



Student Clubs and Organizations Guidelines

BUDGET

Every student club is encouraged to submit a Student Activity Fee budget proposal to the Office of Alumni and Student Relations on an annual basis (typically March of each year). Each student club treasurer (or president if there is no treasurer) should work closely with their advisor on completing the budget proposals. **Your center dean must sign off on your SAF budget before it is submitted.** Once completed, please submit to Lindsay Valenti at Lindsay.Peck@esc.edu in the Office of Alumni and Student Relations.

Once the SAF Committee reviews and allocates the appropriate funds during the April meeting, those allocations are sent the President's Office for final approval in early May. This process typically has a two week turnaround.

Lindsay will then send the club's approved budget for the upcoming fiscal year (July 1 – June 30) to the club officers and advisor. From that point on, the club will work with their advisor, center dean/unit coordinators to submit event requests, payments etc. based on what was approved from each of your proposals and proper protocol from the Office of Alumni and Student Relations.

EVENTS/SAF PROPOSALS

Any event/activity hosted by a student club **must** fall within an approved proposal from the club's SAF budget AND have written approval from their advisor before requesting SAF funds. If you are looking to plan an activity outside of the previous approved proposals, please contact Lindsay before submitting the online event request form.

All student clubs **must** follow the proper protocol for reserving facility space at the center/unit's location. The center dean, unit coordinator and/or his or her designee need to be kept informed about all club activities; including events, scheduling and overall SAF budgets.

Steps to get you started:

1. After the club advisor's approval and dean's sign off – the officer assigned (*typically secretary*) will fill out the event request form: http://www.formstack.com/forms/esc_foundation-eventssubmission where you will indicate all of the event details as well as marketing needed (*emails, social media, student newsletter, etc.*)
2. Secure vendors for appropriate invoices in line with your budget for that event/proposal with **full** approval and sign off from your club advisor.

3. Collect and record sign ups as they come in (*you can always ask the Office of Alumni and Student Relations to pull a list of all online sign ups as well*)
4. Complete payment authorization forms (*ask Renelle Shampeny, Renelle.Shampeny@esc.edu if you need additional*) and send that form along with the following documentation for payment to Renelle:
 - a. **Original** invoice or receipt (*personal receipts must be submitted for reimbursement no later than 4 weeks from the event*)
 - b. Agenda for the event AND/OR a sign-in sheet
 - c. Event Request Form
5. Tear off the **gold** copy and keep for your records
6. Mark down the expenses for each proposal in your SAF budget spreadsheet
7. If you have any pictures from the event, please send via email to Lindsay for posting on social media and the alumni student website.

Please note:

- Alumni make effective and inspirational speakers at student club events and many are willing to assist whenever they can. The Office of Alumni and Student Relations maintains that volunteer information and all requests for alumni speakers need to go through that office. Please reach out to Lindsay if you are interested in using an alumni as an event speaker.
- Student clubs **cannot** hold any fundraising events, raffles or drawings on behalf of the College. If you have questions, please contact the Office of Alumni and Student Relations.

TAX EXEMPT STATUS:

The college has tax exempt status. So when you are purchasing from a caterer, market, etc., **please use the tax exempt form**. Your advisor will have access to this form (if not, then please email Lindsay for the latest form). If you purchase something and are charged tax, you will not be reimbursed for the tax you paid.

DIRECT BILLING:

If you want to set a direct billing with a local company, then a NYS substitute W-9 form (ask your advisor or Office of Alumni & Student Relations) must be completed by the vendor and forwarded to the Office of Business Services. The vendor may also have a form for the Office of Business Services to complete.

WEBSITE

If you want to create a club website (and no need to do that), you must follow college branding guidelines found here: <http://www.esc.edu/its/web-standards/>



Some clubs currently have a website and most use WordPress to do this. If you do create a website, please be advised that you are not allowed to use any part of the college's logo associated with the student club name. There is an approved student club logo that should be inserted at the bottom of the homepage for your site (ask Lindsay for the file if you are interested).

LOGO

The college now has a general logo for student clubs that we will put on all of your material, as a matter of course. However, if you want to create your own logo (and no need to do that), that's fine but do **NOT** use any part of the college's logo within yours. If you have created a logo for your club, please send to Lindsay Peck: Lindsay.Peck@esc.edu and David Henahan David.Henahan@esc.edu, Director of Communications for final design approval.

Once approved, your logo can be placed on print pieces and websites.

PRINTED MATERIAL (FLYERS, BROCHURES, POSTERS ETC.)

Please fill out a Print Request form (which you can obtain from your Advisor or the Office of Alumni and Student Relations) for your fliers/posters/brochures and send back to Lindsay. Once finalized, Lindsay will submit to the Print Shop on the club's behalf with the appropriate requisition number and account number.

Please Note:* to ensure event success, please make sure that the date and time of the event are correct when you submit. Any errors are very difficult to correct once they are printed and in the mail. **Please allow four to six weeks of lead time for all print requests. Any request under four weeks prior may not be printed in time.

FACEBOOK

Student clubs should **NOT** create their own Facebook pages. Rather, they should create a 'group' and invite their membership to join that way. Here are the steps to creating a Group on Facebook:

1. If the club would like a Facebook group they must first reach out to Lindsay who will set up the group with appropriate information (ex: mission statement, upload by-laws etc.)
2. Lindsay will then friend request the club president and ask them to join the group
3. Once the president joins the group, Lindsay will make the president the administrator
4. If the club doesn't have a logo created, the standard student club logo will be uploaded as the group page image.

Facebook group pages allow for increased interaction between club members as well as a branding opportunity for the college as to the robustness of our student activities. It also allows



the Office of Alumni and Student Relations to keep track of membership and increase continuity among all the clubs.

TWITTER

1. Students will use their college email address (name.last@esc.edu) to establish a Twitter account
2. Please share the password with Lindsay Peck and David Henahan (David.Henahan@esc.edu) Director of Communications
3. For the profile image, the club logo should be used
4. For the background the club may create its own graphic and may incorporate the club logo if they wish

***Please note:* In describing the college, clubs should use SUNY Empire State College on first reference and SUNY Empire thereafter. Do NOT use ESC as we are moving away from that convention in all communication.

MEMBERSHIP

Club membership is open to Empire State College students and alumni. College faculty and staff are encouraged to play an active role either as advisors, attending events and/or other support services.

All clubs are responsible for tracking their own membership. It is asked that you provide a **monthly** report (excel, word etc.) with your membership list to the Office of Alumni and Student Relations. This will help in tracking the growth of each club and also how student engagement is growing.

OFFICER LIMITATION POLICY:

Effective April 15, 2015: Any student who is already an officer of a current club **cannot** be an officer of a new forming club. Therefore, for any new club that is applying for official student club recognition by the college shall not have a current officer of any other college club listed on their application.

ACADEMIC ADVISING

Please remember that students are there to support and help other club members. They are not to engage in any academic advising. If there are questions about how that is defined, please ask your advisor.

STUDENT CONDUCT AND MANNER OF ACTING

Members/Officers are subject to the [Student Conduct Code](#). Student officers must be currently enrolled and be held in good academic standing.



DISCIPLINARY ACTION

The club faculty advisor, in conference with their dean and/or unit coordinator, will approve the appointment and tenure of the president and all other club officers including the vice-president, treasurer and secretary. The club advisor will recommend to the dean and/or unit coordinator any disciplinary action up to and including removal of any officer or member whose behavior or actions have been determined to be damaging or detrimental to the club, its members, its operation, its reputation and the reputation of the college. The dean and/or unit coordinator, in conference with the club faculty advisor, retains the right to remove club officer or member.