

RSO Transition Week

New Leaders Training



PennState

Engagement
Accuracy
Events
Market

Collaborate
Money
Resources

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.

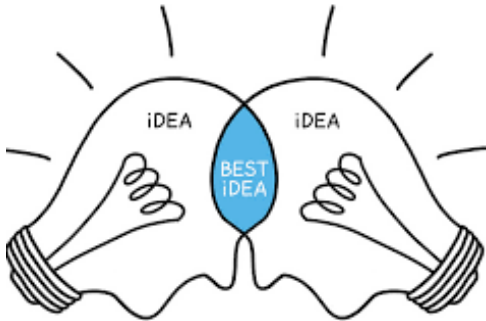


Market

- 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>

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Questions? Comments?

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

