

2016 Associated Students

# CLUB ACTIVITIES OFFICE

AS Structure and Program Advisory Committee



## *Introduction:*

The currently approved statement of purpose for Office is:

“The AS Club Activities Office, aka, “The Club Hub”, empowers, supports, and provides opportunities for diverse student interests and community building within clubs. This office serves clubs as a resource for leadership and organizational development, as well as event planning and programming. The Club Hub is committed to ensuring that all students can become involved and engaged in their Western Community.

## *Program/Services Provided:*

### **Description of Events**

- **Club Kickoff** – The first event of the year is also our only mandatory event for club leaders. This 3-hour session informs (hopefully) all the clubs at once on any updates to policy and procedure, as well as setting up the year’s club events and training new Budget Coordinators.
- **Club Cup** – A new, year-long competition between all of our 200+ clubs; the Club Cup Competition awards points to clubs for growing and maximizing their potential. Clubs are encouraged to compete to do community outreach and collaborate with other clubs as well as access all the resources provided them by our office and the AS. The Club Cup is awarded at the end of the year to the club with the most points.
- **Leadership Development Series** – Panels and workshops distributed throughout the year that discuss subjects most requested by club leaders. Also open to general students, the series brings speakers from within and outside the AS to address topics like fundraising, situational leadership, and focusing on the goals of your club or organization.
- **Club Showcase** – Likened to a ‘Mini-Info Fair’, Club Showcase gives an opportunity for clubs to promote their organizations in Winter Quarter. For a 2-week period, the Activities Office provides tables near (or in) Red Square and hands out donuts to students who speak with a club. An excellent chance for clubs to get an extra boost of

awareness and attendance mid-year.

- **Club Boost!: Club Development Mini-Conference** – A mini-conference on a weekend day, Club Boost brings club leaders together in one place to attend panels featuring the most requested topics from throughout the year. There is food and multiple opportunities for leaders to mingle, get to know the other clubs on campus, problem solve and share advice leader-to-leader.
- **Club Renew** – As the end of the year approaches, we gather both incoming and graduating club leaders together. This is their opportunity to pass the torch in the best way possible, with discussions on what the club did well during the current year and what can be improved for the next. The Club Hub staff help graduating students find ways to apply their leadership after they leave Western and work with incoming leaders to make sure their questions about next year are answered.
- **Club Cup Closing Ceremonies and End of the Year Awards** – As the year comes to a close, clubs are celebrated for all their extraordinary efforts throughout the year. Our End of the Year Awards recognize the best clubs in each category, as well as exceptional leaders of the year, unsung heroes and exemplary events. The Club Cup is awarded to the deserving club and everyone leaves with a feeling of accomplishment and excitement for the next year!

## List of Services

- **Club Hub Space**
  - Computers/printer, closet, supplies, craft cave, check-out equipment, meeting/conferencing space with large screen
- **Staff Support to Clubs**
  - Consulting on event planning, business processes, available resources, effective organizational practices, policy interpretation
  - Problem-solving / Troubleshooting

Club Hub Event	2015 - 2016	2014 - 2015	2013 - 2014
Club Kickoff	284	226	304
Club Cup Opening Ceremony	36	n/a	n/a
Leadership Development Series	tbd	n/a	n/a
Club Showcase	tbd	71 clubs / 1,265 signups / 1,500 estimated attendance	67 clubs / 1,500 estimated attendance
Boost!: Club Development Mini-Conference	tbd	33	n/a
OrgSync Mega-Challenge (formerly Spring Into OrgSync)	incorporated into Club Cup	online self-directed competition	
Club Connect (formerly Club Exchange)	n/a	changed to Boost!	55 (25 overnight)
Club Renew (formerly Club Kick-back)	tbd	30	60
Club Cup Closing Ceremony & Awards Night	tbd	40	65

### *SW/COT Chart:*

(S) Strengths	(C) Challenges
Availability to clubs, in the Club Hub and via email	Learning about events & club needs in a timely enough way to maximize our help to them and their experience
In-person service is welcoming, friendly, and helpful	Creating enough awareness amongst the clubs and other AS programs where we are located and what all we do/offer in the space
Ability to communicate with clubs via OrgSync	Promoting effectively enough our own Club Hub hosted events & services
Organization of the system via OrgSync registration and tools (e.g. Forms)	Providing enough training in a user-friendly and accessible way that results in less scrambling and bureaucratic problems for clubs

Ability to financially support individual clubs with their goals/needs via Activities Council	Keeping OrgSync a lively and thriving online environment for student and club use
Planning programs very intentionally to provide support and info to clubs at key times throughout the year. (e.g. Showcase in early-mid winter to boost recruitment)	The financial processing of club expenditures is a very time-consuming role that seems to require more in-person availability than is currently able to be handled by only the Club Business Director
Consistently gauging the needs of clubs and building programming to address those expressed needs	Lack of clarity and unaddressed issues with the outdated Club Recognition Policy

<b>(O) Opportunities</b>	<b>(T) Threats</b>
Developing clear and measurable outcomes for the experience of the club leader/member that would guide our programmatic efforts	If OrgSync were no longer funded and we had to rebuild our recognition system and forms system
Use online tools to multiply our effectiveness with trainings and instruction on processes	If either the number of clubs grew significantly or the funds available through Activities Council were reduced, we would possibly see a decrease in overall campus involvement since clubs would no longer have ease of access to that financial resource
Potentially further specialization in the Club Support Specialist positions to give directed energy to the functions with which we need the most support (e.g. promotion/outreach; trainings; etc.)	
Get more on-going feedback from clubs regarding their needs and improvements they may want	
Greater collaboration and communication with the ESC, regarding the needs of ESC clubs and how the Club Hub can benefit them without overlapping programming being done in the ESC	

<p>Cross-train all Club Hub staffers on financial (i.e. WR) processes more so in order to be more efficient with the workload and to address minor needs before they reach the Club Business Director</p>	
<p>Could be more successful at connecting clubs and their activities to resources on- and off-campus that could be mutually beneficial. (e.g. promotional outlets, video production services, co-sponsorships, venues, etc.)</p>	
<p>The Club Cup, being new, has the potential to increase clubs' engagement with our system and offerings for their development</p>	
<p>Clarifying and enhancing the club recognition and registration system and the associated policy</p>	
<p>Promoting all new clubs as they form via some regular Publicity Center outlet</p>	

## *Areas for Improvements/ Recommendations:*

The following are the Structure and Program Advisory committee's recommendations for strategic goals over the next four years:

1. **Convert the Club Coordinator into 2 Club Support Specialists** (which would be renamed as stated in Recommendation #2)

Currently, the primary responsibility for coordinating all of the Club Hub events resides in the Club Coordinator's job description and not in the CSS job descriptions. This poses a problem in that the Club Coordinator job is already quite busy communicating and meeting with clubs, and there is approximately one large Club Hub event per month. So even if all someone was doing was coordinating our office's events, that would be a full student position in itself. In practice this year and last year, we have already spread out the event coordinating duties and tasks among the whole staff as a means of addressing this, but as yet have not altered any job descriptions to match this practice. The intent with this change would be to have 2 support specialists (possibly not keeping that name) who would specialize in event planning in addition to the regular day-to-day service to clubs, allowing for them to alternate who is taking the next upcoming event, thus providing more buffer for proper planning between each round of event coordination.

At one time, we considered if altering the Club Coordinator position to be elevated to a supervisory/directorial role over other student staff was a good idea or not. However, for multiple reasons that does not seem most advantageous. Those reasons include: a) the nature of the work of supporting club members who visit the Club Hub is very similar regardless of which position is present to help the visitor, b) what we need most is greater staffing coverage in the office as well as the ability to divide the event planning work amongst more than one person while still gaining the specializations mentioned in #2 below (promotion/outreach & training/development), and c) now that we have a second professional staff advisor, we should be more effectively utilizing that capacity for supervision rather than creating superfluous levels of hierarchy within the office structure.

2. **Further Specialize the Club Support Specialist Positions**

This would result in the following 4 positions (if the small increase in wage dollars is approved to allow Recommendation #1 to take effect):

- a. Club Training & Development Facilitator – handles New Club Orientations (maintaining online training supplemented by in-person check-ins), developing additional online and in-person trainings/workshops, the primary staffer for OrgSync record maintenance, also works on leadership development series
- b. Club Promotion & Outreach Facilitator – enhances the Club Hub's social media presence and event promotion, increases awareness of our resources and existence of new and existing clubs, primary resource to clubs for maximizing their promotional efforts

- c. **Club Event Planning Facilitator (x2)** – each is responsible for half of the event coordination put on by the Club Hub, will be the most knowledgeable about event-specific resources and planning such as VU Event Services, both will be available to clubs that submit Funding Requests and that need to meet with a staffer prior to going to Activities Council, both will serve as members of the Activities Council

Each position would still be cross-trained to handle walk-in questions about any and all club functions and would work synergistically and symbiotically with their fellow co-workers. And there will still be “floating” responsibilities that can be assigned to whomever seems most available, suited to, or willing to take them on, such as club closet and inventory management, approving OrgSync Event Requests, etc.

**3. Split the reportage of the Club Hub Staff Amongst Both Advisors**

This has multiple advantages. Currently, the Student Activities Advisor is a bit distanced from the decision-making and daily operations of the Club Hub simply because the Coordinator of Student Activities supervises all of the students in the office. These two advisors have already decided to split up the advisement of the office’s event coordination in an alternating fashion, so having the 2 Event Planning Coordinators each report to one of them would make perfect sense as well. The reportage of the other two can be determined at the time of posting the positions.

**4. Continue the Revisions to the Club Recognition Policy**

We have been making very slow progress on a much needed policy revision for a few years now, but we really need to accelerate this process in order to address several pending issues facing the club system, such as the AS’ relationship to Greek-letter organizations, religious organizations, departmentally-sponsored organizations, official WA state travel vs. unofficial club travel, etc.

**5. Continue Funding the Club Business Director at the Current Level and Move That Position’s Wage Dollars into the Club Hub Annual Budget**

The AS Board approved the elevation of this position on a one-year trial basis, and it has proven to be a major benefit both a) having the Club Business Director located inside the Club Hub and b) increasing the pay and hours to 19 hours/week. Also, the 40 hours of summer employment written into the current job description were very helpful for allowing the employee the time to properly learn the position and become well-versed enough to train incoming club budget coordinators.

The position does fully utilize those hours, and it can still, during the busiest times, be a challenge to balance processing the high volume of club financial transactions with the need to be available to clubs for questions and trainings. We are working on strategies to mitigate this already and need more time to assess if these are working well enough. The strategies include: further cross-training Club Hub staff to handle more advanced budget and finance questions (upcoming in Winter 2016), and scheduling more regular contact with both advisors and the Club Business Director for the purpose of consistent communication and clearing up of any lingering transactions that need a closer look (in effect now).