9/16/13 ASA Activities Orientation Meeting
Madsen Room 201

• Scheduling Rooms, etc. for events and meetings (See pages 3-4 for more details)
  o Jeff detailed contact information for scheduling- this is important in ensuring rooms are reserved for your group at the time you meet
  o Augustana’s contract with Sodexo states that food purchased for on-campus activities must be purchased through Dining Services
    ▪ There are exceptions to this rule. Ask Jeff if you have specific questions.
  o Advertising- Central Services (long, white building to the West of Tuve) prints at an affordable cost. Printing at third party locations IS more expensive! Use the resources we have here
    ▪ Need a logo or other graphic design help? Talk with Central Services to set something up – rates start at $15/hr. Also, We are PR (formerly PRSSA) is willing to do graphic design/advertising work for groups. Contact them with questions

• Fundraising
  o If looking to fundraise from local businesses, run your idea past Jeff first. Augie already has connections with many local businesses, so we want to make sure to not impose on those already established connections
  o Football game concessions – another great opportunity. Contact ASA if you want to work a game and earn some money
  o All money raised through fundraising can be spent without limitations (unlike ASA funds – check ASA’s governing documents or contact Seth Vogelsang with questions)

• Volunteering
  o All student groups must complete one (1) service project per semester
  o Julie Anderson will be contacting you all with ways to fulfill this
  o Contact SALT for help – they are well connected in our community and can inform you of local opportunities

• Augie TV (See pages 5-8 for more details)
  o Great way to advertise group meetings and events
  o It is required that you post your group events and meetings on the ASA comprehensive calendar (which shows up on the digital signage)
  o Rotating ads on digital signs – must be submitted with proper dimensions/resolution

• Funding (See page 9 for more details)
  o Luanne from the Business Office briefed us on procedures
    ▪ Contact Luanne to find out your group’s account number – this is unique to each student group
    ▪ Central Services offers a deal to groups who order using their account number
    ▪ Purchase card is available for groups, and can be checked out with Tatjana in Student Services office
    ▪ When purchasing items – must have itemized receipt
    ▪ Please bring back credit card in timely manner
    ▪ Watch your balance – do not overspend your budget!
o ASA Funding

  - Community Development Funds, Leadership Development Funds, and Mini Grants are available for students and student groups on a case-by-case basis throughout the year
    - Must submit request at least two (2) weeks in advance
    - Keep track of what you spend – you will need to report that information to ASA at the end of the year when applying for funding for the following academic year

• Thank you for coming! Please contact Jeff Venekamp, Director of Student Activities, at jeff.venekamp@augie.edu or Matt Anderson, ASA President, at mpanderson10@ole.augie.edu with any questions about the topics covered in this meeting.
Student Group and Organization Event and Meeting Important Numbers

Student Activities
  - Jeff Venekamp 274-4412 venekamp@augie.edu

Scheduling and Conferences – room reservations
  - Jackie Schmidtmann 274-4546 jackie.schmidtmann@augie.edu

Logistics (room setup and tech)
  - Brian Rieger 274-4717 brian.rieger@augie.edu

Volunteering
  - Julie Danielson or SALT 274-5011 jdanielson@augie.edu or salt@ole.augie.edu

Catering and Augie Dining
  - Ashley Bohlen 274-4415 abohlen@augie.edu

Central Services – Printing and copies
  - 274-4331

Business Office – paying bills
  - Luanne Wuestewald 274-4116 wuestewa@augie.edu
Dining Room Promotion Table considerations:

By definition – the Dining Room Promotion Table is the space used near the exit of the Ordal Dining Room. These policies should also be considered for activities when the 3-1 Room is used as an exit – such as by the Volunteer Services Office for the Volunteer Fair.

1. Only ASA Approved Student Organizations or Faculty/Administrative offices promoting their own activities, organizations, or departments may reserve the table. Non-Augie organizations are not allowed.

2. When making a reservation, the Director of Conferences and Scheduling will confirm that the advisor of the organization or administrator/faculty is aware of the policies and approves of the space reservation. This may be handled by a simple email.

3. The exit door may not be blocked or inhibited in any way.
ASA Student Activities Calendar

Viewing the Calendar:
Public URL: http://www.augie.edu/asa
(Click on the Student Calendar link on the lefthand column of the main ASA page to view the calendar)

Adding Events to the Calendar:
• Go to http://www.google.com/calendar
  • Sign in with your student group’s email and password
    (If you have forgotten your password or your group does not have one, contact Cheryl Swanson at: cswanson@augie.edu)
  • On the left column you will see your calendars. Under the “Other calendars” tab you will see the calendar designated for your student group. It will have the name “Academic”, “Departmental”, “Entertainment”, “Sports and Recreation”, “Service”, “Religious”, or “Other”
    (Only events added to one of the above calendars will be visible on the ASA calendar site. Events added to your group’s personal calendar will not be visible)

• To add an event:
  • Click on the calendar on the date/time of the event
  • Name your event in the “What” section
  • Change the “Calendar” section to the ASA calendar your group has been assigned
    (Failure to do so will prevent your events from being published to the ASA calendar)

• To add more event details, click “Edit event >>”
  • From there you can add in an event location and a description
  • Click “Create event”
ASA Student Activities Calendar Suggestions

For consistency throughout the calendar, we recommend:

- Adding your group name or acronym in front of the event in the following format:
  
  **Group Name: Test Event**

  Ex: Rec Serv: Ice Skating

- Add the location and a description of your event

![Event Schedule Example](image_url)
I. Digital signage (aka Augie TV) at Augustana College, under the direction of Student Services, is to be used to promote on-campus events open to the entire campus community, provide news and weather information, and campus emergency notifications.

II. Signs are located in the following locations:
   a. Solberg Hall
   b. Bergsaker Hall
   c. Granskou Hall
   d. Stavig Hall
   e. Commons Building (2)
   f. Additional signs may be added at any time

III. General Information
   a. Images will remain on the screen between 5-10 seconds.
   b. Augie TV will operate between 6 a.m. and 3 a.m. at the discretion of the Res. Hall Director or system administrator.

IV. In order to be posted, images must be no larger than the following dimensions:
   a. 800 pixels wide by 700 pixels tall

V. It is suggested that the following guidelines are used:
   a. Font size and color must be legible and readable within the time allotted each digital slide.
   b. The fewer words the better. Bulleted content is easier to read than blocks of text.
   c. A **NEON GREEN** background is reserved for Augustana and Sioux Falls emergency notifications and is not to be used for any announcements.
   d. A maximum of two fonts is suggested.
   e. Images must be proportionate on the screen.
   f. Groups must have the rights to use images. Images thought to be violating copyright laws will not be posted.
   g. Images must be appropriate and not contain any of the following:
      i. Nudity
      ii. Promotion of alcohol or tobacco use
      iii. Profanity

VI. Sign content must be submitted in the following fashion:
a. Emailed to AugieTV@augie.edu
b. Content must be submitted under the following formats:
   i. Images - JPEG, TIF, PNG
   ii. Movie files – MPEG, MPEG2, H.264, Flash
   iii. PowerPoint is NOT recommended. If PP is necessary you must use Office 2010 and save as a movie instead of presentation.
c. Must be received a week in advance of the preferred publishing date and contain the publishing schedule (start date and end date).
d. Images will be removed from digital circulation immediately following the event or after relevance has passed.
e. Residence Hall only images must be submitted to the appropriate hall director.
   i. Bergsaker – Maggie Miller
   ii. Solberg – Daniel Sandberg
   iii. Granskou – Lacey VandenBerge
   iv. Stavig – Lindsey Roberts

VII. Signage may be used for the following:
   a. Campus events open to all students
   b. Announcements from Student Services
   c. ASA Election information
   d. Library, Elmen Center, Commons, Writing Center, etc hours and announcements
   e. Emergency notifications from the College and City of Sioux Falls
   f. Campus fun facts

VIII. The following images will not be published:
   a. Any personal signage for an election of any type
   b. Signage endorsing political candidates at any level of office – events with political candidates participating on campus is acceptable
   c. Advertisements for any non-Augustana affiliated groups
   d. Advertisements for any unrecognized ASA Augustana groups
   e. Meeting times, beyond the first meeting of the fall semester
   f. Any messages or images that are found to conflict with the mission of Augustana College.
   g. Augie TV will not edit or design signs. Images with errors or inappropriate content will be returned to the organization that submitted them for redesign.
   h. Any signs that violate the graphic identity of the College through improper use of logos.
Notes for Funding Requests:

You can find forms for LDF and CDF requests on our website. There is a simple form to fill out. Try to be as specific as possible with your request! Tell us what you’re doing, why you are doing it, and the benefit it brings for you, your group, and your college.

TYPES OF FUNDS:

LDF Requests: Leadership Development Funds are applicable when bringing your group to a conference, or similar skills building activities. The goal of this is to create stronger leaders within student groups and develop personal and group skills while attending events. This is relevant to the entire student body because the development of greater skills allows for the Augustana student body to continue growing.

Things to consider:
- Funds are used for something that would be hard to estimate a cost of far in advance (example—your group wants to go to a conference. How much is the flight? How many people? Hotel rooms? Etc.)
- We typically do not pay for food

CDF Requests: Community Development Funds are applicable when bringing an event or speaker to Augustana. The goal of these funds is to assist groups in creating a culture around the Campus. This gives students great opportunities to learn and grow while staying on campus.

Things to consider:
- These funds are used to help create culture around Augustana
- If you are bringing a speaker to campus, try to see if you can get more groups involved. For example, if Augie Republicans are bringing in John Thune, see if you can get Econ club or COUPS involved as well. More people involved means more people are affected by the money you receive, along with better advertising and success of the event.
- Again, we typically do not pay for food for events.

Mini Grants: Augustana also has Mini grants for research. If you are presented with an opportunity to present research or other scholarly work in a state, national, or international setting, there are specific funds set aside for this. These applications are available through the Augie Portal (my.augie.edu).

For new groups that would like funding: We hold budget hearings in late March or Early April every year. Each group must come to A/P committee with a budget proposal for next year, and we will allocate funds based on availability of funds and the propensity for ASA to give funds. More information will come for these meetings later in the year!

Any other questions? Talk to Seth Vogelsang. His Email is Srvodgelsang10@ole.augie.edu, his cell number is 507-236-3196, and he is more than happy to meet with anyone and everyone!