

# Student Event Risk Management and Approvals Process (SERMA)

The Student Event Risk Management and Approvals process, also known as SERMA, has been established to create an awareness of planning/safety issues and to protect both the attendees and organizers of events. All student organizations must adhere to the SERMA process to conduct/promote events and activities as a student organization and to use University resources/facilities.

## What is Risk Management?

Risk management is the process of planning, leading, organizing and controlling your activities to minimize risks, including injury or harm to students, event participants, or property. **Risk Management is your responsibility** as a student organization. You are expected to plan your events in advance - to consider and understand all the associated risks with your events and to take steps to prevent or mitigate them. You are also responsible for ensuring you adhere to Brock University policies. The SERMA process is in place to help you navigate Brock's policies and processes and ensure your event has been well planned.

## Why Risk Management?

All events have some degree of risk associated with them. The purpose of this process is to outline requirements that will seek to minimize the level of risk while also offering open, accessible, high-quality events.

In addition, Brock University's insurance will only cover events which are sanctioned by the University. Your events and club activities must be approved through the SERMA process to be considered sanctioned by the University.

## What are the risks of an event?

Risk is not a single factor but instead is based on a set of complex variables depending on the circumstance. Variables that can affect the level of risk of an event may include:

- Number of and age of participants
- Level and type of activity
- Food & Alcohol
- Time of the event
- Event venue
- Transportation
- Weather conditions
- Online vs. in-person

It is important that you plan your event well in advance and consider all the variables.

## **Are you travelling with a group of students to another city, province or out of the country?**

Speak with Risk Management as soon as you have the trip details to ensure you are familiar with Brock University Emergency Guidelines for Student Trips and have approval long before your departure.

## What events need to be approved?

All events sponsored by and/or organized by a Brock University recognized student club or group are required to be risk managed; including all events or activities that will make use of University resources - such as rooms/spaces or student organization funds. This also includes on or off-campus events, as well as in-person and virtual/online events.




Consider - would a participant attending the event associate it with a recognized Brock group or Brock University? Will attendees perceive the event as being sponsored and/or organized by the student organization? Will the activity be advertised, whether on posters, social media or word of mouth in association with Brock or the student group? If the answer is yes, then the event should be risk managed and approved through this process.

**You may not advertise or promote your event anywhere until it has been approved through the SERMA process.**

## How do I get event approval?

The SERMA process is built into the Event Form on ExperienceBU. Your event should be submitted 21 business days prior and no later than 10 business days prior to the start of your event. If you are submitting club meetings, we recommend submitting 4 business days prior to the start of your event. Business days are Monday through Friday and exclude holidays.

To submit your event for approval, simply follow these steps on ExperienceBU:

1. In the top right, click on the 'waffle' icon  , which will bring up the Explore/Manage menu
2. Click on **Manage**
3. Click on your club under "My Organizations"
4. Click on the menu 
5. Click on **Events** and then click 

As you complete the event submission on ExperienceBU, not only will you be submitting your event for approval through the required channels, but your event will also be advertised on ExperienceBU.

## What happens if I don't get event approval?

Failure to adhere to the SERMA process is a violation of the [Student Code of Conduct](#). As such, failure to properly risk manage your event, promoting your event before approval, or holding an event without approval can result in a Class A offence notice, possible de-ratification and/or charges under the [Student Code of Conduct](#).

## Steps in a nutshell:

1. Plan your event (4-6 weeks prior to event)
2. Book your venue/room (3-4 weeks prior)
3. Submit your event in ExperienceBU and receive approval (10-21 business days prior for events; 4 business days prior for meetings)
4. Promote your event!

For more information on the Student Event Risk Management Protocol and to access waivers and forms, visit [brocku.ca/experiencebu/serma](http://brocku.ca/experiencebu/serma) or e-mail [serma@brocku.ca](mailto:serma@brocku.ca)

# ExperienceBU & CWC - Student Involvement Tracking

## What is ExperienceBU & the Campus-Wide Co-Curriculum (CWC)?

**ExperienceBU** is Brock's online involvement portal and events calendar. Students can find events and opportunities happening on-campus and connect with student clubs, like yours! ExperienceBU can be accessed through the Brock University mobile app or online at [experiencebu.brocku.ca](http://experiencebu.brocku.ca) using your Brock login.

The **Campus-Wide Co-Curriculum (CWC)** is a collection of opportunities that are designed to help students make the most of their Brock experience. Opportunities represent key experiences, events or activities that we believe will help students to gain and foster skills in [ten different co-curricular domains](#). Students who complete the CWC are awarded the Brock University Certificate of Engagement and recognized at Convocation with red cords which signify a dedication to involvement. The CWC is accessed through ExperienceBU.

## What and how do I track our activities?

As club executives, you and your members could be getting recognition and co-curricular credit for the events and activities you plan and participate in.

**Event/Activity Attendance** - For all club events, attendance should be taken, wherever possible, to streamline the process and validate students' experiences so they can receive CWC credit. Organizers can swipe student cards or take attendance and then upload the attendance as soon as possible to the ExperienceBU event. You may also consider using the [attendance URL feature](#) on ExperienceBU, which allows you to capture attendance by students clicking a unique link (especially helpful for virtual events). Attendance can also be provided to the ExperienceBU team by emailing your attendance lists to [experiencebu@brocku.ca](mailto:experiencebu@brocku.ca). Note that capturing Brock student e-mails is required to grant co-curricular credit in the CWC.

**Self-Reported Experiences** - Some experiences are not event based. In this case, you and your club members can [self-report your experience in the Campus-Wide Co-Curriculum \(CWC\)](#) and provide some verification for the completion of the item.

One example of a self-reported experience which some club executives and members can work towards through their club involvement is the "Complete 40 hours of community service" in the Community Engagement domain of the CWC. If your club executives and members are volunteering in the community (outside of Brock - volunteering on campus doesn't count) as part of getting involved with your club, be sure to track the hours spent engaging in these activities. Once your executives/members achieve 40 hours of community service, they can self-report their experience to earn CWC credit.

**Lists** - Credit can be given for some co-curricular items through lists provided to ExperienceBU. For example, sending a list of your current, active club members can allow these individuals to earn CWC credit for "Be a member of a Brock recognized club".

# ExperienceBU Club Management Features

For clubs, ExperienceBU is an incredible resource where you will keep all your club information organized! Take advantage of all features and tools available through ExperienceBU to help your club be successful. Explore all the ExperienceBU management feature tutorials on YouTube [here](#).

**ROSTER** - The roster is where you will keep track of all your current members and accept new requests to join your club. Use the positions feature to customize your roster with appropriate titles for your officers, leaders, committees, etc. and decide what level of access each position should have to your site. Through your roster, you can also message your membership easily!

**ABOUT** - Let students know who you are! Tell them what your organization is about, where they can find you and how they can contact you. Add in your social media links so that students can easily connect with you across multiple platforms. Don't forget a profile picture too.

**EVENTS** - Let club members, students and the campus know what you are doing and how they can get involved! All events must be posted on ExperienceBU and go through the risk management process before they are promoted. ExperienceBU makes it easy - simply create your event and the system will walk you through the risk management process step-by-step!

**NEWS** - Create news articles to circulate important information to your group members, the campus, or anyone who visits ExperienceBU. News will appear on the ExperienceBU homepage (if made public) and on your organization homepage. Be sure to include a good picture!

**GALLERY** - Show off your hard work! Post pictures from your events, member pictures, past flyers or marketing materials, logos, and/or graphics for next year's executive.

**DOCUMENTS** - Store all your important documents in one place! Upload any word documents, PDFs, PowerPoints, and pictures that you want shared with the members or officers of your group or the public - meeting minutes, budget reports, forms, training materials...whatever you want! It is also another great way to ensure next year's team has everything they need to succeed!

**FORMS** - This module is a full feature forms builder - you can create application forms, sign-up lists, or event surveys to distribute to members of your club or to the campus.

**ELECTIONS** - Use the elections section to run your executive elections online! Candidates can add pictures and bios and voting is still anonymous. Hosting a movie night and want to decide which movie to watch? You can also use the elections feature to create anonymous polls to get answers from your audience.