

CLUBS & SOCIETIES GUIDE $\frac{2016}{2017}$



02

TABLE OF CONTENTS

03	INTRO TO CLUBS AND SOCIETIES
04	JOINING & STARTING A CLUB
05	OPENING A CUSA SCOTIABANK ACCOUNT & BANKING
06	APPLYING FOR CUSA FUNDING
07	OUR SERVICES
08	WORKSHOPS & EVENT PLANNING
09	SPONSORSHIP
10	RECRUITING FOR YOUR CLUB OR SOCIETY
11	ELECTIONS & A SUCCESSFUL TRANSITION

03

INTRO TO CLUBS & SOCIETIES

Last year 300 Clubs & Societies were registered with CUSA, meaning there are tons to choose from and collaborate with! Registered CUSA Clubs & Societies are eligible to access the many resources that CUSA's Clubs and Societies Office provides. When a group is certified, CUSA assumes certain responsibilities and agrees to assist the group to ensure its success. The new club or society also agrees to abide by specific rules and policies, and more importantly, strives to serve the student community of Carleton University. We have two C&S Commissioners who work part-time and dedicate an immense amount of effort to ensure that our Clubs and Societies are receiving the support they need to thrive. We encourage you to reach out to them whenever you have questions or concerns about Clubs & Societies.

Please see the C&S CUSA Hub page for information about office hours and important dates.

ABOUT THE CLUBS GUIDE

Every Club and Society is different, and with such a wide range of groups comes an even wider range of needs from the C&S Office. We prepared this guide to outline the services we provide and answer the most common questions Clubs & Societies have about CUSA. Not everything written in this guide will be relevant to every Club or Society, but we have tried our best to make this guide a useful tool for all C&S Executives.

04

JOINING & STARTING A CLUB

Q. HOW DO I JOIN A CLUB?

- A.** Joining a club is easy! Explore all the groups we have to offer by checking out the full listing on CUSA Hub. On the CUSA Hub groups list, you can search clubs by category, ask questions on each club's feed, and log in to join the ones that interest you. Also, make sure to come by the atrium on the 4th floor of the UC, where you can always interact with groups tabling and promoting events. C&S are a vital part of student life at Carleton and we're proud to be instrumental in helping students find the groups they're looking for, or even create their own.

Q. HOW DO I START A CLUB?

- A.** Starting a club or society might seem like a daunting process, but C&S Commissioners are there to make it as easy as possible.

Clubs & Societies Commissioners may, subject to appeal to the Clubs & Societies Committee, deny the certification of a club or society that:

- a. Appears to replicate the primary or whole purpose and/or function of any other club or society.*
- b. Appears to exist for the sole purpose of collaborating on events with current clubs that extends beyond the usual collaboration between distinct clubs and societies.*
- c. Attempts to replace a currently certified club or society.*
- d. Attempts to create a second club for the same sport unless one club is solely recreational and the other is solely competitive.*

REGISTER YOUR CLUB/SOCIETY ON CUSA HUB

Go to cusaonline.ca/cusahub and create a group by filling out all the necessary information. You will be notified via email by the C&S office when your group has received approval. Once you have been approved, you are officially a registered as a CUSA Club or Society! If you have any questions regarding CUSA Hub, feel free to reach out to the C&S office for assistance.

Clubs and Societies are certified by the Clubs and Societies Commissioners once they have provided the following to the Clubs and Societies Office in electronic form by the date set by the Clubs and Societies Commissioners:

- a. A written constitution, not in contravention of the CUSA Constitution, Bylaws, or Policies, embodying the aims and structure of the Club or Society.*
- b. A formal budget, including all projected revenues and expenditures for the year.*
- c. A list of a minimum of 10 (ten) members.*
- d. An executive list with contact information.*

05

OPENING A BANK ACCOUNT

STEP 1

Opening a bank account is not mandatory, but if your group plans on applying for funding you will need to do so. E-mail clubs@cusaonline.ca with the following to receive a letter to open a CUSA Clubs bank account:

FULL OFFICIAL CLUB NAME (NO ACRONYMS):

NEW PRESIDENT NAME:

NEW VP FINANCE NAME:

NEW PRESIDENT STUDENT NUMBER:

NEW VP FINANCE STUDENT NUMBER:

NEW BANK CARD HOLDER:

STEP 2

Next, schedule a bank appointment with Scotiabank to open up a new club account. Please make sure that both signing authorities are present and bring with you 2 pieces of identification.

STEP 3

Register on CCR. The role of the Co-Curricular Record is to encourage and recognize student involvement “outside the classroom.” We encourage you to register your Club/Society with CCR to be able to provide your executives and members the ability to put their contributions to your group on their own CCR.

Students will be able to present this official documentation to prospective employers and graduate schools. Your CCR is designed to complement your academic transcript and demonstrate the holistic learning you engaged in during your academic career.

Your CCR is managed through MySuccess, via your Carleton Central account. Visit the Student Information page to learn how to add activities to your CCR and to access CCR tutorial videos.

You are also encouraged to email clubs@cusaonline.ca for assistance with this process.

06

APPLYING FOR CUSA FUNDING

APPLY FOR FUNDING (OPTIONAL)

CUSA supports Clubs and Societies through by providing a limited amount of funding each year to those that apply and meet certain requirements. Important dates and key details regarding funding will be provided to registered clubs each September.

Requirements to apply for C&S funding.

- Register as a CUSA Club or Society
- Submit a Ledger (if granted funding the previous year)
- Complete the Funding Application (sent out to all groups)
- Attend Funding Workshop (held in September)
- Attend C&S Conference (held in September)

Preparing a budget is a very important task, and the Club Commissioners are there to provide advice. Your club's budget is a tool for the C&S Funding Committee to determine how much money each group is awarded. It is important that groups put together a detailed, honest and realistic budget to present to the committee.

A sample budget is provided on the CUSA website for reference.

3.1 The Committee shall consist of:

- a. The Clubs and Societies Commissioners.*
- b. The CUSA Vice President Internal.*
- c. The CUSA Vice President Finance.*
- d. Four (4) delegates; two from (2) Clubs and two from (2) Societies, elected from all present at the Introduction Meeting in the Fall term.*

7.1 All certified Clubs and Societies are required to send an Executive to the Clubs and Societies workshops as mandated by the Clubs and Societies Commissioner after certification, unless proper notice has been given and accepted by the Clubs and Societies Commissioners.

Make sure to keep an eye out for important dates from the C&S office.
For additional funding opportunities please look at page 9 for more information.

07

OUR SERVICES

CUSA HUB



CUSA is proud to introduce CUSA Hub, a new, interactive online platform. CUSA Hub makes it easier than ever for students to connect with clubs, societies, and services on campus. Plus, students will now be able to find every Club & Society event on the CUSA Hub calendar.

There's plenty of other exciting features. Students can search for clubs by program, category, or keyword. Each student also has their own feed; they can add clubs they're interested in to keep up to date with news and events. Students can also post comments on a club's feed to share thoughts or ask questions. Log in today to get started at cusaonline.ca/cusahub. If you have questions or need assistance with your group's CUSA Hub profile, just ask the C&S office.

TABLE BOOKINGS

CUSA Clubs & Societies can rent tables and book space in the University Centre atrium for no cost. They can also book up to three spaces on the third floor landing of the University Centre. These bookings can be done through the form on the CUSA website and a cash deposit of \$20 per table is required the day of the booking (this deposit will be refunded when the tables are returned).

CUSA owns and manages space on the side of the atrium adjacent to the Starbucks on the fourth floor of the University Centre and the landing space on the third floor of the University Centre. If you are looking to book space on the other side of the atrium, please book the University Galleria space through the Campus Card Office by filling out the form on their website: <http://carleton.ca/campuscard/galleria-booking/>

CUSA SPACE BOOKINGS

CUSA provides free booking for registered Clubs & Societies for the following spaces

- The Carl Gillis Boardroom - 513 UC
- The Bill Ellis Coworking Space - 314 UC **NEW!**
- Oliver's Pub & Patio
- Rooster's Coffeehouse

All spaces can be booked online at cusaonline.ca.

SUPPORT

The C&S Office also provides:

- Election Services
- Conflict Management/ Mediation
- Advice on fundraising ideas
- Information about booking venues and so much more.

Ask your C&S Commissioners to find out more.

EQUIPMENT

CUSA Clubs & Societies can also rent the following equipment for no charge:

- Mobile Speaker & Microphone
- Popcorn maker
- Raffle Spinner
- Paper cutters
- Projectors/screens
- HDMI cables
- iPads **NEW!**

A cash deposit is required the day of the booking. This deposit varies depending on the item and will be refunded when the item is returned.

IMS

CUSA covers the cost for CUSA Clubs & Societies to use IMS services. Make sure to bring a \$20 cash deposit for a key (this deposit will be refunded when the keys are returned).

08

WORKSHOPS & EVENT PLANNING

WORKSHOPS

The C&S Office will be hosting multiple workshops throughout the year to aid the personal development of our Club/Society executives. Workshops include training about our funding process, graphics, fundraising and more!

If you have any ideas for services or workshops you'd like to see, let us know and we will work hard to make it happen!

EVENT PLANNING 101

Here are some tips and tricks to help you have smooth sailing planning your events whether they be on or off campus. Remember to plan ahead!

CHOOSE A DATE

- Check on CUSA Hub to see if there are any other events scheduled for the same date and location.
- Check with all the groups involved with the event to make sure the date/time works for all your major stakeholders.
- Make sure your date is available at your desired location.

BUDGET

Prepare an event budget and monitor your spending. Rent any necessary equipment from CUSA to reduce costs.

LOCATION

- Will your event be on campus or off campus? Choose a location or venue for your event.
- If off campus, is there parking available? Is it accessible by OC Transpo?
- Will your location be available on your desired date and time of your event?

CONFIRM EVENT DETAILS

- What is the purpose of your event?
- Develop a schedule for your event.
- Book any entertainment or speakers.

MARKETING & PROMOTION

- Develop a marketing / communications plan
- Design promotional material, with all the pertinent information and logos
- Distribute flyers/posters/email/brochures to Carleton community (Remember to use your \$50 printing credit from CUSA).
- Create an event on CUSA Hub. Try submitting your event to local newspapers, events calendars and websites for more advertising

09

SPONSORSHIP

CUSA Clubs and Societies funding is one way to fund your initiatives. However, we encourage our Clubs and Societies to pursue additional funding opportunities, fundraise and seek sponsorship.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Student Activity Fund is a Carleton University administered fund which can be applied to by Student Groups and Individuals

CUESEF (Carleton University Engineering Student Equipment Fund) was set up as an endowment fund to provide Capital Purchases for projects including student groups and fourth year projects. If you need help with equipment for fourth year projects you can apply.

Academic Initiative Fund is a Carleton Academic Student Government administered fund for Academic Events and Programming.

Future Funder is a program organized by the Alumni Department. Through this program, you may create a profile for a project you are working on and receive funding from alumni who are interested in funding you.

OTHER FUNDING IDEAS

- Selling tickets through Athletics
- Host a pub night (Contact Ollies for more information about organizing a pub night on campus)
- Seeking sponsors
- Identify potential sponsors and create a sponsorship proposal
- Deliver sponsorship packages and follow up within 1 week.
- Use sponsor testimonials and always try to acknowledge sponsors in some way.

INVITATIONS/COLLECTING MONEY

- Share your CUSA Hub event on Facebook and invite your friends.
- If this is an annual event make sure to invite those who attended last year.
- Build an online event registration form (Try using Google forms) This will help you figure out how many event attendees will be there.
- Put the link for your online registration form on your website, CUSA Hub, Facebook etc.
- For events that require any fees to be collected (event t-shirt, Gala, etc). Try using Eventbrite or Tilt to make collecting money easier for you.

RISK MANAGEMENT

- If your event is on campus with over 50 attendees make sure to fill out a risk management form. This can be found at <https://carleton.ca/studentaffairs/space-booking/>
- Consider creating a risk management plan
- Obtain relevant insurance from CUSA if needed.
- Make sure to have a contingency plan for bad weather, low attendance etc.

OTHER

- Organize volunteers
- Design plan of venue / event site layout
- Prepare scripts for any speeches
- Organise awards/trophies/certificates & decorations
- Make sure to clean up after your event!

10

RECRUITING FOR YOUR CLUB OR SOCIETY

Recruitment is one of the most important aspects of ensuring success of your Club or Society. We want to see all of our groups able to have a strong membership base and continue their work on campus for years to come. Recruiting new members to join your group can be made easy with some of these tips and tricks.

New members need to know what you are asking them to join. Make sure to include what the time commitment is, membership fees, and any other necessary information to joining so students can decide whether or not joining is right for them - perhaps they would just be interested in attending some events. Another idea for recruiting is encouraging current members to all be responsible for bringing out one of their friends to check out your group.

Make sure to attend Expo Carleton and also consider booking a table in the atrium throughout the year to give yourself lots of opportunities to speak with potential new members for your Club or Society. Use your printing credit from CUSA to print posters that advertise your group. Encourage your current members to promote all the great things your group is doing to encourage other students to join.

Invite potential new members out to an event or meeting to get a further understanding of what your group is like. Have an “open house” meeting or a special meeting dedicated to new members to allow them to meet people, ask questions and find out more information. Consider hosting a joint recruitment event with other similar groups. To entice new members to join you could also bring out a great guest speaker, have current/past members provide testimonials, or bring some food and drinks. It is also a great idea to do fun icebreakers to make sure prospective members have fun and feel comfortable. Communication with prospective members is key. It is important to ensure all prospective members know when the next event/ meeting is. To do so, ensure that they join your CUSA Hub group, collect their email address etc. to be able to communicate with them.

Most importantly, make sure to make prospective members feel important, valued and included.

(Remember to check your CUSA Hub page to see if new members are finding out about your group and requesting to join!)

11

ELECTIONS & A SUCCESSFUL TRANSITION

ELECTIONS

Elections are an exciting time for every Club or Society. Remember to encourage all eligible members to consider running for an executive position and remember that sometimes a member just needs a little encouragement to run for a position. Make sure to consult with *BYLAW XII – CLUBS AND SOCIETIES ELECTIONS* when planning your Club or Society election. The C&S Commissioners are happy to help facilitate your election for you.

SUCCESSFUL TRANSITION

A successful executive transition is imperative for Clubs and Societies to be successful. Consider setting up a meeting with the incoming and outgoing executive to ensure all necessary information is passed on to the new executive.

Here is a list of topics that incoming executives should be asking outgoing executives about to ensure they are well prepared for their role.

LEDGERS *ONLY APPLICABLE IF AWARDED FUNDING FROM CUSA*

Make sure your Club or Society transitions successfully by handing in your ledger at the end of the year. This is a requirement for your group to be eligible to receive funding from CUSA in the following year.

8.1. Every Club and Society must submit a ledger and membership list to the Clubs Commissioners in electronic form by April 30th of each year.

OFFICER TRANSITION

Officer Transition is an important part of the success of any Club/Society. Make sure to have incoming officers create a list of questions to ask outgoing officers. Examples include the following: What was the most difficult part of the position? What is one thing you wished you would've known going into the position? Can you pass on any important contact information? Etc.

CHANGE OF SIGNING AUTHORITIES

Once you have a new executive make sure to change the signing authority on your bank account. Email clubs@cusaonline.ca with the relevant information from page 5 to request a change in signing authority letter. It is important to do so in a timely manner after transitioning into your role as the process can take a little while.

DURING THE SUMMER

The summer is a great time to start planning events/initiatives for the upcoming year. Here's some ideas for your summer planning:

- Survey your members for feedback and ideas
- Check to see if CUSA is offering summer funding opportunities
- Register for Club Expo
- Make sure to re-register on CUSA Hub
- Start researching costs to have a head start on preparing your budget
- Update your CUSA Hub page so prospective new members to learn more about your group



CHIL

PRINT & PROMOTIONS



*Promotional
Marketing
Solutions*

