

Dear Cal State L.A. Student Organization Advisors,

Winter is upon us! The Center for Student Involvement knows that student groups and their advisors are working toward another quarter filled with events and other involvement initiatives both on and off campus! With that in mind, we'd like to provide you with the resources you'll need in order to advise your organization and its leaders to soar!

In this issue of SOAR you'll find:

- Recognition Requirements: all of the necessary details required for your organization to maintain its recognition
- Advice for Advisors: tips and topics for how to advise your group
- Community Connections: available opportunities or events for you and your student leaders
- Practices and Procedures: navigation tools for how to operate within University guidelines
- Organizational Development Resources: available CSI programs and resources designed for organization and student leadership development

As always, please know that you can contact CSI for any questions you might encounter as student or organization advisor. We're just as committed to the success of your group as we are to your success as an advisor. When advisors soar, their groups soar with them! Should you have any questions please feel free to contact me at 323-343-5112 or at fayran@cslanet.calstatela.edu.

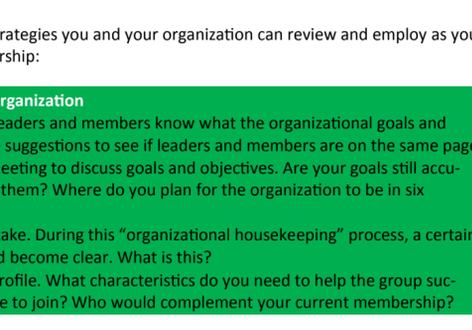
Sincerely,
Frangelo Ayran
 Assistant Director for Student Development
 Center for Student Involvement
 University-Student Union

ADVICE FOR ADVISORS

RECRUITMENT

New members are the lifeblood of every organization. They increase the organization's person power, foster organizational growth, and take over leadership roles. People join organizations for many reasons. They want to get involved, make new friends, develop skills, and have fun.

Groups need new members because they bring new ideas and talents, in addition to replacing old members. It is vital that an organization has a well-conceived and executed recruitment and retention plan. Recruitment and retention is the responsibility of every member of your organization!



Every member must be involved in the planning and implementation of a recruitment and retention campaign. Some organizations create a Membership Committee that:

- Oversees the design and implementation of a recruitment campaign.
- Maintains membership information.
- Plans and implements members training programs.
- Coordinates the leadership selection/election process.
- Plans social functions to enhance teambuilding.

Recruitment Tips

Here are some recruitment strategies you and your organization can review and employ as you seek to increase your membership:

Know and understand your organization

It is important that both the leaders and members know what the organizational goals and objectives are. Here are some suggestions to see if leaders and members are on the same page

- Have an organizational meeting to discuss goals and objectives. Are your goals still accurate? Is it time to update them? Where do you plan for the organization to be in six months? A year?
- Decide on a direction to take. During this "organizational housekeeping" process, a certain theme or direction should become clear. What is this?
- Develop a membership profile. What characteristics do you need to help the group succeed? Who would you like to join? Who would complement your current membership?

Set Recruitment Goals

Now that you know the type of members you are interested in recruiting, the next step is goal setting.

- How many new members can your organization reasonably take into the group?
- Will you allow people to join at any time or during a pre-designated recruitment period?
- Do these goals align with Cal State L.A. procedures?

Keep your Membership Profile in mind

- What places on campus do these prospective members most likely frequent?
- Do they have special interests?
- What kind of publicity would attract their attention?

Remind students why they got involved.

Probably the most important step in designing a recruitment strategy is for your students to think back to when they first became involved.

- What attracted them?
- How were they recruited?
- If they weren't recruited, how did they hear about the group?
- Why have they stayed involved?

Get Everyone Involved

Have your current members identify people they know who might want to get involved. Personally invite them to attend a meeting. Word-of-mouth is the best and least expensive type of publicity you can use.

- Talk about your group. Tell people what you have to offer. Ask them about themselves – and really listen.
- Sell your organization and the benefits of membership. Tell them how the organization can benefit someone like them. Personalize the message to each potential member. Let them know how their talents, skills, and interests would help the organization.

Design an Advertising Campaign Using Visual Elements

Recruitment campaigns need to have a visual element as well.

- Have those members with artistic talent work on your posters, flyers, banners, bulletin boards, etc. Be creative.
- Get the publicity out early enough. Visit ASI to get permission to post your flyers on their kiosks throughout campus.
- Encourage students to utilize the 100 free copies per quarter from the CSI office.

Participate in Involvement Fairs

At the beginning of each quarter, CSI sponsors an Involvement Fair. Student organizations are encouraged to register for this event that attracts students who are looking to get involved in the university community. Don't let your organization miss this great recruiting opportunity!

Hold an Orientation for New Members

Developing and conducting an organizational recruitment campaign is very important.

- Don't make a mistake; train your new recruits. All too frequently, groups skip any form of orientation and place their new recruits directly on committees or organizational projects.
- Teach them about your organization. Although involvement is crucial to the longevity of the group, understanding the organization along with its goals, objectives, structure, norms, and taboos is equally as important. By taking the time to orient new members to the privileges and responsibilities of membership, you create a more educated membership – people who can and will make significant contributions to the organization.
- Elements of a successful orientation program include:
 - The rights and responsibilities of members.
 - Organizational governance, operating policies, and procedures.
 - Organizational history, traditions, and programs.
 - Transition of new members into the organization.
 - An overview of campus services, activities, programs for student organizations.
 - Information about any support groups or affiliations a group may have.

Membership recruitment is an on-going process in which every member, officer, and advisor should have a role. By bringing in new members, your organization not only increases its numbers, but also enhances its makeup, the ideas, and approaches to your organization's problem solving and events. Remember to include as many members as possible and to have fun!

Taken and adapted from Pennsylvania State University.

RECOGNITION REQUIREMENTS

2015 ORGANIZATIONAL DEVELOPMENT MEETINGS

In order to maintain or gain recognition, student organizations must send at least one representative to one of the following Organizational Development Meetings held each quarter in the University-Student Union Los Angeles Room, 3rd Floor:

Spring Quarter:

April 10, 2015, 2pm or April 16, 2015, 5pm,

Please note that check-in starts 30 minutes prior to each meeting's start time and will end once the meeting has begun. CSI encourages student organizations to send new representatives to attend this meeting.

PRESIDENT AND TREASURER ELIGIBILITY

The Center for Student Involvement, in compliance with the California State University Chancellor's Executive Order 1068, conducts quarterly student organization officer eligibility reviews to ensure Cal State L.A. student organization presidents and treasurers meet the following eligibility requirements:

Minimum Academic Qualifications

Students must be matriculated and enrolled at a CSU campus and maintain a minimum overall 2.0 grade point average each term. The student must be in good standing and must not be on probation of any kind. (Graduate students at Cal State L.A. are required to maintain a 3.0 grade point average to be considered in good standing.)

Incumbent Unit Load

This requires undergraduate students to earn six semester (nine quarter) units per term while holding office. Graduate and credential students must earn three semester (four quarter) units per term while holding office. Students enrolled at quarter campuses must attend a minimum of two quarters during the academic year to maintain eligibility.

Incumbent Maximum Allowable Units

Undergraduate students are allowed to earn a maximum of 150 semester (225 quarter) units or 125 percent of the units required for a specific baccalaureate degree objective, whichever is greater. Graduate and credential students are allowed to earn a maximum of 50 semester (75 quarter) units or 167 percent of the units required for the graduate or credential objective, whichever is greater. Students holding more than this number of units will no longer be eligible

for minor student government office.

If your president or treasurer receives any communication from CSI with regard to their ineligibility, they should address their ineligibility as soon as possible in order to avoid losing recognition. Communication is sent out ineligible officers with two sets of timelines in which they have to address their ineligibility by transitioning out and submitting an updated Officer Information Form or by meeting with CSI to further discuss their status.

Should these initial attempts to communicate their ineligibility remain unanswered, CSI will contact student organization advisors in order to update them on their officer(s) status. Student organization recognition and the benefits associated with that status will be placed on hold until eligible officers serve in these positions.

Ultimately, these requirements are designed to keep students focused on their academic success and to allow for the transition of new leadership from continuing students who meet them. We regularly inform student organizations of these requirements at the Organizational Development Meeting to allow for officers to self-select and transition out in the event they fail to meet these standards. Should you have any questions, please feel free to contact CSI.

SEXUAL VIOLENCE PREVENTION AND RESOURCES TRAINING RECOGNITION REQUIREMENT

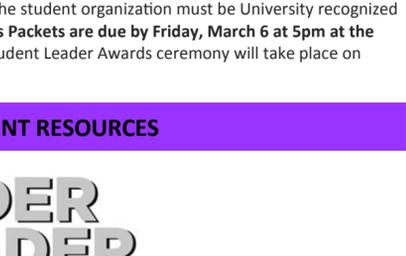
The Center for Student Involvement announced a new club and organization recognition requirement that applies to all organizations seeking or maintaining university recognition during the 2014-2015 academic year. With increased national focus on sexual assaults on college campuses, this recognition requirement is intended to help student organization members gain more information on sexual violence prevention and how to access resources available to students.

In order to meet this requirement, student organizations must send at least **three (3) members** to attend the Sexual Violence Prevention and Resources Training. CSI will be sending out specific communication regarding the upcoming spring training dates and how students can RSVP. In an effort to educate as many Cal State L.A. students as possible, each member can only represent one organization. If your organization did not attend any of the winter quarter training dates, they should attend one of the spring dates in order to maintain their recognition status.

PRACTICES AND PROCEDURES

FOOD TRUCK FUNDRAISERS

Food Truck fundraisers have been popular as of late as a means of bringing culinary tastes to campus while raising funds for your organization. If your student organization is interested in bringing a local food truck, you should reference these guidelines as found online in the [Student Organization Handbook](#).



How to Schedule a Food Truck Fundraiser in the U-SU Plaza Guidelines

- Food Truck Fundraisers (FTF) can be scheduled in the U-SU Plaza from 11am – 5pm, Monday-Friday.
- A reservation for Plaza North will include one canopy, one table, and two chairs (pending availability).
- Each recognized student club or org can submit one FTF request per quarter.
- One FTF hosted by a student club or organization is allowed per week.
- Up to two (2) food trucks maximum are allowed per event.

Instructions:

1. Complete an Event Registration Form and submit it at least ten (10) business days in advance of your event.
2. Complete a Temporary Food Permit and attach the following documents:
 - Copy of Food Truck's Menu
 - Copy of Food Truck's Tax Registration Certificate
 - Copy of Food Truck's Public Health Operating Permit
 - Attach Copy of Food Truck's Seller's Permit
 - Attach Copy of Food Truck's Certificate of Liability Insurance
 - Liability Insurance must include the University-Student Union, Cal State L.A., University Auxiliary Services, the California State University, Los Angeles, the Trustees of the California State University, the State of California, and their officers, employees, and volunteers, are named as Additional Insured.
3. Obtain the necessary signatures for the Temporary Food Permit from the Sponsoring Organization Chairperson, the Center for Student Involvement, University Auxiliary Services, and Environmental Health & Safety.
4. Visit Union Meeting & Event Services (U-SU 1st Floor) to check for availability and make a reservation. Bring your completed Event Registration, approved Temporary Food Permit, and other pertinent documents with you. Pending availability, you'll be issued a Reservation Confirmation to sign and confirm the event.
5. Take a copy of the signed Reservation Confirmation to Public Safety to purchase an Inter-Campus Permit. This permit is required to gain access to Plaza North (the designated space for food trucks) on the day of your event.

CAL STATE L.A. ALCOHOL PROCEDURES & PREVENTION RESOURCES

CSI seeks to provide student organization leaders and advisors with information on abuse policies and with regard to alcohol use and abuse prevention. This following summarizes relevant policies for student organization events and outlines on-campus resources available. For more information visit the Center for Student Involvement at U-SU Room 204 or call (323) 343-5110 or visit us [online](#).

USE OF ALCOHOL AT STUDENT ORGANIZATION EVENTS:

University Administrative Procedure 019, Use of Alcoholic Beverages, explains the restrictions beyond City and State laws that govern the possession and use of alcohol at University events. Student organization events are considered University events because organizations are affiliated with Cal State L.A. An organization must submit a Request to Serve Alcoholic Beverages Form for any event held on or off campus where alcohol may be served or available for purchase or consumption.

Written permission to use alcoholic beverages shall be subject to the following restrictions:

- The event shall not be open to the general public or to the general University community and shall not be advertised or publicized as an event where alcoholic beverages are to be served.
- The chair of the event and the sponsoring organization are both responsible for compliance with applicable law, regulations, and University policies. No person under

21 years of age shall be in attendance, and no such person nor obviously intoxicated person shall be furnished, served, or given an alcoholic beverage.

- The sponsoring organization shall cease serving or consuming alcoholic beverages at the request of an appropriate University official.

To request permission to serve alcoholic beverages on and off campus:

1. Pick up a "Request to Serve Alcoholic Beverages" form in the Center for Student Involvement (CSI). Complete the form and submit to CSI along with a completed Event Registration Form at least 10 business days prior to your event date.
2. After the request has been reviewed, the Office of the Associate Vice President for Administration and Finance/Financial Services will notify the event chairperson of the status of the application.
3. No contracts with venues or caterers should be signed prior to the "Request to serve alcoholic beverages" form being approved.
4. Organizations are advised that the review process takes at minimum 7 business days.

More information on this procedure can be found in the [Student Organization Handbook](#) or by contacting CSI.

COMMUNITY CONNECTIONS

STUDENT LEADER AWARDS

The Student Leader Awards recognizes and celebrates the many activities, events, and contributions of student organizations, members and advisors at Cal State L.A. Community members are strongly encouraged to apply or nominate individuals and groups who have impacted campus life! The 2014-2015 Student Leader Awards include:

- Outstanding Community Service/Philanthropic Contribution
- Outstanding Scholarship/Academic Program
- Outstanding Contribution to Social Justice
- Outstanding Student Organization Officer
- Outstanding Student Organization Advisor
- New Student Organization of the Year
- Student Organization of the Year

In order to be considered for an award, the student organization must be University recognized and complete an [Awards Packet](#). **Awards Packets are due by Friday, March 6 at 5pm at the Center for Student Involvement.** The Student Leader Awards ceremony will take place on Thursday, May 21, 2015.

ORGANIZATION DEVELOPMENT RESOURCES

LEADER to LEADER Applications Available

CALLING ALL EXPERIENCED AND GRADUATING CAL STATE L.A. STUDENT LEADERS!

Apply to become a part of this lunchtime seminar series that gives you an opportunity to:

- Refine leadership skills for your post-university transition
- Develop a professional resume
- Learn from inspiring leaders on campus
- Gain job interviewing skills

The 5 seminars begin Thursday, April 2 from 12 to 1:30 pm

Space is limited so apply today to become a part of this enriching program. Program participants will be awarded a certificate of completion at the annual Student Leader Awards. **Applications are due February 20th**

For more information or for an application please contact the Center for Student Involvement at 323-343-5110 or visit CSI at the University-Student Union, Room 204.

CSI UNIVERSITY STUDENT UNION

WINTER 2015 U-LEAD WORKSHOPS

BE THE NEW FACE OF LEADERSHIP!

U-LEAD WINTER 2015

JANUARY

13 TUE 3PM THE WISE USE OF CREDIT (MCINTOSH ROOM, 3RD FLOOR, U-SU)

21 WED 12PM THE FOUR AGREEMENTS (ALHAMBRA ROOM, 3RD FLOOR, U-SU)

27 TUE 2PM DELEGATING (ALHAMBRA ROOM, 3RD FLOOR, U-SU)

MARCH

03 TUE 1PM INDIVIDUAL BUDGETING (ALHAMBRA ROOM, 3RD FLOOR, U-SU)

EARN A CERTIFICATE OF COMPLETION:

To complete the program, you must attend a total of 9 workshops beginning with the first one you attend. Students can choose which workshops to attend and which quarters. There is no need to sign up for the following workshops.

FEBRUARY

03 TUE 3PM INTROVERT: THE UNTAPPED LEADER (LOS ANGELES ROOM, 3RD FLOOR, U-SU)

11 WED 3PM CONFLICT RESOLUTION (SOUTH ROOM, 5TH FLOOR, U-SU)

18 WED 12PM OPTIMIZE YOUR LINKEDIN PROFILE (ALHAMBRA ROOM, 3RD FLOOR, U-SU)

26 THU 4PM PHOTOSHOP 101 (LIBRARY PALMER WING, 4TH FLOOR, RM LPW 4056)