

BUSU Clubs Summit

Clubs Training

Tuesday, March 8 from 5 – 8 pm

Isaac's Union Station



Welcome Back

- Check-in at registration
- Club folder contents
- Taking notes
- Recordings on BUSU website
- 5 pm – First clubs session
- 6 pm – Dinner to be served
- 6:30 pm – Second clubs session
- Clubs Banquet: Save the Date
 - Thursday, April 7, 2022 at Club Roma in St. Catharines from 5 – 9 pm



Land Acknowledgment

The Brock University Students' Union is situated on the traditional territory of the Haudenosaunee and Anishinaabe peoples. The territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum agreement.



Meet the Team



Celyn Talaue
BUSU Clubs Manager



Yasmine Hejazi
BUSU VPSS



Ron Bauman
BUSU Senior Manager,
Student Engagement

Incoming for 2022-2023

BUSU Clubs Graphic Designer
BUSU Clubs Coordinator



Outline

1. Clubs Policy and Handbook
2. Club Transition and Roles
3. Recruitment and Membership
4. Event Planning
5. Club Branding and Social Media



Clubs Policy and Handbook



Clubs Policy 500

Clubs Policy 500 is the Brock University Students' Union governing document. All clubs are to adhere and familiarize themselves of the policy

- Definitions
- Purpose
- Club Membership
- Recruiting
- Constitution (Club Guide)
- Club Executive responsibilities
- Ratification
- And more

Available for viewing on the BUSU website



Clubs Handbook

- The handbook includes information pertaining to various aspects of the club's system, including but not limited to the BUSU Clubs Policy, funding, Student Event Risk Management and Approval (SERMA) and other club materials
- Unlike the policy, the clubs handbook is subject change year after year



Club Transition and Roles



Club Transition

- Post election responsibilities
 - Election results must be visible
 - 2021-22 club executives are to transition club materials (i.e. club documents, contact information, log-ins, passwords and more)
- Transition Guide
 - Included in your package and on the BUSU website



Executive Roles and Responsibilities

- Executive members of a club must be undergraduate students of Brock
- All club executives shall be bound by BUSU's Code of Conduct and policies
- All clubs must hold an election for the executives at least once a year (February). All club executives shall be responsible for all club activities, regardless of their attendance, and they must ensure that their club undertakes no dangerous or unsafe activities.
- Club Executives must complete Student Event Risk Management Forms (found on ExperienceBU) for every event/meeting hosted by the club. This form must be submitted no later than 10-21 calendar days prior to the proposed event. Clubs must receive approval for the submitted event in order for the event to be hosted.



Executive Duties

- Roles that need to be voted in
- President:
 - Will oversee the other members of the executive in their duties
 - Will chair all meetings
 - Will have signing authority for the club
- Vice-President:
 - Will assist the President in their duties
 - Will assume all powers of the President in their absence
 - Will be responsible for recording the minutes of all meetings
- Secretary/Treasurer:
 - Will be responsible for all financial dealings of the club
 - Will keep complete records of all financial dealings of the club
 - Will have signing authority for the club



Other Executive Roles

- Roles that do not need to be voted in
- Marketing Coordinator:
 - Will be responsible for club marketing and promotion
 - Will be responsible for content creation
 - Will work closely with the Event Coordinator
 - Will be responsible of social media platforms
- Event Coordinator:
 - Will be responsible for all financial dealings of the club
 - Will keep complete records of all financial dealings of the club
 - Will have signing authority for the club
- Community Coordinator:
 - Will be responsible for organizing and contacting **approved** community partners
 - Will work with Event Coordinator on **approved** fundraising and sponsorship initiatives



Positions to Avoid

- “Staff”
 - Positions are elected or volunteers
- Directory roles (aside from Drama based clubs)
- Human Resource/Conflict Resolution coordinators
 - Resources and support available through BUSU and HRE



Recruitment and Membership



Recruitment

- Clubs are highly encouraged to recruit members and participants as long as they do not infringe on BUSU/Brock University policies and procedures.
- Most recruitment practices are as followed;
 - Social media
 - Campaigns
 - Content/newsletters
 - Events
 - Partnerships (academic/department)
 - Word of mouth
- Events for recruitment: Club fairs, tabling, Brock collaboration, etc.



Membership

- All clubs must have 10 members at any given time when ratified
- Clubs may have 80% of their membership Brock Undergraduate students. The remaining 20% can be faculty members, community members, graduate students or other
- Club executives must be 100% undergraduate students
 - Exception: GSA clubs (more details in the next session)



Event Planning



Event Planning

1. Ask yourself: 5 W's and 1 H
 - What are the goals of the event?
2. Budget
 - How much does your club have to spend?
 - Are you charging a fee?
 - Is your club fundraising?
3. Event Needs
 - Determine event needs and wants, as we continue to move forward with virtual, hybrid and in-person events, keep in mind the amount of work and moving parts that are required to execute your events



Event Planning

4. Venues

- Virtual: Zoom, Teams, Discord, etc.
- Hybrid: Live streaming, pre-recordings, etc.
- In-person: on campus/off campus, etc.
 - Have you booked the space?

5. Itinerary

- What is your plan of action?
- How will your event be executed?

6. SERMA

- Submit to SERMA at least 10 – 21 days in advance
- More details at the SERMA training session

7. Market and Promote

- Remember that you are not allowed to advertise until your event has been successfully risk managed



Event Marketing & Promotion

Allow sufficient marketing and promotion time. Give yourself at least two weeks for promotion if you are looking to attract more or new attendees

- Be creative
- Use social media platforms and their features (i.e. Reels, Instagram live, posters, etc.)
- Direct Message @brockbusuclubs your risk managed event media and we will be happy to share it on our Instagram



Event Wrap Up

- Outstanding Invoices: Invoices and expense reports should be done immediately after the event
- Send out THANKS: Thank those that helped with your event
- Feedback/Survey: Reach out to your guests and get their feedback to help improve the event for future years
- Event Debrief: Discuss how the event went with the team. Gather thoughts and perspectives as this will greatly aid in future events.



Event Ideas

- Virtual
 - Online trivia night, bingo
 - Discord events, Netflix party
 - Kahoot nights
 - Virtual classes and seminars
- Hybrid
 - Live stream performances
 - Pre-recorded classes
- In-Person
 - Galas, dinners
 - Tabling and promotions
 - Club socials and meetings



Event Partnerships

- Brock University
 - On campus departments
- BUSU
 - Event collaborations
 - Club partnerships
- Community Partners
 - Listed on the BUSU website
 - Approved partnerships
 - Come talk to us!



Re-occurring Events

- Pre-plan your meetings
 - Submit once to ExperienceBU
- Book your rooms/venues ahead of time!
 - Minimum 3-4 weeks in advance
- Maintain your health and safety plan
 - Update as needed



Club Branding and Social Media



Branding

Branding defines:

- What you stand for
- The promise your brand makes
- The personality your brand conveys

Branding includes:

- The images and messages distributed
- Product packaging and display
- Interaction with community members outside of club
- Community members' opinions and emotional connections
- Social media presence and engagement



Branding

Creating a branding strategy provides a roadmap that defines what organization members should and should not do, and what their priorities should be to achieve desired goals.

It asks questions like: who would benefit most from engaging with the brand and how best to communicate what the brand offers? In this case, your *brand* is your *club*.



Consider When Branding

1. Value proposition: what does your brand do?
 - Be clear in what your club offers to students. What kind of activities, events will students who join the club engage in?
2. Define target audience: who do you do it for?
 - Consider age, gender, geography, interests, activities, etc.
 - Use your chosen target audience to develop a specific way of marketing
3. Competitive landscape: how do you stand out?
 - There are over 100 BUSU clubs at Brock, how are you going to ensure that students join your club/stop by your table?
4. Value guide: how are you going to achieve your goal?
 - There are many resources that clubs have available to them. Be creative and innovative!

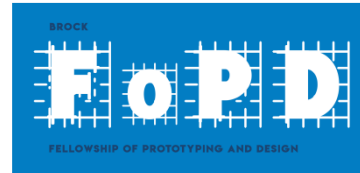
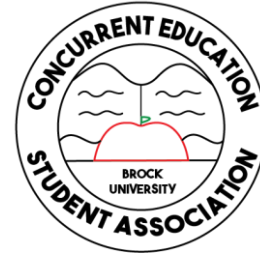


Logos

A logo doesn't need to embody your entire brand, but rather be the shorthand for how people feel about your brand

Serves as shorthand for brand strategy, value proposition, and brand value

Contact
clubsdesign@brockbusu.ca for logo assistance



Social Media

Social Media Handles

Social Media handles should be the same for a club across Instagram, Twitter and Facebook. They should match the following guidelines:

@brock[club name]

Hashtags

Hashtags are a great way to get students onto your page and following along with posts. Always include #BUSUClubs at the end of your captions!



Social Media

Profile Pictures

Be sure to use your updated logo as your profile picture!

Biographies

We encourage a standard biography on your social media pages, followed by a sentence of unique accolades that pertain to your club, finished with #BUSUClubs

Example:

'Official Instagram page of the Brock Punjabi Student Association, promoters of Punjabi culture and representatives of Punjabi students
#BUSUClubs



Social Media

INSTAGRAM STORIES

Instagram stories are the most popular way to get information and content to students, and so they hold a lot of value. Videos are especially great on the story, as they're quick and get a message across! Use gifs, clear font, high quality photos, and all the features Instagram offers to ensure variety (countdowns, hashtags, questions)



For New Clubs

- Make sure you are unique from any pre-existing club
- Ensure you have a minimum of 10 members
- Submit the ratification package by April 1, 2022
 - More details on ratification at the next session!



Thank You and Questions

