

SUSA Handbook



Smith Undergraduate Student
Association

Updated Spring 2021



Table of Contents

Club Requirements	2
Probation/Disaffiliation	4
Finance & Fundraising SUSA Funding Policies & Procedures SGA Funding Policies & Procedures Fundraising	6
Programming Community Service	12
Smith Resources A/V Requests Smith Operations Catering	13
Marketing Branding Distribution Channels Design	19
Internal Affairs How to Structure & Run Your Executive Board Keeping Your Membership Engaged End-of-Year Transition	16
Appendix SUSA Contact Info	18

Club Requirements: Spring 2021

Basic Requirements

- Clubs Must Host At Least **5 Meetings** During the Semester
 - 1 Collaborative Event
 - Defined as a collaboration between 2 SUSAs that provides knowledge that benefits members of both organizations
 - If any difficulties arise in finding a SUSA club to hold an event with, please contact a member of the SUSA Executive Board
 - 1 Community Service Event
 - Defined as an event that contributes to the well-being of the greater community
 - Can be satisfied by either the Business Education initiative or a TerpThon partnership organized by the SUSA Vice President of Service
 - If you choose not to participate in either of these options, please fill out this [screening form](#) to have your event approved by the SUSA VP of Service
 - 1 Professional Speaker Event
 - Defined as an event that promotes the professional development of an organization's members by bringing in guest speakers/faculty/employers
 - If any difficulties arise in finding a professional speaker, please contact the SUSA Vice President of Professional Affairs
 - 2 Additional Meetings, Club Choice
- Required Average Attendance: **10 Members** (excluding executive board members)
- Events **cannot be stacked** for the sake of requirement fulfillment
 - For example: an event held by 2 SUSAs that brings in a professional speaker can only count for a collaborative event or a professional speaker event, **not both**

Executive Board Requirements

- Attend Leadership Conference
- Attend Monthly SULC Meetings
 - If a club president is not present, they are **required** to send a representative from the club's executive board in their place
 - Missing more than one SULC meeting is a condition for probation
- Attend **ALL Diversity and Inclusion Workshops**

Submitting Meetings

- Submit Meetings Using this [FORM](#)
- Meetings should be submitted by each club's requirements system representative
- The name and contact information of any guest speaker brought in for any event should be documented on the event submission form
- Please submit **all meetings**, including those held after completing requirements
- Please follow the standardized format for submitting attendance
 - Sheet Name: [CLUBNAME_MM/DD/YY]
 - Column A: First Name **AND** Last Name (first name before last name)
 - Column B: Email address of club member
 - Any relevant information should be included in subsequent columns
- Please make sure that the attendance sheet's sharing settings are not restricted
 - Failure to provide access to the attendance sheet may result in the event not being counted as a requirement
- It is **strongly recommended** that meetings are submitted within 2 weeks of the event occurring

Virtual Room Assignments

→ [Gatherly/HopIn Request Form](#)

- These platforms can be used for large group meetings. Fill out the form at least 2 weeks before your event to request access to the platform.
- Gatherly Requests will be screened by the VP of Administration and sent to the VP of Technology if approved.
- HopIn Requests will be sent straight to OCS for screening. If your event is approved, you will be contacted by a member of the OCS Tech team.

Room Assignments

→ *Not being conducted in virtual semester, but information for general knowledge.*

Weekly Rooms: *where your club will hold your regular meetings and events*

- Available to reserve before the start of each semester
- 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
 - 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) An average of at least 10 people not including President and Executive Board members, at all meetings and events
- 2) Contribute each semester to the mandatory activities in which the organizations assist the Smith School
 - a) Ex. Business Week, Welcome Week, Involvement Fair, SULC, and Leadership Conference.
- 3) Conduct elections for or select their four required executive board members (President, Events, Finance, and Marketing) prior to December SULC in the fall semester or May SULC in the spring semester.
- 4) Provide an updated version of their constitution or bylaws to SUSA each year.
- 5) Presidents must meet with their national, chapter, or faculty advisor before the second SULC meeting of the semester
- 6) Provide the VP of Administration with attendance for each event
- 7) Presidents must attend or send a representative to every SULC meeting or e-mail more than 24 hours in advance notifying the team of your absence.

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 10-member average attendance requirement
- 2) Failing to host enough events of a required type
- 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

SUSA Funding Policies & Procedures

SUSA Funding – Overview

Every club's point of contact is SUSA's VP of Finance (susa.finances@marylandsmith.umd.edu)

At the beginning of each semester, every club is required to submit

- A tentative budget
 - Budget templates will be provided and must be re-submitted upon completion to susa.finances@maryland.umd.edu
- Proof of SGA Financial Officer training
 - **Update: for the Spring 2021 semester, the SGA Financial Officer Training has been waived.**
- 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

- **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.
 - SGA's Finance committee has all the information for them [here](#) on their website. [This](#) is their Manual on Financial Affairs that contains more of the information necessary.
- 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 TerpLink profile is up to date
- All applications will be submitted through the form found on TerpLink 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.

- [Manual on Financial Affairs](#) – provides a breakdown of the different line-items as well as the Discretionary Guidelines.
- [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 some way 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

SUSA Sponsored Service Events for Spring 2021

- Terp Thon - March 6th
 - Registration Form: <https://docs.google.com/document/d/1PFPx5FG5z1wUcksDKx-oG-sJCd9qfEeM3VFsJCXfqbQ/edit?usp=sharing>
 - Fundraising tips: https://docs.google.com/document/d/1nO7vXc8c63uAakuS0Uv_jA55HerkRU1ypC3KBuSED4I/edit?usp=sharing
- Business Education Program - Available from March 1st
 - Contact susa.service@marylandsmith.umd.edu for more information on how you can fulfill your service requirement
- Non-profit Partnership with Campus Pantry
 - Further information coming the first week of March on the SUSA website!

Planning an alternative service event? Submit event [here](#).

Smith Resources

Audio Visual Requests for Certain Rooms

- [A/V Rates](#)
- To request AV services, please fill out the [Audio Visual Request](#), and Smith IT will contact you to verify your request.

Smith IT and Smith Operations

- 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

Catering

- [Smith School Approved Catering List](#)

Speaker Gifts

Please reach out to SUSA Advisor (Ashlee Chicoine - achicoine@rhsmith.umd.edu)

Marketing

If you want an event to appear in SUSA Monday Newsletter, send it to susa.marketing@marylandsmith.umd.edu by Thursdays at 8 PM

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

Distribution Channels

Some areas to include but are not limited to:

1. Professors (for big lectures and fellows programs)
2. Newsletters: SUSA, Dean Mullins, OCS, Honors College, QUEST
3. Student Influencers (Smith Ambassadors, Peer Mentors, Images Tour Guides)
4. Televisions (Located throughout Van Munching and Atrium)

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 21

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	Email
President	Alexia Ayuk	susa.president@marylandsmith.umd.edu
VP of Administration	Ishaan Kapur	susa.admin@marylandsmith.umd.edu
VP of Diversity and Inclusion	Alexandra Hargrett	susa.diversity@marylandsmith.umd.edu
VP of Events	Grace Rocco	susa.events@marylandsmith.umd.edu
VP of Involvement	Christopher Chen	susa.involvement@marylandsmith.umd.edu
VP of Finance	Sara Robb	susa.finances@marylandsmith.umd.edu
VP of Marketing	Autumn Geisler	susa.marketing@marylandsmith.umd.edu
VP of Professional Affairs	Jean Han	susa.professional@marylandsmith.umd.edu
VP of Service	Siri Rao	susa.service@marylandsmith.umd.edu
VP of Strategy & Operations	Tanu Kulkarni	susa.operations@marylandsmith.umd.edu
VP of Technology	Udai Singh	susa.technology@marylandsmith.umd.edu

Please reach out to us with any questions/clarification - that's what we're here for!