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CLUBS

UTAH VALLEY UNIVERSITY

UTAH VALLEY UNIVERSITY
HANDBOOK FOR CLUBS

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INFORMATION & GUIDELINES

UNIVERSITY PURPOSE & OBJECTIVES

Clubs connect students to Utah Valley University in a unique way. Participation in a club reflects each student's individual interest, hobby, professional aspirations, and/or academic desires while allowing the students to be involved at the level that they are most comfortable with.

Housed within the Department of Student Leadership and Involvement, the Clubs Office works with over 130 clubs annually, providing opportunities that complement the classroom experience by promoting student involvement, enhancing leadership skills, and preparing students to take on active societal roles within their communities. Many clubs receive University, local, and national recognition. Students are encouraged to join an existing club or start a new one. Clubs are a great way to connect with other people on-campus and explore individual passions.

Utah Valley University defines a "**club**" as a student-led group with a common interest or goal with at least six members where 100% of the members are currently enrolled UVU students (starting Academic Year 2027-2028) that complies with university registered club requirements, including but not limited to having a lawful purpose, registering the club, having a club contract, and having a president who is a full-time UVU student.

Clubs are categorized into the following areas:

- **Academic:** A club with an educational purpose that seeks to share information related to a specific topic or field of interest.
- **Athletic & Recreational:** A non-competitive sports team or intramural sports team that provides students a chance to engage in their favorite athletic/recreational activity with others.
- **Ethnic & Cultural:** A club that promotes diversity/inclusivity and helps others understand different cultures.
- **Performing Arts & Media:** A club that performs, practices, and/or creates as a form of communication and expression.
- **Service:** A club that places emphasis on contributing to UVU, the community, or the world through active service and volunteerism.

- **Social:** A club that seeks to find commonality by sharing unique hobbies, interests, or skills with others.
- **Social Awareness & Political:** A club that provides a place for members to discuss topics of interest relevant to them, serve as a support group, or advance social and political interests.
- **World View:** A club that serves as a safe haven and place of comfort for students who share similar beliefs, ideologies, and worldviews or who are exploring new aspects of religion and spirituality.

REQUIREMENTS & EXPECTATIONS

By registering a student group as a club at UVU, students can access resources and privileges otherwise restricted. *The annual registration of a club does not imply the University's support for the purpose, philosophy, activity, or events of the club, nor does it mean the club has been granted as an entity or agent of the state of Utah or UVU.*

General Requirements:

To register a new club or re-register an existing club, the following requirements need to be met.

- Membership must be open to all UVU students.
- Each club must have at least six (6) members.
- All members must be enrolled as UVU students (minimum 1 credit class).
- The club must have at least one officer serving as president, who meets the following requirements.
    - Full-time student with at least 12 credits.
    - Cumulative GPA of 2.5 or higher.
    - In good standing with the university.
- A club contract must be provided.
- Complete one (1) service or civic engagement activity per semester (Fall and Spring).
- Submit a MID-ANNUAL REPORT form at the start of the spring semester for clubs that were active in the previous fall semester.
- Attend Club Kickoff either before the Fall Semester and/or the beginning of Spring Semester.

General Club Expectations:

- Meet with a Club Program Director twice a semester for a one-on-one.
- Regularly check and respond to email/communication from the Clubs Office.
- Respond to the Clubs Office within 48 business hours.
- Be a currently enrolled full-time UVU student (Undergraduate: 12 credit hours or more/Graduate: 9 credit hours or more, not including LDS institute courses).
- Maintain a 2.5 cumulative GPA.
- In good standing with the University (financially, academically, conduct, etc.).

Club Officer Requirements:

- A currently enrolled UVU student, either full- or part-time.
- In good standing with the University (financially, academically, conduct, etc.).

Club President and Officer Expectations:

- Reply to emails and other correspondence from the Clubs Office and/or Department of Student Leadership & Involvement.
- Update the Clubs Office when the club has a change in leadership between the submission of registration and/or the mid-annual report form.
- Adhere to all campus policies and procedures.

Club Name Requirements:

When creating a name for the club, it should explain the club's purpose. In addition, to protect the club's First Amendment rights, the club can only use Utah Valley University, Utah Valley, or UVU as a location of the club. The club's name will need to comply with the following rules and guidelines:

- To use Utah Valley University, Utah Valley, or UVU in the club's name, you may **ONLY** use it to express the geographical location of the club:
  Prohibited Example: Utah Valley University Red Carpet Club
  Approved Example: Red Carpet Club at Utah Valley University
- The club's name should not infringe the copyright of another organization, unless the organization holding the name has permitted for the name to be used:
  Prohibited Example: Harry Potter Club at UVU
  Approved Example: Harry Potter Fan Club at UVU
- Social media handles and name on the account must follow the same guidelines:
  Prohibited Example: @UVUOneDirectionFanClub
  Approved Example: @OneDirectionFanClubUVU
- A new club may not duplicate the name of an existing UVU club, organization, or department, or choose a name that is similar or closely related. By doing so, this could create confusion or conflict among members on campus.
- The name of the club must be in good taste.
- The Clubs Office reserves the right to deny the name of any club.

- If a club becomes a student organization and is run and governed by a department/unit, “club” cannot be used in the name of the student group.

Greek Life Requirements:

If registering Greek Life on-campus, the following requirements must be fulfilled. To maintain the registration status of a social fraternity or sorority chapter on-campus, each group will need to register every year through the Clubs Office. In addition to the general club registration, the following will need to be provided by the national organization.

- A letter stating that the chapter is in good standing with the organization’s national office
- Risk Management or Risk Reduction Policy
- Anti-Hazing Policy
- Drug & Alcohol Policy
- Chapter By-laws or Contract

Failure to comply with the policies above could result in a probationary period and/or discontinuation with the chapter at UVU.

Club Contract Requirements:

Each club is required to provide a club contract. A club contract is a document outlining how the club will function. A club contract writing guide is available in the appendix for your reference. Each club's contract must contain the following:

- Mission/Purpose of the club
- President and club officer requirements
- Leadership election OR selection process
- Leadership removal process
- Leadership vacancy process
- Club dues, if charged, and amount
- UVU Non-Discrimination Statement

REGISTERING A STUDENT CLUB

To access club resources, support, and campus privileges, all clubs must register and be approved with the Clubs Office in the Student Leadership & Involvement Department. Existing clubs must re-register each academic year, even if no changes have been made. Clubs active during the fall semester must submit their registration form by October 31 and their mid-year report by March 20.

Deadline:

- Fall Registration: Open July 1 - October 31
- Spring Registration: Open November 20 - March 20

Following the completion and submission of the ANNUAL REGISTRATION form, the information will be reviewed by the Clubs Office Staff for approval. Be aware that if a club, organization, or department/unit is already in existence that holds a duplicate mission and purpose, the registration will be denied, and students will be encouraged to become involved with the already existing student group.

If the club registration is denied, the club may submit a written appeal within one (1) week of the registration notification. Appeals should include an explanation as to why the denied registration status should be overturned and be sent to clubs@uvu.edu. The appeal will be reviewed by the Sr. Director and Asst. Director of Student Leadership & Involvement.

REVOKED OR SUSPENDED REGISTRATION

Having a club registration suspended means the club temporarily loses its privileges and cannot operate until the suspension is lifted. If a club's registration is revoked, it permanently loses its status and privileges, and the club is no longer recognized by the university.

Registration of a club may be suspended or revoked for the following reasons:

- Violation of university policy, procedure, and/or state or federal laws.
- Failure to abide by the rules, policies, or guidelines of the affiliated organization's national, regional, or other parent entity (if applicable).
- Failure to complete or maintain the club's annual registration requirements.
- Any misconduct or failure to adhere to the club's contract.
- Inactivity for two (2) or more semesters.

While a club registration has been suspended or revoked, the club cannot do the following:

- Use campus-wide facilities free of charge.
- Publicize on campus.
- Participate in any department-sponsored events (i.e., Club Rush).

Any concerns, violations, or other issues involving a club will be reviewed by the Clubs Office. The current or most recent club president and/or club representatives will be notified of the concern. If the issue is not resolved within two (2) weeks of notification, the Clubs Office may take one of the following actions:

- Remove the club's name from the department records, revoking the club's registration.
- Issue a suspension, providing additional time to the club to reorganize, reactivate, address any violations of campus policy, procedure, and/or state or federal law, fulfill any outstanding registration requirements, resolve any outstanding financial debts that have been reported to UVU, etc.

BECOMING A UNIVERSITY STUDENT ORGANIZATION

Utah Valley University defines a "**student organization**" as a student group that is led, organized, or sponsored, and overseen by a university unit, considered integral to the mission and purpose of the university unit, and inherently linked to the University. Student membership must consist entirely of currently enrolled students.

If a club wants to become a student organization, a campus department/university unit will need to facilitate its creation and assume full responsibility for the functions of the student group. This includes but is not limited to finances, campus scheduling, risk and liability with events/activities, oversight of meetings, selection of student leadership positions, etc.

Please refer to Policy 532 for additional information regarding the differences between a club and a student organization.

Club to Organization Transition Instructions:

- Work closely with both the Clubs Office and the on-campus department/unit that will be sponsoring the student group.
- Complete the form completely and accurately. Be prepared to provide information such as contact information, transition explanation, department/unit approvals, etc.

CLUB MENTOR REQUIREMENTS & EXPECTATIONS

A club presidency has the option to select a Club Mentor; however, it is not a requirement to have a club advisor. A Club Mentor is someone who will support, offer advice, and give help when asked or needed. Club Mentors are to be selected by the student officers of the club.

Please understand that the purpose of a mentor is to help develop leadership skills and build community connections for the student club they are volunteering with and **NOT** to govern or run the club. The mentor is not permitted to schedule events, make purchases, or perform other functions facilitated by the Club's Office.

A Club Mentor must complete and submit the CLUB MENTOR ACKNOWLEDGMENT form annually when the club re-registers, or a new club is formed. This form is required to verify the employee's supervisor is aware of volunteering to mentor a club and accepts the responsibility to address any job performance concerns with the employee.

The minimum requirements and expectations for the involvement of a Club Mentor are as follows:

Club Mentor Requirements:

- Must be a full-time exempt status employee.
- Completion of the CLUB MENTOR ACKNOWLEDGMENT form when the club submits its annual registration.
- Your immediate supervisor must approve of you being a Club Mentor. They will receive an email notifying them of your participation as a Club Mentor.

Club Mentor Expectations:

- A Club Mentor must be willing to comply with the UVU Clubs Handbook and Guidelines.
- A Club Mentor must be willing to allow the students to organize and run the club and be willing to instead mentor and advise.
- A Club Mentor should not be planning club events/activities or meetings, scheduling facilities, or collecting money for the club.

- Report any violations made by the club or its members of the UVU Clubs Handbook, the UVU Student Code of Conduct, UVU's Title IX/Sexual Misconduct Policy (UVU Policy 162), UVU's Discrimination Policy (UVU Policy 165), or any financial concerns; please notify the Clubs Office of such concerns immediately.
- The responsibilities related to employment at UVU of the Club Mentor should always be the priority and come before any involvement with a club.

Club Mentor Removal:

In the case that a club is no longer interested in working with a Club Mentor, the club will need to contact the Clubs Office via email with the following information. Just as with the selection, the removal of a Club Mentor should be a presidency decision, not one made by a single individual.

- Name of club and presidency members.
- Statement explaining why the club is removing the individual from their role as a Club Mentor.

BENEFITS & PRIVILEGES

After completing the registration and approval process, the following benefits and privileges on-campus are granted to an approved and registered student club. These benefits should not be looked upon as rights or entitlements. You are responsible for being courteous to other clubs, organizations, and departments on and off-campus:

- Use of campus facilities free of charge, including table reservations, with the exception of the UCCU Events Center.
- Individual club CampusGroups portal, which provides the club with resources including forms, a place to store files, mass messaging, public calendaring, leadership tracking, etc.
- Ability to hold fundraisers, events, service projects, etc. on-campus with use of campus facilities.
- Ability to publicize on-campus with the use of the resources provided by the Clubs Office, on-campus bulletin boards, fliers, posters, banners, A-frames, and digital signage.
- Access to the Clubs Publicity Room, housed in SL 122, stocked with computers, a printer, a copy machine, paper, laminator, writing utensils, paint, balloons, string, paper cutter, scissors, etc.
- Participation in Club Rush (both fall and spring semesters)

Any and all benefits and privileges offered to registered clubs may be removed from a club at any time due to misconduct and failure to comply with policy and/or procedures.

CLUB FINANCIAL RESPONSIBILITIES

Clubs are responsible for managing any money they collect through dues, fees, donations, sponsorships, fundraising, or events. The club is encouraged to create a financial plan identifying monetary needs, ways to generate funds, and establishing membership dues/fees. However, UVU and specifically the Clubs Office do not manage, hold, collect, or assume financial responsibility for club funds.

University Financial Restrictions:

- A club may not use the university name in booking travel, contracting services, submitting banking information, soliciting funds or sponsorships, etc. (see “Club Name Requirements for additional guidance).
- A club may not use the university's tax identification numbers, including sales tax exemption.
- UVU will not arrange travel, lodging, transportation, or registration for individual clubs.
- Clubs may not enter into contracts, rental agreements, purchase orders, or other legal agreements on behalf of UVU. Any agreements for items such as vehicle rentals, facility rentals, merchandise production, or services must be made in the name of the club president or another authorized club representative, not the university.

Accessing Clubs Program Funds:

All purchases made using Clubs' Program funds must be pre-approved through the Clubs Office. The club must have an official approval confirmation before any purchase is made. Failure to do so will result in a violation. If three violations are received, the club will lose any remaining awarded Club Program funds. There are no exceptions to this practice as it is connected to campus policy and procedures dictated by federal and state law. Purchase approvals may take up to four (4) weeks to be processed and issued; therefore, advanced planning is critical.

Revenue Examples:

- Membership Dues/Fees: Club membership dues/fees provide the necessary funds for club sustainability. The money should be used to purchase supplies for club meetings, events, activities, and/or pay fees or registration costs for supplemental activities the club chooses to participate in.
    - The club leadership should determine the amount that will sustain the club for the year. The amount decided upon must be included in the annual registration and club contract. In addition, members who pay club dues are more likely to participate in the club because of the investment they have made.
    - Clubs are not required to charge club membership dues/fees, but it is highly encouraged.
    - To reduce the risk of liability and accusations of theft, clubs should designate one officer to collect dues and maintain records of all payments. Providing receipts is strongly recommended.
- Events & Ticket Sales: Clubs can charge admission to events and performances utilizing Eventbrite, Venmo, or other ticketing and payment applications. The Clubs Office can set up ticketing through the university's ticket system, at no charge, at the club's request.

GRANT PROGRAM

To provide additional support to individual clubs, the Clubs Office facilitates a grant program that a club is able to request and receive funding through UVU. **These funds are limited and are awarded on a first-come, first-served basis; therefore, the following items MUST be completed by the dates in the Grant Program Presentation Schedule PRIOR to applying for these funds.**

Funds awarded through the grant program are to be used for club functioning costs, programs, events, or initiatives, etc. The Management of these funds must be administered through the Clubs Office, and all campus policies and procedures for accessing them must be followed. The club must use its awarded funds by the last day of the fiscal year, June 30.

The approval of a grant is at the discretion of the Clubs Office Staff and will be determined based on the completion of requirements and funds available for allocation.

Grant Program Requirements:

- Current club registration.
- Completed or plans to complete a service or civic engagement project requirement for the semester of application. Project must be completed before funds are dispersed.
- Participation in a grant request presentation.
    - The club will be contacted to schedule a time to give a 5-7-minute presentation to the review board addressing the following:
        - What is your club requesting funding for?
            - Provide an itemized budget with estimated costs.
            - Be specific about what you plan to purchase
        - How does this request support your club's purpose and goals?
            - Show how the funding connects to your club's mission and activities.
        - Tell us about your service or civic engagement project.

Accessing Awarded Grant Program Funds:

All purchases made using grant program funds must be pre-approved through the Clubs Office. The club must have an official approval confirmation before any purchase is made. Failure to do so will result in a violation. If three violations are received, the club will lose any remaining awarded grant program funds. There are no exceptions to this practice as it is connected to campus policy and procedures dictated by federal and state law. Purchase approvals may take up to four (4) weeks to be processed and issued; therefore, advanced planning is critical.

FUNDRAISING & DONATIONS

Clubs are encouraged to plan and implement fundraisers to meet the needs and functions of their club for the year. Additionally, clubs have the right to ask for donations from a friend, family member, community member, or off-campus businesses to help with club costs.

Fundraising:
Because of limited campus funds available and the constraints of a student budget, club fundraisers provide the club with the necessary money for goals and initiatives. When planning a fundraiser, to prevent campus or legal violations, the club should be mindful of the following and submit the FUNDRAISING APPROVAL form prior to the fundraiser happening.

- Fundraisers can be held on-campus if they are not in direct competition with the Campus Store or Dining Services. The selling of baked goods is not permitted on-campus.
- Avoid fundraisers where the club is required to pay high costs upfront. These situations can have a monetarily negative effect on the club finances in the case the fundraiser is not successful.
- Clubs selling items (i.e., shirts, admission tickets, food, etc.) should charge local sales tax. Reporting sales tax to the state is the responsibility of the individual club.

Donation:
A donation is defined as funds or goods given to the club without any exchange of service, goods, etc. An example of this would be a friend, family, or community member contributing any financial amount to the club without receiving anything in return. Prior to contacting an organization or individual for the purpose of soliciting donations, the club must receive approval from the Student Affairs Development Officer to determine whether they may be contacted. This process is facilitated by the Assistant Director of Student Leadership & Involvement.

Sponsorship:

Sponsorships are defined as an exchange of services between the club and the business. If a club receives money or goods from a business because of work, advertising, etc., it is considered a sponsorship and not a fundraiser. An example of this would be a club receiving a monetary donation from a business, and in exchange the business logo would be displayed on a T-shirt, jersey, or banner that would be visible at club events.

ORDERING & PURCHASING FOOD

Before a club places a food order with UVU Dining Services or purchases snacks at the store, there are a few things to be aware of to prevent university or legal violations.

Off-Campus Food Guidelines & Restrictions:
UVU is responsible for all food consumption at activities officially scheduled and hosted on-campus. Therefore, perishable food from off-campus (i.e., homemade, purchased from the grocery store, bought at a restaurant, etc.) provided by the club is not allowed to be brought on-campus for any club event, meeting, practice, etc., to prevent the risk of contamination.

Perishable food items brought by individual students for personal consumption are permitted.

Individually packaged, single-served, non-perishable snack-type items and Pepsi product drinks for on-campus events are permitted.

On-Campus Restaurants and Dining Services:
A club can purchase food and beverages for their on-campus events through Dining Services, all on-campus restaurants, and through the Clubs Office. Food orders should be placed and confirmed at least **2-3 weeks** before your event to prevent any rush or late fees from Dining Services.

Some restrictions apply when placing catering orders with on-campus restaurants and Dining Services.

- For small events (less than 100 people), you may work with any on-campus restaurant or place a catering order with Dining Services. Note that a minimum of 11 people is required for a Dining Services catering order.
- For large events (more than 100 people), a catering order with Dining Services will need to be placed.

EVENTS & SCHEDULING

As a registered club at UVU, you can reserve campus facilities at no cost. Clubs are encouraged to hold meetings, events, practices, and activities on-campus to increase student involvement.

All room and space requests must be submitted through the Clubs Office and are subject to availability. Because campus space is in high demand, clubs should plan ahead and submit requests as early as possible. The recommended timeline is at least three (3) weeks before the event. Requests submitted fewer than seven (7) days in advance will not be accommodated due to scheduling constraints. In accordance with Policy 425, events that fall within the policy will need to be submitted eight (8) weeks in advance.

All events are subject to review by the UVU Major Events Assessment Committee (MEAC) to assess potential risks, required approvals, and other event considerations. Events that duplicate existing programs or events offered by another UVU club, department, student organization, or university office may not be approved.

Reserving Space On-Campus:
All events, activities, meetings, practices, etc. must be scheduled through the Clubs Office. Complete and submit the CLUB SCHEDULING REQUEST form.

Once the request has been submitted, the club should continue with the planning of the event. Please be aware that:

- It will take 2-3 business days to begin processing the request. This may take longer during peak times, like the beginning of each semester, weekends, or campus closures.
- It is essential to regularly check the email associated with the club and the form, so messages from the Clubs Office aren't missed.
- If the request is in an 'On Hold' or 'Requires Modifications' status in Campus Groups and you are unsure why, please email the Clubs Office.
- After the request is processed and the venue is confirmed with Events Services, an email confirmation from the Clubs Office will be sent to the club.

- It is the club's responsibility to confirm that the location and details of the scheduled event are accurate. If they are not, please work with the Clubs Office to correct any mistakes made.

If canceling an event due to low attendance or unforeseen circumstances, please contact the Clubs Office (clubs@uvu.edu) as soon as possible.

SERVICE & CIVIC ENGAGEMENT

Clubs at UVU are required to complete a minimum of one (1) service project or civic engagement activity per semester. This demonstrates civic engagement and fosters active citizenship, which aligns with the core values of the University and the Department of Student Leadership and Involvement.

The Clubs Office defines **"service"** as work done by a person or group of people that benefits others. It is often done near the area where the participants live, so the local community reaps the benefits of the work. Participants do not get paid to perform community service but volunteer their time. An example is helping at a Habitat for Humanity event or tying fleece blankets for a children's hospital.

The Clubs Office defines **"civic engagement"** as participation in attending/watching a workshop, speaker, film, or event to gain a deeper understanding of a social issue. An example is a movie night hosted by the Center for Social Impact.

The club should have a minimum of 4-6 members present at the service or civic engagement activity to fulfill the requirement. If a club does not complete a service or civic engagement activity each semester, the club registration may be suspended.

Scheduling or Reporting on a Service or Civic Engagement Activity:

- Complete and submit the CLUB SERVICE & CIVIC ENGAGEMENT APPROVAL REQUEST form.
- The following details will be requested.
    - Date of the service or civic engagement activity.
    - Detailed description of what the club will be participating in.
- If the service or civic engagement activity will be organized by the club and held on-campus, please include the following information:
    - Date of the service or civic engagement activity.
    - Detailed description of what the club will be participating in.

PARTNERING WITH AN OFF-CAMPUS GROUP

If an outside organization (i.e., off-campus group) has contacted a club to **CO-SPONSOR** an event or **PARTNER** on a project, the club should be mindful of the details in working with the group. The event, group, or organization that the club is collaborating on or with must fulfill the mission and purpose of the club stated in the club's contract and registration.

In addition, the club **must** be heavily involved with all aspects of the planning, publicity, and day of the event, including responsibility for any costs that may be associated with the event (entrance fees, event costs, etc.). If the club is not directly involved with the off-campus group in these aspects, the group may not use the club's name or campus facilities provided through the registration of the club. If the event is on-campus, only the club may submit the CLUB SCHEDULING REQUEST form, **NOT** the outside organization.

The Clubs Office holds the right to deny any off-campus group from co-sponsoring an event with a club due to the nature of the event. For more information, contact the UVU Clubs Office located in SL 122, or at clubs@uvu.edu.

PUBLICITY & UVU LOGO USE

The Clubs Office offers a variety of no-cost and low-cost ways for clubs to promote and advertise the club and their events, meetings, and activities. However, to maintain legal separation and liabilities between clubs and UVU and to allow free speech and creative freedom for the club, all clubs are restricted by specific controls and guidelines when using the University's name and trademarks.

Clubs are not permitted to use the University's name as part of the club name but are permitted to use it as a location (i.e., Botany Club at UVU).

Clubs are not permitted to use the University's trademarked logos outside of the specific controls and guidelines outlined and maintained in UVU policy and the University's brand style guide.

To indicate current registration of a club with the University, a generic Club Mark (Medallion) is available for use and can be provided by the Clubs Office. The generic Club Medallion does not constitute endorsement by UVU of the club's purpose, mission, or conduct but rather provides verification of current registration and permission of the club to use campus resources and facilities. This is available on the Clubs website.

Clubs are permitted to create their own logo, but all unique club logos must be separate and distinct from the University's logo. Club logos should not mimic or be based in any way on registered UVU trademarks.

Clubs are also permitted to create their own graphic designs to promote club events, activities, and projects. Designs cannot contain copyrighted images or materials without consent/permission from the owner. All files used and submitted must be a JPEG or PNG and properly sized; no other formats will be accepted. Designs that are pixelated or have low resolution cannot be used. All publicity designs must have the following to be approved.

- Club Name
- Name of Event
- Date, Time, and Location of Event

- UVU Clubs Medallion

Publicity Resources & Services:

To request and utilize any of the resources and services listed below, complete the CLUB PUBLICITY REQUEST form on the Club website. By completing this form, the Clubs Office will facilitate the permissions needed for printed publicity to be hung/posted on-campus and orders sent for printing, when applicable.

- Custom Graphic Designs: Active, registered clubs may work with the Student Leadership & Involvement graphic designers to create custom event graphics or club logos at no cost. Custom design projects typically take 6-8 weeks from request submission to final delivery. Once a request is submitted, the club will receive an estimated project timeline. Clubs are expected to help keep projects on schedule by responding promptly to emails and requested revisions. All club logos must be approved by University Marketing & Communications (Trademark Licensing), which will be coordinated by the graphic designers as part of the design process.

- Clubs Design Library: Clubs can select one (1) of the designs made specifically for UVU clubs by the Clubs Office Staff. The design library can be found on the Clubs website: uvu.edu/clubs. These designs are template-based and can be quickly updated with the club information. Anticipate a one-week turnaround time. Note that designs selected multiple times will be retired to keep the library on trend and prevent oversaturation throughout campus.

- CampusGroups Events & Online Calendar: The Clubs Office automatically adds approved club meetings, practices, and activities to the events calendar on CampusGroups (involvement database system) and UVU's Student Life public online calendar.
- Social Media: Clubs can have their event added to the Clubs Office Instagram story or posts. Clubs can also tag @UVUClubs in a post to have it reshared.
- Digital Signage: Digital graphics for any event, meeting, service project, or fundraiser are broadcasted to digital displays throughout campus. All Digital Signage ads run for **14 calendar days** and must meet the following criteria:

- Each club can display **four (4)** advertisements through Digital Signage each semester.
- Only club-sponsored events and/or activities, open to the entire student body, are permitted to be advertised using digital signage. Private club events or meetings will not be approved to run on Digital Signage.
- Designs that are pixelated or have low resolution cannot be used.
- The file must be submitted as a JPEG or PNG; no other formats will be accepted.
    - Transparent backgrounds will show up as white.
    - For vertical ads, the dimensions must be 1080x1920 pixels.
    - For horizontal ads, the dimensions must be 1920x1080 pixels.
    - A graphic will only display for 10-15 seconds at a time, so the design should reflect this time constraint.
- All Digital Signage must include the following in order to be approved.
    - Club Name
    - Name of Event
    - Date, Time, and Location of Event
    - UVU Clubs Medallion

- Printed Signage: Printed publicity may be displayed on campus for up to two (2) weeks. All signage must be approved and stamped by Campus Connection before posting, and approval takes at least one (1) business day. No expedited approvals are available. There are restrictions when handing out printed publicity, and compliance with the following is required:
    - Tape of any kind may not be used to hang signage.
    - Signage cannot be hung in the following locations/circumstances:
        - Painted walls, concrete pillars, concrete walls, or carpeted walls
        - Woodwork of any kind
        - Office windows, unless permission is obtained from the office
        - Bathroom stalls, mirrors, windows, doors, or doorways; this includes glass, metal, or wood
        - Machinery of any kind (vending machines, drink machines, bank machines, etc.)
        - Department bulletin boards, unless permission is obtained from the department

A full list of printed options, including dimensions and cost, is available in the appendix section of the handbook.

- Misc. Publicity Equipment & Supplies: The Clubs Office has publicity equipment and supplies that can be used for club events and activities. There is no cost to use these items. However, items that are not returned following the event will incur a fine for the person who reserved and checked out the items.

Sidewalk Chalk:

Temporary sidewalk chalk is permitted as long as the club event, activity, or meeting is being held on-campus. No official approval is needed. Off-campus events are NOT allowed to be advertised with sidewalk chalk on-campus. The message must include the club's name, event name, date, time, and location. Messages written in sidewalk chalk may be drawn on sidewalks located in the Fountain Courtyard, Library Courtyard, and the Student Life Wellness Center Plaza but are not permitted on any permanent standing structures. They must be on the ground. Clubs that fail to comply with the location restrictions may be fined any additional cost needed for the removal of the sidewalk chalk. Clubs are welcome to advertise with chalk in whatever size desired and without a limit to the number of times it can appear on-campus as long as the location requirements are met. Chalk must be removed by the end of the day of the event. Messages or slogans of any kind may not be painted, hung, or otherwise written on trees, buildings, windows, sidewalks, grounds, fountains, walls or other structures or surfaces, or on the personal property of others.

SAFETY & RISK MANAGEMENT

High Risk Activities:

For liability reasons, Utah Valley University does not permit high-risk activities (hang gliding, outdoor survival courses, advanced mountain climbing, or hot air ballooning, etc.) to be held on Utah Valley University property or to be sponsored by university departments and groups. Individuals wishing to organize such activities on their own may do so but are not permitted to use the Utah Valley University name with publicity or when dealing with vendors, participants, or others.

The Clubs Office and the Major Events Assessment Committee will assist in the facilitation of any additional permissions and/or coordination with other campus departments when large, unusual, or potentially risky events are planned. In organizing such events, the event planner from the club may be assuming responsibility for the safety of participants and might be held personally liable in case of an incident or accident.

All participants should have individual primary insurance. However, there are circumstances where a student-organized event may assume more risk and may be required to purchase additional insurance coverage or collect participation waivers.

The following are examples of events/activities that would have an increased risk of participation. This list is not comprehensive. Each event will be evaluated on an individual basis.

- Large commercial events, such as concerts, fairs, and large-scale athletic events.
- Events that have off-campus co-sponsors. Such events must be insured either by the student club or the co-sponsor, preferably by the off-campus partner.
- Outdoor events (inclement weather can stop the event, but not the costs associated with the event).
- Physical activities such as trampolines, mud volleyball, jumping, flipping, etc.

Participation Waivers:

Clubs with reoccurring, inherent risk may need to submit waivers annually. Waivers may be obtained from the Clubs Office (clubs@uvu.edu) or by going to the UVU Office of Risk Management website: uvu.edu/riskmanagement/forms **>>** Activity Forms **>>** Risk Waiver for Adults - ACTIVITY PARTICIPATION AGREEMENT.

Each club member/participant must fill out the participation agreement where any kind of risk is involved (i.e., Hip-Hop Club, Aikido Club, Climbing Club, etc.). Activity Participation Agreements should be turned into the Clubs Office. The Clubs Office will then provide the signed documents to the Office of Risk Management. For any questions pertaining to Risk Management, please email riskmanagement@uvu.edu.

Fire Safety:

Special decorations, equipment, etc. must be inspected prior to the event to ensure they meet the flame-retardant requirements. Clearance around exits and fire protection equipment, and open fires, cooking booths, or barbecues must also be inspected. Site plans for outdoor events need to be set up in a way that ensures fire department access and compliance with related code requirements. Specially built structures in or outside the venue (tents, props, stages, or other large equipment) must be approved. Use of electrical equipment, generators, and smoke/fog machines must be pre-approved for limited use due to the false alarms they can cause on the automatic smoke detection systems. All inspections and approvals must be issued by the Campus Fire Marshal.

On-Campus Police:

On-campus police and emergency services personnel will be required for any events with an expected attendance of more than 200 people, involve special circumstances or support, high-profile guests or performers, a high number of off-campus visitors, and/or are advertised off-campus via ads, flyers, billboards, or invitations. Additional security needs for the event may result in additional fees and costs.

CRITICAL CAMPUS POLICIES

Alcohol & Drug Use:

It is the policy of Utah Valley University to maintain an alcohol and drug-free workplace and campus. The unlawful manufacture, distribution, dispensation, possession and/or use of controlled substances or the unlawful possession, use or distribution of alcohol is prohibited on the Utah Valley University campus, in the workplace or as a part of any of the University's activities.

The workplace and campus are presumed to include all Utah Valley University premises where the activities of the University are conducted. Violation of this policy may result in disciplinary sanctions up to and including termination of employment or expulsion of students. Violations may also be referred to the appropriate authorities for prosecution. Second, student group leaders should be aware of any alcohol policy that relates to their group activities.

Copyright:

A copyright is the set of exclusive legal rights that authors have to protect how their work is used. These rights include copying, distributing, or performing any part of another's work or intellectual property. An author's rights begin when a work is created and is considered copyrighted even without a copyright mark. All clubs must adhere to copyright law. Activities that bring copyright law into play would include showing a movie, producing a play, playing audio recordings, or reprinting pieces from published works, including photographs. Generally, you must secure permission from the author or publisher before presenting copyrighted material; however, there are several educational exceptions. Please contact the Clubs Office for assistance in determining whether permission is necessary and how to seek it.

Hazing:

Hazing is prohibited by state law and university policy. Hazing involves and includes any activity that endangers the physical or mental health and well-being of an individual, or subjects them to humiliation, intimidation, or harassment as part of initiation or membership in a club, team, or group. Examples of hazing include forced

consumption of alcohol, physical abuse, sleep deprivation, and any other actions that cause harm or distress.

When participating in a club at UVU, a student assumes the responsibility to conduct themselves in an appropriate manner. Categories of misconduct that are not considered responsible behavior include, but are not limited to the following:

- Failure to respect the right of every person to be secure and protected from fear, threats, intimidation, harassment, hazing, and/or physical harm caused by the activities of groups or individuals.
- Sexual assault, harassment, or any other unwelcome verbal or physical sexual activity, including the support or assistance of such activities.

There will be consequences for any club and/or students found to have violated hazing laws or University policy. Sanctions may include loss of its status as a recognized student club. In addition, individuals alleged to have engaged or participated in hazing or committed any hazing act may be referred to the Student Conduct Office or Campus Police for disciplinary action.

Lotteries, Raffles and Free Drawings:

The distribution of prizes or gifts by chance where money is exchanged is against university policy and state law, and therefore prohibited. Drawings cannot be held as fundraising events. However, free drawings may be held if:

- All persons who request a ticket are accommodated; and
- Participants are not required to donate money to obtain a ticket for the drawing; and
- Clear instruction as to whether or not the ticket holder needs to be present in order to win is communicated.

Noise:

Since Utah Valley University resides in a residential community, everyone has a responsibility to moderate noise. University policies on noise are based upon local ordinances. Current guidelines include:

- Amplified sound is not permitted during class hours in areas that could disturb

classes.

- It shall be unlawful for any person to maliciously or willfully disturb the peace and quiet of another by loud or unusual noise or by tumultuous conduct or by threatening or yelling in a manner likely to incite another to violence.
- All entertainment activities in or adjacent to residential zones with sounds that unreasonably disturbs or interferes with the peace, comfort or repose of the owners must be curtailed between the hours of 10:30 p.m. and 7:00 a.m. -City of Orem Criminal Offenses 9-2-9, Ord. No. 661.
- For indoor events, only open windows and doors that face away from neighbors who are likely to be disturbed.
- Distribute a flyer beforehand to neighbors likely to be disturbed with the date and time of the event and a phone number and contact person whom neighbors can call before calling the police.

Travel:

Clubs may encounter a time where traveling in-state or out-of-state is needed. All travel, including tickets, registration, accommodations, transportation, etc. must be coordinated independently by the club. UVU will **not** provide any coverage, support, or resources related to travel. Participants assume full responsibility and liability for anything related to activities, events, etc. that are held off-campus. Club Grant Program funds will not be awarded to clubs for travel. Clubs will not be permitted to travel with another program or department as a club. Lastly, clubs are not permitted to utilize Fleet Services for transportation needs, including in-state and local travel.

RESOURCE APPENDIX

MEMBER RECRUITMENT AND RETENTION IDEAS

How to Find Them: There are several venues for club member recruitment. The following list includes some ideas:

- Ask friends and acquaintances.
- Set up tables in the hallways, at events and at orientation.
- Call last years' club members to see if they want to be involved again.
- Tell your club members to bring a friend to the next meeting.
- Set up a meeting with an on-campus department that has a similar mission.
- Ask the Clubs Office if you can do an Instagram take-over of their account.

How to Motivate and Thank Them: You have a responsibility to keep your club members involved and motivated. They must know and feel that they are making a significant contribution. You should help them see where their task fits into the big picture; help them see that their role is essential. Remember that all people are motivated by something…your job is to figure out what it is for each individual.

Make sure that:

- They have had adequate training and understand how to do their task.
- They have the given tools or resources needed to accomplish it.
- They have confidence in their ability to perform.
- They have a vision of how successful their program can be.
- They are given significant responsibility.
- They know they are a valuable part of making the program a success.

You should always be appreciative of the service that your volunteers are providing.

How to Hold Them Accountable:

- Clearly communicate expectations for your club members in specific terms.
- Make sure they are willing to abide by the set guidelines.
- Reiterate often your expectations if problems arise, you should remind them of their commitment to the expectations.

- Have stewardship meetings weekly to follow up with assignments and discuss learning experiences.

Additional Club Member Recognition Tips:

- Recognize a Club Member of the Month.
- Highlight members on social media.
- Celebrate member accomplishments.
- Send personal thank-you notes.
- Celebrate member birthdays.
- Give shout-outs during meetings.
- Offer leadership and professional development opportunities.
- Provide additional training for members who want leadership roles.
- Encourage members to attend campus trainings and retreats.
- Invite experienced members to mentor other members.
- Write letters of recommendation for active members.
- Encourage members to apply for leadership positions.
- Provide free food or refreshments at meetings and events.
- Give small treats or appreciation gifts.
- Offer coupons or discounts from local businesses.
- Host a member appreciation event each year.
- Hold awards banquets or recognition ceremonies.
- Invite family members to recognition events.
- Take outstanding members to lunch or coffee.
- Feature members in newsletters or campus publications.
- Recognize member achievements in club communications.
- Create a suggestion box for member ideas and feedback.
- Invite members to help make club decisions.
- Involve members in planning meetings and special projects.
- Ask members to represent the club at community events.
- Thank members after they complete major projects.
- Recognize officers, committee members, and advisors for their service.
- Celebrate milestones such as years of involvement or service hours.
- Share member success stories, awards, internships, and achievements.
- Send appreciation letters to employers when appropriate.

EVENT PLANNING CHECKLIST

Planning with a Purpose

When the "Planning with a Purpose" model is used in programming, all phases of planning are simplified. The principles behind this model are that, when utilized, it will keep all planning stages for the program focused on the original intention and vision. You will plan an event based on student needs rather than merely planning a fun event. This model is used to write a thorough proposal for your event.

The steps of the model are as follows:

1. **Answer the question: Who is this event for, and what do we want to have happen?**
    a. This is the beginning phase of your program vision. There will already be a vision for the program in general; your responsibility is to develop a vision for your program this year. Another way to look at this is: what do you want the students who attend your event to leave with?
2. **Delineate objectives**
    a. Your objectives will be your focal points for this program. Objectives are fairly general. Some examples: unity, involvement, safety, fun, awareness, and friendship.
3. **Determine your goals**
    a. Once your objectives are clear, you should set measurable and realistic goals according to your objectives. If safety is one of your objectives, a goal might be, "We will not have any injuries for which we are responsible during this event."
4. **Implementation**
    a. This is the most vital part of your planning. The implementation portion of your proposal is extremely specific. If your entire committee were to disappear from the planet, anybody should be able to take this part of your proposal and run the program how you planned it to happen. This part includes places, times, advertising, catering, etc.
5. **Budget and Approval**
    a. You will be given a budget for your event. It is your responsibility to make your event happen within the set confines. The budget portion of

your proposal is based on phone calls to companies (both on and off-campus) for price estimates. The estimates should be nearly exact. The cost of each unit/hour, etc., and where the item will be purchased must be included. Create a list of ALL items needed for the event and publicity for the event, submit the Purchase Approval Request Form, and the UVU Clubs Office will process it on for the appropriate approvals.

6. **Evaluation**
    a. The evaluation portion of a proposal is the third part of the values-goals equation. Each goal that you have set will be mentioned in this part. This is an accountability report of your program and determines whether or not you met your goals. You should have a plan to evaluate your goals.

PUBLICITY DIMENSIONS & INFORMATION



PUBLICITY templates

PRINT

Flyer
4.25" x 5.5"

Clubs Medallions

Poster
11" x 17"

A-Frame
24" x 36"

Banner
FLIP SIDE (Same design here)
FRONT 21" x 60"

DIGITAL SIGNAGE (DS)

Digital Banner
5760 px x 1080 px

1080 px x 1920 px
(DS) Vertical
IG Story

1920 px x 1080 px
(DS) Horizontal

1080 px x 1350 px
IG Post (4:5)

Any special size requests should have the dimensions in the description. Clubs Medallion required on all.

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