New Officer Training
Livy Knox
Director
livyknox@mail.utexas.edu

Susan Higginbotham
Assistant Director
shiggy@utexas.edu

Office: ESS building
Phone: 512-232-5778

Hours: Monday - Friday
8:00am - 12:00pm
1:00pm - 5:00pm

http://www.engr.utexas.edu/studentlife
Introductions

» Name
» Student Organization
» Leadership Expectation
The LeaderShape Institutes
- Monthly President’s Meetings
- Graduate Leadership Series
- Student Leadership Awards
Support over 80 Engineering Student Orgs

Leadership Development and Training
- Accounting & Budgets
- Corporate Relations
- Travel
- Teambuilding

...and...
- Presidents’ E-mail Listserv
- Presidents’ List
- Weekly Newsletter
- Consolidated Events Calendar

- Faculty /Staff Advisors
- Conflict Resolution
- Programming
Annual CSE Affiliation

Register with DOS-Student Activities (SA)
*March/April each year

Attend Student Leaders Conference

Accounting Training

Travel Training

Safety Education Training (when required by SA)

Attend Monthly Presidents’ Meetings

REMEMBER:
UT Austin and Cockrell School Sponsorship requires additional paperwork by stated deadlines. Check with ESL for more information.
Types of UT Student Orgs

1) Registered
   - Recognized as an entity of UT members
   - May say SASE at the University of Texas at Austin

2) Sponsored - registered student orgs with close relationship with a university department, program or office
   - Org becomes an arm of UT
   - Sponsoring office must support, endorse, supervise, and assume responsibility for the actions and activities of the sponsored org
   - With prior approval may use official trademarked symbols of the University (UT’s SEC)
   - Political or religious groups may not be sponsored
Org Expectations

• Follow CSE and UT Austin policies
• Comply with federal, state, and local laws
• Make group decisions that reflect CSE and UT Austin goals and student needs
• Offer broad access to all students
• Offer programs for students
• Fundraise in line with CSE and UT Austin policies and practices
• Manage organization funds wisely and ethically
• Maintain autonomy from off-campus entities
• Be professional and courteous at all times
Learn & Follow Rules

Rules and Regulations
- Cockrell School of Engineering
- University of Texas at Austin
- UT Regents

Navigating these and the UT Austin bureaucracy can be challenging but **ESL is ready to assist you!**

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Don’t know?  Don’t assume!  ASK ESL

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Starting Point:
Resources for CSE Student Organizations
http://www.engr.utexas.edu/studentlife/resources
Shared Student Events Calendar

• Purpose
  • Enhance Event Promotion
  • Facilitate Collaboration

• Internal vs. External Events

• Google Calendar Feeds

• Naming Conventions
E-mail Publicity

Engineering Student News - Weekly Newsletter

- Link to New Consolidated Calendar
- Highlight Big Student Org Meetings and Events
- Opportunity Announcements
- Deadlines

Submission Deadline: Friday, 10:00am for following week

More information and online submission:
http://www.engr.utexas.edu/studentlife/resources/policies/email
**Presidents’ E-mail Listserv**

official and primary means of communication

To subscribe to the Presidents’ e-mail list:
E-mail Susan Higginbotham (ESL Assistant Director)
shiggy@utexas.edu

To send e-mail to the list:
Society Presidents (sec-presidents@utlists.utexas.edu)
Recipients:
» all the presidents of the CSE student organizations
» ESL staff

When your term ends
» *Email Susan to remove yourself*
» *Add the new president*
Submit all Designs for Review

• **All** apparel, print and promotional items ordered by CSE student organizations require prior approval of ESL.

• All designs **MUST** be approved by the ESL **PRIOR** to ordering.

New Online Submission System

http://www.engr.utexas.edu/studentlife/resources/policies/tmandlogo

• Get quote from vendor
• Create 1 pdf with all aspects of the design (label: front, back, sleeve, etc.)
• Upload design into the online system
• ESL review > routed to UT Trademarks & Licensing
• Notifications sent at each step
• After approved, work with Susan for payment
• Orgs **MUST** have sufficient funds in their accounts to cover any expenses **PRIOR** to ordering.
  
  ► *Coordinate payment with ESL **BEFORE** ordering!*

• 30 Account money (gift money) **cannot** be used to purchase items for re-sale.

• Best to use *local Austin area* and *UT Austin approved, licensed vendors.* (View list on Trademarks webpage)

• Corporate logos may only be used by **REGISTERED** student organizations only on t-shirts.

• The use of corporate logos by **SPONSORED** student organizations is prohibited due to UT Austin co-sponsorship rules.
DISCONTINUED

Cockrell School Marks

1. No more two-toned Ramshorn
2. Strengthen tie to UT
3. Standardize Ramshorn location
Web Services

Publish website with the Cockrell School?
» Must be registered with Student Activities
» And affiliated with the Cockrell School through ESL

For website consultation meeting contact:
ITG Service Desk
service.desk@ engr.utexas.edu
512-232-2486
ACA 130
Student Org Web Pages **must** comply with all UT Austin institutional policies including:

- Solicitation
- Trademarks
- co-sponsored activities
- Etc.

*Only CSE / UT Austin officially sponsored student organizations may use UT Austin official trademarks on their webpages.*

UT Austin Digital Publishing Guidelines:
[http://www.utexas.edu/web/guidelines/](http://www.utexas.edu/web/guidelines/)

Trademarks Dos and Don'ts Websites:
[http://wwwtest.utexas.edu/trademarks/mockup/sample.html](http://wwwtest.utexas.edu/trademarks/mockup/sample.html)
Social Media

Good Tool

Always representing others
(self, group, institution)

No Privacy

Info Lives On
Conferences, Competitions and Workshops

Why Attend?

• Networking
  • Professionals
  • Collegiate Chapters
  • Companies
• Idea Sharing

Success Tips

• Positive Representative (UT, Cockrell School, Org)
• Spread Out
• Attend Everything
• Share What You Learned
Hosting
Conferences, Competitions and Workshops

Why?
• UT and CSE are Well Respected
• Austin is Fun
• Learning Opportunity

Before Submitting a Bid - Discuss with ESL!!!

Things to Consider
• Time-Consuming
• Additional varied demands on officers and members
• Great Financial Requirement

ESL Can Assist
• Preparing the bid
• Corporate solicitation packet
• Brainstorming the conference, workshop or competition
• Working with vendors
• Contracts
• Developing a budget
Hosting Minors

Not Allowed

- Hosting multi-day, consecutive days or overnight camps
- Why?
  - Legal liability
  - Financial and organizational burden

Possibly Approved

- One-day programs and events for precollege students
- All university and Cockrell School policies are followed
- Adequate planning is demonstrated
- Organization’s budget is not overly strained
Effective Program Planning

1) Determine **NEEDS**.
2) Choose **GOALS** based on those needs.
3) Develop **PLANS** to achieve goals.
4) Choose and use **RESOURCES** to put plans into action.
5) Assign **RESPONSIBILITIES**.
6) Experience **THE EVENT**.
7) **EVALUATE** the successful and challenging aspects.
Planning Successful Programs, Events, Socials

...focus on diversity, variety and balance

► *Professional, Academic, Service and Social*

...vary the topics and activities

...vary the program methods

...think creatively

...involve everyone as much as possible

Successful program planning is successful project management.
Successful Fundraising

Step 1: Decide “What for” and “How Much”

Step 2: Develop a Fundraising Plan

Step 3: Making It Happen
Plan ahead and Delegate responsibilities

Step 4: Express Thanks

Step 5: Evaluate and Document
$uccessful Fundraising (cont.)

Food Fundraisers on Campus

*If your organization wants to sell food anywhere on campus:*

1) **Clear the date(s) with ESL**
   This ensures that CSE orgs. are not competing with each other (dates, types of food, location, etc.)

2) Reserve outdoor space with Student Activities:

3) Complete UT Austin required Food Safety Form:

4) Follow UT Austin “Food Safety & Grilling Guidelines”:
   See handout at end of packet.
Online Giving

Pilot Program

Some orgs selected to try an online giving system

- new ESL webpage linking to the org giving pages
- publicize on your HornsLink and org webpage
- Promised funding not received.
Corporate Relations Musts

- Be professional, friendly and cordial at all times, even when the answer is “No.”
- Plan ahead. Request support early.
- Follow through on events.
- ALWAYS express thanks, even when answer is “No.”

Problems?
Contact Engineering Student Life FIRST!

Examples of problems:
- Looking for funding from corporate sources.
- Promised funding not received.
Always Representing Student Org AND...

- Cockrell School of Engineering
- The University of Texas at Austin.

Event Host/Sponsor: ALWAYS your Student Org!

- may not co-sponsor with outside entities
- May not reserve campus space (both indoor and outdoor), publicity, etc.

Outside entities are ALWAYS your guest

Appropriate Acknowledgement

- Corporate Partner / Supporter
- Provided through the generosity of...
- With Special Thanks to...
Corporate Relations (cont.)

Company Recruiting Events
- Student orgs may **not host info sessions or recruiting events** for companies.
- If an employer asks your officers or members to help with a recruiting event **contact the ECAC Director or Livy as soon as possible**.

Use Common Sense When Soliciting Funds
- Multiple Corporate Supporters for an event/program - make sure companies are NOT competitors
- Only One Sole Supporter - **DO NOT** offer more than one company sole support

Corporate Logos
- **REGISTERED** - With ESL approval, may use corporate logos **on t-shirts only**.
- **SPONSORED** - **UT Austin rules prohibit corporate Logos, but company names in plain text are ok.**
Next Events

Dean’s Study Breaks
• Tues. 2/17, Mon. 3/23, Thurs. 4/9

Ramshorn Retreats
• Teamwork – Fri. 2/13, 4:00-8:00 (dinner)
• Communication – Fri. 3/6, 4:00-8:00 (dinner)

Presidents’ Meetings – Mon. 5:00-6:00
• 2/23 and 3/30
Questions?