put in 10 days in advance for the order to be processed.

Public Safety Rates
If your organization is hosting an event that needs to be staffed by Public Safety, the Public Safety department charges $25.00 per hour per officer. An officer is needer for each 50 people at an event.

S.G.A. Van Costs
The cost of utilizing the S.G.A. is $25.00 per hour for the driver as well as an additional fee per mile. Please contact the public safety office for more information concerning the fee per mile. Cost per mile is subject to change.

NOTE: Rates are subject to change. For more information about any of the rates or services listed above, please refer to the back of the handbook for contact information.

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Appeal/Re-Allocation Process

What is the Appeal Process?
The appeal process gives organizations the opportunity to make a request for the same funds that they have previously requested. Organizations are often denied funds because they do not provide enough documentation.

The appeal process gives organizations another chance to provide information that supports the amount of money that they have requested for the semester. The appeal process also allows organizations the opportunity to petition S.G.A.'s decision on their original allocation request and to provide justification why their request should be allocated.

What is the Re-Allocation Process?
The re-allocation process allows organizations to request additional funds that they may have overlooked during their first allocation requests.

Please note that the appeal process and the re-allocation process have the same deadline and both use the same "Appeal/Re-allocation" form.

How does an organization appeal or re-allocate?
All an organization needs to do is fill out the Allocations Appeal Form (also used for re-allocations). Please fill out the form as accurately as possible and remember to attach documentation. Along with the form, write a formal letter of appeal explaining why you are appealing or reallocating. Please use this as an opportunity to explain in full detail the amount you are requesting and how it will benefit the student population.

To see a sample formal letter of appeal, please turn to page 7, titled "Example Formal Letter of Appeal" to use as a guide.

NOTE: Please remember to be as thorough as possible during the first round of allocations. You have the best probability of getting funding during the preliminary round of allocations as funds are limited during re-allocations and appeals.

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Below is a template to create the formal letter for the allocation appeal process. Please note that your formal letter does not have to be identical to the one shown. This template merely serves as a guide for what the S.G.A. is looking for in a formal appeal letter.

T E M P L A T E

[Insert Date]

Dear Student Government Association,

The members of [insert organization] would like you to reconsider our allocation request for the fall semester. We are asking for [cost] for [item/material/event]. [Explain why item/material/ event costs this amount and why it will benefit the student body. Please go into detail.]

Attached along with this letter is documentation that supports the amount requested above.

Thank you for considering this allocation appeal. If you have any questions, please contact [contact person] at [contact e-mail address/or cell-phone number].

Sincerely,

[President]
[Organization name]
[President's contact information]

NOTE: Please provide, along with this formal letter of appeal, the necessary documentation and information to support your allocation appeal request.

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Post-Allocation Procedures

After you are granted funds through the allocation process, there are four ways to make payments to vendors or to make use of your allocated funds.

Check Requests
If you would like a check to be sent directly to the vendor or place of payment to pay for an item, event, or activity, please check this option off. Write the name of the vendor (or who the check should be made payable to), address etc.

Reimbursements
If someone has already purchased an item and needs to be reimbursed, please check this option. Attach the receipt. **Please remember to use tax-exempt form when paying for items allocated for by S.G.A; taxes will not be paid back.**

Cash/Check Advances
Use this option if you would like to receive cash or a check in advance to pay for allocated items/events. Cash advances may not exceed $50.00

Charging of Campus Account
For departments such as the Bookstore, Food Service, Public Safety, a check request is not necessary. These campus departments are able to charge your organization's account directly for expenses.

All check disbursements and advances over $50.00 require a **TEN DAY** processing period.

Please keep these items in consideration:

- *Attend Senate Meetings*
  - Remember to have a representative attend senate meetings. If an organization misses more than one senate meeting their allocated account will be frozen until a meeting is scheduled with the S.G.A. President or Treasurer.
- *Stay within allocated budget*
  - If an organization goes over the amount allocated, S.G.A. will withdraw the amount in excess over the budget from the organization's self-gen account.

- *Only use allocated funds for allocated items.*
  - An organization is also not allowed to use excess funds from allocated amount to pay for other items or events that have not been allocated for. (Special circumstances apply. Speak to the S.G.A. Treasurer if you have any questions.)

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Effectively marketing an organization and the events and activities that it is involved in is very important for an organization to be successful. Here are some tips and suggestions to market your organization and its events. Remember, be creative and use innovative techniques and strategies to capture students' attention

✴ ***Radio spots on WXAC***
   ✴ Contact the WXAC at (610) 921-7545

✴ ***Albrightian Advertisements***
   ✴ Can submit an article idea to albrightian@albright.edu
   ✴ Can post an advertisement for an event sponsored by your organization
   ✴ Advertisements are half-off for campus organizations

✴ ***Weekly e-mail that is sent out to student body***
   ✴ Send an e-mail to bsmith@alb.edu by the Thursday before the following week to have your event/activity published. Remember to include the date of event, time and location of event, and a description of no more than 2-3 sentences.

✴ ***Campus Center Posters***
   ✴ Talk to a campus center attendant to use paper and markers

✴ ***Chalking campus--catches eye, very inexpensive***

✴ ***Flyers, large posters, table tents-use copy center***
   ✴ Table tents--put in Jake's Java, Jake's Place, Cafeteria, Peg's Cafe

✴ ***ACTV and MTVU***
   ✴ Talk to a campus center attendant for more information.

✴ ***Guerilla marketing (special events that attract attention)***

✴ ***Asking professors to put ads on chalk/white boards in classroom***

✴ ***Co Sponsor an activity or event with another campus organization***
   ✴ Combine both organizations' resources (memberships, financial assistance, talents etc.)

✴ ***Use bulletin boards around the community (example Giant)***

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Campus Marketing Strategies

> Effectively marketing an organization and the events and activities that it is involved in is very important for an organization to be successful. Here are some tips and suggestions to market your organization and its events. Remember, be creative and use innovative techniques and strategies to capture students' attention

✳ **Event Listing Form**
  ✳ When your organization is hosting an event on campus, fill out an event listing form and submit it to the S.G.A. By doing so, your event information will be updated on the campus-wide organization calendar that is compiled by the S.G.A. and will be shared with other organizations
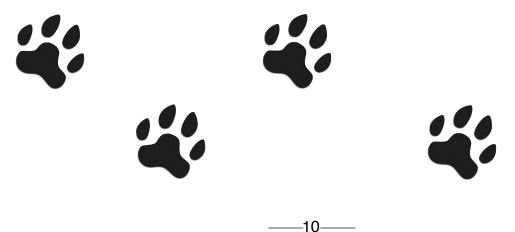
✳ **Post your event on Albright's Facebook page**
  ✳ To have your organizations event on the Albright College Facebook page send event information, description and any photos you want included to Dave Johnson at djohnson@alb.edu. College Relations will create the event and then give you administration rights to it so that you may make changes as necessary.

✳ **Weekly e-mail that is sent out to student body**
  ✳ Send an e-mail to bsmith@alb.edu by the Thursday before the following week to have your event/activity published. Remember to include the date of event, time and location of event, and a description of no more than 2-3 sentences.

✳ **College Relations Policy on Design**
  ✳ College Relations is unable to produce publications for student organizations/events except on an occasional basis. Student organization requests will be considered based on College Relations staff time and institutional priorities. Requests from student organizations must also have a major institutional impact, such as an event that is open to the public or a brochure that will be seen by prospective students and parents. In all cases, the Publications Office is willing to consult with student organizations and provide counsel on other options.

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Room Reservations

1. **Open your Internet Browser and type in www.myschoolbuilding.com in the address bar and press Enter or click on Go.**

   -Or-

   Click on the link below to take you directly to the Schedule Request Tab on the MySchoolBuilding page:

   http://www.myschoolbuilding.com/myschoolbuilding/myschedulenew_wiz1.aspacctnum= 663554853

   Follow steps 2-6 if you are a first time user or if asked to enter an Organization Account Number.

   If it is the first time your computer has been to the website, enter the Account Number:
   Organization Account Number
   663554853

2. **Enter your e-mail address and click SUBMIT. If prompted, enter your first/last name.**

3. **Click on Schedule Request Tab if you do not see the screen below. Select your schedule type.**

Room Reservations

4. Fill out all boxes with a ☑ beside it.

Don't forget to:

☐ Choose your event dates by clicking on the date in the calendar boxes.
☐ Click on the drop down arrows to see your selection choices for each box.
☐ Click on the black arrows in the calendar boxes to change months.
☐ Use the [Check Availability] button to verify you are not double booking a room.

5. At the bottom, enter the submittal password and then click the "save" button.

Submittal Password

acevent

6. Click on the My Request Tab, then Schedule Request. Here you can find up-to-date information on your requests and what status they are currently in.

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Event Scheduling

Practices and Procedures For College Events
- Requests to reserve space should be directed to the Director of Conferences, via School Dude FS Direct. This form contains the fields necessary for information regarding the event.
- There will be no charge for the rental of area/facilities when used for a College activity.
- Please contact Dining Services for your event food service/catering needs.
- No candles or any open flame are permitted in College facilities other than for religious ceremony (open flame policy).
- Nothing may be taped, stapled, or otherwise affixed to walls or floors.
- Student club and organization events will not be scheduled during the last weekend of classes and during finals.
- Academic facilities (classroom, lecture halls, etc.) may not be reserved a semester in advance. These are reserved in consultation with the Registrar who will confirm requests after class assignments are completed per semester.

Internal Scheduling
- Schedule facilities with consideration for the actual space and services being requested. If your event requires specific setup, allow at least one hour before and after your event if other activities are scheduled in the requested location.
- If no setup is needed (example: a meeting in Campus Center Conference Room, a lecture in Klein Lecture Hall or other facility with fixed seating), allow for a minimum of three days before the event date for the request to be processed.
- If setup and other services are needed, submit your request at least seven days before the event date for all support departments to be notified. Reservations made less than three days before the event date may not be able to be accommodated.
- Use the Check Availability or Calendar options in the reservation system prior to submitting your event request.
- Provide general information including the Event Description, Number of Participants, Catering Needs and Event Set Up. Failure to provide the required information may result in your needs not met.
- Ticketed events require a final count sent to Facilities and Public Safety Offices 24 hours prior to event.

For more information concerning specific room accommodations for events and programs and the policies of scheduling these spaces, please refer to the website below:

Albright College Event Scheduling Policies
http://www.albright.edu/conferences/2009%20scheduling%20policy%20101409.pdf

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Contact Information/Resources

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Albrightian   (610) 921-7558
                                                                    albrightian@albright.edu

Alumni Relations   (610) 921-7510

Conference Office/Room Reservations   (610) 921-7612
    Lois Kubinak   *Director of Conferences*
                                                                    lkubinak@alb.edu

Copy Center   (610) 921-7646
    Monday-Friday; 8:00 am - 4:30 pm   copycenter@alb.edu

DJ Majik   (610) 374-2920
    1509 Linden Street   majikdj@verizon.net
    Reading, PA 19604-1845

Facilities Department   (610) 921-7520

Food Services   (610) 921-7525
    Mike Miller   *Catering Coordinator*
    (610)921-7606   mmiller@alb.edu

Public Safety Office   (610) 921-7670

Student Activities   (610) 921-7529
    Bradley Smith   *Director of Student Activities*
                                                                    bsmith@alb.edu

Volunteer Center   (610) 921-7621
                                                                    volunteer@albright.edu

WXAC   (610) 921-7545
    Mindy Cohen   *General Manager*
                                                                    mcohen@alb.edu

SGA

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    Kat Biehl   kathryn.biehl12@albright.edu

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Treasurer
    Sean Crossley   sean.crossley11@albright.edu

Recording Secretary
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Corresponding Secretary
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African American Society Representative
    Meaghan Washington   meaghan.washington11@albright.edu

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Notes