

# Student Leadership News

Volume 4 Issue 1

Fall 2007

**Special points of interest:**

- Learn to recruit and retain new members
- Learn the entertainment contracting policy
- What do you expect from your club advisor?
- Publicity and promotion techniques
- Leadership Series Schedule
- Update website information

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## Recruiting and Retaining Members

Retaining members is always important to clubs and organizations, but do not overlook recruiting new members to replace those that have just graduated! Keeping members interested and feeling valued are two key components to a successful year.

Pairing a new member with a returning member helps officers from doing all of the training. Returning members can demonstrate for the new member how to reserve a room or to put in a check request or to make publicity for the upcoming event. The sooner new members learn their opinions are important, the more they will volunteer and assist with the club's

programs and business. Too often, officers feel they have to do all the tasks themselves. They do not learn to delegate or they think if "I do it myself, I know it will get done." This does not strengthen the organization, rather, it weakens its structure. Relying on one person to do everything can cause the members to become bored and the officers to "burn out."

Praise members when they do something well. It is important to acknowledge even the smaller successes. New members will appreciate it when you take the time to notice their participation and returning members will be more apt to stay with the club if they

know they are valued as well.

Encourage feedback from all your members. Be open to suggestions on how to improve your job. Members are more inclined to offer suggestions if they are taken seriously.

Many of you are new to the leadership team or executive boards. Don't be hesitant to ask for help! We want you to succeed and to have all our organizations flourish. Your members are vital but so is your leadership.

Good Luck this year!



**Build a winning team!**

## Build a partnership with your Club Advisor

Do you have an advisor that comes to every meeting? Does he/she make an effort to attend your events? Do you have an advisor that could update anyone at any point in time to exactly what is going on in your organiza-

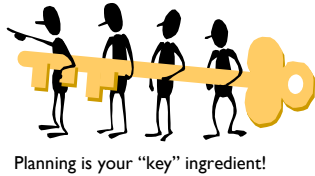
tion? This type of relationship between the advisor and club is possible and is a goal of a partnership that breeds success. Advisors are often an untapped resource for the organization. Certainly they all have different

styles, but it is crucial that officers and advisors discuss the role and expectations of the advisor. Advisors should also be knowledgeable about Student Activities policies which are outlined in the *Advisor's Manual*.

# The Key to Successful Events

Let's take a look at the steps that must be taken for a "successful" event.

1. **Assess Resources**—Know what you have to work with, both people and budget.
2. **Assess needs/interests**—What programs do students want to attend? Learn from the past and target current students.
3. **Brainstorm** - Encourage every member to through out ideas for consideration. Con-



sider all and decide on one for an action plan.

4. **Develop a timeline**—Outline all tasks and assign deadlines. Outlines are available in Student Activities.
5. **Reserve space**—Fill out a scheduling form and wait for confirmation before publicizing the event. Be sure to attend calendar meetings to avoid needless conflicts.
6. **Develop a budget**— Be sure to include food prices, ticket sales, production costs.

7. **The Paper Chase**—Van requests, Check requests, meal exchange forms all need to be submitted in a timely manner.
8. **Publicity**—Who is responsible and develop a separate time line. Be creative and timely.
9. **Finalize Plans**—A few days before the event, review all details and reservations. It is not too late to find solutions for something that may have been overlooked.
10. **Enjoy the Program/Evaluate** the previous steps and learn from mistakes and successes!

## Requesting a Contract...Things to know

All clubs and organizations must go through a staff member in the Office of Student Activities to request a contract. Students are not allowed to sign contracts. All contracts must be negotiated by a staff member and will be signed by the Vice President of Student Affairs. Students may check into availability and general information about a program and should refer to the "Contracting

Worksheet" in the Office for assistance. Once the contract has been requested and reviewed, any concerns that arise will be addressed with the organization. A contract should not be requested unless facilities are reserved in

Campus Events. There are many items associated with bringing a speaker or entertainer to campus.

The more you know in advance the easier the implementation phase will be. Casual phone calls can be construed as a "verbal agreements," don't get caught in the middle!"

*Contracts are legal documents between the College and the performer or vendor, don't get caught in the middle!!!!*

## Publicity and Posting Guidelines

Leaflets, programs, posters, signs, flyers and handbills must have prior approval from the Student Activities Office and will be posted by the Student Activities Office on designated bulletin boards. All advertising materials must include:



Have your information posted in a timely manner.

- The basics: What, When, Where and Cost
- The sponsoring organization's name
- Contact information to find out more info if necessary
- If alcohol is being served, a statement such as "Students and guests (if any) of legal drinking age (21+) must provide proper identification" Any reference to alcohol or "drink specials" will not be approved for posting.

# Improve Your Publicity and Promotion

Having trouble with publicity ideas? We have a few suggestions to help your organization effectively publicize events.

Start with identifying your targeted audience. Are you targeting the community on a small or large scale? Once you determine who your audience is, get an idea of what is going to sell your program. Is it your speaker? Is it the promotional material you are giving away through a raffle? Identify what you want to use to grab the attention of your audience.

There are a variety of ways you can publicize your event. If you decide



to use flyers, you might want to develop several different types of flyer. Every week or a few days before the event, place a new set of flyers up in the place of the old. If you leave the flyers up too long, people will begin to ignore them.

*The Westerner* and WNEK-FM radio can be one of your best forms of advertising.

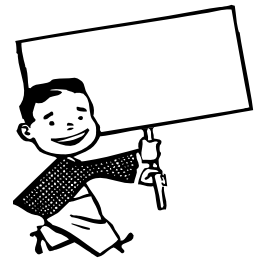
Involve committee members or theatre arts students by having them “in costume” passing out information about the event.

Write a “commercial” for InLighten for Channel 15 on campus. It can run for various lengths of time.

You could also have promotional give-away items that are randomly distributed through residence halls.

Starting your publicity campaign early helps people plan their own schedules around your program and builds an audience.

Balloons, buttons, table tents and large posters all help to promote an event. “Word of mouth” works sometimes, but if you are creative, you will capture the attention of more community members.



## Check out our Web site!

The Office of Student Activities has a web site that all clubs and organizations should get in the habit of checking out! Information that was contained in the Office Handbook is now on the web site. Frequently used forms, activation forms including membership listings, budget requests, fundraising forms and award nomination forms are easily downloadable. The site contains

helpful information about contracting entertainment process, the club recognition process, submission forms for “This Week @WNEC” newsletter and more. Probably the most valuable information is the updated co-curricular programming calen-

dar. Check there for current programs or potential co-sponsorship for future events. We hope that you will find this helpful and an improved service that the Office offers but certainly the web does not replace face to face contact we value!

*We still want to see your faces,  
but check out the website for  
valuable resources.*

## Publicity and Posting Guidelines....continued

- Flyers to be posted in the Residence areas will be done by student assistants from the Student Activities office.
- Make sure you have a room confirmation from Campus Events before you start advertising.
- If flyers are posted on bulletin boards or elsewhere, without prior approval, they will be discarded and if damage is done, the organization will be billed.
- Be creative and use all resources available (the Rock, banners, balloons closed circuit TV etc.)
- General program announcement e-mails may be sent but need prior approval from the Office of Student Activities. Don't forget commercials on closed circuit TV, channel 15.

## WESTERN NEW ENGLAND COLLEGE

Office of Student Activities and Leadership Development  
Campus Center  
Ext. 1203, [www.wnec.edu/studentactivities](http://www.wnec.edu/studentactivities)

The staff:

Maureen Hart Keizer—Assistant Dean of Students/  
Student Activities and Leadership Development  
Ian Martin—Assistant Director of Student Activities  
Erin Twomey - Program Coordinator  
MaryLou Hendrickson—Secretary  
Pat Dooling —Graduate Assistant

***Student Leadership Programs***  
***Sept. 21—4 p.m. Mike Weber***  
***S100***

***Upcoming Meeting with Club***  
***Presidents and Advisors***  
***Watch for Details!***

***Emerging Leader Series and Art***  
***of Leadership begin on October***  
***16th with Maura Cullen***

***Don't forget to pick up***  
***your Student Handbook***  
***and Planner!***

The Office of Student Activities and Leadership Development is here to serve the students and to assist in their development as strong and influential leaders. The experiences of leadership can be very rewarding as well as challenging. We hope that we can foster your creativity and problem solve the inevitable challenges. We also will provide you with training throughout the year that will focus on particular areas of leadership. Club officers are asked to attend the workshops and to share the information with members. The upcoming schedule will include:

### **All College Committee Appointees Luncheon Sept. 13th**

**“Kick off” to Leadership—September 21 featuring guest speaker Mike Weber.** A very talented motivational speaker will discuss the challenges of Leadership

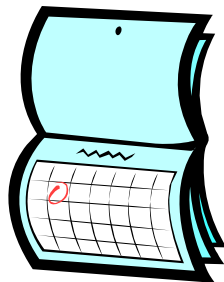
**Treasurers Luncheon**—An update on the budgeting process, meet your finance committee liaison from Student Senate. Treasurers Manuals will be distributed at this time. Thursday, September 20th

**The Emerging Leader (FR) and the Art of Leadership (SO) Series** will begin on October 16th. Registration required, limited seating.

## Why Programs Fail!!

Not to be like “Dr. No”, but honestly, there have been programs in the past that have been disappointing to those planning it. Let's take a quick look at some things to avoid in order to make programs more successful.

- **Poor program design**—not getting input from members, not well planned, not developing program goals in the first place!
- **Choosing poor location:** too many distractions, set up not conducive to the program, too hot or too cold.
- **Poor Publicity**—not eye catching, not enough in advance,



Plan ahead, avoid conflicts!

(why keep it a secret!) too cluttered, not delivered creatively.

- **Choosing poor talent**—poor interpersonal skills, poor speaker, not having checked references from other schools.
- **Not gaining support**—did not delegate, members did not know all the information. Did not feel like they had to support the program.
- **Timing/Scheduling**—Did not check the student programming calendar to avoid conflicts, did not check the academic calendar for midterms or holidays.
- **Murphy's law**—the equipment does not work,

the set up crew arrives late, lights do not work, room not set up, members do not support the program.

- **Did not follow College procedures**—requested payment too late, did not have a signed contract, did not get publicity approved, did not double check the availability of the facility before advertising it!
- **Program runs too long**—Try to specify a time block on the publicity so students will plan accordingly, then stick to it!

After reading through the list, one can see that many of these points can be avoided. One needs to plan and to ask for assistance in advance! The staff is here to help you be a success!