RSO Transition Week
New Leaders Training
Engagement  Collaborate
Accuracy  Money
Events  Resources
Market

7 Habits of Successful Student Organizations
But First, Business

- Re-register RSO on Connect (stop what you're doing and re-register!)
- Altoona Common Experience (ACE)
  - Date TBD
- Late night event each semester
  - Collaboration is welcome!
- One civic engagement initiative per semester
  - Combine events?
  - What is civic engagement initiative?
Engagement

• Greet members
  • Welcome members by greeting them as they enter the room. Make sure to show your enthusiasm and positive attitude about the organization to make the meeting a positive experience for members.

• Positive attitude

• Be a role model
  • Keep in mind as a leader of an organization you are also a role model for how members should conduct themselves so be sure to be professional and respectful.

• Recognition
  • Start your meeting with a quick ice breaker, or recognize members' birthdays, accomplishments (to the group or outside of the group) that occurred since the last meeting.

• Leadership opportunities for all members (not just officers)

• Connect on Connect!
  • Invite all members to connect to your RSO on Connect
  • Take the time to show your new and current members how and where to access club information
Accuracy

- Update and renew portal
  - Update members and access

- Officer profiles
  - Duties and responsibilities
  - If you haven’t already, have each officer create a profile of duties and responsibilities. These should also be uploaded to your account and will facilitate a smoother officer transition.
  - Be creative, team building exercises, ice breakers, etc.

- Creativity
  - Melissa (mml6497@psu.edu) has workshops created and is working on more. If you have an idea, stop by her office or email her directly
Events

• Plan ahead
  • It takes several weeks to put an event in place. It is never too early to start planning
  • Consider hosting late night events
• Register on Connect (at least TWO WEEKS prior to event date)
  • Location and date
    • Room reservation- submit with full name (not abbreviations)
• Contracts
  • High risk and larger events need extra time, plan accordingly!
  • Make sure appropriate contracts are in place and use licensed vendors
    • PSU preferred vendor list: https://controller.psu.edu/vendors
• Marketing
  • Publicize your event
  • Social Media & Marketing Intern (another resource!)
• Delegate
  • Delegate tasks to your members to both plan and facilitate the event
• Debrief
  • Hold follow up discussions with your group after the event to talk about what worked and what did not work. Upload those notes to a file to use for future planning.
Market

• Guidelines
  • Know the publicity guidelines (Club & Org Handbook)
  • Penn State Branding Guide is a great resource
    • https://brand.psu.edu/visual-identity-standards

• Approvals
  • Upload to Connect within timeline
  • Allow ample time for your publicity to be printed

• Get creative
  • Be creative with your publicity- try things that may be new and different – flyers, digital signage, chalk, snow paint
  • Use several types of publicity- print, social media, word of mouth, submit to the strategic communications student newsletter: https://altoona.psu.edu/offices-divisions,strategic-communications
  • Upload event photos to your portal along with social media
    • Tag our office: @studentlifepsaltoona
Collaborate

• Partner with other orgs or offices to host an event (this will also improve attendance!)
  Teamwork makes the dream work!
• Ask faculty/staff to be involved with your group
• Ask questions to discover the many resources available on campus. Another person/office/group may be able to significantly enhance the task at hand
Money

• Treasurer training!
  • Have not taken it yet? Be sure to register for a training with Donna or review the videos on the RSO Transition Week web-page
Resources

• Penn State Altoona Staff:
  • Danielle L. Fry, Director, Student and Civic Engagement
  • Melissa Labrie, Assistant Director, Student and Civic Engagement
  • Donna Pearlman, SGA Financial Advisor
  • Ginny Norris, CSCE Administrative Assistant
  • Allena McKinley, Student Organization Success Intern
  • Andrea Coarite-Velasquez, Social Media and Marketing Intern
  • Sue Patterson, Director, Student Diversity and Inclusion Programming
  • John Carey, Director, Recreation and Intramurals

• Online resources
  • https://altoona.psu.edu/offices-divisions/student-affairs/student-civic-engagement/be-informed/student-organization-resources
Questions?
Comments?

Email Melissa Labrie at mml6497@psu.edu or stop by SLEP 126