SUSA Handbook

SUSA

Smith Undergraduate Student Association

Updated September 12, 2019

UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

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Club Requirements

Events

Every semester, your club must hold AT LEAST:
- **1** community service event
- **2** professional events
- **1** creative event*
- **1** general board meeting (GBM)
- One of the above must be a **collaborative event****

*A creative event is defined as any event that is not a GBM or professional speaker event. Examples can be but are not limited to: additional community service events, panels, or any other unique event models.

** **At least 1 and no more than half** of all these events must be held in collaboration with another SUSA organization or SUSA (if in collaboration with SUSA, the event must be a non-SULC-wide event). Collaborative events will receive points based on a tiered ranking ranging from bronze to gold based on the guidelines set by SUSA's VP of Admin. If a club wishes to hold additional collaborative events beyond the maximum, the event may only count towards club requirements *if it falls under the gold tier* (this includes community service).

More detail on club requirements can be found in the SUSA Constitution, published on the SUSA website.

Points System

To receive points for an event, you must submit your event to the **Points Tracker** form. The VP of Admin will release this form to clubs at the beginning of the semester. In order for your club to receive points for an event, you must submit this form no later than one week after holding the event. **Late submissions will receive no points.** The clubs with the most points at the end of the semester will get first pick for weekly room reservations for the following semester.

Event Types (Your Club's Own Thing)

You can choose for an event to count for a maximum of **TWO** event types.

Type	Points	Description
Community Service	5	● Clubs must hold **AT LEAST 1** philanthropic event per semester that is aimed to help the community as a whole ● If fundraising, ALL funds must go towards a cause or an organization
Professional Speaker	6	● Any event where a club brings in an **OUTSIDE** speaker/employer/faculty and is aimed to help develop members professionally ● Points will not be rewarded for repeated speakers ● ^If you have a valid reason to want to repeat a speaker, reach out to the VP of Admin
Workshops/Training	5	● A **specific skill or attribute** needs to be taught during this event ● Members must be **actively participating** in the activity and applying the material that is being discussed — i.e. not just sitting there while a speaker talks
General Body Meeting (GBM)	3	● Standard event for your organization (outside of just the Executive Board; not to be confused with Executive Board meetings) ● Information Sessions and Interest Meetings are considered GBMs
Field Trips/ Professional Excursions	7; +2 each additional day	● Professional, off-campus excursion with club members aimed at building personal/ professional skills
Signature Event	8	● Targets your club's members, the Smith community at large, AND external audiences; should be what your club is "known for" ● Must be a recurring event and held on a semesterly/yearly basis ● Limited to **ONE** per semester
Other	5	● For events that fall outside the spectrum of the other 6 options; only to be used if the event is

		differentiable and **legitimate**
		● Must reach out to the Admin Committee:
		  ○ Describing the event and explaining why it's different than the other 6 options
		  ○ What you feel would be a fair point reward
		● All final decisions will be made by the Admin Committee

Collaborative Events (with Another Club)

Internal Collaboration (Type 1)
- Collaboration with **another SUSA club**
- Both clubs will need to fill out the **Collaborative Events** form (found in the Points Tracker form) and describe each other's contribution to the event:

Rank	Description	Points
Gold	● Bringing in external speakers and organizations ● Taking the lead on logistics (room, time, food, etc.)	9
Silver	● Helping market outside of own club (flyers, tabling, listservs, etc.) ● Having members help run the event (not just participating)	6
Bronze	● Getting members of your club show up to attend the event	3

External Collaboration (Type 2)
- Collaboration with a **NON-SUSA (outside of the business school) club**
- Clubs will be required to rank their own and the partnering organization's contribution:

Rank	Description	Points
Gold	● Taking the lead on logistics (room, time, food, etc.) ● Event is mainly ran by your club's members ● External partner acts as more of a "special guest"	8
Silver	● Getting your own club members to attend the event ● The other club takes the lead on planning	4

Room Assignments

Weekly Rooms: *where your club will hold your regular meetings and events*
- Available to reserve before the start of each semester
- Clubs that accumulated the most points the previous semester will get first pick
- Clubs will be given a specific date/time when they will have access to reserve a weekly room on a shared spreadsheet. The VP of Admin will send out an email explaining the weekly room reservation process.

Event Rooms: *special rooms for special events*
- Requested using an **Event Room Request Form** that the VP of Admin will release at the beginning of the semester
  - Should only be used to request rooms for one-time events (not regular meetings)
  - Only Presidents and Room Representatives can request rooms
- Requests must be submitted **at least one week before the event**
  - The earlier you submit a request, the better your chance of receiving the room
- In the event that a requested room is unavailable, the VP of Admin will reach out to your club and go over other room options
- After you request a room, you must wait for the VP of Admin to forward a reservation confirmation from SmithOps to you

SUSA Conference Room (VMH basement): *available for club executive board meetings*
- The VP of Admin will send out a SUSA Conference Room Reservation Sheet at the same time the Event Room Request Form is sent out

Additional Requirements

1) Provide an updated version of your club constitution with the spring End of Semester Report to the VP of Admin
2) Conduct elections by the first Monday of the last month of the semester (December in the fall and May in the spring)
3) Meet with your club advisor in the first month of the semester and submit a form to Amanda Fontenot in OCS confirming that e-board members met with your advisor
4) Contribute to planning and participate in SUSA-wide events, including but not limited to Business Week, Involvement Week, Reverse Career Fair, and Leadership Conference

Probation/Disaffiliation

Conditions for Probation

If a club fails to meet any of the stipulated semesterly requirements, SUSA reserves the right to place the club on probation. These requirements include, but are not limited to:

1) Not meeting a 15-member average attendance requirement
2) Failing to host enough events of a required type (i.e. holding only one professional event per semester, instead of the required two professional events)
3) Missing more than one SULC meeting per semester

As a SORC-recognized organization, SUSA is bound to abide by university regulations regarding student organizations. Therefore, a club may also be put on probation for failing to uphold the standards set for student organizations in the Code of Student Conduct or for unfairly circumventing SUSA's requirements, as stipulated in the SUSA Constitution.

Probation Protocol

Should a club meet the conditions for probation above, they will be subject to a probationary review by the SUSA Executive Board. At least two-thirds of the SUSA Executive Board must vote in favor of putting the club on probation in order for the club to officially be on probation.

During the probationary period, which lasts for a minimum of one semester, clubs will be required to work with SUSA to create a performance improvement plan. Regardless of their probationary status, clubs will still have access to all of SUSA's resources, including rooms and funding. Clubs are also encouraged to reach out to SUSA to find a "mentor" club, which is a high-achieving club that can provide guidance to the club on probation.

To be removed from probation, the club must be present at a SUSA club presidents' meeting where the other presidents and the SUSA Executive Board, excluding the SUSA President, will vote on the club's continued status in SUSA. In this presentation, a club is expected to meet all of SUSA's stipulated requirements, prove that the club's leadership is strong, and show that the club will continue to remain an active presence moving forward. At the end of this presentation, club presidents will vote on the club's probationary status, which requires a **two-thirds majority** to overturn.

If the club did not meet all of the requirements or failed to secure a two-thirds majority in their favor, there will be a vote to decide whether they move to a secondary probationary period or are removed from SUSA. During this vote, a club requires a two-thirds majority from the other club presidents and the SUSA Executive Board, excluding the President, to proceed with either option.

In the second probationary period, if the club is able to meet all requirements and pass the same two-thirds majority vote required in the first probationary review at a presidents' meeting, they will regain full membership status as a part of SUSA. However, if they do not meet
all of the requirements, they will no longer be a part of SUSA.

After a club has been removed from SUSA, they must wait one full semester before reapplying for membership status.

Finance & Fundraising

Where can SUSA-recognized clubs get funding?

SUSA funding:
- Typically put towards funds needed for events, but clubs may also request funds for supplies and materials that will enhance your club and the Smith community

SGA funding:
- Mainly used to fund things necessary to hold events and materials needed to maintain and enhance your club

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SUSA Funding Policies & Procedures

SUSA Funding – Overview

- Every club's point of contact is SUSA's VP of Finance (**susa.finances@rhsmith.umd.edu**)
- At the beginning of each semester, every club is required to submit a tentative budget and proof of SGA Financial Officer training. No funding requests will be approved until these are submitted.
    - Budget templates will be provided and must be re-submitted upon completion to **susa.finances@rhsmith.umd.edu**
    - These documents will assist SUSA's VP of Finance in making allocations for the semester. SUSA's VP of Finance will then notify the club of which events will be SUSA-funded.
- All funding requests (ISRs and POs) will be submitted via the corresponding Google Form
    - Information needed for each type of request is included in each respective Google Form
    - Links to the Google Forms will be listed on the SUSA website, in the centralized Google Drive folder, and emailed to each club's VP of Finance at the beginning of the semester
- **Failure to make the given deadline results in immediate denial of the funding request**

Deadlines will be based on the type of payment. **The club's VP of Finance is responsible for identifying which payment method corresponds with their request.**

It is important to note that payment can only be made to University-approved entities and/or entities that have agreed to abide by state rules. For a list of Smith-approved caterers, see the PDF titled "Smith School Approved Catering List." If the entity the club is attempting to acquire goods/services from does not fall into this category, the request will **NOT** be accepted.

SUSA Funding Requests – Types

1. **Internal Service Request (ISR)** – applies to goods and services rendered from on-campus departments. NOTE: certain organizations, like McDonald's, **DO NOT** accept ISRs.
   a. **[SUSA Internal Service Request Form](#)**
   b. These requests must be submitted *at least* **5 days** prior to when the goods/services are needed (i.e. if the event is on 2/22, the club must submit their request by end of day 2/17)
   c. After completing this form, the only thing the club must do is receive the order at their event.
2. **Purchase Order** – completed to obtain goods/services from an off-campus vendor. NOTE: please see "Smith School Approved Catering List" for a list of approved caterers.
   a. **[SUSA Purchase Order Form](#)**
   b. Requests must be submitted *at least* **2 weeks** prior to the date that the good is needed (i.e. if the event is on 2/22, the club must submit their request by end of day 2/8)
   c. SUSA's VP of Finance will notify the club when/if their request is approved
   d. SUSA's VP of Finance will handle the purchase of the good, but the club is responsible for picking it up upon arrival from VMH2520
3. **Contract** – legally binding document that allows student groups to pay vendors for services at their events
   a. Requests must be submitted *at least* **3 weeks** prior to the event date
   b. The club's VP of Finance will need to obtain a signed W-9 form from the vendor they are paying unless they have worked with that same vendor during the current fiscal year
   c. The club's VP of Finance will be notified if/when their request is accepted, and will be sent a drafted contract that needs to be signed and initialed by the vendor on each page, and in original ink (no photocopy)
   d. 2 copies of the contract must be sent back to the club's VP of Finance by the vendor
   e. The contracts must then be handed into SORC before the event has occurred
   f. Contracts cannot be brought back after the event has already occurred as they will be rejected by the state, and the club will be liable for all costs

REQUESTS SUBMITTED PAST THE DEADLINE WILL BE DENIED. REQUESTS THAT ARE SUBMITTED INCOMPLETE (I.E. THEY DO NOT HAVE ALL THE REQUIRED INFORMATION) WILL BE DENIED, AND REVISED REQUESTS WILL NOT BE CONSIDERED.

SGA Funding Policies & Procedures

SGA Funding – Overview

The funds are comprised of a portion of the SAF (Student Activity Fee) that every student at the University of Maryland pays.

There are three allocation periods each semester when clubs can apply for funding: September, October, November for the fall, and February, March, April for the spring.

To be eligible for SGA funding, the organization:

- Must become SGA recognized. There will be an opportunity to apply for SGA recognition prior to each allocation period. The dates are subject to change each year, so the SGA Liaison will inform the President and VP of Finance of each organization when the deadline is.
  - To become recognized, you must have a constitution modeled after the following, be non-discriminatory/non-exclusionary, and be run solely by undergraduate students with at least 25 members.
  - A video walkthrough of the SGA recognition application can be found here
- Have the President and/or the VP of Finance attend a budget training workshop which will be held prior to each allocation period. **ONLY** the President and VP of Finance are allowed to submit a budget for SGA Funding. The SGA Liaison will inform the President and VP of Finance when and where the workshop will be held.
- Ensure that their OrgSync profile is up to date
  - Be sure to update your OrgSync Registration as well. A video walkthrough can be found here
- All applications will be submitted through the form found on OrgSync once the allocation period begins.
- Applications are reviewed and voted on by the SGA's Committee on Financial Affairs.
- Each group's primary contact will be SUSA Finance Committee's SGA Liaison.

SGA Funding Types

Regular Monthly Allocations

Available to all eligible student organizations.

- Program date must be scheduled at least **30 days** preceding before a request of less than $1,500.00 can be made and **60 days** preceding for requests exceeding $1,500.00.
  - Program date must be within **five months** of the application for funding eligibility
- Any group that HAS NOT applied for funding within the last four semesters are limited to a $2,000.00 cap per program in the first allocation period they apply.

Group Help (Emergency Funding)

- Each eligible student group/organization may receive up to $1,500.00 per semester.
- Applications are ONLY considered if they are for a program that was submitted during the regular allocation period.
- Applications for emergency funding must be submitted **AT LEAST ten** business days in advance of when the funds are needed.

SGA Funding Process

Once the deadline passes, it takes between one to two weeks for SGA's Committee on Financial Affairs to review and vote on budget applications.

Funding results will be released upon completion of the above.

If you are unhappy with the funding results, you can appeal to the SGA's Committee on Financial Affairs. During this appeal you are NOT allowed to introduce new information such as new documentation.

The results of the appeals will be released individually to those that appealed, if a group/organization is still unhappy with the results they have the ability to appeal to the SGA Legislature at the next general body meeting.

Groups that receive approved funding have the requested amount transferred to their University (KFS) account where they are managed by the Student Organization Resource Center (SORC) Financial Services Staff.

You can find the SORC Financial Services Manual here

SGA General Guidelines

- Food is NOT funded.
- Transportation and vehicle rentals are capped at $57.64 per person.
- Contractual services are capped at $10.00 per person.
- Advertising is capped at $1 per person.
- Banners, table throws, and items of those sorts (typically used for tabling) are an exception to the cap.
- Dues & fees are capped at $10.00 per person.
    - Dues are membership payments to a larger, parent organization.
- Fees are non-conference, event-based fees.
    - i.e. tickets to an event (not a conference)
- In-State and Out-of-State travel is capped at $50.00 per person.
- The $50.00 per person cap also applies to conference fees.
- Reimbursements are NOT funded.
- If you are applying for funding for items that will be kept within the group, you must demonstrate that you have secure, on-campus storage.
- You will also need to provide an inventory if your group/organization has purchased items with funds previously.
    - A copy of a proper inventory can be found here.
- Giveaway items are NOT funded.
- While apparel for group members is something every group would want, it can only be funded if the apparel will be kept and passed down within the group.
- Lodging is NEVER funded.
- Must provide proof of space if requesting funds for a specific event.
    - If requesting funding for space rental, documentation proving that the space has already been reserved must be provided.
- For the vehicle rental, a MotorPool Pricing Sheet and a Google Maps screenshot showing the route and distance traveled are the only acceptable forms of documentation for Motor Transportation Services Vehicle Rental. For DOTS Bus Rental, a cost quote or an email screenshot from DOTS are the only acceptable forms of documentation.
- Cropped documentation is deemed insufficient documentation.

SGA Funding Tips and Resources

Contact and schedule a meeting with the SGA Liaison for further inquiries.

Reference the following documents throughout the funding application process:

- SGA Bylaws - *Article VI* provides an in-depth explanation of SGA Recognition. *Article VII* provides in in-depth explanation of the Student Activities Fee, and the SGA Funding Process.
- Updating OrgSync Registration – walkthrough video.
- Manual on Financial Affairs – provides a breakdown of the different line-items as well as the Discretionary Guidelines.
- OrgSync Budget Management System Instructional Manual – breaks down how to create and complete a budget.
- Creating a new budget - walkthrough video.
- Sample Budget – **Bad** Version with comments.
- Sample Budget – **Good** Version with comments.
- Common Errors – Breakdown of errors that are made frequently.
- SGA Committee on Financial Affairs – Website where you can find just about anything in regards to SGA Funding.

Fundraising

Determining your organization's fundraising initiatives are an incredibly important element to having a successful semester. While many alternate forms of funding may exist for your organization, developing a fundraising strategy for your organization can not only enrich your current club events, but help create a sense of community.

Common forms of fundraising events are listed below with reference links to help guide you through the fundraising process:

Restaurant Nights:
- Link to restaurant fundraising: https://www.groupraise.com/
- Examples of common fundraising restaurants. Try to branch out and get other restaurants as well!
    - Blaze: 1034collegepark@blazepizza.com
    - Chipotle: md.0105.collegepark@chipotle.com

■ Fill out an online form on Chipotle's website and then you will be in contact with the above email if approved

Tips for Fundraising:
- Instead of having someone to sit in the restaurant the entire time and take note of club members who participate in the fundraising event, collect receipts from club members and distribute attendance points/funds accordingly.
- The best days to hold restaurant fundraising nights are Wednesdays or Thursdays because it gives time during that week to advertise.
- Many students may be busy earlier in the week so try scheduling the fundraising event later in the week.

Programming

Event Types/Content

Community Service

Community service events must contribute to making the community better in someway or another, whether it be through educational lectures/discussions, volunteering, fundraising, or any other viable form of service. Events must have at least 10 people in attendance from the club hosting the event and must have a clear end-goal. If a club is collaborating with SUSA or another club, the club must state who they collaborate with.

Examples of Community Service events include:
- Clothing Drives
- Volunteering at Non-Profits
- CSR Panels
- Food Drives
- Campus Clean-Ups
- Drives for Charity

Professional Development

Professional development events must help students academically or professionally. Some examples of professional development events include company professional discussions, networking events, resume workshops, office visits or alumni panels.

Other Events

Events can even be academic major or club-oriented but are required to have a clear end-goal and at least 10 students from the club hosting the event in attendance. For larger events, the number of required students can be decided upon with the SUSA executive board (preferably the President, VP of Events, Professional Affairs, Service, or Community).

Room Booking Process

For weekly meeting rooms or additional classroom bookings requests, please contact the VP of Administration. For special venue requests, such as special event rooms or the atrium, please contact Amanda Fontenot in OCS.

A/V Requests for Certain Rooms

- [A/V Rates](#)

Audio Visual Equipment Use Rates	1/2 Day	Full Day	Per Hour
Microphone (wireless)	$75	$125	
Microphone (wired)	$10	$15	
Audio Mixer	$50	$75	
Portable PA	$75	$100	
ATC	$75	$125	
VTC	$125	$225	
Video Projector	$150	$250	
Video Recording via Room Camera (DVD or VHS)*			$25
Power Point Remote	$30	$50	
Laptop/ Room PC	$75	$125	
*Customer must provide media			

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  - To request AV services, please fill out the [Audio Visual Request](#), and Smith IT will contact you to verify your request.
- Smith IT
  - 3520 Van Munching Hall
  - 301-405-2269
  - Email: helpme@rhsmith.umd.edu
  - [rhsmith.umd.edu/smithit](#)
- Smith Operations (Smith Ops)
  - 1306 Van Munching Hall
  - Email: Smith_Operations@rhsmith.umd.edu
  - [rhsmith.umd.edu/smithops](#)

Smith Resources

- [Smith School Approved Catering List](#)
- [STAMP Menu](#)

DAR and OCS Contacts

- [Contact OCS](#)

Facility Parking

- Address: 7621 Mowatt Ln, College Park, MD 20742
- If you are driving – please park in the Mowatt Lane Garage (next door to Van Munching Hall). Visitors parking is located on level 6 (the top floor), at the parking machine enter your space number and this code: 235-11573 for the FULL DAY
- If you are walking to Van Munching Hall from the hotel, it's about a 10-minute walk. If you have luggage – we can store that for you here at Van Munching Hall or you can leave your luggage with the hotel. If you need assistance on Saturday, call 240.825.9505

Gifts for Speakers

Please reach out to SUSA Advisor (Amanda Fontenot - afontenot@rhsmith.umd.edu)

Marketing

Branding

- Determine club's value add and current brand
  - Professional development? Affinity/community?
  - What do people think of when they think of your club?
  - How is your club different from a similar club?
- Determine club's audience
  - Who you want to join this club (target audience)
  - Who is actually in this club
- Branding angle = determined value add + target audience
  - Message should be tailored to emphasize what your club offers to the people you want to join your club
- Elements that reflect branding
  - Logo, name, events, online presence - should all be consistent

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Distribution Channels

Some areas to include but are not limited to:

1. Professors (for big lectures and fellows programs)
2. Newsletters: SUSA (susa.marketing@rhsmith.umd.edu), Dean Mullins, OCS, Honors College
3. Student Influencers (Smith Ambassadors, Peer Mentors, Images Tour Guides)

Office of Marketing & Communications contacts:

Office of Marketing Communications (MarComm)

3570 Van Munching Hall, 301-405-5283

- Email: marcomm@rhsmith.umd.edu (General Inquiries)
- Email: webupdates@rhsmith.umd.edu (Website Updates)
- Email: plasmas@rhsmith.umd.edu (Plasma Requests)
- Email: mrivas@rhsmith.umd.edu (Kiosk Requests)
- Email: gmuraski@rhsmith.umd.edu (Media Requests)
- Email: ataylor@rhsmith.umd.edu (Social Media Requests)
- Office of Marketing Communications: rhsmith.umd.edu/marcomm

Other Resources
- The Word SORC Newsletter - Org of the Week (sorc@umd.edu)
- ResLife - (42 copies of 8.5x11 flyers to Reslife in Annapolis Hall 7 days in advance
- reslife@umd.edu)

Design

Follow 10 Principles whenever designing a marketing piece for your club:

1) Balance - Gives design structure and stability, weight evenly divided
2) Proximity - connections visually connected with color, size, and font
3) Alignment - left aligned easier to read
4) Visual Hierarchy - Put extra visual weight on the most important elements
5) Repetition - Tie together consistent elements like logo and color palette
6) Contrast - Guides viewer's attention to key elements, makes sure it's legible
7) Color - color theory
8) Negative Space - simplicity is key
9) Typography - match tone of event (serif vs sans serif)
10) Strategy - think about what design will be used for for each marketing material

Internal Affairs

How to Structure & Run Your Executive Board

General Structure To Do's:
1. Implement a set time for meetings.
   a. Avoid meetings that are planned "nonchalantly" as it will lead to a lack of structure for your board
2. Choose a method of communication that works best for your board
3. Organize events where your board gets to know one another
4. Ensure there is a structured outline of the purpose and tasks to be completed for each role
   a. Include the initiatives that have been completed in the past in those roles
5. Open discussion towards new ideas each member has and encourage your board members to make each of their positions different than the last member

Meetings:
1. State a clear goal for each meeting and provide an agenda to help you achieve that goal
2. Ensure that you stay on topic and the meeting runs in a timely manner
3. Exit the meeting clearly by recording and summarizing the action items/tasks that need to be completed by next meeting
   a. Make sure the tasks are sent out or verbally confirmed with executive board members to mitigate the risk of miscommunication.

Keeping Your Membership Engaged
1. Take part in any Involvement initiatives organized by SUSA
2. Plan engaging events
3. Encourage new members to Smith to join by showing off your club
4. Have social media channels and update your body on events coming up
5. Be creative
6. Collab with other clubs

End-of-Year Transition

1. Organize meeting with new and old board
2. Have your departing member(s) prepare a transition document for the new member(s) replacing them and have an on-boarding discussion IN PERSON
3. Provide all necessary contacts and account access
4. Avoid just sharing a document with the person taking your role
5. If it is a role that requires something technical to be done, go through this process with the incoming individual.

Appendix

SUSA Contact Info

Position	Name	RHSmith Email
President	Faaiq Zarger	susa.president@rhsmith.umd.edu
VP of Administration	Simran Kalsi	susa.admin@rhsmith.umd.edu
VP of Community	Julia O'Malley	susa.community@rhsmith.umd.edu
VP of Events	Amara Kamal	susa.events@rhsmith.umd.edu
VP of Finance	Logan Rist	susa.finances@rhsmith.umd.edu
VP of Fundraising	Patrick Murphy	susa.fundraising@rhsmith.umd.edu
VP of Marketing	Tingwei Hsu	susa.marketing@rhsmith.umd.edu
VP of Professional Affairs	Savannah Davis	susa.professional@rhsmith.umd.edu
VP of Service	Joseph Houghton	susa.service@rhsmith.umd.edu
VP of Strategy & Operations	Angela Yang	susa.operations@rhsmith.umd.edu
VP of Technology	Srivats Narasimhan	susa.tech@rhsmith.umd.edu