

NEW HCC CLUB ADVISOR TRAINING

*Please note: page references are for
the Club Handbook.

IMPORTANCE OF CLUB INVOLVEMENT

- ◉ Higher retention rates
- ◉ Higher graduation rates
- ◉ Higher rate of satisfaction with overall college experience
- ◉ Higher rate of feeling “connected” on campus



ADVISOR RESPONSIBILITIES

- ◉ Ensure events/activities conform to HCC's policies and regulations.
- ◉ Attend events to supervise use of college facilities.
- ◉ Attend club meetings when schedule allows.
- ◉ Assist members in planning events meet the mission of the club.
- ◉ Oversee the budget and sign check requests.
- ◉ Accompany club on all off-campus events.
- ◉ Oversee the election and verify results.
- ◉ Monitor social media posts.

TOPICS COVERED TODAY

- ◉ Promoting club events/recruiting members
- ◉ Guidelines for using budget money
- ◉ Supervision expectations on and off campus
- ◉ Club travel policies/procedures
- ◉ Overseeing social media
- ◉ Fundraising



PROMOTING CLUB EVENTS (PAGE 11)

- Fill out Event/Fundraiser Form on club and organization Web page
- Get help
 - Marketing - electronic signs at front and rear of campus, HCC Facebook page, press release (if event is open to the public)
 - Student Activities - Website calendar, student mass e-mail
- Get creative
 - Flyers
 - Candy grams
 - Announcements in class

RECRUITING MEMBERS

- ◉ Have each member bring a friend. If they do, they get a special treat or get their name in a drawing for a prize.
- ◉ Organize a recruitment social, where club members set a time to have snacks and talk to people about joining the club.
- ◉ Set up a recruitment table in a high-traffic area on campus.
- ◉ Have members promote the club in their classes.
- ◉ Hand out treats, like suckers or water bottles, advertising the next meeting date.

CLUB BUDGETS (PAGE 6)

- ◉ 2 budgets/year, fall & spring semester, due by the first SGA Club meeting of the semester.
- ◉ Money left in your club budget from the fall semester will carry over to the spring semester.
- ◉ Budget package should include: 2 page budget form, current roster, and a list of past semester events with the number of participants.
- ◉ Two parts to your budget: SGA funds & earned income. SGA funds must be used by June 30.
- ◉ All expenses must be approved by you and all check requests must be signed by you.
- ◉ Because HCC is non-profit, it does not reimburse tax. If anyone is making purchases for your club, be sure to give them an HCC tax exempt card. Each club should have a card that is checked out/in by the advisor.
- ◉ Ways to pay for supplies: cash advance, reimbursement, check request

CLUB BUDGETS

- ◉ SGA budget money should not be used for regular meeting refreshments, but can be used for refreshments for events. (Earned income can be used for meeting refreshments.)
- ◉ Club money should be used to benefit members and support the club mission, not be used for classroom supplies or equipment.
- ◉ Employees of the College who perform a service for the club can only be compensated out of earned income, not SGA budget money.
- ◉ Club members will not be reimbursed for gas if they use private vehicles for transportation to a club event unless HCC vehicles are not available.

SUPERVISING EVENTS

- ◉ If the club is having an event or meeting in a campus building during normal hours that building is open, you do not need to be present for the event.
- ◉ If the club is having an event or meeting outside normal hours, you or another HCC employee must be present to supervise the students and use of the building.
- ◉ For all off-campus events, you or another HCC employee must accompany the club to the event, but you don't have to stay together once there (like a day-on-your-own in DC).
- ◉ Be sure to get permission for the event by filling out the club event/fundraiser Web form.

TRAVEL GUIDELINES (PAGES 12-13)

- ◉ HCC Vehicles available:
 - HCC buses (one seats 28, one seats 33)
 - Minivans
 - 5-passenger cars
 - THIS YEAR ONLY, all vehicles are reserved through Student Activities. Next year each club will be responsible for paying for its own travel expenses.
- ◉ Drivers must have driving record on file with Carolyn Hoover.
- ◉ You must arrange with your supervisor to take comp or vacation time for club events.
- ◉ Students/advisors will not get reimbursed for gas if they use their personal vehicles when an HCC vehicle is available.
- ◉ Students/advisors who transport other students in their personal vehicle will be responsible for medical expenses of all riders if there is an accident. Also, you must show proof of insurance to Carolyn Hoover before you transport students in your personal vehicle.
- ◉ Everyone must sign a waiver, including the advisor. These should be kept with club records for 4 years.
- ◉ You must fill out a travel roster before you get the key to a vehicle. All you need for this is the full name of each participant. Rosters are on the HCC buses (with a drop box in parking lot "O"), and in maintenance by the key pick-up area.

SOCIAL MEDIA (HAGERSTOWNCC.EDU/ABOUT-HCC/SOCIAL-NETWORKING)

- ◉ Facebook is a fantastic communication tool!
- ◉ Set up Facebook page through Leigh-Anne in public information office.
- ◉ You are responsible for reviewing posts to be sure content is appropriate. (Leigh-Anne & I also review them)
- ◉ If club members aren't very active on the page, try to post things yourself, add pictures, and find a way to drive club members there - keep it active.
- ◉ Right now, clubs can only have Facebook pages, no Twitter or LinkedIn groups.

FACEBOOK

- ◉ Clubs are set up as groups under the main HCC Facebook page.
- ◉ Administrators include Beth Stull, Leigh-Anne Mauk, Heather Barnhart, club advisor and student officer(s).
- ◉ Club advisor is responsible for taking away admin status to students who are no longer officers.
- ◉ All posts must align with HCC's rules/regulations, but it is noted that content submitted by individuals does not necessarily reflect the thoughts or opinions held by the college.
- ◉ General rule: nothing that is harassing or threatening, contains defamation of character or profanity, or is deemed offensive. Call Leigh-Anne if you are unsure if you should delete a post or not. This issue hasn't come up a lot in club groups so far.

FUNDRAISING (PAGE 7)

- ◉ You can fundraise for your club or for an outside Non-Profit agency.
- ◉ Start up money for club fundraiser can be taken out of SGA funds, start up money for outside agency fundraiser must be taken from earned income or paid back through earnings before profit given to agency.
- ◉ Have a goal in mind for your fundraiser. This is a great way to build teamwork, but don't do it just to establish a "nest egg" for the club - have a purpose for raising money.
- ◉ Fill out the fundraiser/event form for permission.
- ◉ Guidelines for fundraising coming soon.