Student Organization Roadmap for Success

Registration:
1. Review Student Activities Student Organizations website
2. Review online resources
3. Attend President’s training: Sign up here
4. Complete online registration requirements during your registration window
5. Encourage advisor and treasurer to sign up for and attend training
6. Ensure advisor approvals are entered online during registration window
7. Communicate with organization members the goals that have been set to ensure all members are aware and engaged in achieving the same goals

Continuous (all year):
1. Marketing and Recruitment
   a. Utilize Student Life’s graphic designers, videographers, or photographers by placing a request for services
   b. Utilize website hosting to promote your organization
   c. Check registration dates for involvement fairs
   d. Recruiting year-round, not just once a year
      i. Utilize operating funds to order supplies (binders, T-shirts, operational supplies)
      ii. Submit a request for outdoor event space, BEN, or Ohio Union Credenza to network with other students
   e. Visit the Keith B. Key Center for Student Leadership and Service and the Resource Room
      i. Spend your line of credit purchasing materials to market your organization
2. Member Development and Retention
   a. Focus on member development and retention to encourage students to immediately engage in the organization
      i. Create a plan for team building within the organization
      ii. Develop committees with responsibilities
      iii. Create a mentor system between newer and returning members
      iv. Plan a leadership retreat – utilize Student Leadership Advocates to help!
      v. Apply for an Ohio State University leadership retreat at no cost to you
         1. LEAD Retreat, (Leaders Emerging and Developing)
         2. LeaderShape
         3. Annual Conference on Leadership and Civic Engagement
   b. Create a mailing list to communicate with organization members and to forward the Student Organization Insider newsletter
   c. Utilize your operating funds to purchase promotional clothing for your organization
   d. Schedule a recurring meeting with advisor to maintain communication
e. Consider participating in a service activity through the Ohio Union’s Keith B. Key Center for Student Leadership and Service

3. Events
   a. Plan programs in advance to use programming funds
      i. Utilize the Ohio Union events staff to assist you in the planning and reservations process
   b. Submit an advertisement (one paragraph) to the Student Organization Insider Newsletter by emailing CSLS@OSU.edu
   c. Apply for a Coca-Cola Beverage Donation for beverages at your event
   d. Reach out to other student organizations similar to yours to collaborate and plan an event together by utilizing the Student Organization Directory
   e. Advertise your event by placing advertisements on Ohio Union digital screens
   f. Add your event to the Ohio Union events calendar by emailing your event details

4. Manage conflicts when they occur

Carrying Leadership Forward:

1. Encourage members to consider leadership positions within the organization
2. Hold a leader transition retreat
   a. Apply for the Coca-Cola Leadership Retreat package
3. Assist new officers and advisor to sign up for bank account and move old leaders
4. Make excellent records of leadership for future organizational leader transitions
5. Apply for Leadership Awards for outstanding organizational leadership, collaboration, and commitment
6. Update management system leaders upon transition

Other Helpful Resources:

Using University Trademarks
Traffic and Transportation Management: Rent transportation for your organization
Swank: Purchase rights to show movies at your event
UniPrint: Printing large posters or signs on campus
Archives: Help to make your organization a part of Ohio State’s history
Hazing and alternatives to hazing
Alcohol Policy
Open Doors Training
Suicide Prevention
Sexual Civility and Empowerment Program