

# CLUB RESOURCES

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*The office of Student Life & Activities supports clubs and student organizations on campus by providing administrative oversight of the clubs through their assigned Student Life Administrator and through direct advisement of the Student Life Board, the group that recognizes clubs and organizations on campus and which provides additional program funding through its Finance Committee. If you don't know who your assigned Student Life Administrator is please check the club list [here](#).*

*This page is provided as a resource to clubs and student organizations as they operate on campus and plan programs and events. If you have a question that isn't answered on this page or you need help please stop by our office in the Warner SLC room 101 and schedule a meeting with your Student Life Administrator. As always please send a rep to room 101 periodically to check your club mailboxes for updates and to receive your mail from off campus vendors and groups.*

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## CLUB REGISTRATION

Every Year recognized student groups must re-register with the Office of Student Life & Activities and the Student Life Board. The registration form includes a request for a list of club leaders, a club roster, an advisor agreement and a request for the most current club constitution (if not on file). Each Brookdale club must have at least 10 currently registered students as members and a Brookdale employee who is willing to serve as an advisor in order to remain active on campus.

This year forms are due to the office of Student Life & Activities by **Friday, September 28th, 2012.**

If you have any questions about this process please contact your club's assigned Student Life Administrator.

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## **CLUB BASICS**

### Recruiting New Members

New members are the life of any organization. They provide new ideas, enthusiasm and keep the team moving after graduation. Everyone wants new members. New organizations are starting all the time. As the number of student groups increases, the competition for new members intensifies. Keys to successful recruitment include participation in scheduled Involvement Fairs and Open Houses planning programs for the beginning of the Fall semester, and submitting your club registration form on time so Student Life & Activities can direct interested students to the current club leadership. The Fall 2012 Involvement Fair is scheduled for **Tuesday, September 11.**

Look objectively at your organization: What is our purpose? What are our future plans? Knowing the answers to these questions will help you define who you want to recruit and how you want to recruit them. Think of the things your organization has to offer to prospective members. Be sure to incorporate what you have to offer into your publicity. Your new members (like your returning members) will need to feel like they belong in the group. Get them involved in the workings of the organization. Get to know them. Help them get to know you. Let them know that their contributions are needed and appreciated. Following these steps will lead to a more enjoyable and rewarding experience for everyone!

### Club Executive Board Members

A common executive board is made up of:

*President* – presides over meetings, acts as the spokesperson for the group, calls meetings and acts as the overall official for the organization.

*Vice President* – usually heads special committees and acts in the place of the President in their absence.

*Secretary* – keeps records of the meetings and formal business, as well as writes letters for the organization.

*Treasurer* – keeps financial records of the organizations, keeps the officers' roster up to date and prepares the budget.

There are other positions that could serve on an executive board (parliamentarian, public relations, etc.) If your group needs help determining club needs, please see your Student Life Administrator.

*Minimum Requirements* - Students who serve in these leadership positions must be currently enrolled for a minimum of six college credits (active – not audit stats) and must be in good academic standing (as defined in the Colleg catalog).

### Fundamental Rights of Individuals Involved in Organizations

- The right to maintain close contact in relationships with friends and family members who are not involved in the organization.
- The right to disagree with group members without being belittled.
- The right to say "no" or "I need to think about this," whether it is about expectations of members, dues, activities, or time requirements.
- The right to ask questions and to express opinions.
- The right to know the history of the organization.
- The right to be respected as an individual.
- The right to withdraw from the organization without fear or humiliation.

### Responsibilities of Organizations

Along with the benefits of becoming a registered student organization at Brookdale Community College, there are certain responsibilities that must be fulfilled. These responsibilities are outlined below:

- All clubs must have an updated Constitution on file in the Office of Student Life & Activities.
- All clubs must have an updated list of officers and advisors on file with the Office of Student Life & Activities.
- All officers must be currently enrolled in six or more Brookdale Community College credits (active – not audit status)
- All clubs must have an advisor who is employed by Brookdale Community College.
- Membership must be open to all full and part time students at all campuses.
- Club meetings must be held in an open and accessible space. If you have a specific ADA requests, please contact Disability Services.
- Clubs will follow all Brookdale Community College policies and procedures, as well as local, state, and federal laws.
- Clubs and their members will comply with Brookdale Community College's anti-discrimination and anti-hazing policies.
- The club's monies must be maintained in an account with Brookdale Community College No outside bank accounts are permitted.
- Officers will accept responsibility for all program planning functions, from room reservations to the supervision of events and activities.
- Officers will develop honest and open lines of communication with the club's Faculty/Staff Advisor and their assigned Student Life Administrator, keeping them apprised of the group's activities.

### Advisor Roles

Advisors, with rare exceptions, volunteer their time and efforts to student organizations without financial compensation. At all times they should be appreciated and valued for the work they do for students.

- Advisors should be knowledgeable in the nature of the club (i.e. how to assist the club in reaching goals/purpose)

- Advisors must sign off on all requests. This includes room reservations, food service requests and any application for funding.
- The advisors are not the club leader but a consultant that initiates ideas or information applicable to the club's interest. All decisions must be student driven.
- Advisors should make every attempt to attend club meetings. Meeting minutes must be sent to advisor for any meeting that is missed.
- Advisors will serve as event chaperones. In the event they are unable to attend an event, it is necessary that another Brookdale employee is chosen.
- Advisors should assist students in ensuring the club maintains accurate records of club business.

### Working With Your Advisor Effectively

- Communicate! Make sure your advisor is informed of all activity of the club, including meeting times, programs, votes, upcoming discussions, and any other pertinent information.
- Ensure your advisor is interested with respect to club activity, try to get them engaged and involved as you would any club member.
- Provide them with copies of the minutes and agendas prior to start of meetings.
- Allow space on the agenda for your advisor, in case they wish to address the club.
- Allow your advisor to advise and not dictate the actions of the club – set ground rules with your advisor as to their specific role at the start of each academic year to avoid confusion and potential frustrations.

In some cases, the relationship that develops between Advisor and Advisee is not good or productive. A relationship where there has been no discussion of expectations, no clarification of roles—and everyone is doing a lot of guessing and even more assuming—is a strong indication that this relationship could be in trouble.

To assist your group in avoiding that situation we have provided an advisor expectations checklist here ([PDFFiles/Student Life/Advisor Expectations Checklist.pdf](#)). These expectations should be discussed and processed at the beginning of the year. After your groups expectations have been laid out, it would be helpful to distribute these to group members. It is also important to update them or reflect on whether or not the expectations are being met throughout the year.

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## **PLANNING A PROGRAM**

### Program Proposal Process

When starting to plan a program, start by meeting with your club/organization and discuss program details. This should be done at least 5 weeks in advance (for major events even earlier!). After finalizing the details, a member of your club should fill out the Program Proposal form available [here](#). Please make sure that you complete this form fully, including contact information or any funding requests. Please fill out the form as completely as possible as your Student Life

Administrator or the financial committee will need this to contact you if there are any questions or to give you an answer on the approval.

By submitting the form electronically the form is received by the Senior Office assistant in Student Life & Activities and then forwarded to your assigned Student Life Administrator. If you are asking for money from the finance committee, they meet at 12 noon on Thursdays during the College Hour. Please turn in your proposals by **TUESDAY (12 noon)** before the Finance Committee meeting on Thursday to ensure it makes the Finance Committee meeting. Please make sure a member of your club is in attendance at the Finance Committee meeting to discuss the proposal.

### Scheduling Space

To be sure there is a room available, please go to the Brookdale Community College [scheduling website](#) to schedule a room. Before submitting please print a copy for your records. You will receive approval via email from the scheduling office. Note: just because they have approved your room, does not mean that the Office of Student Life and Activities has.

### Program Details

*(Catering, Contracting a Performer/Lecturer/Paying Bills)*

After you have received approval from Student Life and Activities, you will need to fill out the appropriate paperwork for your event.

If needed, this includes the Student Catering Guide and an artist/performer/lecturer contract. The Student Catering Guide was designed to cut costs for club/ organizations and in return, the food ordered will need to be picked up in the SLC across from Navesink III. That order form is available on the Student Life & Activities [forms page](#), scroll to the bottom. In the event that your club/organization needs the food delivered to your event, you will need to go on-line and utilize the catering form available on the Brookdale [catering website](#). Print and fill this form out, have your advisor sign it and then bring it to your Student Life Administrator for approval.

The artist/performer/lecturer contract can also be picked up at the Office of Student Life and Activities, Warner SLC room 101 (it is a triplicate form so we cannot provide it here on-line). You will need your artist/performer/lecturer to sign the form, including social security/tax ID number (we cannot submit the form unless this is on there). Anyone who is contracted also needs to complete a W-9 form, which must be submitted with the contract in order to process payment. The W-9 form may be found [here](#). Submit these forms to your Student Life Administrator who will then submit the contract for payment. Remember checks take approximately 10 days.

### Showing a Film

*(Public Viewings of Movies and Videos and Copyright Law)*

If your organization is intending to show a video for a social event, meeting or other purpose, please be advised that it is required by Copyright Laws that your group purchase the licensing for the film. It is a violation of the law to pick up the movie at a local video store regardless of whether or not you charge a fee. Neither the rental or purchase of a video/DVD carries with it the right to show that movie outside of a home. Obtaining a public performance license is relatively simple, but does come with a fee. For assistance with acquiring the appropriate licensing, please talk to your assigned Student Life Administrator.

## Advertising

After approval, you are welcome to start advertising your event. Please do not advertise your event prior to approval in the event that it is not approved. To advertise your event to the Brookdale Community please fill out an advertising request form available at our [forms page](#). This information is collected by the Senior Office Assistant in Student Life & Activities and then forwarded to the appropriate individual. This information is used for the Happenings newsletter, text alerts if requested, to advertise on the Brookdale website calendar, as well as the plasma screens around campus. So make sure all information is given correctly on the advertising request form.

Another way to advertise is to utilize flyers or poster. You can always make up to 50 black and white copies at any college copier using your club copy code. If you want to print on color paper see your Student Life Administrator for a supply. To make color-ink photocopies you must submit your flyer electronically to your Student Life Administrator so that they can forward the flyer to the college print shop. It usually takes 5 business days to get a color flyer back from the print shop. If you are planning a major event that you think needs the support of a professionally designed flyer Student Life can work with the Office of College Relations and their design and production team to create professional flyers. This process takes four weeks, so plan accordingly and work with your Administrator. At any time you may submit 5 flyers to the Student Life Center Information desk for the Student Ambassadors to post flyers for you on bulletin boards controlled by the office of Student Life & Activities. Postings are done every Friday morning.

## Things to Consider When Planning an Event

When student organizations are planning an event, there are a number of items to be considered...

*Is this the event for us?*

- Is this something that will be of interest for the audience you hope to attract or does it appeal to only one or two members of your group?
- Is this an event that will enhance the group's image?
- Do we have enough people to pull this off and is everyone committed to the idea?
- What about our finances?
- How much will it cost to put on this event?
- Will there be a fee for a speaker or performer?
- Will we have to pay for food, sound, lights, audio-visual equipment, a DJ, University police?
- What about publicity expenses?
- Do we have enough money in our budget to cover expenses even if we don't make a dollar on ticket sales?

*How will we publicize?*

- Who is our target audience?
- How will we advertise to reach this target audience?
- Have we reviewed the campus advertising policy?

*Will we be able to do this event?*

- If it is something other than a meeting, have we met with our Student Life Coordinator to get approval for and assistance with the event?
- Once we have approval, is there a facility we can use to have this event? Do we have a confirmed reservation for the facility?
- Are their other events happening that night/day that could adversely affect our attendance?
- Who will be responsible for placing all the work orders (for tables, chairs, etc.) and requests for food and/or audio-visual equipment?
- Who will assure that clean up is done?
- Who will be the advisor on duty for your event?

### Programming Time Line For Major Events

*Modified from "Steps required for a successful college concert" from Krogen and Fritz,  
Two to Three Months Prior To Event:*

1. Check availability of desired space and equipment.
2. Establish budget and arrange the funding for the event, working with the Student Life Board Finance Committee.
3. Review and develop an understanding of the ticket policy and any other relevant policies, regulations or laws.
4. Establish a publicity plan.
5. Negotiate with performer for date, time, place and compensation (do not make any promises at this point).
6. Contact the Student Life & Activities office for procedures in contracting performer(s).

*Eight Weeks Prior to Event:*

1. Arrange for advance ticket sales (if any).
2. Begin implementing the publicity plan.
3. Submit a program proposal if you have not already done so, requesting additional funding as needed.
4. Order promotional and other printed material that will be needed, particularly if working with College Relations.

*Six Weeks Prior to Event:*

1. Revise budget as actual costs become known, working with Student Life & Activities to process any invoices or payment needs.
2. Send any promotional mailings for event.
3. Submit information about event to *Happenings*.

*Four Weeks Prior to Event:*

1. Revise budget as actual costs become known.
2. Confirm room and equipment needs of performer with your Student Life Administrator.
3. Confirm performer's travel plans and setup needs.
4. Check to insure that performer payment is being processed.
5. Fill out electronic "request for publicity" form on website

*Two Weeks Prior to Event:*

1. Check advance ticket sales (if any).
2. Implement any last minute publicity that may be needed.

3. "Walk through" the event and double check that everything has been arranged and requested.
4. Confirm staffing needs.

*Week of the Event:*

1. Publicity plan completed.
2. Budget revision completed.
3. Last minute publicity completed.
4. Final arrangements and double checks on all aspects of the event completed.
5. Make arrangements to meet the performer upon arrival.

*Day of the Event:*

1. Check all arrangements early. If a change is needed you will need time to make or request the change.
2. Be available for the unexpected.
3. Meet and greet the performer upon arrival.

*Follow Up - Within One Week After Event:*

1. Thank you letters to all involved groups and individuals.
2. Clip and save any press coverage.
3. Make final actual budget review and pay all remaining bills.
4. Write an evaluation of the event outlining your process, recommendations for the future and final budget.

## **CLUB TRAVEL**

### Proposal

### Process

Any Club that plans to travel needs to coordinate their event with their assigned Student Life Administrator. You must fill out a Club Travel Request form which may be found on our [forms page](#). All travel requests for the Fall 2012 semester are due by Friday, September 28 2012. If you need additional funding for your trip the proposal you submit will be sent to the Student Life Board's Finance Committee for review. If approved, funding will be given following the guidelines below. Whether you are using your own funds and only need Student Life Administrator approval, or if you are requesting funds from the Student Life Board after approval you need to schedule an appointment with the Administrative Assistant in Student Life & Activities in order to process payment and receive trip waiver forms.

If the travel is to occur out of state, or overnight, as per Brookdale policy the office of the College President must approve the travel plan. Please use the ASBCC Miscellaneous/Travel Advance Form to get approval, this form will be given to you when you meet with the Administrative Assistant. Because the approval process needs to go through the dean, executive vice president and College president your club must adhere to the proposal deadlines given. NO TRAVEL will be approved outside of the deadlines.

Work with your Student Life Administrator to develop the best cost estimate for your trip. If your proposal is approved, the Student Life Board's Finance Committee will fund the cost of 1 advisor per every 10 student attendees at 100%. The following table was established to denote the funds allocated over the cost of sponsored advisors.

<b>Amount Requested</b>	<b>Amount Funded by the Finance Committee</b>
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<b>\$1.00 - \$3500.00</b>	60%
<b>\$3501-\$7000.00</b>	40%
<b>more then \$7000.00</b>	\$2800.00

Brookdale Vans

To reserve a van for a trip please contact Administrative Assistant Mary Jo Burkhard at 732-224-2391. Any current Brookdale Employee may drive a Brookdale van, but a copy of their driver’s license must be on record with the school. Your club must fill out a van reservation sheet, that lists who is going to be going on the trip as well as an emergency contact number, these forms are available from Mary Jo. If driving a Brookdale van, be sure the van is clean of all trash and you leave gas (at least ½ tank) in the tank when you return to campus. Turn in any gas receipts for reimbursement, the office will work to ensure that all vans given out are at least 3/4 of a tank full before any trip.

Buses or other Mass Transit

The office of Student Life & Activities can work with your club to request a charter or school bus for trips. As charter bus companies schedule fill quickly, particularly in December and April, please work early to reserve a bus. We can also get tickets for NJ Transit or the Sea-streak ferry. At all times a trip chaperone must accompany students, even when using mass transit, if Brookdale funds are being used for travel. After talking to your assigned Student Life Administrator and receiving approval for the trip, Mary Jo Burkhard may assist you with the bus or mass transit ticket purchase process.

Driving Your Own Vehicle

If you drive your own car, we will reimburse for gas and tolls OR mileage (beginning/ending mileage must be written) not both. We may only reimburse one person per car. Mileage reimbursed will be at current IRS recommendation per mile. You may only drive your own personal vehicle for club travel if approved as part of your organization’s original travel proposal.

**CLUB FUNDING & MONEY ISSUES**

Initial Allocation

All active clubs will receive \$1000 in their allocated budget for the current fiscal year (Fiscal Year runs July 1 – June 30). Clubs that have not been active the previous year will receive \$500 in their allocated budget for a one year probationary period. Any funds that are collected (through fundraisers, membership dues, etc.) are considered income and will carry over year to year. New clubs will be allocated through Club Reserves until the end of Fiscal Year.

Allocations are not a blank check for programming – all events need to be proposed and approved by Student Life & Activities through your assigned Student Life Administrator before funding is available.

Fundraising/Approaching Donators/Bake Sales

All fundraisers must be pre-approved by Student Life & Activities. Games of chance (50/50's, raffles, etc.) are lawful activities in the State of New Jersey when, and only when, the sponsoring organization is registered with the state and licensed with the local township in which the drawing takes place and prizes are awarded. At this time student clubs and organizations are ineligible to hold games of chance. See you student life administrator for other fundraising ideas. All requests for business donations must be approved by the Brookdale Foundation before you can approach any businesses. If your club wants to solicit any type of donation (monetary donations or the donation of food, supplies, etc.), please submit a list directly to your Student Life Administrator for approval.

All bake sales must follow the *Bake Sale Guidelines* as set by Dining Services.

### Making a Deposit

All clubs should deposit any money collected the same day it is received. Club deposits forms can be found in the Office of Student Life & Activities (this is a triplicate form and can't be posted on-line). Deposits can be made at the Warner SLC front desk with our Student Ambassador staff. The student making a deposit will receive a copy of the deposit form, along with the receipt number of the funds going into the cash register at the front desk.

Checks should be made out to *Brookdale Community College* and reference your club account number and the student name (if applicable) in the memo line. No starter checks will be accepted (all checks must have the address imprinted on the check). Clubs should **not** hold on to any money collected, especially checks. If a check bounces, the fee assigned by the bank will be held against your club's account. Please do not collect cash and then use it to directly pay for something. This is considered a **slush fund** and it is illegal! Please deposit the money collected and request a check if needed.

### Finance Committee

The Finance Committee is a subcommittee of the Student Life Board chaired by the Student Life Board Treasurer. They assist the Office of Student Life in the management and supervision of ASBCC funds. The Finance Committee is tasked with the distribution and allocation of funds to Clubs and Organizations for events and programs. They meet every other week to approve proposals. All proposals should be submitted to your club's Student Life Administrator **THE MONDAY (by 12 noon)** before the Finance Committee meeting on Wednesday. Please plan to send a representative of your club to the meeting where your program proposal will be discussed. The ASBCC funding guidelines may be found here ( [PDFFiles/Student Life/ASBCC Funding Guidelines.pdf](#) ) If you ever have questions or concerns members of the Student Life Board, including their Treasurer are available for consultation. The Student Life Board office is located in room 110 of the Warner Student Life Center. They may also be reached by calling 732-224-2647. As always your assigned Student Life Coordinator is also a great information resource.

Any decisions by the Finance Committee may be appealed directly to the Director of Student Life and Activities. All appeals must be in writing and presented to the Director within 72 hours of the Finance Committee's decision.