SOUTH DAKOTA MINES
Student Engagement

Student Organization Handbook

Policies and Procedures for Registered Student Organizations at South Dakota Mines

Office of Student Engagement
Surbeck Center-Main Level
605-394-2336
studentengagement@sdsmt.edu

Welcome from the Director

The Office of Student Engagement and the Student Association Senate are pleased to provide this handbook to assist your student organization in succeeding here at South Dakota Mines. We currently have over 100 student organizations on campus. Student Organizations play a vital role in providing a diverse, and dynamic campus life at South Dakota Mines. Included in this handbook is information on starting a new organization, re-registering of current organizations, event planning tips, budgeting, marketing, and promotion, managing your organization, officer transition, and more!

We hope you share this information with your entire student organization. We look forward to having you as a part of student life and look forward to assisting you in the future.

Cory L. Headley
Director,
Student Engagement

Table of Contents

Revised 7/2024

Important Staff Contacts

Office of Student Engagement Staff

Cory L Headley, M.ED
Director, Student Engagement
Cory.headley@sdsmt.edu

Samantha Harkin
Assistant Director, Student Engagement
Samantha.harkin@sdsmt.edu

Chris Pappas
Student Engagement Coordinator
Christopher.pappas@sdsmt.edu

Student Association Senate Staff

Student Association President
Sa.president@mines.sdsmt.edu

Student Association Vice President
Sa.vicepresident@mines.sdsmt.edu

Student Association Constitution Chair
Sa.constitution@mines.sdsmt.edu

Student Association Chief Financial Officer
Sa.finance@mines.sdsmt.edu

Student Organization Policies

South Dakota Board of Regents Policies:
[1.4.1 Harassment including Sexual Harassment](#)
[1.4.2 Prevention of Sexual Assault](#)
[1.4.3 Human Rights Complaint Procedures](#)
[1.4.4 Equal Opportunity Non-Discrimination](#)
[1.4.8 Exclusion of Members of the Public for Disruption of Institutional Activities or Misconduct](#)
[1.6.2 Commitment to Freedom of Expression](#)
[1.6.3 Guest Speakers](#)
[1.6.4 Minors on Campus](#)
[3.4.1 Student Code of Conduct](#)
[3.8.1 Recognition and Funding of Student Organizations](#)
[6:13.1 Use of Institutional Facilities and Grounds for expressive activity by Student Organizations, Students, Employees, and their Guests](#)

South Dakota Mines Policies
[Student Organization Posting Policy](#)
[Tailgating Policy](#)
[Trademark Licensing Policy](#)
[Policy III-1-1 Excused Undergraduate Absences for School Sponsored Activities](#)
[Policy III-10-1- On Campus Advertising/Campus Posting](#)
[Policy VI-11- Assessing User Fees: Scheduling, Events, and Conferences](#)
[Policy VI-03-University Vehicle Usage](#)
[Sexual Misconduct Policy- See BOR policy 1:17](#)

Anti-Hazing Policy

South Dakota Mines has zero-tolerance for hazing of any kind. Hazing is defined as an act which endangers the mental or physical health or safety of a student, or which destroys or removes public or private property, for the purpose of initiation, admission into, affiliation with, or as a condition for continued membership in a group or organization. All student organizations are required to inform members and adhere to the Board of Regents Student Code of Conduct policy 2.4.8 and 2.4.8.1 Prohibited Acts defining Hazing.

The following are examples of what might be interpreted as hazing:
- Any brutality of a physical nature, such as paddling, beating, branding, or forced calisthenics.

- Excessive exposure to the elements.
- Forced consumption of any food, alcohol, drug, or other substances.
- Forcing the theft of any property.
- Any activity or situation which would subject an individual to extreme mental or physical stress, such as permitting less than six (6) hours of continuous, uninterrupted sleep per night.
- Forced conduct, which could result in extreme embarrassment, such as uniforms, costumes, degrading, humiliating games, and activities.
- Run forced personal errands for others, such as driving them to class, cleaning their rooms, washing their cars, etc;
- Forced "Road Trips" (dropping someone off to find their own way back), or kidnaps.
- Forcing or encouraging the violation of any university policy, federal, state, or local law.
- The use of pledge requirements such as signatures or interviews as a means of harassment.
- Activities that expose any initiate(s) to physical danger.

Fraternities and Sororities

Fraternity and Sorority Life(FSL) at South Dakota Mines is supported by the staff of the Student Engagement office. FSL chapters are considered recognized student organizations and are required to meet all the same requirements that non FSL organizations do to maintain recognition. In some instances, fraternities and sororities will have additional requirements to complete their recognition and recruitment processes.

Becoming a Recognized Student Organization

Process and Requirements

Any organization that is interested in becoming recognized, or organizations that have lost recognition, must follow the process below:
- Hold informal meeting(s) to determine purpose and name of your organization. In addition, decide officers, and gain interest of at least 10 students to join organization.
- Write a constitution following the guidelines in this document.
- Begin online registration process on Rocker Central
  - See Registration Section for more information on this.

- After submitting online registration, the Student Association Constitution Committee will reach out to the President to set a committee meeting between the organization and the constitution committee.
- After this meeting (if the organization passed through the constitution committee) a presentation time will be determined for the student organization to present to the full Student Association Senate.
- See guidelines for a presentation section for more information on presentations to Senate.

Time to become a recognized Student Organization

It takes about a month to become an officially recognized student organization but will vary depending on the time it takes to finalize a constitution for an organization. Once a student organization presents to senate, the resolution for approving said organization is read during the same week and voted on the following week.

Prior to becoming an organization

Organizations can do the following prior to applying to become an organization:
- Hold planning meetings.
- Reserve rooms for these meetings.
- Advertise on campus for these meetings.
- Begin online registration process on Rocker Central.
- Elect Officers.
- Select Student Organization Advisor.
- Draft and vote on constitution.
- Cater food (personal account would need to be used).

Benefits of becoming a Recognized Student Organization

A recognized student organization receives several benefits including but not limited to:
- Eligible to apply for SOAP Funding.
- Eligible for New Venture Funding.
- CARA Fundraising Accounts.
- Ability to book space on campus.
- Reduced catering rates with Mines Dining.
- Campus Advertising.
- Access to Student Organization Fairs.
- And more!

Constitution Guidelines

Any organization must have some procedures by which to conduct its business. A constitution and by-laws are effective ways of establishing those procedures. The constitution and by-laws traditionally are two separate documents. The constitution sets forth the general principles creating the organization, membership, and officer responsibility. The by-laws contain in more detail the procedures to be followed for meetings, decision-making, officer selection and financial transactions.

Generally, registered student organizations are of a size that only calls for a constitution. The following is a suggested outline for information to be included in a constitution:

Article I   NAME: The name of the organization.

Article II   PURPOSE: The purpose of the organization.

Article III   MEMBERSHIP:

Section 1. Requirements for Membership:
Membership in this organization is open to all South Dakota Mines undergraduate students. (Some organizations may be open to graduate students)
   A. Anyone may become a member who:
      a. Is a current SDM student.
      b. Has a passion for your group's purpose, mission, and objectives?
      c. Additional requirements
   B. Voting Members

Section 2: Example: Removal of Members *All organizations must have this section.* This section should outline the guidelines and protocols for removal of any member including leadership positions.

   A. Grounds for removal of members may include:
      a. Violation of University/BOR policy and/or Code of Conduct
      b. Violation of organizations standards and/or expectations
         i. Non-payment of dues
         ii. Did not abide by outlined attendance policy.
         iii. Additional rules
   B. A member may be removed by the following process:

a. A petition to remove the member should be submitted to the leadership board or a leadership member. A petition must contain the signatures of at least a certain percentage of voting members (determined by the organization). When a petition is received with all appropriate signatures and additional paperwork if needed is fulfilled, the President shall call a meeting if the organization is to decide upon member removal.
b. The case/evidence/cause for removal is to be presented by the President (or complainant(s) at a regular or special meeting of the organization.
c. The member in question shall be provided an opportunity to defend themselves either in person or in writing.
d. Voting is to occur after both cases of accusation/grounds and defense have been made. For a vote for removal to take place, a designated percentage of the voting membership must attend the meeting, and a (designated percentage) vote of the members present at the meeting is required for removal.

Section 3: Example. Appeal of Removal of Members. *All organizations must have this section.*

(Members should be given the opportunity to appeal the original result through a certain and specific process, an example is shown below.)

A. A member may appeal their removal. The appeal must be made within a given timeline of the original vote for removal by requesting the President to call a special meeting of the organization. The President shall notify all members of this meeting, which is to occur at least (a designated timeline) and not more than (a designated timeline/date) after the appeal request is received by the President.
B. The decision to repeal the vote for removal shall require at least a designated percentage of the voting membership to attend the meeting, and a designated percentage vote of the voting members present at the special meeting.

Removal of Members and the Appeal of Removal of Members sections adapted from the University of Dayton's Sample Student Organization Constitution.

The membership of the organization including (1) categories of membership such as "active" or "associate", with any rights and privileges of each; (2) qualifications and

eligibility including provisions for application, acceptance, and termination; and (3) membership dues and collection procedures.

In general, voting privileges should be reserved only for South Dakota Mines students, but may be granted to other members (faculty, staff, alumni, or honorary members) at the discretion of the organization.

Your membership section must include this statement, verbatim:
This organization is committed to providing equal opportunities for all, without any discrimination in member selection, officer election, or other appointments, as well as in the conduct of organizational activities. We embrace a policy that ensures individuals are not excluded or treated unfairly due to factors such as race, color, national origin, military status, gender, religion, age, sexual orientation, political preference, or disability.

Exceptions to this non-discrimination clause may only be granted by the President of South Dakota Mines, upon the recommendation of the Director of Student Engagement, and only in cases where such an exception is deemed appropriate to the nature of the organization. For example, a Greek letter sorority may be allowed to limit their membership to women only.

Article IV   OFFICERS: The officers of the organization specifying each office, their responsibilities and authority, term of office and procedures for election, removal, and filling of vacancies. Remember, officers must be full-time South Dakota Mines students in good academic and disciplinary standing.

Article V   ADVISORS: The official advisor of the organization must be a full-time, permanent employee of South Dakota Mines. Additional advisors are allowed to serve in conjunction with the official advisor, if they have an official role with the local, regional, or national organization of the student chapter.

Article VI   MEETINGS: The meetings of the organization including (1) the time for regularly scheduled meetings, (2) procedures for calling special meetings, (3) required notice of meetings and (4) quorum, order of business and disposition of minutes.

Article VII   EXECUTIVE COUNCIL: The administrative board, cabinet or executive council of the organization that may be entrusted with any administrative authority and responsibilities, if applicable.

Article VIII   COMMITTEES: The committees of the organization including the process of appointment, responsibilities, and reporting, if applicable.

Article IX   UNIVERSITY POLICIES: The following University Policies must be included, verbatim, within your constitution. They are as follows:

This organization, including all members, officers, and advisors, agrees to abide by all South Dakota Mines and Board of Regents regulations, policies and procedures of an academic, non-academic, legal or financial nature.

This organization does not participate in or encourage any unlawful activity.

This organization, including all members, does not allow hazing in any form. Hazing is defined as an act which endangers the mental or physical health or safety of a student, or which destroys or removes public or private property, for the purpose of initiation, admission into, affiliation with or as a condition for continued membership in a group or organization.

Article X   LIABILITY CLAUSES: The following statement must be included verbatim in your constitution. It sets the baseline requirement for liability waivers for high-risk activities sponsored by your organization.

This organization requires the use of liability waivers for any high-risk activity. "High risk activities" are defined by the South Dakota Office of Risk Management as water recreational activities or athletic events, but in general are those which present the possibility of physical injury. In all cases in which there is doubt about risk, the Campus Environmental Health, and Safety Manager (EHS Manager) shall be the final judge. All event participants are required to complete a waiver, especially those which do not receive credit hours. The templates for these waivers are available on the Office of Student Engagement Rocker Central page. In the case of proposed alterations to these waivers, this organization shall first contact the EHS Manager for approval.

Article XI   PARLIAMENTARY PROCEDURE: The parliamentary practice to which questions will be referred, most commonly Roberts Rules of Order.

Article XII   AMENDMENTS: The procedure for amendments including advance notifications, number of readings and required vote for adoption.

Note all organization constitutions must have an outlined process for removing officers and members from an organization.

Presenting to Student Association Senate

A part of the process to receive recognition as a student organization includes a presentation to the Student Senate. Below are recommendations on what to include in your presentation as well as what questions you may receive from Senators.

Presentation Recommendations:
- Presentation should highlight the benefits of having this organization on campus.
- Presentation should include the current spread of members, including the number in each class, to show that the club has long term potential.
- The club should highlight any expected expenses and how they plan to receive funds for those expenses.
    - See Fundraising section.
- The club should make the presentation appealing and be well prepared to answer specific questions regarding the organization to the Senate.

Potential Questions from Senators
- What makes your organization different from all other organizations on campus?
- How can you justify the funding that you expect to receive?
- How often does your organization meet, and how often are your events?
- Do you plan on having any fundraising or community outreach events?
    - See outreach ideas and/or fundraising ideas.
- What does your member base look like? (Years, schedules, meeting times, majors, events, outreach).

Deactivation of Student Organizations

Student organizations come and go based on student interest. The Office of Student Engagement and Student Association has created a deactivation process to make sure that we continuously have an accurate organization database. The following process below will be utilized to deactivate inactive organizations.
1. Each fall student organizations are required to complete the annual re-registration process. The re-registration is due October 1.
2. Probationary period begins when an activity re-registration process is not filled out before the due date listed above.

a. Student Organizations will receive an email within two days after the period ends.
3. Probationary period lasts 14 days after the period ends.
   a. Rights of the club are revoked.
      i. See Organization benefits.
   b. If a re-registration is submitted within this 14-day period
      i. Club rights are restored.
      ii. A standard penalty will be deducted from SOAP budget for the next year.
         1. Amount will be determined by the SOAP committee yearly.
   c. If a re-registration is **not** submitted within this 14-day period
      i. Deactivation process begins.
4. Deactivation process
   a. Resolution for the deactivation of the student organization will be submitted at the meeting after the probationary period ends.
      i. No re-registrations will be accepted after the resolution has been proposed.
      ii. If resolution fails, re-registrations may be accepted until another resolution can be proposed.
   b. Any organization can be deactivated and dissolved through resolution to Senate and the signature of the Student Senate advisors.
      i. This serves to deactivate organizations that have misused their rights and/or misrepresented the school in any manner.

Grounds for Not Approving an Organization

An organization will not be approved if they are in direct violation to any University policies. Any forms of discrimination or hazing will not be allowed or approved.

If a potential student organization has the same defined goals and national affiliation as another student organization already present on campus, the potential student organization will not be approved.

If a potential student organization is not approved by the Student Association Senate by a ⅔ majority vote, the potential student organization can retry one semester following the vote, but a change must be present in one of the following ways:
1. Differentiation between an already existing club
2. Remove the reason why the organization was not approved.

What Can Differentiate Similar Organizations
1. Different member basis (Grad or Undergrad, Gender)
2. Competitive or non-competitive team
3. SOAP funded or not SOAP funded
4. Membership restriction
5. Differing national organizations

Requirements to Retain Recognition
The Student Association Senate has outlined the following requirements to maintain recognition as a Recognized Student Organization at South Dakota Mines.

- Full membership of South Dakota Mines student organizations is limited to full and part-time students. Student Organizations can also have associate members which include University faculty and staff, and local community members. Only South Dakota Mines active **student** members can vote, hold officer positions, run organization meetings, and solicit funds.
- All recognized student organizations are required to renew their organization on an annual basis through the Office of Student Engagement. The process is outlined below.
- All recognized student organizations are required to have a minimum of ten (10) student members to obtain and maintain recognition. (*Under certain circumstances student association may reduce required numbers based on the specific needs of an organization*)
- All student organizations are required to have a minimum of four (4) officer positions on their Rocker Central pages including: President, Vice President, Secretary, and Treasurer. Additional office positions can be listed on their pages as committee chairs.
- All recognized student organizations are required to have at least one (1) full-time South Dakota Mines faculty or staff member to serve as their organization advisor. This individual will need to fill out an Advisors agreement annually via Rocker Central.
- Recognized student organizations are required to follow their organization constitutions. All changes to an organization's constitution must be approved by the Constitution Committee of the Student Association.
- All recognized student organizations must abide by University and South Dakota Board of Regents Policies.
- Recognized student organizations must register all their organizational sponsored events via their Rocker Central pages.
- Attend mandatory Student Organization meetings in the fall and spring.

- All recognized student organizations are required to renew their organization annually with the Office of Student Engagement through the Rocker Central system. Annual renewal is due October 1 of each academic year.

Operations and Management of Student Organizations

Student organizations are a great way for South Dakota Mines students to get involved. We want your organization to be successful and sustainable. Since officers of organizations transition out every year, we don't want important information to be lost during that transition process. Here are a few tips to help your organization be successful!

Operations/Procedures Manual

We encourage you to create an operations and procedures manual for your organization. This manual will help your organization in the member and officer transition process and can serve as a record of past events, procedures, etc. Some items to consider adding to this manual include your organizations constitution, information about your advisor(s), log-in information for websites and email accounts, organization financial information, officer information, event planning documents just to name a few.

Official Organization Emails/Digital Resources

In addition to having a physical operations and procedures manual, student organizations may find it beneficial to have a centralized email account that is your primary way to contact your organization that can stay consistent from year to year. The South Dakota Mines IT department is happy to create an organizational email for you. Just click Student Organization Email Application and fill out the required information. You can also utilize the different application within the Google system such as google calendar, google drive, and google photos that can help keep your student organization organized and on the right track.

Rocker Central- Rocker Central is our web-based portal that houses all our student organization webpages. To learn more about using Rocker Central, visit the platform Resources page. Some of the useful advantages of Rocker Central include:
- Create organization surveys and upload photos.
- House guiding documents such as your organization constitution.
- Email your group members utilizing the built in roster.
- Track events and service hours
- Archive past organization events.
- One-stop shop for student related events.

15

Additional Resources

The staff in the Office of Student Engagement are here to provide additional services about topics such as meeting management, officer transition, team building, group management, goal setting, and conflict resolution and more! Visit our Rocker Central page for more information.

Student Organization Advisors

All recognized student organizations are required to have a full-time South Dakota Mines faculty or staff member to serve as their organization advisor. Advisors play a pivotal role in the success of student organizations. Student organization advisors are there to provide guidance, support, and advice and to make sure that student organizations are following university and Board of Regents policy. Advisors can also assist student organization officers in setting goals, planning events, and help organizations with the officer transition process. Advisors also serve as the signing authority on student organization accounts. Advisors must complete an advisor agreement annually.

Tips for Recruiting an Advisor

When looking for an organization advisor, student organizations should consider the following:

- What expectations does the organization have for the person serving in this role?
- Will the selected person have time to fulfill this role?
- Is this person interested in the purpose and mission of the organization?

Advisor Roles and Expectations

It is important that student organizations visit with their advisor to set up clear expectations. The following are some expectations of Student Organization Advisors:

- Must be a full-time faculty or staff member at South Dakota Mines.
- Aware of the purpose and activities of the group through attendance at group meetings and events.
- The advisor is not personally responsible for acts of the student organization through their service as an advisor. Advisors should provide advice and guidance in accordance with University and BOR policies to provide the organization advice that will further the general welfare of its members.
- Serve as a reference for general information regarding University and Board of Regents policies.

- Will assist in the transition process of outgoing and incoming student leadership.
- Will assist in financial matters of the organization.
- Will ensure student organizations maintain recognition through organizational renewal each year, and making sure organizations' Mines Link pages are updated.
- Will encourage student participation in student organization fairs, and other university sponsored events for organizations.

Changing Advisors

There may be times when your student organization will need to change your officers or advisors. These updates should be made on your Rocker Central pages. In addition, when changing an advisor, you will need to contact the Office of Student Engagement so that your new advisor can fill out our annual advisor agreement.

Advisor Resources

The Office of Student Engagement is a great resource for student organization advisors. A list of resources for advisors can be found on the Student Engagement Rocker Central page.

Student Organization Event Planning

Reserving Space on Campus

The Scheduling and Event Operations office, located on the main level of the Surbeck Center, works with students, staff, and faculty, as well as the community, to ensure optimum use of the Surbeck Center and other general use spaces of the university. Scheduling coordinates the use of university facilities and associated personnel, services, and equipment to support academic, student, community, and professional activities on campus. They ensure that Surbeck Center generates revenue to support building operations. All scheduling of campus resources for meetings and events begins and ends with the Scheduling and Event Operations office.

Online Room Request and Reservation

1. Use the Event Planning Checklist (.pdf) to make sure you have your plans in order before making your online request.
2. Review our Facility Use Guidelines for information on the policies and procedures that apply to your reservation.
3. Check our Rooms and Spaces information for facility details.

4. Submit your reservation request online:
   Online Reservation Request System
   If you have questions or need assistance, contact the Surbeck Center
   Scheduling Office at 605-394-6774.

Confirmation of Scheduling Request

When all information has been provided and the request has been successfully scheduled, an electronic confirmation will be emailed to the contact person reserving the space. Based on the information provided, all facilities, services, equipment, and estimated charges will be reflected in the event confirmation. All customers need to review this confirmation to ensure its accuracy. If any additions or corrections to a reservation are required, Scheduling must be notified immediately. All changes to your reservation must be provided to Scheduling and Event Operations at least forty-eight hours prior to the day of the event to avoid any penalties.

Scheduling assumes customer acceptance of the event as indicated unless otherwise notified.

Please note that your request is not confirmed until you receive confirmation from the Scheduling staff. If you have not received confirmation, contact Scheduling and Event Operations to follow-up on your request's status.

Additionally, the Scheduling staff must optimize the needs of all parties; this may involve reassignment of your event after confirmation. In the event this does need to happen, Scheduling will work with you to ensure your event happens with minimal disruption.

Catering on Campus
South Dakota Mines has contracted with Sodexo to provide all food services on campus which includes food and beverages needed for events held on campus. When scheduling your space, you should identify if you are planning to have food and beverages at your event. Once your space is reserved, you can visit with the catering staff to place your catering order. Sodexo has a specific menu for student organizations that provides great options at a lower price. You can visit the catering office in the lower level of the Surbeck Center.

In certain circumstances, a [food waiver](#) may be requested, and the approval is at the discretion of the Food Service Director. All requests should be submitted 10 business days prior to the event in person to Dining Services.

Screening Movies on Campus

As a student organization, you may want to screen a film or movie for an event. This is certainly a great idea, but there are some regulations you must follow to show a movie as what's considered a 'public performance.' The circumstances that constitute public performance are clearly defined in the law: "A place open to the public or any place where a substantial number of persons outside of a normal circle of a family or its social acquaintances are gathered."

Groups screening films or videos at South Dakota Mines must be sensitive to the educational mission of the University and comply with federal copyright laws.

Copyright law prohibits the showing of film in a public setting unless approval is granted by the company who owns the rights to distribute the film (sometimes the creator does not solely own the rights to grant permission for a screening) or unless the film is rented from a licensed public film distributor which generally includes licensing fees. Film programming may be shown in a public setting at an educational institution without additional approval or licensing if the program fits under the educational exception stipulated in copyright laws. Under the "Education Exemption," copyrighted movies may be exhibited in a college without a license only if the movie exhibition is:

- An "integral part of a class session" and is of "material assistance to the teaching content".
- Supervised by a teacher in a classroom.
- Attended only by students enrolled in a registered class of an accredited nonprofit educational institution.
- Lawfully made using a movie that has been legally produced and obtained through rental or purchase.

Listed below are some common violations of film copyright laws by student organizations.

The student organization or group rents a video from a local video rental store or streams a film from a media site and:
- Shows it in a residence hall lounge.

19

- Shows it to their student organization members for a social gathering.
- Plays the video at a table in the union for recruiting members or providing information.

Solution: Student organizations planning a film program for public viewing should consult with the Office of Student Engagement staff to learn more about the copyright law educational exception or to review catalogs of licensed public film/vendors.

The Student Engagement Staff will be happy to assist you in planning a successful film/video program that is following copyright laws. Film licenses can range from free to $500, and sometimes more. To determine the cost, the Office of Student Engagement will need to know the following:
- The film title.
- The film screening date, time, location
- Capacity of the venue
- If there is an admission charge, and how much.
- If the group already owns a physical copy of the film (i.e. DVD), and if not, what format the film needs to be sent to us in (tip: check with venue capabilities)

For additional event planning resources, visit the Event Planning, visit the Student Engagement Rocker Central page.

Risk Management and Student Organizations

"Risk" is defined as the possibility of loss or injury. It further implies a person or thing that is a specified hazard to an insurer. Because all events present situations, which imply potential risks and liabilities, it is beneficial to the student organization to know how to anticipate and prevent risky situations and to be aware of its responsibilities in case an incident occurs. The Office of Student Engagement and Facilities and Risk Management office are here to assist organizations in planning their events with regards to liability and reducing risk. For additional resources, visit the Office of Student Engagement Rocker Central page.

Advertising and Marketing for Student Organizations

Marketing/Publicity Resources

Publicity is an integral part of any organization. Without the proper publicity the organization's goals – to raise money, to attract new members or to provide a program or service – will not be met. For your organization's publicity to bring results, careful thought and planning should be put into your campaign.

The most effective publicity allows people to grasp all the important facts of the program quickly. Accordingly, promotional materials should bear a clearly printed message that is designed to evoke a response from the viewer. They do not necessarily have to be extremely artistic, but your message should be clear and understandable to the reader.

Advertising in the Residence Halls

Posters, signs, advertisements, or notices may be posted in public areas of the residence halls ONLY with the approval of the Director of Residence Life. RAs may post signs related to residence hall activities.

Hall Pass

Officially recognized student organizations and University departments may request a 'dorm storm' to inform residents of an upcoming event following the following procedures. 1. Submit written request to Director of Residence Life at least 24 hours in advance of proposed 'dorm storm.' 2. Provide the following information in this request: proposed date/time, purpose of 'dorm storm', and names of building escorts (each building must always have a resident escort). "Dorm storms' cannot occur during quiet hours. Since Residential housing is for resident use only, requests will be approved/denied at the discretion of Residence Life.

Planning an Organization Publicity Campaign:

Student organizations should consider the following when planning a publicity campaign:

- Budget: How much can you spend? Is the figure realistic? Are there any hidden costs? A budget should always be completed in advance of doing publicity.
- Audience: Who do you want to reach and what is the best way? Is there a pre-selected market available? Consider age groups, audience's likes/dislikes, career fields, etc. Publicizing something for professors or non-students may be an entirely different task than publicizing an event for traditional-aged students.
- Information: Make sure that your campaign materials contain all the appropriate information, which includes Who, What, Where, When, and Why. It is best to publicize the aspect of your program that people have heard of or to which they can relate.
- Resources: Know your resources, whether they be people, talent, materials, etc.
- Location: Think about places where your materials will get the most attention. High traffic areas and different/unusual places that are frequented are good ideas for placements. Be creative!

- Schedule: How much time do you have? What deadlines must be met? The optimum time to begin advertising the event is two to three weeks before your event. Write up a calendar with deadlines to keep track.

Once you have thoroughly discussed the above topics, your publicity campaign should be ready to take off. All that is needed is the appropriate medium.

Things to consider:
Appeal: Who is your audience? Will they be attracted to your promotion? Do the promotional items convey or reinforce the image of your event (fun, informational, dealing with controversial issues, entertaining)?
Timing: How much lead time do you have (for printing deadlines, etc.)? When should your publicity and/or advertising be released? Should it all go out at once, or certain kinds at certain times?
Location: What are traffic patterns on and off campus?
Information: How much should be printed? How little? Is the information clear?
People power: Do you have enough individuals to work on publicity, promotion, and advertising strategies? Who will put up publicity and when?
Budget: Do you have sufficient funds to cover promotional expenses? Will the projected response be worth the amount of money extended?
Restrictions: Are there any contractual restrictions imposed by a performer? Are there any campus promotion rules or regulations to consider?

South Dakota Mines Marketing and Communications
The South Dakota Mines Marketing and Communications office is also a great resource to help you market your organization and events. They can assist you with graphic design, press releases, and more. For a complete list of resources visit their [website](#).

Student Organization Posting Policy *(See policy section of handbook)*

Branding Guidelines for Student Organizations
There are more than 100 student organizations at South Dakota Mines. The following guidelines will assist groups in knowing the allowable ways to affiliate with the university.

Student groups can affiliate with South Dakota Mines in so much as:

1. The student group identifies as a student-based organization not to be confused with a university department, program, or initiative.

22

2. The student group conforms to the guidelines herein and does not infringe on South Dakota Mines registered trademarks, athletic brand, or intellectual property.

Student Organization Logos and Visual Identity

Student organizations may identify with South Dakota Mines

Option 1: Use the approved lockup framework which includes the university logo combined with the organization name and specified font.
Option 2: Create a unique visual identity for your organization.

Ordering

All orders must be placed with a licensed vendor for merchandise such as shirts, hats, signage, marketing materials, etc. Please work with the Rocker Shop to place your order or work with any of our **licensed vendors.**

Plan ahead! Due to supply chain issues please allow a minimum of 6-8 weeks to receive your order.

OPTION 1

Use of the approved lockup design, which includes the M logo. Request this lockup from the Marketing & Communications department.
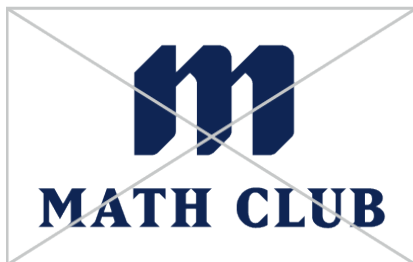
Examples:

Math Club logo created for demonstration purposes.

MATH CLUB
AT SOUTH DAKOTA MINES

Graphic embellishments are not
permitted in this format.

Does not include "South Dakota Mines"
or appropriate affiliation.

OPTION 2

Create a unique visual identity for your organization.

Examples:

mat(h)
√ CLUB
AT SOUTH DAKOTA MINES

If the organization name is not incorporated into the logo design, it should be added underneath the graphic to identify the club as a student-based organization.

Example demonstrating visual hierarchy and clear space around the South Dakota Mines logo

If a South Dakota Mines logo is contained *within* the logo design (as demonstrated above), the university logo should be a smaller and less dominant secondary element in the visual hierarchy while maintaining appropriate clear space. Further, organizations should include the words "South Dakota Mines" along with or as part of the organization's name to enhance affiliation with the university (e.g., "Math Club at South Dakota Mines" or "South Dakota Mines Fly Fishing Club").

Revised 7/2024

Allowed for Use (must use a licensed vendor)
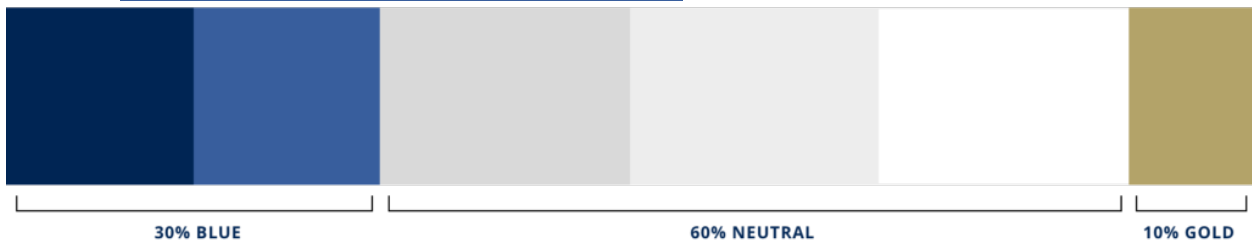

Colors

Student organizations are allowed to use the Mines Navy, Mines Old Gold, White, Mines Blue and Neutral colors. **Student organizations may not use Malachite Green.** Click here for more color information.

30% BLUE   60% NEUTRAL   10% GOLD

Not Allowed for Use

The use of the primary Grubby logo is limited to Athletics and the Rocker Shop and is no longer available for use by student organizations.

When using our name, please refer to us as **South Dakota Mines**. Do not use variations or abbreviations of any kind e.g., SDM, Tech, SD Mines, SDSM&T, SDSMT.

Merchandise Purchases

All student organization merchandise that uses university trademarked logos, wordmarks, or names must be ordered through licensed vendors. It is recommended that you reach out to the Rocker Shop for your apparel and merchandise needs, whether they use the university branded marks or not. They work with various vendors to get you the best price for your items, and as a licensed organization they ensure that the brand is used properly. By using the Rocker Shop your organization helps support services for all students.

We encourage all student organizations to send their logos and artwork to Marketing & Communications for review and approval BEFORE they place their merchandise orders, this will speed up the ordering process.
Email marketing@sdsmt.edu.

Student Organization Funding and Fundraising

<u>SOAP ACCOUNTS</u>
One of the benefits of being a recognized organization is the ability to apply for SOAP funds.
These funds are dispersed through Student Association and the SOAP Allocation Process. SOAP accounts are in both the Business Office and the Center for Alumni Relations and Advancement (CARA) . Expenditures from SOAP Accounts are subject to the state purchasing guidelines. For more information on SOAP.

<u>AGENCY ACCOUNTS</u>
Funds earned through organization fundraisers can be deposited into Agency Accounts housed in the Business Office. These accounts are separate from any SOAP awards and have a different budget number.

If you have questions about your Business Office Account(s), contact Carissa Williams, Senior Accountant, in the lower level of O'Harra.

<u>CARA ACCOUNTS</u>

Donations and gifts to the University are deposited into CARA Accounts. CARA is a separate non-profit agency, so funds in these accounts have a little more flexibility in terms of how they can be spent. In general, though, they try to follow the same guidelines as the state. All expenditures from CARA Accounts must have advisor approval.

If individuals or companies are donating to your organization, you must deposit these funds into an account in the Foundation. These donations may be tax-deductible, and the Foundation will issue the appropriate receipts.
If you have any questions about a CARA Account, contact Bonnie Mitra, Accountant, located at CARA.

<u>FUNDRAISING</u>
<u>Fundraising Ideas include but are not limited to:</u>

Student organizations are required to fill out and submit a Student Organization Fundraising Form (found in the event registration form on Rocker Central) prior to hosting a fundraiser.

- Raffles (See Office of Student Engagement staff for Raffle process)
- Sale of something related to the club (such as a calendar sale featuring pictures taken by a photography club)
- Asking for donations at a free event
- Partnership with a firm or business for an event (ie Pizza Ranch)
- Bus tables or do a percentage of profits (Pizza Ranch, Pancheros, Civic Center concessions, Mines Games etc.)
- Work with Alumni/Foundation to solicit funds from Alumni and companies.
- Work with Foundation to create crowd-sourcing fundraiser.

Business Office SOAP Procedures

Please see your advisor's administrative support person for each department before making any of the following purchases:

- ➢ Food purchases must include a numbered list of full names of all attendees. Be sure to follow meal per diem guidelines for any purchases. Employee meals at their home station cannot be paid with state funds.
  - o *All meals/refreshments for meetings and events/gatherings on campus must be purchased via the food contractor for South Dakota Mines campus (Sodexo) as we have a contract with them. Please see your advisor's administrative support person for assistance. Administrative assistants please see SDSM&T Purchasing Procedures. Please contact Business Services or Dining Services with any questions. * Please note, SOAP does not currently cover food expenses.
- ➢ All computer software and hardware purchases **must be done via a Purchase Order**. Please see your advisor's administrative support person for assistance. Administrative assistants please see SDSM&T Purchasing Procedures.
- ➢ All printing services **should be done via a Purchase Order** to ensure correct logo usage. Please see your advisor's administrative support person for assistance. Administrative assistants please see SDSM&T Purchasing Procedures.
- ➢ All promotional items **should be purchased via a Purchase Order**. Please see your advisor's administrative support person for assistance. Administrative assistants see SDSM&T Purchasing Procedures.

- ➢ Clothing purchases **should be done via a Purchase Order or purchased**

through the Rocker Shop to comply with Purchasing Procedures. Please include list of names of all recipients. Please see your advisor's administrative support person for assistance. Administrative assistants please see SDSM&T Purchasing Procedures.

➤ Purchasing supplies/equipment: Please see your advisor's administrative support person. Administrative assistants please see SDSM&T Purchasing Procedures for details.

   o **If under $1000.00 please purchase via a Purchase Order whenever possible**.

      · No sales tax will be reimbursed for supplies/equipment done via check request for reimbursement.

   o If over $1000.00 a Purchase Order is **required** with a quote

   o If over $4000.00 a Purchase Order is **required** and is a sealed bid process

➤ Memberships and subscriptions: Please see your advisor's administrative support person.

   o Invoices may be paid for a single year term only.

      · Memberships $100.00 and over are required to be reviewed & approved by Director of Business Services before purchase. Attach justification for how membership benefits the university and what is included in membership.

➤ Software subscriptions **must be done via a Purchase Order**. Please see your advisor's administrative support person for assistance. The Software Purchasing Checklist [(LEAN IT)](#) form must be completed & attached to **all** software purchases for any dollar amount. Administrative assistants see SDSM&T Purchasing procedures.

➤ Ticketed events will require a numbered list of full names of all attendees with their legible signatures. **Please check with your advisor's administrative support person for each department before making any purchases for services or rentals for contract requirements.**

Purchase Orders - should be done by your advisor's administrative support person. They will initiate the order and submit the invoice to the correct location for payment. Please see your advisor's administrative support person for department for assistance with submitting direct bill requests to Accounts Payable.

Check Request Form Completion Tips – completion tips for reimbursement.

This is to be used as a tool to assist in preparing a check request for reimbursement but is <u>not</u> all inclusive.

*(Reimbursement for purchases – food and entertainment – and only items that cannot be purchased via any other way than through personal funds. Sales tax is <u>not</u> reimbursed on purchases that are not food or entertainment.)

All reimbursements must be submitted to AP **within 90 days of the receipt date or purchase**. If it is after 90 days when submitted to AP, you will be unable to be reimbursed through the university. See SDSM&T Purchasing Procedures.

- ➢ Date – actual date form is being completed.
- ➢ Payable To - The name of the individual that paid for the item or service purchased.
- ➢ Banner ID or A # – Unique Banner identification number assigned to the individual to be reimbursed.
  - o Use FTMVEND or FAIVNDH to search for the individual's ID number in Banner database.
    Employees should update their information via Employee Self Service on Snap.
    Students should update their information via Self-Service Banner. See Registrar's Office for assistance.
    (Banner ID numbers will start with an A or the numerical digit 1)
- ➢ Address – Current mailing address of individual being reimbursed.
- ➢ Amount – Dollar amount of item or service purchased.
- ➢ Index – State index number (i.e., 4BUSXX) or grant number (i.e., 44XXXX) to be charged for purchase.
- ➢ Commodity & Account – Classification of the item or service purchased.
  - o Use Purchasing Commodity Code to Account Code Crosswalk located on SNAP on Finance tab, under Purchasing Forms
  - o If shipping is included with item purchased do not separate out, include with code for item purchased.
- ➢ Explanation of Payment – what was purchased, when was it purchased, how will it be used, why was it purchased, etc.
- ➢ Date Items/Service Received – This is the actual date the item arrived on campus or service was performed.
  - o Cannot be reimbursed until the item is received on campus.
- ➢ Claimant Signature – Hand-written signature of individual that paid for item or service.
  - ➢ Authorizing Signature – Hand-written signature of individual with signature authority for state index being charged.
  - ➢ Prepared by – Name & telephone number of individual completing the form.

See your administrative support person for assistance.

Additional information:
➢ Must attach scan of original itemized receipt. (Department must have the <u>original</u> receipt to request reimbursement.)
  o If receipt has a generic description of item purchased or could be a personal item, please notate next to receipt what item is and how used.
➢ If receipt does not have proof of payment, please attach PDF of credit card/bank statement. We do not require entire statement only page(s) showing name of individual and transaction. Please be sure to black out or redact personal and sensitive information on the statement page. No screenshots accepted.
➢ Keep all original documentation (form, receipts, etc.) in department files for auditing purposes for at least one year after close of fiscal year.

Check Request Form can be found on the Business Services Purchasing Forms site
Check Request Form
Please see your advisor's administrative support person for department for assistance with completing a check request form and/or submitting request to Accounts Payable.

Student Organization Travel
When planning a trip contact your advisor's administrative support person before making any travel purchases.

If traveling out of state a travel request <u>must be approved</u> before making any travel purchases
• Check with your advisor's administrative support person for travel requests.

To avoid out of pocket costs:
• The school can prepay the registration fees.
• Fleet vehicles are available for student use
• Flights can be paid by the school on Purchase Order
• In-state lodging can be direct billed to the school
Your advisor's administrative support person can help you with for prepayment of registration fees, flights, direct billed hotels and arranging a fleet vehicle.

For travel reimbursement a travel payment detail needs to be completed by your advisor's administrative support person after the trip.

- Original itemized receipts required.
- Each student needs to claim their own travel expenses.
- Tips are not allowed with state funds.
- When driving a personal vehicle mileage is calculated by direct route shortest distance using Google Maps
- Travel reimbursement detail required to be completed within 60 days of completion of trip, 30 days if an advance was taken.

Travel forms can be found on the school website under travel. Travel (sdsmt.edu)

Student Organization Awards and Recognition

Student Organizations can be recognized during the annual Student Leadership Awards and Leadership Hall of Fame Recognition every spring. Student organizations can recognize outstanding members and advisors in addition to nominating themselves for the South Dakota Board of Regents awards. The three Board of Regents awards recognize student organizations for their community service, organizational leadership, and academic excellence. Visit the Office of Student Engagement staff for more information.

Additional Organization Resources

Organization Training and Workshops
The staff of the Student Engagement office are happy to assist and/or provide training and workshops for your organization. We can present on a variety of different topics including leadership development, officer transition, event planning, group development, and more! If interested, please contact the Office of Student Engagement for more information.

Student Organization Websites
Each officially recognized student organization is provided a page on our Rocker Central system.

Additional Organization Involvement Opportunities:
There are other opportunities on campus that your student organization can be involved in.

Rocker Connections Weekend:
Rocker Connections is open to all new, incoming first year and transfer students. It is an opportunity for new students to meet one another and experience the Rapid City

region, and form connections with returning students, faculty, and staff. If your organization would like to lead an Adventure, contact the Student Engagement office.

Rocker Days (South Dakota Mines Homecoming)

There are a variety of ways for students to get involved during Rocker Days. Whether it is during Paint the Town, Rocker Days Fair, hosting your own event, or just serving on the planning committee.

Martin Luther King Day of Service

This community service event happens every January, and we make it a day on, not a day off. Various student organizations collect non-perishable food at local grocery stores which is then donated to Feeding South Dakota.

Additional resources for student organizations can be found on the Office of Student Engagement Rocker Central page.