



Starting a New Club

Student Engagement and Leadership Office

Prince George's Community College

Dave Kelly | America's Student Leadership TrainerSM

INTRODUCTION

_____ : To empower and inspire aspiring student leaders by providing comprehensive guidance and resources during the "Starting a New Student Club" session, fostering an environment of innovation, collaboration, and personal growth.

_____ : A campus enriched with diverse and thriving student organizations, each contributing to a vibrant and inclusive university community through purposeful and impactful initiatives.

_____ : The purpose of the "Starting a New Student Org" session is to equip potential student leaders with the knowledge, tools, and support needed to establish and sustain successful organizations. This session aims to nurture a culture of leadership, responsibility, and community engagement, creating a foundation for lasting positive contributions.

Objectives

- To provide you with a deep understanding of the _____ and impact of student organizations on personal and professional development. This series will give you a step-by-step framework for initiating and establishing your new student organization.
- The series seeks to _____ you through sharing success stories and testimonials from established student leaders, and the presenter, while emphasizing the transformative power of well-organized student groups.
- You will participate in _____ that will help you to develop essential leadership and organizational skills, preparing you with competence and readiness.

The modules will provide insights into common challenges and offer strategies for _____, _____, planning, and sustainable growth. You'll be introduced to resources that are available to you.

The SEAL office also emphasizes the importance of _____ organizations so that every member feels valued and heard.

Lastly, this series will help you to plan for continuity and success of your organization beyond these initial stages.

Leave a _____ !

HISTORY OF STUDENT ORGANIZATIONS IN HIGHER EDUCATION

Early Beginnings 1700s -1800s

The earliest student organizations in the United States were _____ societies formed in the late 1700s, such as the American Whig–Cliosophic Society at Princeton University. These societies focused on intellectual debates, public speaking, and writing—enhancing students' academic experiences outside the classroom.

The Rise of Greek Life (1800s-1900s)

The first _____, Phi Beta Kappa, was founded at the College of William & Mary in 1776, emphasizing scholarship and camaraderie. Sororities and social fraternities expanded in the 19th and early 20th centuries, shaping student leadership, networking, and philanthropy.

Social Activism and Expansion (1900s -1970s)

The Civil Rights Movement, Vietnam War protests, and Women's Rights Movement led to the rise of student activism, creating _____ organizations. The formation of multicultural organizations (e.g., Black Student Unions, Latinx and Asian student groups) sought to address equity and representation on campuses.

Modern Day Student Organizations (1980s to Present)

Today, student organizations are diverse and cater to a _____ of interests, including academic, cultural, professional, social justice, and recreational activities. The rise of virtual student organizations and online engagement has further transformed how students connect and lead.

PURPOSE OF STUDENT ORGANIZATIONS IN HIGHER EDUCATION

- 1) _____ **& Personal Development** with hands-on leadership opportunities such executive board roles, event planning and through skills including public speaking, teamwork, budgeting, and conflict resolution.
- 2) **Sense of _____ & Community Building** by creating affinity spaces where students connect based on shared interests, backgrounds and values. Research shows that engaged students are more likely to graduate.
- 3) **Academic and Professional _____** by allowing students to explore career paths, gain mentorship, and build professional networks. Some student groups are aligned with academic departments or programs. Honor societies, research groups, and pre-professional clubs foster intellectual growth.
- 4) **Civic _____ & Social Responsibility** through community service, advocacy, and social justice initiative. Partnerships with local organizations allow students to apply classroom knowledge to real-world challenges.

- 5) _____ **Awareness & Inclusion** student organizations that are multi-cultural and identity-based provide safe spaces for underrepresented students while fostering diversity, equity, and inclusion. They educate the campus community through heritage months, cultural festivals, and awareness campaigns.
- 6) **Health, _____ & Recreation** student groups such as intramural sports, mindfulness clubs, and peer support groups promote mental health, well-being, and fitness. These organizations contribute to a balanced student life by encouraging holistic development.
- 7) They're also _____ !

KEY TERMINOLOGY

- 1) _____: A formally recognized group of students at a college or university that has fulfilled the registration requirements and is entitled to certain privileges, resources, and support from the school. Known as a **Registered Student Organization (RSO)**
- 2) _____: The elected leadership team responsible for guiding and overseeing the organization's activities, decision making, and overall direction.
- 3) _____: A formal document outlining the fundamental principles, structure, and rules governing the RSO, including its mission, membership criteria, and operational procedures.
- 4) _____: Supplementary rules and procedures that further define and specify aspects of the constitution, often including details on meetings, elections, and committee structures.
- 5) _____: Specialized groups within the RSO that focus on specific areas or tasks, such as marketing, events, membership, or community outreach.
- 6) _____ **Procedure**: Rules of order that RSOs follow that govern discussion, decision-making, and other aspects of club functioning.
- 7) _____: A faculty or staff member who provides guidance, mentorship, and support to the RSO's executive board and members.
- 8) _____ **Members**: Individuals who are part of the RSO but do not hold executive positions. They actively participate in events, meetings, and activities.
- 9) **Membership** _____: The process of attracting and bringing new members into the RSO, often involving promotional activities, informational sessions, and recruitment events.
- 10) _____ **Outreach**: Initiatives and activities organized by the RSO to engage with the broader community, including service projects, partnerships, and collaborations.
- 11) _____ **Planning**: The process of conceptualizing, organizing, and executing events or activities hosted by the RSO, ranging from meetings to larger-scale programs.
- 12) **Marketing and** _____: Strategies and efforts aimed at increasing the visibility and awareness of the RSO, including promotional materials, social media campaigns, and branding initiatives.

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- 13) _____ **and Finance:** Managing the financial resources of the RSO, including budget creation, expense tracking, fundraising, and financial reporting.
 - 14) **Constitutional** _____: Changes or additions made to the RSO's constitution, typically requiring a formal process of proposal, review, and approval.
 - 15) _____ **Board:** A group that may include university officials, alumni, or other individuals who offer guidance and expertise to the RSO, often in a non-voting capacity.
 - 16) _____: The promotion of a welcoming and diverse environment within the RSO, fostering a sense of belonging for members from various backgrounds and experiences.
 - 17) _____ **Renewal:** The periodic process by which an RSO reaffirms its commitment to the university, often involving the submission of updated documents and information to maintain recognition status.
 - 18) _____ **Session:** A session organized by the RSO to introduce new members to the organization, its mission, leadership, and key activities.
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START WITH WHY

Why Clubs and Organizations Matter at PGCC

- 1) Clubs are the _____ of campus life
- 2) Clubs are where passion meets _____
- 3) Connect to SEAL's _____: Student Engagement, Achievement, Leadership
- 4) Advisors + SEAL = your _____ system
- 5) Starting a club = leaving a _____
- 6) Clubs unlock the boundless _____ that comes from starting something extraordinary

Let's embark on this transformative journey!

"People don't 'buy' what you do, they 'buy' why you do it."

-Simon Sinek British/American Motivational Speaker and Author

Think: Three Questions to Ask Before You Get Started

- 1) **How do you _____ the purpose of the student club/organization that you're hoping to start?** Think of the why of your group. Is it to create a sense of belonging, promote a cause, offer academic support, or something else?
- 2) **How will your club/organization help others _____ or find their purpose?** In what ways can you provide a platform for others to find their sense of belonging, identity, and passion through your activities?
- 3) **What concrete steps will you take to ensure that your purpose is clear and _____ to others on campus?** What practical things can you do to make sure that your mission and vision are communicated effectively – through, meetings, events, or social media.

Consider this format for your group’s why:

“To _____, so that _____.”
(the contribution you will make) (the result you want)

Ask:

- Why was this club started?
- What problems are we solving or why are we meeting?
- What do we believe in?

Example for a service-based club: To provide a food pantry, so that students don’t experience hunger or food insecurity.

Write a Why Statement for your club/organization:

How is your process or values?

It is a natural extension of your Why.

These are your club’s meetings, traditions, and ways that you support or engage your members

Example, continuing with the Why for a culture-based club: “We host cultural nights and storytelling circles to build belonging and pride so that everyone on campus feels seen and heard.”

Write your How in the space provided:

What is How you achieve the Why.

It can be through events, programs, activities, or projects.

Always connect your actions back to your Why when talking to new members.

Example: We are doing this fundraiser because we believe every student deserves access to mental health resources.

Write your What and Connection to the Why in the space provided:

What: _____

Connection to Our Why: _____

Make It Make Sense

In the process of starting a student group, understanding your 'why' is the key to crafting a unique identity. Your 'why' serves as a _____, shaping your organization's purpose and creating a narrative that attracts like-minded individuals.

This crafted identity, rooted in a deep understanding of your 'why,' becomes a _____ for potential members. It communicates not just what your organization does, but why it exists, inviting individuals who resonate with your mission.

So, as you embark on starting your student organization, remember that your 'why' is more than a statement; it's a _____ that defines your organization and shapes who you attract. Embrace it authentically and witness your organization's identity draw in those who share your passion and vision for creating something extraordinary.

ORGANIZATION TYPE AND AFFILIATION

Types:

- 1) **Academic / Pre-Professional** – Supporting educational and career development.
- 2) **Interest / Hobby** – Centered around shared activities or recreational interests.
- 3) **Performance** – Focused on artistic expression through music, dance, theater, etc.
- 4) **Political** – Engaging in political discussion, advocacy, or civic engagement.
- 5) **Religious / Spiritual** – Supporting faith-based exploration or practices.
- 6) **Service** – Promoting volunteerism and community engagement.
- 7) **Social** – Creating community through social interaction and connection.

Affiliation with a National/Parent Organization

To charter a chapter, approval from the national organization is sought, ensuring alignment with both the university and organization mission, values, and standards.

This process emphasizes the importance of maintaining consistency with the overarching goals and principles set forth by both organizations.

A _____ from the Membership Chair of the national organization should be submitted with the official application packet or emailed directly to SEAL@PGCC.EDU.

CAMPUS BENEFITS OF CLUBS AND ORGANIZATIONS

- 1) _____ **Campus Culture:** Student organizations contribute to a vibrant and diverse campus culture, fostering a sense of community and engagement among students.
- 2) **Increased Campus** _____: The presence of diverse student organizations encourages higher levels of student involvement in extracurricular activities, creating a dynamic campus environment.
- 3) _____ **of Diversity and Inclusion:** Student organizations often celebrate diverse cultures, perspectives, and interests, promoting inclusivity and understanding among the student body.
- 4) **Leadership** _____ **Opportunities:** Student organizations serve as platforms for leadership development, providing students with opportunities to take on roles such as presidents, treasurers, and event coordinators.
- 5) _____ **Initiatives:** Organizations often collaborate on campus-wide initiatives, contributing to a sense of unity and shared purpose among different groups.
- 6) **Positive** _____ **Image:** Successful and impactful student organizations enhance the positive public image of the college, both within the campus community and beyond.
- 7) **Contribution to Campus** _____: Student organizations actively contribute to the planning and execution of campus events, enhancing the overall student experience.
- 8) _____ **Opportunities:** The presence of student organizations provides networking opportunities for students to connect with peers who share similar interests, fostering a supportive social network, as well as alumni and professionals within a specified field of study or career focus.
- 9) **Community Engagement and** _____: Many student organizations engage in community service and outreach, positively impacting the local community and demonstrating a commitment to social responsibility.
- 10) **Promotion of Academic** _____: Academic and honor societies within student organizations promote and recognize academic excellence, contributing to a culture of scholastic achievement.
- 11) _____ **Development:** Members gain practical skills in areas such as leadership, teamwork, communication, event planning, and project management.
- 12) _____ **Growth:** Involvement in a student organization fosters personal growth, self-discovery, and increased confidence through various challenges and responsibilities.

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- 13) **Friendship and _____**: Joining a student organization provides a built-in community of like-minded individuals, fostering lasting friendships and a support system.
 - 14) _____ **Enhancement**: Leadership roles, achievements, and active involvement within a student organization enhance a member's resume and professional profile.
 - 15) **Cultural and Intellectual _____**: Members gain exposure to diverse cultures, perspectives, and intellectual pursuits, contributing to a well-rounded education.
 - 16) _____ **Engagement**: Many student organizations provide opportunities for civic engagement, encouraging members to be socially responsible and contribute to positive change.
 - 17) **Access to _____**: Members often have access to resources provided by the organization, including mentorship, study materials, and exclusive events.
 - 18) **Sense of _____**: Membership creates a sense of belonging and identity within the larger university community, fostering a connection to the institution.
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DEVELOPING A MISSION STATEMENT

Mission Development

Developing a mission statement is a crucial step in defining the purpose and identity of your organization. Here are some tips to guide you through the process:

- **Understand Your Organization's _____**: Clearly articulate the primary purpose and reason for your organization's existence. What do you aim to achieve, and why is it important?
- **Consider Your _____**: Identify the core values that guide your organization's decisions and actions. These values should reflect the principles your group holds dear.
- **Define Your _____ Audience**: Specify the audience or community your organization serves. Understanding your target audience helps tailor your mission to resonate with their needs and interests.
- **Focus on _____**: Emphasize the impact your organization intends to make. How will your activities contribute to positive change or improvement within your community or field?
- **Be _____ and Clear**: Keep your mission statement concise and to the point. A clear and straightforward statement is more memorable and easier for others to understand.
- **Avoid _____**: Use language that is accessible to a broad audience. Avoid industry-specific jargon that might be confusing to those outside your organization.
- **Inspire and _____**: Craft a mission statement that inspires and motivates members of your organization. It should create a sense of purpose and enthusiasm.
- **Consider the _____**: Anticipate the future direction of your organization. Craft a mission statement that allows for growth and adaptability over time.

Mission Completed

Well-Written Club Mission: Criminal Justice Club

The Criminal Justice Club aims to engage students in discussions, education, and activities that foster a deeper understanding of criminal justice systems. We are committed to providing opportunities for networking, service projects, and professional development, empowering our members to make informed, ethical decisions in their future careers. Through guest speakers, workshops, and community outreach, we strive to support academic and career goals while promoting social responsibility, diversity, and justice for all.

Not So Well-Written Club Mission: Arts Club

We are a group of students who like to do arts and stuff. We want to meet sometimes and have fun."

Why the Criminal Justice Club Mission is Good

- **Clear Purpose:** The mission begins by stating the purpose of the club—engaging students in discussions, education, and activities around criminal justice.
- **Specific Actions:** It outlines specific activities like guest speakers, workshops, and community outreach, giving students a clear idea of what to expect.
- **Target Audience:** The mission speaks directly to students by focusing on providing opportunities for academic, professional, and personal growth.
- **Inclusivity:** It mentions promoting values like diversity and social responsibility, which shows that the club has a broader vision beyond just academic knowledge.
- **Action-Oriented:** The use of action words like “engage,” “empowering,” and “support” reflects a proactive approach to club activities.

Why the Arts Club Mission is Not Effective

- **Vague Purpose:** The statement doesn't clearly define what the club is about or its core purpose. "Doing arts and stuff" is too vague and doesn't specify what kinds of art or how it benefits the members.
- **Lack of Specific Activities:** There's no mention of specific activities that students can expect (e.g., workshops, exhibitions, or collaborations). Without this, students don't know what they'll gain by joining the club.
- **Absence of a Target Audience:** It doesn't mention who the club is for or how it will meet students' needs. For instance, is it for students pursuing art professionally, or just those who enjoy being creative in general?
- **Not Actionable:** Words like "meet sometimes" and "have fun" don't communicate what members will actively do or achieve. It's important for the mission to give potential members a reason to join, beyond just having fun.

Tips for Developing a Strong Student Club Mission

- _____ **the Purpose:** Start by answering the question, Why does this club exist? Focus on the core mission of the club and how it aligns with students’ academic, social, or professional interests.
- **Be** _____: Outline what the club will actually do. Will it host events? Provide resources? Offer professional development opportunities? Make sure to mention any key activities that members can expect.
- **Know Your** _____: Think about who the club is for. What are their needs? What do they want to achieve by being part of this club? Tailor your mission to reflect these aspects.
- **Make it** _____: Use action verbs to show that the club isn’t passive but will actively engage students through programs, events, and initiatives.
- _____ **Core Values:** Think about the values that your club represents—whether it’s leadership, service, social justice, creativity, etc. Make sure to mention these in the mission.
- **Keep it** _____: A good mission statement is clear and to the point. Aim for 1-2 short sentences that communicate your purpose and the impact the club will have on members.

Your Turn

Use the space to write a draft of a mission statement for your club/organization using the elements discussed in this module. Getting thoughts down on paper while this is fresh in your mind will help get your work started!

ATTRACT ENGAGE AND RETAIN

Attract

- 1) _____ **Your Purpose!** Define your mission, vision, and goals so potential members know exactly why your startup matters and how they’ll benefit by joining.
- 2) **Perfect Your** _____! Create a quick, compelling elevator pitch that grabs attention and makes people say, “I want in!”
- 3) **Go** _____! Use social media, your school website, and other platforms to showcase your startup. Create content that draws people in and keeps them excited.

- 4) _____, **Network, Network!** Attend campus events, team up with other student orgs, and engage with departments. Expand your circle and let people know your startup is the place to be.
- 5) **Offer** _____! Be clear about the real benefits of joining—whether it’s leadership roles, skill-building, or exclusive networking opportunities, make it clear that members get more than just a seat at the table.

Conducting a Successful Recruitment Table

- 1) No _____!
- 2) Be in _____ of the table.
- 3) _____ your club (Tri-board, scrapbooks, videos)
- 4) Wear proper _____ (t-shirts) or a _____ look.
- 5) Several _____ should participate.
- 6) Have a defining _____ statement or question:

Elements of a Successful Recruitment Session

- 1) Sign-up information - Use _____, _____, or _____ to a Google Doc or similar platform. Get this info:
 - a. Student _____
 - b. _____ Status
 - c. _____ number
 - d. _____ address
 - e. Areas of _____
- 2) _____!
 Create an informational _____. It should contain the following:
 - a. _____ of the organization
 - b. List of activities, programs, and _____ to be involved.
 - c. List of typical _____

- d. List of _____ within the organization (including the advisor)
 - e. _____ addresses
 - f. Meeting _____, _____, and place/platform
- 3) Display _____ or _____.
- 4) _____!

Sample Structure

Executive Board Officers and Responsibilities

- 1) _____
 - Overall leadership and vision for the organization.
 - Chairing meetings and representing the organization externally.
- 2) _____
 - Assisting the President in their duties.
 - Overseeing specific projects or committees as assigned.
- 3) _____
 - Managing organization records, meeting minutes, and official documents.
 - Communicating important information to members.
- 4) _____
 - Managing the organization's finances, including budgeting and financial reporting.
 - Coordinating fundraising activities.

Committee Responsibilities

- 1) _____ **and Public Relations Committee**
 - Developing and implementing marketing strategies.
 - Managing social media, promotional materials, and outreach efforts.
- 2) **Events and _____ Committee**
 - Planning and organizing events, meetings, and activities.
 - Coordinating logistics, venues, and necessary resources.

3) **Membership Recruitment and _____ Committee**

- Developing strategies to recruit and retain members.
- Welcoming new members and facilitating orientation sessions.

4) **Community _____ Committee**

- Establishing partnerships with local organizations or businesses.
- Organizing community service and outreach initiatives.

General Member Responsibilities

1) _____ **Members**

- Participating in events and activities.
- Contributing ideas and feedback during meetings.

2) _____ **Members**

- Taking on specific roles or responsibilities based on skills or interests.
- Leading or assisting with committee projects.

Faculty/Staff _____ Responsibilities

- Providing guidance and mentorship to the executive board.
- Assisting with administrative and university-related matters.

The 5 R's of Retention

Give them a _____.

Enforce _____.

Give out _____.

Assign them a _____.

Help build _____.

YOUR ADVISOR

- Must be a current PGCC employee
- Provides continuity, mentorship, and compliance oversight
- No Advisor = No Recognition

Recruiting an Advisor

- 1) **Showcase Your Organization's _____**: Share the goals, achievements, and potential impact of your organization. Advisors are more likely to be interested if they see a dynamic and purposeful group.
- 2) _____ **with Their Interests**: Seek advisors who share an interest in your organization's mission or activities. A shared passion will lead to a more engaged and supportive advisor.
- 3) **Utilize _____ Networks**: Leverage your existing network or connections within the university community. Personal recommendations can carry significant weight when approaching potential advisors.
- 4) _____ **with Faculty and Staff**: Attend faculty or staff meetings, workshops, or events where you can interact with potential advisors. Establishing personal connections can make the recruitment process smoother.
- 5) _____ **Potential Advisors**: Research potential advisors to understand their background, interests, and expertise. Tailor your approach to how your organization can benefit from their specific knowledge or experience.
- 6) **Offer a _____**: Propose a trial period or introductory meeting to discuss the organization's goals and assess the potential advisor's interest and fit with the group.
- 7) **Demonstrate _____**: Present your organization professionally. Provide a detailed overview of your goals, structure, and plans to assure potential advisors that you are organized and serious about your mission.
- 8) **Show _____**: Express appreciation for their time and consideration. Make it clear that their contribution is valued and will make a meaningful impact on the organization.
- 9) **Express a _____ Vision**: Clearly articulate your organization's long-term vision and how an advisor can contribute to its sustained success. This demonstrates commitment and foresight.

Advisor Roles

- 1) **Guidance and _____**: Provide guidance and mentorship to the organization's members, offering insights based on experience and expertise.
- 2) _____: Act as an advocate for the organization within the university or community, helping to secure resources and support.
- 3) **Policy and _____**: Assist in navigating university policies, regulations, and compliance issues to ensure the organization operates within established guidelines.
- 4) _____: Utilize their professional network to connect the organization with external resources, experts, and potential collaborators.

- 5) **Support Organizational** _____: Align with the organization's mission and goals, offering strategic advice to help achieve success.
- 6) _____ **Resolution:** Mediate conflicts and help resolve issues that may arise within the organization.
- 7) _____ **with College Administration:** Serve as a liaison between the organization and university administration, representing the group's interests and facilitating communication.
- 8) **Educational** _____: Offer educational support, helping members understand the implications of their activities and decisions.
- 9) _____ **Allocation:** Assist in securing funding, space, and other resources needed for the organization's activities.
- 10) _____ **Development:** Provide opportunities for professional development, helping members enhance their skills and knowledge.
- 11) _____ **Modeling:** Serve as a positive role model, demonstrating professionalism, ethical behavior, and commitment to the organization.
- 12) **Long-Term** _____: Assist in long-term planning, helping the organization set goals and develop strategies for sustainable growth.
- 13) **Be The** _____: The advisor may continue to serve in their role for several years. They can be the glue that keeps the club or organization together, hold on to the records and items of the group, and know the history of past activities and events.

BUILDING YOUR CLUB'S FOUNDATION: CRAFTING STRONG GOVERNING DOCUMENTS

- 1) _____ **Your Mission & Purpose:** Lay the groundwork by clearly articulating your mission and purpose in the constitution. This serves as the foundation for everything your organization stands for and will guide all your activities.
- 2) **Set Membership** _____: Be clear about who can join—define eligibility, rights, and responsibilities. Inclusivity is key! Avoid any discriminatory language and make sure your club welcomes all students who align with your values.
- 3) **Map Out** _____: Clarify roles by outlining the leadership structure. Specify the responsibilities for each position and detail how elections or appointments will take place. It's important for everyone to know who's responsible for what!
- 4) **Establish** _____ **Guidelines:** Set the schedule for regular meetings, decide how often they'll occur, and outline quorum requirements. Plus, include the process for calling special meetings when necessary. Consistency is key!

- 5) **Decide How _____ Are Made:** Create a decision-making process that's clear and transparent. Define voting procedures, how proxies work, and any supermajority requirements. Ensure that everyone knows how decisions will be made fairly.
- 6) **Plan for _____:** Outline the process for amending your constitution and bylaws. Specify how changes will be approved and what majority vote is required for amendments. Stay flexible to evolve.
- 7) **Manage Your _____:** Detail financial procedures, including budgeting, approval for expenditures, and any required financial reporting. Transparency in financial management builds trust within your group.
- 8) **Resolve _____:** Promote open communication by establishing a conflict resolution process. Use mediation to solve disputes and keep the atmosphere positive and collaborative.
- 9) **Plan for _____:** Prepare for all outcomes by creating a dissolution clause. This outlines the process if your organization ever needs to disband, ensuring a fair and organized closure.
- 10) **Specific _____ for Roles:** Tailor bylaws for each leadership position—president, treasurer, committee chairs, etc. Each role should have clear responsibilities to ensure the club runs smoothly.
- 11) **Use _____ that Can Guide You:** A great resource for creating constitutions and bylaws is Robert's Rules of Order. You can also do an internet search that can help you make sure you are on the right path with your documents.
- 12) **Stay _____ with PGCC:** Ensure compliance with PGCC's policies and regulations. Your constitution and bylaws should align with the college's guidelines to maintain good standing.
- 13) **Consult the _____:** Seek consultation to ensure your governing documents comply with local, state, and federal laws. This guarantees that your club is on solid legal ground.
- 14) **Other _____ Documents could include:**
 - Manual of Operations
 - Recruitment materials, membership application, and other requirements

A Strong Foundation Equals Long-Term Success!

SMART GOALS

Clearly defined _____ are the key to success:

S _____

M _____

A _____

R _____

T _____

- 1) **Specific:** Clearly define the goal. Be precise about what you want to achieve, who is involved, where it will happen, and why it's important.

Example: Increase membership in the environmental club by 20% within the next six months among under-graduate students by implementing targeted outreach programs.

- 2) **Measurable:** Establish concrete criteria for measuring progress. Define the metrics that will indicate when the goal has been successfully achieved.

Example: Measure progress by tracking the number of new members who join the environmental club each month, aiming for a cumulative increase of 20%

- 3) **Achievable:** Ensure that the goal is realistic and attainable. Consider the available resources and constraints. The goal should stretch your abilities but remain possible.

Example: Considering the current recruitment strategies and available resources, a 20% increase in membership is challenging but realistic within a six-month timeframe.

- 4) **Relevant:** Make sure the goal aligns with broader objectives and is relevant to your organization's mission or larger aspirations.

Example: Increasing membership is directly aligned with the environmental club's mission to raise awareness about sustainability and conservation on campus.

- 5) **Time-Bound:** Set a specific timeframe for achieving the goal. This creates a sense of urgency and helps prevent the goal from being postponed indefinitely.

Example: Achieve a 20% increase in membership within the next six months to coincide with the up-coming Earth Day event, maximizing the impact of new members in our initiatives.

6) Other Considerations:

_____: Assign responsibility for the achievement of the goals to members and/or officers, otherwise they be forgotten with no one working on them

_____: Goals can be adjusted as necessary to meet changing circumstances. Regularly review and reassess your goals to make sure they are still relevant and aligned to your evolving needs.

SMART Goal Example:

Increase club membership by 20% by the end of the fall semester through targeted outreach, social media promotion, and two recruitment events.

Specific – Focused on increasing membership by 20% through specific strategies.

Measurable – Success is defined by achieving a 20% increase.

Achievable – A 20% increase is realistic with proper promotion and events.

Relevant – Membership growth is essential for club sustainability.

Time-Bound – The goal has a deadline (end of the fall semester).

Non-SMART Goal Example:

Get more members for the club.

Not Specific – Doesn’t define how many members or how they will be recruited.

Not Measurable – “More” is too vague; no clear way to measure success.

Not Achievable – No outlined strategy to make it happen.

Not Relevant – While membership is important, this goal lacks context.

Not Time-Bound – No deadline or timeframe for achieving the goal.

Your Turn

Write a SMART Goal for your club/organization based on the information and examples in this module. Make sure it includes all 5 elements and who will be accountable for working on the goal:

ACCOUNTABILITY

Clubs to SEAL: Clubs are accountable to SEAL by adhering to training requirements, submitting progress reports, and maintaining open communication. SEAL offers support and ensures clubs align with PGCC's core values.

SEAL to PGCC: SEAL ensures that student organizations contribute to PGCC's vision by offering guidance, oversight, and creating an environment for student development.

PGCC to Clubs: The college supports clubs with resources, training, and policies to help them succeed. This includes financial support, space for events, and opportunities to network with faculty and staff.

Clubs to PGCC: Student clubs contribute to the campus community, enhance the student experience, and align with PGCC's goals of developing responsible, engaged citizens.

Elements:

- 1) Builds trust between all of the stakeholders
 - 2) Ensures fairness that all clubs are treated equitably
 - 3) Continuous Training and Development by participating in workshops, peer-to-peer learning, and collaborating with the SEAL office
 - 4) Continuous Training and Development by participating in workshops, peer-to-peer learning, and collaborating with the SEAL office
 - 5) Leadership Check-ins and Milestones with leadership teams submitting quarterly progress reports, conducting mid-year evaluations, and end of year reflections
 - 6) Keeps clubs aligned with PGCC and its mission
 - 7) Certified Advisors Training gives advisors training on their roles and regular check-ins with SEAL allows for sharing of best practices and updated policies
 - 8) Adherence to the Student Code of Conduct is vital for every club to operate ethically and respectfully
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THE BLUEPRINT OF ENGAGEMENT

Let's Review

- 1) **Establish Your _____:** Start with a clear vision and mission. What's the big picture for your club? What impact do you want to make in the PGCC community? Your first-year plan should reflect your club's purpose, and every action you take should align with this mission. This is your North Star!
- 2) **Build a Strong _____:** Gather passionate, motivated individuals to join your leadership team. A well-organized and dedicated leadership group will help with delegating tasks, planning events, and maintaining enthusiasm. Remember, strong leadership is the foundation for strong engagement

- 3) **Create a Yearly _____**: Plan your year in advance! Draft a timeline of events for the academic year—meetings, social events, community service, and professional development opportunities. Having a structured calendar helps manage time and resources effectively, while keeping members excited and engaged.
- 4) **Focus on Membership _____**: Your first year is all about building a solid membership base. Focus on recruitment strategies that will draw people in and keep them involved. Create an exciting elevator pitch that clearly communicates your club's mission, activities, and benefits. Use social media and campus networking to spread the word.
- 5) **Foster Engagement & _____**: Engagement is key to retaining members! Make sure to actively involve everyone from the start—whether it's through fun social events, leadership opportunities, or collaborative projects. Be consistent and intentional with your communication. When members feel valued, they'll stick around.
- 6) **Set Short-Term and Long-Term _____**: Create measurable goals for both the short-term (like member recruitment) and long-term (like sustainability and impact). Track progress and celebrate wins, no matter how small. This keeps your club on track and motivated!
- 7) _____: Be flexible! As you move through your first year, be open to feedback and adjust your plan accordingly. Whether it's how you host meetings or engage with your members, make sure to reflect regularly on what's working and what's not.
- 8) **Build a _____ for the Future**: Even though it's your first year, it's important to think long-term. Ensure that your club has systems in place for leadership transitions and sustainability. You want your club to thrive long after you leave, so make sure to leave behind a strong legacy.
- 9) _____!: End your year on a high note by celebrating your achievements. Whether it's through a big event, awards ceremony, or social gathering, take time to reflect on everything you've accomplished and the impact you've made. It's important to recognize the hard work and dedication of your members.

YOUR FIRST YEAR: A BLUEPRINT FOR SUCCESS

The first year of your club sets the stage for its future.

With a clear vision, strong leadership, thoughtful planning, and consistent engagement, you'll create a club that not only survives but thrives.

So, as you follow your Blueprint of Engagement, remember that success doesn't happen overnight, but with every step, you're building something lasting and meaningful.

STARTING A CLUB AT PGCC

- 1) Have at least _____ chartering members. Each member must be currently enrolled at PGCC in Good Academic Standing, minimum cumulative GPA of 2.0, unless the Club elects to require a higher GPA.
 - 2) One of the students must be designated as the initial _____. The Registered Point of Contact is the legal contact and spokesperson for the group.
 - 3) Secure an organizational _____. Advisor must be a full-time faculty/staff member at PGCC and complete any university trainings associated with this affiliation. External co-advisors must be vetted through Human Resources, register as campus volunteers, and complete any university trainings associated with this affiliation.
 - 4) Draft a Constitution/Bylaws that will _____ your organization. You will be provided a checklist to help you create your own Constitution/Bylaws for your new organization.
 - 5) Groups affiliated with national/parent organizations, meaning you are seeking to charter an affiliate program at PGCC, must provide expressed _____ and approval from the membership chair and/or appointed representative for that organization.
 - 6) After completion of the New Club/Organization Information Session, the registered agent must submit an official, new organization _____ (with a formal Constitution and roster) to the Office of Student Engagement by the designated deadline in the application packet. If your organization is re-chartering or you believe it previously existed at PGCC, please email the SEAL Office at SEAL@PGCC.EDU
 - 7) After submission of the registration forms by the deadline, the student _____ committee (a panel of peers) will review your documents.
 - 8) _____ groups will be notified via a welcome letter that will detail the next steps of accepting active status as a new registered student organization on campus.
 - 9) _____ groups will be notified in writing and will have an opportunity to schedule a consultation with a SEAL Staff Member to discuss the group's packet.
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CONGRATULATIONS!

You have completed the New Club Certification Process!

You will receive a Certificate of Completion and your application to start a new club by emailing the SEAL Office at SEAL@pgcc.edu. Inform them that you have completed this requirement and are requesting your certificate and the application.

Carefully read through the application instructions to understand the requirements and any specific information needed.

Remember that attention to detail and a well-presented application contribute to a positive impression.

Good luck with your application!

Contact Us:

**The Office of Student Engagement
& Leadership**

Dukes Student Center

Room 149

(301) 546-0853

SEAL@pgcc.edu