

GCSA

EXECUTIVE COUNCIL, PUBLICATION
AND CLUB LEADERSHIP HANDBOOK

2016-2017



CONTENTS

Introduction	3
What is GSCA Student Government?	5
General Guidelines	9
Executive Council	11
Clubs	13
RESOURCE GUIDE	16
Branding and Communications	17
Finance and Funding	18
Event Planning	19
Notes	23

INTRODUCTION

“Should nothing of our efforts stand, no legacy survive, unless the Lord does raise the house in vain its builders strive.”

Congratulations! You are in a key leadership position and officially a part of GCSA. Your organization contributes to the overall flourishing of the student body and has the authority and capacity to reach and engage the student body in a unique manner not available by any other group.

GCSA Student Government welcomes you to this position and wants to provide you with this Leadership Handbook to help equip you and your organization to carry out its mission. This handbook will serve as a resource to help with anything from the purpose of student government to creating an event.

This handbook also clearly communicates important information and guidelines for your organization. These guidelines exist to contribute to the overall success of your organization. Part of the GCSA Student Government’s job is to hold you accountable to carry them out.

GCSA Student Government is excited for the coming year and it will be a privilege to work with each and every organizational leader (that’s you!).

Let the Lord raise the house and all glory be to Christ!

GCSA STUDENT GOVERNMENT

What is the GCSA Student Government?

"GCSA Student Government is the overseeing administration for all recognized student organizations of the College."

We exist to serve you!

Who is GCSA Student Government?

Executive President - Jamie Shore

Executive Vice-President - Davis Metzger

Executive Secretary - Sarah Williams

VP of Academic Affairs - Hope Koumentakos

VP of Communications - Grace Sanchez

VP of Finance - Joe Barnhart

VP of Student Life - Alexandra Heinle

Director of Club Development - Carolyn Densmore

Director of Diversity - Erica Beavers

Director of Business Management - Amanda Colon

Director of Student Care - Caroline Hymel

Director of Design - Chloe Larson

And all Class Representatives and Representatives-at-Large (page 10)

All members of GCSA Student Government can be reached through their Gordon email.

GENERAL GUIDELINES

The following information communicates the guidelines, explanations and considerations that are essential for ALL organizations under the GCSA. This section details the relationship between organizational leaders and the function of the GCSA Student Government.

Forum

"The Representatives to Forum shall grant charters to Chartered Student Organizations in order to integrate the Organization into the larger network of the GCSA ... [and] to establish and sponsor programs, organizations, or events which will enhance the lives of students."

Forum is attended by Student Government, which includes the Executive Cabinet and Representatives to Forum.

Representatives to Forum

"Each Representative to Forum shall have one vote"

Senior Class Representative - Currently Vacant

Junior Class Representative - Mason Casady

Sophomore Class Representative - Emiko Macaluso

Freshman Class Representative - Joshua Grambow

Representative-at-Large - Julissa Rodriguez

Representative-at-Large - Ian Miclean

Representative-at-Large - Kevin O'Neil

Representative-at-Large - Saba Amare

Representative-at-Large - Anthony Clewley

Representative-at-Large - Daryus Vaughan

Your Role

To benefit your organization, the GCSA Student Government has put in place a system of requirements that exist to help you flourish. Your role is to:

Submit a monthly spending report and balance sheet to the Financial Affairs Committee so GCSA Student Government can keep track of the general fund.

Utilize your advisor. Organizations are required to select an advisor. These advisors need to commit **at least one hour a week.**

Choose next year's leadership early on. Many organizations can preserve their following and authority by choosing a successor. Failure to do so could lead to inconsistency and poor transitions within your organization, which can lead to its demise.

EXECUTIVE COUNCIL

"The purpose of the Executive Council is to facilitate the major bodies of the GCSA."

The members of the Executive Council are the Leaders of Councils, Agencies, and Publications.

Each Executive Council member is required to meet bi-weekly and serve GCSA in the following capacities:

To have knowledge of needs, concerns, and desires of students related to your specific area of responsibility.

To propose official legislation to the Representatives to Forum.

Councils

Your organizations have some of the largest impact on campus. You are recognized by students as having great authority and responsibility. It is expected that you will not only fulfill your own mission, but improve upon and enhance your organization's presence on campus.

Current Councils

Advocates for Cultural Diversity

Social Justice Initiative

Advocates for Sustainable Future

Student Venues Council

Campus Events Council

Undergraduate Research Council

Agencies

Your organization is charged to effectively provide specialized services to the student body that the institution does not offer.

Current Agencies

The Common Exchange

Scot Radio

Student Design Agency

Publications

Your organizations have some of the largest impact on campus. You are recognized by students as having great authority and responsibility. It is expected that you will not only fulfill your own mission, but improve upon and enhance your organization's presence on campus.

Current Publications

The Idiom

If I Told You

Princemere

The Tartan

Vox Populi

CLUBS

Clubs more than any other group on campus have the freedom to discover new ways of enhancing student life. They also have the unique opportunity to serve the campus in any way that affirms the purpose outlined by the GCSA Student Government.

In order to aid in this greater contribution, the GCSA Student Government seeks to support clubs administratively in the following ways:

Authorized use of Gordon College facilities at the discretion of hosting departments and within the guidelines for facility spaces and other conditions.

Use of GCSA supplies and provisions including office supplies, telephone, named email accounts, photocopying, etc.

Opportunity to participate and promote the group during Orientation, to prospective students, and throughout the year, including advertising and addition to the GCSA website.

Access to the GCSA Resource Guide for reference and clarification. These resources can be accessed at www.students.gordon.edu/resources.

CURRENT CLUBS

American Chemical Society	Model UN
Alzheimer's Buddies Club	Naturally G
ASL & Deaf Culture Club	Outdoors Club
Badminton Club	Physics Club
Beekeeping Club	Political Discourse Club
Biology Club	Republican Club
Computer Science Club	Rock Gym / Climbing Club
Dialouge Club	Scotsmen
Economics and Business (EBO)	Social Work Student Advisory Committee
Exit 17	Spanish Club
Film Society	Swing Dance Club
Go Club	Ultimate Frisbee Club
Gordon College Investment Club	Word Play
International Justice Mission	Young Life Leadership Development
Japanese Club	
Le Cercle Francais	
Life Coalition	
Math Club	
Mock Trial Club	



What is the Mission Statement of your organization?

What is a strength your group will bring to the student body?

What are some possible steps to carry out your mission?

How will you improve upon last year's leadership and organizational goals?

It can be tricky to navigate some of the systems that are in place here at Gordon. This Section has three subsections, Branding & Communications, Finance & Funding and Event Planning. This guide can get you on your way planning event as early as LEAD retreat.

Branding & Communications

As a GCSA Chartered Student Organization, it's important for you to understand your brand. First, figure out your unique purpose. Ask the following questions: What do you want to do? How is this distinct? Then, figure out your audience. Who are you for? How is what you are doing going to impact the Student Body? After that, you should figure out some specific goals on how to fulfill your purpose (your "vision") and your audience.

Identity Builder Worksheet

Purpose

What do you want to do?

Is there already something similar to what you want to do?

If so, what makes you different?

Audience

Who is this for?

How are you including the entire student body?

Goals

What are your goals for the upcoming semester?

What are your goals for next year?

In no more than one sentence, capture everything you've written:

Now that you have a vision, how are you sharing your vision? Start to translate it into these communication channels.

Translation Channels

Communications Committee

This Committee helps the Vice President of Communications to complete all the requests for help that come from Student Government as well as from various GCSA organizations.

Vice President of Communications

The Vice President of Communications can work with you on creating a communications strategy, to better get the word out about your project, event, or group. This is also the person you need to email in order to make a Chapel Announcement.

Student Design Agency

Student Design Agency is available to create design jobs for you. More details on design and printing through the Design Center are in the event planning section.

There are several different ways to access your organization's money. The Director of Business Management under the Financial Affairs Committee is responsible for obtaining your funds from the General Fund. Financial Requisition forms are to be brought to the Director of Business Management. Financial Requisition forms and further information for each requisition are available at www.students.gordon.edu/resources

Tax Exemption

As a non-profit, the college is tax exempt. You will not be reimbursed for Tax. When making a purchase you will need to show our MA Tax Exempt form. This is available at the www.go.gordon.edu (Departments > Controller's Office > Forms > MA Tax Exempt)

Requisition Options

Petty Cash reimbursements under \$200, where you paid for an expense of a student organization with your own money.

Check Request used to compensate individuals (ex. guests speakers) or services of \$200 or more. They are NOT to be used to purchase physical merchandise.

Purchase Order used to purchase physical merchandise of \$200 or more. This includes, but is not limited to: apparel, uniforms, books, office supplies, etc.

Credit Card Purchase Online Used to purchase items/services online, via payment from the college's credit card.

Before You Spend!

Here are the current guiding principles that tell you what you can spend on and how much. Remember the forum members vote on your budget at the beginning of the year, but you can always request more throughout the year.

All spending must go to enhancing Gordon students in at least two of the following areas: academically, spiritually, physically and/or socially. **Funded organizations must show they have a demonstrable impact in two of the above areas in addition to being unique and original.**

Organizational Funding

There are 3 tiers for organizational funding. Each tier has a different guidelines dependent on size and impact. Here are the ways they are organized and the guidelines to be aware of.

Campus-wide organizations (Councils, Agencies, Publications)

- Food cannot exceed **40%** of total budget
- Funds cannot be spent on capital projects

Niche organizations (Badminton Club, French Club, Math Club)

- Food cannot exceed **40%** of total budget
- Social events cannot exceed **20%** of total budget
- Funds cannot be spent on capital projects

Competitive niche organizations (Model United Nations, Mock Trial)

Food cannot exceed **40%** of total budget

Social events cannot exceed **20%** of total budget

Competitive funds are capped at **\$500** per student

Personal merchandise funded by GCSA is capped at **\$5**

Funds cannot be spent on capital projects

Spending Reports and Budget Considerations

With the monthly spending report and balance sheet, the Financial Affairs Committee, the Vice President of Finance, and the Director of Business Management can be resources to you so you are able to carry out the requirements of your organization properly.

Know your account number! Every organization has one.

Making a spending report and balance sheet is just like balancing a checkbook! Track your expenses against the pre-approved budget so that submitting your monthly spending report will be a cinch! If this is still difficult, don't waste time trying to learn it; this is where selecting a treasurer can come in handy. It is important to be precise in the creation of your budget early on so your expenses accurately match up with your organization's allocation.

An important note on spending. **If the percentage of spending consistently falls below 50%**, the Financial Affairs Committee has the authority to propose a reallocation of the unused funds. The Representatives to Forum will then vote on the proposed reallocation.

Most organizations deal with the logistics involved in creating an event. Here are some considerations and resources to help that process move as quickly as possible. Remember, it is important to plan ahead! Some departments on campus require a two-week notice before you can utilize their service.

The Master Calendar

All groups and individuals on campus planning an event (including President Lindsay) must submit their event to the master calendar process before confirming any dates, facilities to be used or services in support of their event. This process provides a central clearing house for events at the College.

How to submit your event on the Master Calendar

- 1 Go on www.go.gordon.edu
- 2 Click on "News and Events"
- 3 Click on "Event Calendar" on left
- 4 Click on "Add Event" on top
- 5 Follow the steps listed

Reserving Campus Spaces

If you wish to reserve any campus space, the space must be reserved through the different departments that control those spaces. If your organization has a weekly meeting, you have to reserve it through this process. The chart below lists the different departments to contact for spaces to be reserved (including the GCSA Student Government Office).

Room	Department	Contact (___@gordon.edu)	Seating Occupancy
AJ Gordon Memorial Chapel	Space Planning	Jeremy.Depace	1500
Easton Dining Hall	Space Planning	Jeremy.Depace	360
Chapel Dining Room	Space Planning	Jeremy.Depace	100
President's Dining Room	Space Planning	Jeremy.Depace	24
Lion's Den	Space Planning	Jeremy.Depace	16
CSD Conference Room	Space Planning	Jeremy.Depace	15
Tavilla Conference Room	Space Planning	Jeremy Depace	42
Phillips Recital Hall	Music Dept.	Joan.Wendt	150
Classrooms (8 am - 4:30 pm)	Registrar's Office	Scott.Kelley	varies

Room	Department	Contact (____@gordon.edu)	Seating Occupancy
Classrooms (after 4:30 pm and weekends)	Space Planning	Jeremy.Depace	varies
Bob Boharic Conference Room	Physical Plant	Sue.Gross	35
Bennett Center Classrooms	Bennett Center	Greg.Scruton and Natalie.Forsythe	varies
Black Box Theatre	Barrington Center for the Arts	Peter.Morse	120
Barrington Cinema	Space Planning	Jeremy.Depace	70
Stebbings Conference Room (before 4:30pm weekdays)	Registrar's Office	Scott.Kelley	30
Stebbings Conference Room (after 4:30 pm & weekends)	Space Planning	Jeremy.Depace	30
KOSC Chairman's Room/ Loggia	Space Planning	Jeremy.Depace	96
KOSC 1st Floor Classrooms	Space Planning	Jeremy.Depace	varies

Room	Department	Contact (____@gordon.edu)	Seating Occupancy
KOSC 2nd and 3rd Floor Classrooms	Division of Sciences	Margie.Roaf	varies
Student Ministries Conference Room	Space Planning	Jeremy.Depace	18
GCSA Student Government Office	GCSA	www.gcsa.youcanbook.me	15

Campus Services

There are many services available to aid in executing your event. Some even exist within the GCSA! Listed below is what service you may need and who to contact.

Technology Help

Campus Events Council (Sound Equipment)

CEC has a large sound system available to borrow for major events. Contact them at CEC@gordon.edu.

CTS

To use any of CTS's services or equipment, an email detailing what you need can be sent to CTS@gordon.edu. Much of the equipment requested through CTS requires a reservation. Additionally some set-up for events outside of the work week requires an additional charge (\$35/hr for Staff \$10/hr students). Other setup costs may also be involved. Be sure to receive an invoice after you end of your event so you can balance your budget accordingly.

Equipment and Services available through CTS:

Projector for Computer

DVD/VCR player

Screen

Audio: microphones, sound systems

Technology Training

Video/audio Recording

Design Services

Student Design Agency

The Student Design Agency provides free design work for other campus organizations. From week-long events to logo design, SDA is GCSA's preferred design partner. For any design requests visit sda.gordon.edu or email SDA@gordon.edu.

Design Center

The Design Center is a great resource for getting promotional materials out about your event

or printing your publication. To submit a request email Design@gordon.edu. Copy Job Form (required for printing) can be found at www.students.gordon.edu/resources.

Design

Graphic Design - \$60/hr

Printing (GCSA-preferred partner)

Color Copies: approx. \$1 per side (depends on quantity and paper type)

Black & White Copies: approx. 5-12¢ per side (depends on quantity and paper type)

Large Format Poster Printing

Folding, collating, hole punching, saddle-stitching, shrink-wrapping, binding (prices vary).

Guidelines for Advertising

Before you put up your posters! Here are the advertising policies at Gordon.

Poster design originals and Copy Job Form must be sent to Student Life for approval first

Must be taken down within 2 days after event occurred

Not allowed in academic buildings (besides Jenks)

Allowed Locations

Lane Student Center (bulletin boards and pillars)

Jenks (bulletin boards)

AJ Chapel (on kiosk only)

Residence Halls

Table Tents

If you choose to make a table tent, they must be approved by the Director of Space Planning, Jeremy Depace. You can email her at **Jeremy.Depace@gordon.edu**.

Digital Signage

Image will not be posted for more than one week before then event

Image must be in the 4x3 dimensions or 1122x842 pixels

Image must be saved as a .png or .jpeg file

To post image, email **CTS@gordon.edu**

Catering/Dining Services

All on-campus events requiring catering must go through Dining Services. This process requires a two weeks notice and meeting with the head of Dining Services, Lisa Calmus. She can be reached for a catering request at **Lisa.Calmus@gordon.edu**. This is a flexible policy and only really necessary for large/professional events.

Dance Policy

If you are planning a dance, here are some guidelines to be aware of so that it will be comfortable for all Gordon students to attend.

Thematic

Each dance must be based on a theme. Examples are swing dance, '80s dance, disco dance, etc.

Music must be tasteful.

Monitoring

A staff or faculty member of Gordon College must be present during the event as well as a State Certified Crowd Manager.

Use of All Facilities

Group must leave it cleaner and neater than they found it.

Process for Approval

A dance permit must be obtained from Student Life and completed by the sponsoring group. A request must be made to the Master Calendar. The permit must be approved by the Director of Orientation and Student Activities and the dance must be approved as a master calendar event before the event may proceed.