



STUDENT GROUPS HANDBOOK

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Introduction

Student Groups

SAMU Student Groups are approved groups that share a common interest or purpose. Each group is led by a student executive team, selected by and for the members. Student groups enhance the student experience by providing students with meaningful programs, events, and opportunities to connect and pursue various interests. Student groups offer a safe environment for people to interact, make new friends, learn new skills, and improve existing skills. We encourage students to dream big and think about the endless possibilities for student groups on and off campus.

Student Group Hours (Fall and Winter) (SA-214)

- Monday – Thursday: 9am – 9pm
- Friday: 9am – 4:30pm
- Saturday – Sunday: Closed

Student Group Hours (Spring and Summer) (SA-214)

- Monday – Friday: 9am – 4:30pm
- Saturday – Sunday: Closed

The Student Groups Department

The Student Groups Department supports student groups throughout the year and helps ensure groups operate successfully and responsibly. The department works together to provide resources and guidance, training opportunities, and policy/procedure support.

Manager of Student Groups

Erika Malayko - Malaykoe3@macewan.ca

- Approves Event requests.
- Reviews new group applications.
- Addresses policy and procedure violations.
- Reviews student group contracts and agreements

Student Groups Funding Coordinator

Grace Tsang - tsangg3@macewan.ca

- Approves Purchase and Funding requests.
- Reviews Event Grant applications.
- Assists groups with budgeting

Student Groups Coordinator

Nickki Kamprath - kamprathn@macewan.ca

- Tracks student group compliance, including Elections.
- Coordinates Lookout and Special Function Space Bookings
- Reviews and approves Service Hours.

Student Groups Assistants

sagroupsadmin@macewan.ca

- Approves Room, Advertising, and Equipment requests.
- Staffs the Student Groups Front Desk (SA-214).
- Assists with general inquiries

SAMU Roles and Responsibilities

SAMU Executive Committee

The Executive Committee is made up of five elected student leaders:

- President
- Vice President Academic
- Vice President Governance & Finance
- Vice President External
- Vice President Student Life

The Executive Committee approves new student group applications and reviews and updates policies and procedures such as the Grants Procedure, Student Groups Procedure, and Student Groups Policy.

Student Group Advisors (MacEwan Staff/Faculty)

Student Groups may have one or more advisors to support and mentor executive officers. Advisors are MacEwan staff or faculty interested in supporting groups and helping facilitate their operations. They may attend meetings, assist with recruitment, share best practices, and advocate for the group to the broader MacEwan University community. Advisors may only act in an advising capacity; therefore, Advisors **CANNOT**:

- Book rooms.
- Be involved in any financial matters.
- Plan or approve events.
- Submit forms.
- Communicate with the Student Groups Department on behalf of the student group.

Student Group Executive Officers

Executive Officers are the leaders of your student group. They help guide the group's activities, manage operations, and ensure the group follows all applicable policies, procedures, and requirements to remain in good standing.

Executive Requirements

Every student group must have:

- A **President**
- A **Treasurer**
- A minimum of **5** Executive Officers
- A maximum of **11** Executive Officers

Required Executives and Role Definitions:

PRESIDENT

- Sets goals
- Fosters unity
- Encourages participation
- Presides over meetings
- Ensures policies and procedures are followed
- Oversees projects and events
- Ensures group meets all obligations

TREASURER

- Manages finances and ensures proper financial documentation
- Receives and deposits funds
- Tracks revenues and expenses
- Reviews and submits purchase and funding requests
- Reconciles accounts
- Oversee grants and external funding

Optional Executives and Role Definitions:

Groups may choose the titles for the remaining executives based on whatever best suits their organization. Other Executive titles could include, Vice President, Secretary, Vice President Events, Volunteer Coordinator, Editor, Communications Lead.

Note: Executives must be current members of SAMU or an approved SAMU affiliate.

Executive Position Limits

Students may:

- Hold **only one executive role per student group**
- Serve as an executive in **up to three student groups** at the same time

Keeping Executive Information Updated

Groups must keep their Executive Officer list current on the Student Groups Platform, including:

- Name
- Position title
- Phone number (*for emergency purposes only*)
- Email address

Privacy of Executive Information

Executive contact information is kept private unless an Executive Officer chooses to make it public. The exception is the group's **Primary Contact**, whose name and email address will be publicly visible to help students and staff connect with the group.

Due Diligence and Liability

Student Group Executives are responsible for the operations of the group. Any negative or positive actions taken by a student group are the **direct responsibility of the group executives**.

Student Group General Members/Volunteers

General members are non-executive members who participate in group activities and volunteer to assist executives when necessary.

General member requirements

- At least **five** general members
- All members must be **SAMU members**

Volunteer Management

General Members/Volunteers are an essential part of any group. Volunteers can contribute to their community without the commitment and liability of being an Executive.

Volunteers	Executives
• Provides valuable input for decision making	• Makes final decisions for the group
• Can assist in the success of some meetings and events	• Responsible for the success of all meetings and events

• Responsible for their own actions	• Responsible for the actions of the group members
• Has access as a regular member on Connect	• Has access to manage the group on Connect

Before groups take on any student group members as volunteers, they should create a volunteer plan. A volunteer plan ensures easy coordination of volunteers and avoids confusion.

More information is in the [Guide to Volunteer Management](#).

Governance and Leadership

Student group leaders are expected to demonstrate professionalism, integrity, organization, and a strong understanding of their responsibilities. Effective leadership is essential to ensuring groups operate successfully and in accordance with SAMU policies and procedures.

Constitution resources and templates are in the Student Groups [Resources](#) on Student Groups Connect.

Student Group Responsibilities

1. Be Respectful and Professional

Acting respectfully and professionally means treating everyone with kindness, fairness, and consideration, while fostering an inclusive environment that welcomes diverse participation. It involves communicating courteously, listening actively, and resolving conflicts constructively. Being professional also includes being punctual, prepared, responsible, and representing the group, SAMU, and MacEwan University with integrity while working cooperatively with staff, other student groups, and the wider community to promote a respectful campus environment.

2. Understand the Policies and Procedures that Affect Groups

Student groups must follow and uphold the expectations of SAMU and MacEwan University policies, procedures, and regulations.

- i. [Student Groups Policy](#)
- ii. [Student Groups Procedure](#)
- iii. [Grants Procedure](#)
- iv. [Student Group Code of Conduct](#)

Group members must also follow [MacEwan's Student Code of Conduct](#).

- v. [Student Groups Holding Account Procedure](#)

Note: To learn more about policies and procedures that affect your group review all SAMU documents [here](#).

3. **Ensure Consistent Communication**

- Groups must have a designated group email.
- Executives must check the group email and respond to inquiries **every four business days**.
- Groups must communicate any operational changes, such as constitutional amendments or executive changes, to the Student Groups Department.
- Groups must maintain consistent communication with their fellow executives and members.

4. **Be Active**

Student Groups must hold **at least one event per academic year** and **at least one meeting per semester** to remain active. Groups that fail to meet these requirements will be deemed inactive and must reapply through Student Groups Connect.

5. **Attend Training and Complete Required Reporting**

Groups must complete the required training and reporting requirements. Failure to meet these requirements can result in suspensions, penalties or loss of privileges, and ineligibility for grants or other support.

Below are the training/reporting requirements of groups:

- Attend the annual Student Groups Orientation/Training
- Attend one Workshop.
- Ensure Student Groups Connect is updated.
- Consistently submit Post-Event Reports.
- Complete the annual Year-End Report and Renewal form.

Constitution

All student groups must create and follow a constitution. A Constitution helps ensure groups have:

- A clear and stable structure
- Transparent decision-making processes
- Defined executive roles and responsibilities

If a constitution no longer meets the group's needs, the group should consider amending it.

Note: Student Groups must submit a current copy of their Constitution, with the Year-End Report due on April 30th

Constitution resources and templates are in the Student Groups [Resources](#) on Student Groups Connect.

Constitutions must be **signed** and **dated** by the **current President** and **Treasurer** and uploaded to the Documents section of Student Groups Connect. Constitutions must also be reviewed and re-signed each year, even if there are no executive changes.

Elections

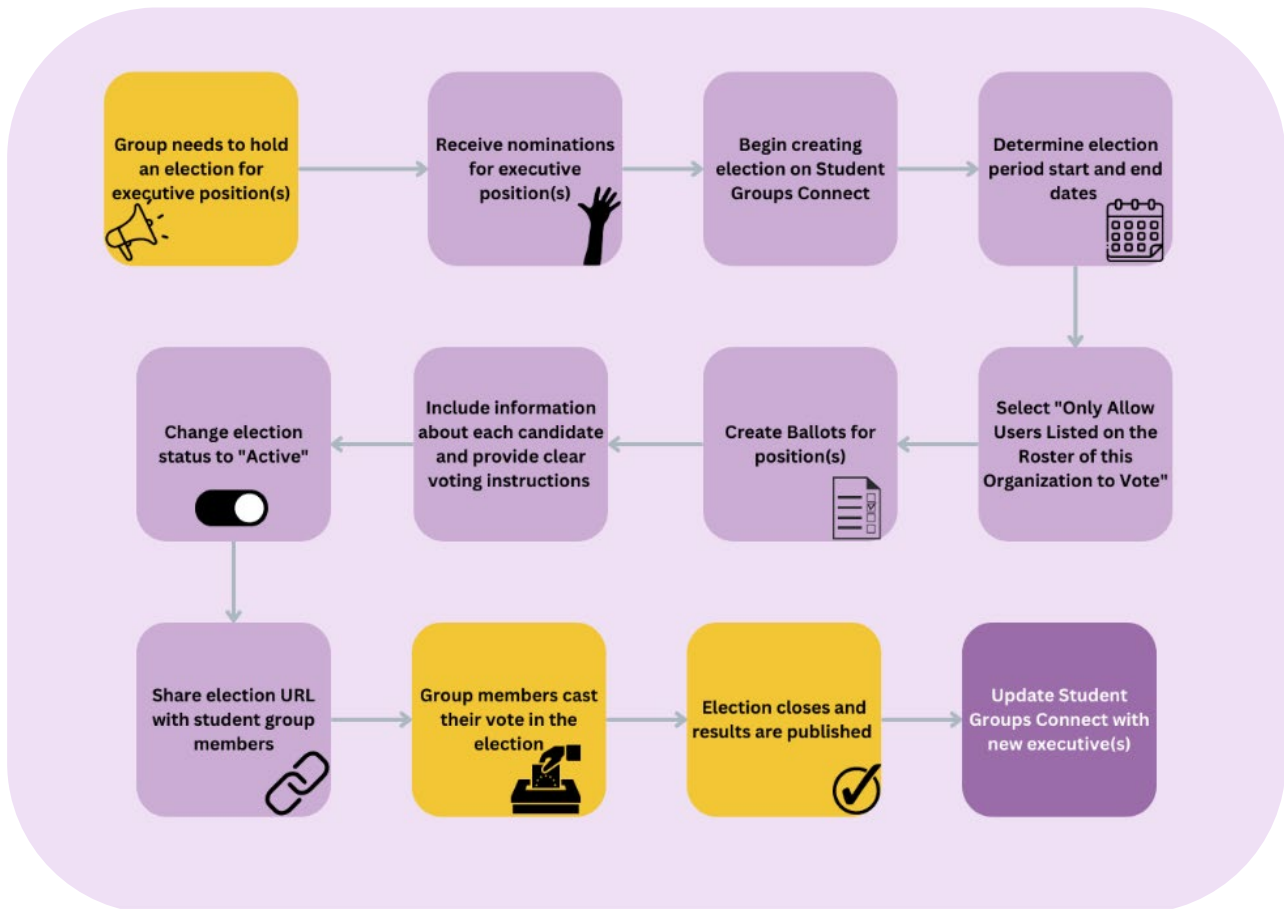
All student groups are required to complete an annual election. This ensures the group leadership remains fair and open to all interested students.

Election Requirements

- All elections must be conducted through Student Groups Connect.
- Annual elections must take place during the Winter semester (January 1 – April 30) and include all executive positions outlined in the group's constitution.
- If only one candidate is nominated for a position, members must vote "Yes" or "No." If the candidate is not approved, nominations must reopen.
- All group members must be eligible to vote unless alternative voter requirements have been approved by the Student Groups Department.
- All member nominations must be accepted unless nominee eligibility requirements have been approved by the Student Groups Department.

Note: Groups beginning in the Winter semester do not need to hold an election in their first active year.

Election Process



By-Election

A by-election **MUST** be held to fill an executive position that has become vacant between annual elections. The election process is the same, but only vacant positions will be included.

A by-election must be held even if there is only one nominee for the position.

Executive Changes

Groups must update the Roster on Connect after electing new executives in an annual or by-election.

Additionally, if a group elected a new President or Treasurer, they must notify the Manager of Student Groups via email. New Presidents and Treasurers **MUST** complete Student Groups Training before they can begin their duties.

Transition Documents

Transition documents help future executives understand how the group operates and provide guidance for running the group successfully.

Groups must create and update their transition document at the end of each academic year, even if executive roles remain unchanged. The updated transition document must be submitted with the Year-End Report.

Transition Package Elements:

- Position description
- Important resources
- Contact information
- Passwords, or information on how passwords will be transferred
- Warnings

Closing a Student Group

Student groups may close voluntarily or involuntarily.

Voluntary closure - occurs when a student group closes independently for reasons like a lack of capacity to continue operations. Voluntary closure requires the consent of at least 3 executives.

Involuntary closure - occurs when SAMU's Executive Committee requires a group to close for reasons including failure to follow Student Groups' requirements.

Regardless of the reason for closing, if closing, the group must complete the "**Group Closure Form**" found in the Forms section of Student Groups Connect.

On the form, groups will be asked to explain the reason for closing and decide what they want to do with any remaining funds.

There are two options for the remaining funds:

1. Donate the funds to a registered charity or not-for-profit organization
2. Return the funds to the Student Groups Department Holding Account

If a group wishes to donate the remaining funds, they must complete a Purchase Request and make it out to the chosen non-profit or charity. If a group does not have enough existing executives to sign off on a purchase request, the only option is to return the funds to the Student Groups Department, where the money will be used for the benefit of all student groups.

Administration and Operations

Training and Reporting

To remain an active student group in good standing, groups must complete all required training and reporting throughout the academic year. These requirements help ensure executives understand their responsibilities, comply with university and SAMU policies, and maintain accurate records of their group's activities.

Student Groups Orientation/Online Training

To help student groups operate successfully, the President and Treasurer of each group must complete either the **in-person Student Groups Orientation** or the **online Student Groups Training** each year.

Both training options cover:

- Executive roles and responsibilities
- Important policies and procedures
- Annual updates and available resources

Student Groups Orientation (In Person)

The in-person Orientation is held at the beginning of the Fall semester in the SAMU Lookout and lasts approximately **2–3 hours**.

Student Groups Training (Online)

Groups that do not attend the in-person Orientation, or that are approved **after** the Fall Orientation, must complete the online training before organizing activities, holding meetings, or applying for grants.

The online training can be completed at the executives' convenience.

Executives can access the online training through:

Website: samued.ca
Course Name: Student Groups Training 2026-2027

Post-Event Reports

Student Groups are required to submit Post-Event Reports on a regular basis. These forms are essential for helping the Student Groups Department track the success and safety of events, identify trends or recurring issues, and offer targeted support when needed. By reviewing these forms, the department can proactively respond to concerns.

Post-Event Reports also serve as a record for both SAMU and the group, helping to inform future planning, support accountability, and maintain accurate event documentation.

The Post Event Report can be found in the forms section on Student Groups Connect.

When to Submit a Post-Event Report:

Events Involving Alcohol	Events Involving an Incident	Events without Alcohol or Incidents
• Individual report • 2 business days following the event	• Individual report • 2 business days following the event	• 15th of each month (only if you had events the previous month) • Consolidated report of all events from past month • Don't include events involving alcohol or incidents

Year-End Report

Groups are required to submit the annual Year-End Report/Renewal form by April 30th of each year. When the report opens on April 1st, groups will be able to access it on Student Groups Connect.

The Year-End Report overviews the group's involvement in the past year. Failure to submit this report on time can result in group closure, suspension, penalties or loss of privileges, and ineligibility for grants or support.

Year-End Report Incentive

Groups who submit their Year-End Report on time could be eligible to receive extra funds:

- **First 5 eligible groups:** Receive **\$150** in your Regular Group Account (must be up to date on all reporting requirements and have no active written warnings).

- **All other on-time submissions:** Automatically entered a draw for **one of fifteen \$100 prizes** for your Regular Group Account.
- **Bonus:** All groups that submit on time receive **early access to RSVP for the next Fall Student Groups Expo.**

Student Groups Connect Navigation

The first step to establishing and joining a student group is to create an account on Student Groups Connect! Student Groups Connect is the platform all groups use to organize activities. The Student Groups Department administers various group services on Student Groups Connect, including group registration, banking, event creation, grant funding, space bookings, etc.

Definitions

Here is a list of words Connect uses for student group management:

SG Connect	Synonym/Definition
Organization	Student Group
Campus Administrator	Student Groups Department
Community Administrator	Staff
Officer	Group executive
Roster	Member list
Action center	Manage organization page

Connect Navigation

Navigating Student Groups Connect is simple! The left-hand navigation menu lets students explore all available events, organizations, news, and forms. Clicking on individual organizations or branches in which a student is a member allows them to explore the group in greater detail.

The search bar can help find events, organizations, news, and forms by keyword.

The top right-hand menu includes submissions, notifications, and the personal user drawer. The user drawer drop-down gives access to personal event history, memberships, service hours, submissions, and downloads.

More specific functions of Student Groups Connect are discussed below!

Homepage

Events

Students can see all upcoming events on the Student Groups Connect home page by clicking the "view more events" button under "All Events." Once a group submits an Event Approval form, and the Student Group Department approves the event, it will automatically be added to the list of upcoming events for all users to see.

My Organizations

On the homepage, students can see all the Student Groups they are a member of.

Latest News

The Student Groups Department often posts updates and important information for all student groups in the Latest News section on the homepage.

Campus Links

- Room and Equipment Booking (QReserve)
 - This is where students can book a room in the Student Groups Space (SA-214) or book equipment for group events and meetings.
- Student Groups Handbook
 - This link directs users to the Student Groups Handbook.
- Student Groups Code of Conduct
 - This link directs users to a copy of the Student Groups Code of Conduct.
- Student Group Resources
 - This link directs users to the Documents section of the Student Groups Department profile on Student Groups Connect, where additional resources such as relevant policies, procedures, and templates can be found.
- Manager and Coordinator Meetings
 - These links allow students to book a meeting with the Manager or Coordinators of Student Groups.
- Student Group Feedback Form
 - This link directs users to a google form where they can submit feedback regarding the connect platform, student groups, the department, or anything they wish.

Side Bar

- Home Page – This link redirects users back to the Homepage.
- Events – View all upcoming events.
- Organizations – View all approved Student Groups
- News – View all news updates posted by the Student Groups Department
- Forms – Any form a Student Group will need to complete can be found here.

Organizational Tools

To access Organizational Tools, users must hover over the student group icon and click on the gear.

- **About**
 - Update the group's basic details, such as the profile photo, description, summary for the group directory, contact information, and social media links.
- **Roster**
 - Manage positions for the group, send messages, invite members, remove members, and approve pending memberships.
- **Event**
 - Create and manage the group's events. Submit an event request, or manage an individual event, including inviting attendees, tracking participation, or changing an event's details.
- **News**
 - Share what the group is doing with the community. Create, edit, and delete news posts from this area.
- **Gallery**
 - Create a more visually appealing group homepage. Gallery photos will be showcased at the top of the group's public-facing page.
- **Documents**
 - Create a shared storage space for important group files. Share these files publicly or only with certain members or position holders within the organization.
- **Elections**
 - Create and edit elections for your group.
- **Finance**
 - Submit financial requests for the group, including purchase and funding requests.

Student Groups Connect Learning Resources

The Student Groups Department has compiled many resources to help groups navigate the Student Groups Connect platform. These [resources](#) can be found in the campus links on the right-side SG Connects main page, or through the documents posted on the Student Groups Department's organization page. Additional resources are available [here](#).

Contracts

Groups may enter many kinds of contracts. To ensure contracts are appropriate and properly reviewed, all agreements must adhere to the requirements below.

- Contracts must be approved by the Manager of Student Groups **BEFORE** signing.
- Submit the unsigned contract via email or as an attachment to an Event Approval Form
- Allow a minimum of five business days for the review.
- After approval, groups sign the contract and send the final copy to the Manager of Student Groups.

IMPORTANT: Any contract signed without first being reviewed by the Student Groups department will be the responsibility of the person who signed, not the responsibility of SAMU or the Student Group.

Service Hours

[Student Experience Record \(SER\)](#) is an official MacEwan document that students can use to track their involvement in campus activities. Students can use the SER to enhance resumés and applications.

Each executive and member are responsible for submitting their own hours. Any time that is spent on group activities can be submitted as Service Hours.

Logging into MacEwan Student Life for the First Time

1. Sign into [MacEwan Student Life](#) with your student account.
2. Join SAMU Student Groups
 - a. Select the "Groups" tab and type "SAMU Student Groups" in the search box.
 - b. Select the group and select the "Join Group" button to join the group.

How to Submit Service Hours

1. From the home page, select “Student Experience Record”, then “My Service Hours”.
2. Select “Add Service Hours”.
3. On the first page, add the following information:

What type of service hour?	Select “Experience”
Select one of your groups	Select “SAMU Student Groups”
Hours	The hours you spent volunteering
Date	The date you completed the service hours
Files	<i>*Not required. Do not attach.</i>

4. On the second page, add the following information:

Experience Title	Student Group name
Role	Your title (put “General Member” if not an executive)
Description	Include what you did during the service hours
Experience Type	Select “On Campus Volunteering – <i>choose a competency</i> ”
Start Date	First day of your service hours
End Date	Last day of your service hours (if more than one day)
Paid	Select “No”

5. Select “Save”

Note: The Student Groups Coordinator can verify Service Hours for graduate school applications.

Lockers

Student groups may access free lockers in the Student Groups Space (**SA-214N**) for equipment and supply storage.

- Lockers are assigned on a **first-come, first-served basis** through the Locker Request Form on Student Groups Connect.
- Groups must use the approved lock provided by the Student Groups front desk.
- Unauthorized locks will be removed and may result in loss of locker privileges.

Inactive or closed groups must empty their locker and return the lock within one week. Any remaining items become property of the Student Groups Department.

Note: SAMU is not responsible for items stored in the lockers.

Short-Term Lockers

Groups may request a locker for short-term storage to accommodate increased storage needs leading up to events.

Both Short-term and long-term storage can be requested through the [Locker Request Form](#) on Student Groups Connect.

Conducting Meetings

Meetings are an essential part of running an influential group on campus. Meetings allow groups to make democratic decisions, gather information, report to members, coordinate actions, create accountability, and maintain transparency. It is challenging to stay coordinated and keep members involved without input or everyone on the same page.

Groups are required to have at least **one meeting per semester** to remain an active student group.

Tips for Running a Successful Meeting:

- Decide who needs to be at the meeting.
- Choose an appropriate time, place, and date.
- Prepare an agenda.
- Start on time and end on time.
- Have a person taking minutes.
- Encourage participation.
- Control interruptions.

Meeting Bookings

SAMU Student Groups Space

The SAMU Student Group Space (SA-214) has various meetings, collaboration, and multimedia rooms available for student groups. Students can book SAMU Student Groups rooms through QReserve.

MacEwan University

To book a MacEwan classroom for a group meeting, students can use the [Meeting Room Request Form](#). Classroom requests must be made **five (5) business days** in advance. Students will receive an email confirming or declining their request within five business days.

Meeting Minutes

Student Groups are encouraged to take minutes for their Student Group meetings. Minutes can help groups keep a historical record of discussions, decisions, and long-term planning.

Minutes should be uploaded as a final PDF copy to Student Groups Connect in a group's document section so all members can read what happened in previous meetings.

Food at Meetings

If the group meeting is held in MacEwan, the food and drinks at student group meetings must be catered by Aramark or purchased from an on-campus vendor and are subject to MacEwan [Catering Policies](#).

If the meeting is held in SAMU, there are no food restrictions, and the only beverage restriction is that groups cannot promote or sell any drinks that are not Coca-Cola brand.

Managing Conflicts

Despite best efforts, occasionally, conflict may arise within student groups. When this happens, it is important that executives approach the matter carefully and responsibly.

Alternative Dispute Resolution

When issues arise within a student group, groups should first try to resolve the issue internally, before escalating the issue to the Manager of Student Groups.

Within the constitution, groups should determine who is responsible for receiving complaints and how complaints are to be handled.

Alternative Dispute Resolution can include:

- Informal dialog,
- Direct negotiations,
- Formal mediation.

If mediation is required, groups must outline who the mediator is and what is expected of them to ensure the mediation process is fair, equitable, and transparent.

This only applies to minor Student Group Handbook or Code of Conduct violations; any moderate/major violations, or policy/procedure violations should be brought to the Manager of Student Groups through submission of the Non-Event Related Incident Report Form on SG Connect.

Removal of Members or Executives

If a student group member or executive behaves in a way that violates the Student Groups Handbook or Code of Conduct, the group should **first** try to address the issue through corrective measures, such as additional education or training.

If the behavior continues or escalates, the group **MUST** report the issue to the **Manager of Student Groups** by submitting a **Non-Event Related Incident Report Form** through SG Connect.

Once the report is submitted, the Manager of Student Groups will work with the group to determine the appropriate next steps. Actions taken will follow the Student Groups Procedure and may include:

- Warnings
- Removal from the group

Group executives are not permitted to discipline members for violations of the Student Groups Policy, Procedure, Handbook, or Code of Conduct. Enforcement responsibilities belong to SAMU and the Student Groups Department.

Finances

Groups are responsible for paying bills on time, ensuring they do not operate in a deficit, and maintaining adequate checks and balances. If it is discovered that a group has failed to pay an invoice, SAMU will withdraw funds from the group's account to pay the outstanding debt, and the group will be subject to disciplinary action. If the group does not have sufficient funds, the group will be placed on prohibition until the funds are repaid.

Student Group Financial Accounts

Once the Executive Committee has approved a group, it will be assigned an account number. This number is to be used for all financial transactions completed with SAMU. Student groups are responsible for keeping their own financial records.

Student Groups have two accounts:

1. Regular Group Account
2. Event Grant Account

Groups **MAY NOT** have external bank accounts and **MUST** use the established SAMU accounting system. This prohibition includes using a member's personal account for transactions such as deposits, e-transfers, or electronic fund transfers (EFTs).

NOTE: Groups that are established before August 2026 have an Operational Grant account. This account is no longer used and is labelled as **archived**. The accounts remain open for groups' recordkeeping.

1. Regular Group Account

This account contains money **BELONGING TO THE GROUP**, including fundraising revenue, sponsorships, contributions, POS sales, deposits, electronic fund transfers, and Operational Grant funds.

Deposits

Groups can deposit cash or cheques (made out to the Student's Association of MacEwan University) at the SAMU Front Desk using a Deposit Form. Deposited funds are typically available within 10 business days. Groups expecting EFTs must provide supporting documents to the Student Groups Department.

Groups may also receive deposits via mail. If your group is expecting mail, please ensure SAMU's address is written on the envelope and notify the Student Groups Funding Coordinator. If SAMU is unable to determine who a piece of mail belongs to, it will be returned to sender after **10 business days**.

Note: If a cheque is deposited and is returned as non-sufficient funds (NSF), the NSF fee is the group's responsibility and will be debited from the group's account.

Groups who are interested in making a debit/credit card deposit must reach out to Student Groups Funding Coordinator through email.

Operational Grant

Groups may receive up to \$500 per fiscal year in Operational Grant funding. The Operational Grant is meant to help groups fund their general operations and events. The funding has no restrictions and does not expire. The Operational Grant is added to the **Regular Group Account**.

All student groups can apply for Operational Grant starting on **August 1st**

- Groups can apply for **\$300** between **August 1st** and **December 31st**.
- Groups can apply for up to an additional **\$200** between **January 1st** and **May 31st**. (Exact amount available between January 1st and May 31st is dependent on remaining available funds.)

To apply for the **Operational Grant**, Student Groups must submit a **Funding Request** through the Finance function on Student Groups Connect.

Operational Grants are reviewed and approved by the Student Groups Department.

2. **Event Grant Account**

Student groups may receive **up to \$2,000 in Event Grant funding per fiscal year**. Your group can use the funding for **one large event or multiple smaller events**.

Before You Apply

- Submit an **Event Approval Form** through the **Events** section of Student Groups Connect **at least 20 business days before your event**.
- Create your budget as accurately as possible. **Approved funding counts toward your annual \$2,000 limit, even if your group does not spend the full amount.**
- Event Grants are **not guaranteed**, so always plan your event budget without relying on grant funding.
- For collaborative events, the **maximum Event Grant is \$3,000 per event**.
- For collaborative events, each group is responsible for submitting their own Event Grant application.

Event Grant - Eligible Expenses

- Food and related supplies, catering, and non-alcoholic beverages
- Venue Rental, vendor services, setup and takedown expenses, audiovisual, décor, and security costs
- Event specific Marketing Collateral to a maximum of \$500
- Speaker(s) or performer(s) fee or gift in kind, including meal, parking, and non-alcoholic beverages expenses.
- Event specific supplies, equipment, or licensing.

Approval Process

1. All Event Grant applications are reviewed by the **Grant and Awards Sub-Committee (GAASC)**, which determines whether funding is approved.
2. If your application is approved, your group must sign the **Grant Award Letter** within **5 business days**. The letter outlines your approved funding categories, grant expiry date, and other important conditions.
3. **If the Grant Award Letter is not signed within 5 business days, the approved funding will be returned to SAMU.**

Accessing Your Funding

- To receive reimbursement, submit a **Purchase Request** for eligible expenses.
- **Paused** student groups are **not eligible** to use Event Grant funding.
- Event expenditures must be submitted within **twenty (20) business days** of the event occurring to be eligible for reimbursement from grant funds.

Financial Transactions

There are two methods to bank with SAMU: Funding Requests and Purchase Requests.

Note: The Student Groups Department does **not** receive notifications on comments left on Purchase Requests and Funding Requests. Please email all comments to the Student Groups Funding Coordinator.

Only **Presidents** and **Treasurers** can access Finance functions on Student Groups Connect.

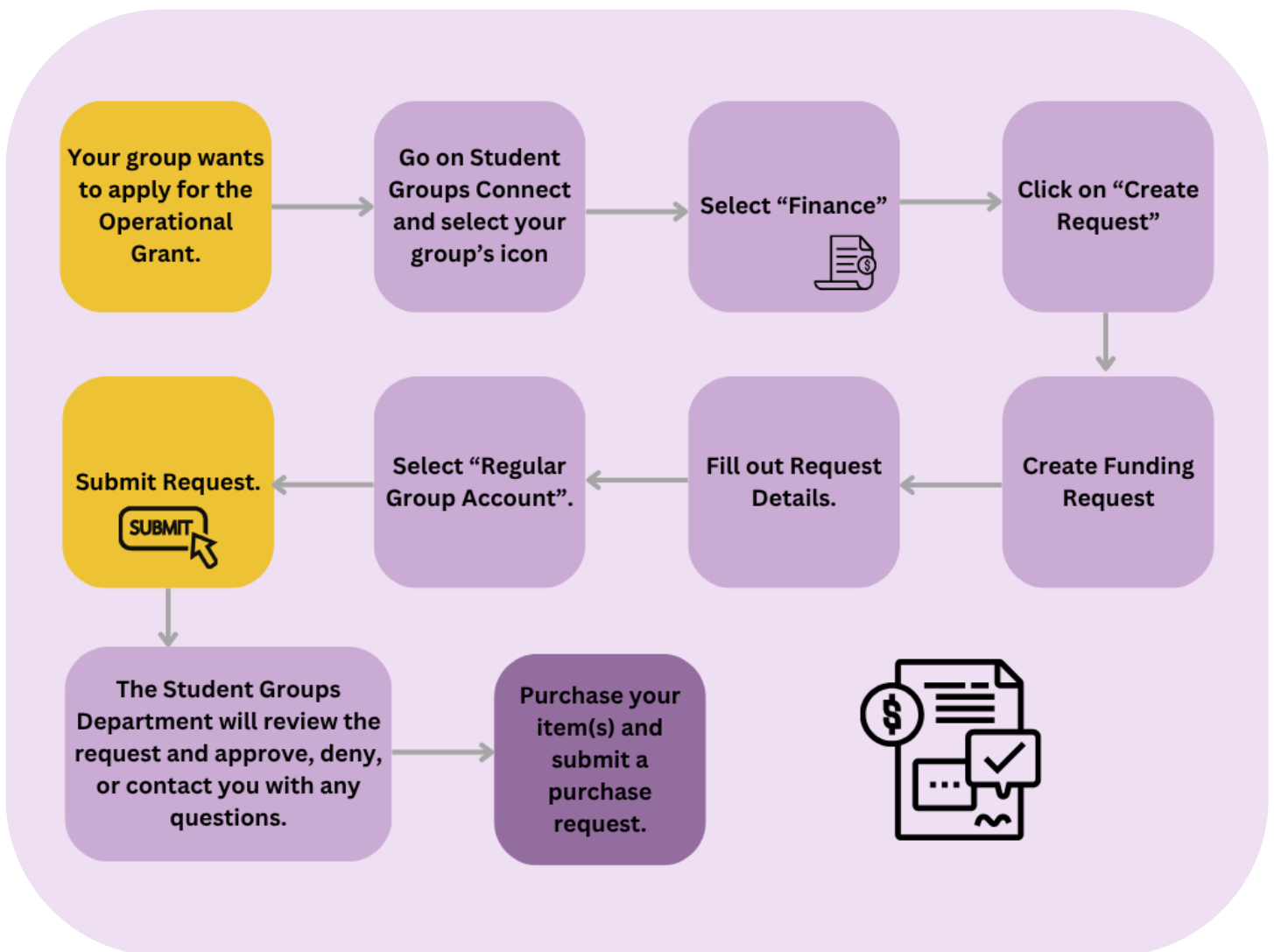
1. **Funding Requests:**

A funding request allocates money to a group's account or requests additional funds (grants) for the group. It is a request for money to be **moved into** an account.

Funding Requests are **ONLY** used to apply for the Operational Grant. You will need to select the **Regular Group Account**.

Paused groups are unable to receive an Operational Grant.

How to Submit a Funding Request:



2. **Purchase Requests:**

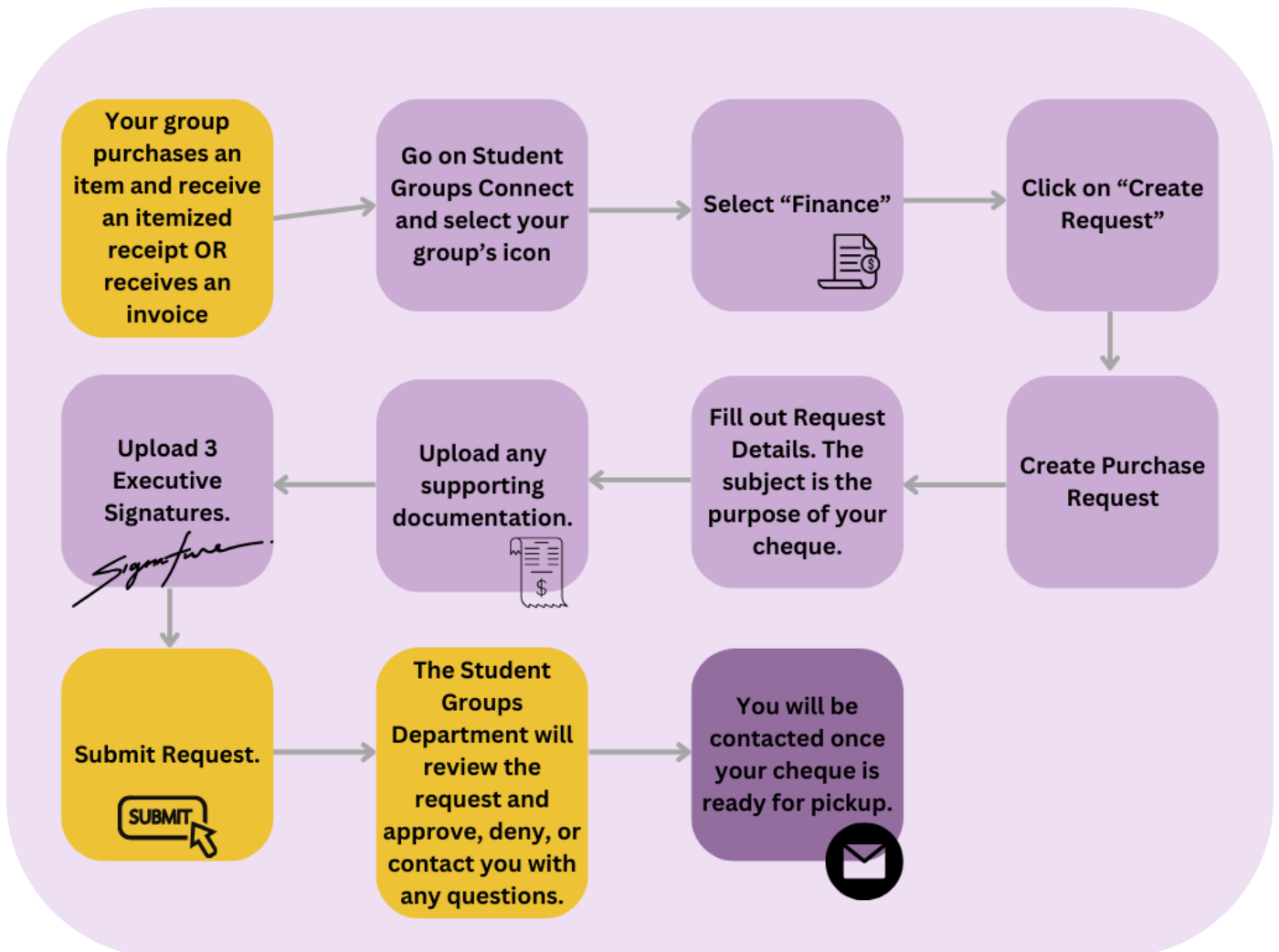
A purchase request is a record of money being spent from a group's account. It requests money to be **moved out** of an account.

Use purchase requests for the following:

1. Reimbursing a group member
2. Paying an invoice
3. Transferring money to another group

Please ensure the payee's name on all purchase requests matches the name on file the payee has with their bank.

How to Submit a Purchase Request:



Once a group has submitted a purchase request, requesting a cheque, it will be mailed or ready for pick up in approximately **5-10 business days**. Paused groups may not receive an Event Grant.

NEW: Purchase Requests can only be submitted for transfers of **at least \$10.00**. If the requested amount is less than \$10.00, please combine it with additional future expenses.

Transaction Documentation

Proper documentation must accompany any Purchase or Funding request. The Event Grant can only be used to reimburse expenses with **itemized receipts or invoices**; credit card receipts are not sufficient as they do not list the items purchased.

Groups may complete a Missing Receipt Form and attach it to the Purchase Request if a receipt is lost. However, missing receipts may **ONLY** be reimbursed with funds from the group's regular account.

Components of an itemized receipt (all these components must be present):

- Businesses or vendor's name
- Date of purchase
- Specific, discrete item(s) purchased
- Price of each item
- Total amount of bill
- Method of payment

**Not itemized
Not reimbursable**

Harvest Moon
12125 N Oracle Rd D5
Tucson, AZ 85739
TEL: 520-825-5351
www.harvestmoontucson.com

CARD TYPE : MC
CARD HOLDER : [REDACTED]
CARD NUMBER : [REDACTED]
EXPIRATION DATE : XXXX

DATE : 2013-11-11 TIME : 1:57:34 PM

Invoice# : 00301111
Table# : B05
Server Name : CYNTHIA_LOPEZ

Charge Amt\$: 19.46
TIP AMOUNT\$ _____
FINAL AMT\$ _____

**Itemized
Reimbursable**

Harvest Moon
12125 N Oracle Rd D5
Tucson, AZ 85739
TEL: 520-825-5351
www.harvestmoontucson.com

Re-Printing 1
Dine In
Date: 11-11-2013 Time: 1:23PM # 30
Server: CYNTHIA_LOPEZ
TAB#: B05
No. of Guest : 2

1 L- Cashew Chicken w. Brown Rice w. Egg Flower Soup	7.50
1 L- Mongolian Chicken w. Brown Rice w. Egg Flower Soup	8.00
1 Hot Tea (per pot)	2.50
Amount :	18.00
TAX(8.1%) :	1.46
TOTAL :	19.46

Transaction Signing Authorities

Once the Executive Committee has approved a group, executive officers are the only people authorized to deposit or withdraw money from the group account. Executives seeking reimbursement may not sign off on their own Purchase or Funding request.

Additionally, signatures must always be uploaded as a handwritten document or a timestamped PDF. The signed document must have the following:

- Legible
- Signature Date
- Description of what the signatures are for
- First and last name of Payee
- **Three** current executives'
 - First and last names
 - Positions
 - Signatures

More information about the Signature Document can be found [here](#).

Tracking Group Funds

Student groups are responsible for keeping track of group spending. Keep in mind that executives are accountable to their members, and members can ask for regular updates.

Groups can view their account balance on Student Groups Connect by selecting finance under their group's Organizational Tools. From there, select "Accounts" to see the group's current balance for Event Grant, Operational Grant, and Regular Account.

While account balances on Student Groups Connect are updated regularly, they are NOT OFFICIAL BALANCES and are subject to ERROR. Groups are encouraged to contact the Student Groups Funding Coordinator to request an official account balance.

Budgeting

At the beginning of each academic year, groups should create a budget that outlines their goals, expected expenses, projected revenue, and any grant requests. Groups must also submit an event-specific budget with each Event Approval Form.

Budget templates are available in the Financial Documents and Student Groups Resources sections on Student Groups Connect.

When planning events, groups should consider costs such as:

- Venue
- Food and beverages
- Decorations and supplies
- Entertainment or audiovisual needs
- Security and lighting
- Printing and marketing materials
- Prizes or giveaways

Fundraising

Fundraising is one of the best ways for a group to make money! All proceeds from these efforts, once deposited, go into the group's Regular Account.

Groups must complete an Event Approval Form before engaging in any fundraising efforts. Cash proceeds must be deposited at the SAMU Front Desk immediately. The Student Groups Department also has POS machines that groups can request for fundraising needs. See the Student Groups Equipment section for booking instructions.

For more information and resources on how to hold a successful fundraiser, please read [**"Student Groups' Guide to Fundraising"**](#).

Fundraising events where your group advertises that the funds are going towards a cause or charity are tracked. If your group is advertising that your fundraiser will be going towards a cause or a charity, your group is required to donate the funds by **April 30th** of the same academic year in which the funds were collected.

Note: Student groups are prohibited from purchasing Square Readers as it violates SAMU policy. Square readers require access to a personal bank account and SIN number, which contradicts our group financial procedures.

Bake Sales

One of the most common fundraising activities for groups is bake sales. Bake sales are an effective and easy way for groups to raise money. There are various tabling locations throughout MacEwan campus and SAMU building that groups can use to host a bake sale.

Before hosting a bake sale, groups must familiarize themselves with the Alberta Food Safety Guidelines and MacEwan University's Bake Sale Guidelines. Both documents can be found in the [**Resources**](#) on Student Groups Connect.

Important Bake Sale Considerations:

- Event leaders must complete [Alberta's Food Safety Basics](#) training available through Alberta Health Services **prior** to hosting a Bake Sale.
- Food must be **low risk** according to **Alberta Food Safety Guidelines** (no meat, poultry, seafood, eggs, or raw milk) and **prepared hygienically** in a clean kitchen with gloves and hair nets.
- All items must be **individually wrapped** and not require refrigeration. Groups that do not wrap their items will be required to purchase packaging from the Student Groups Department.
- Bake sale items **require approval** from the Manager of Student Groups and may be denied if they compete with SAMU or MacEwan vendors.
- Bake sales in MacEwan must not contain meat, nuts, nut oils, eggs, or dairy products

50/50s and Raffles

Groups can only do raffles and 50/50's if they partner with a registered Charity. This restriction is due to legislation under Alberta Gaming and Liquor Commission (AGLC).

There are creative ways to host activities or events without requiring a license. Three combined factors make a lottery:

1. An entry fee.
2. A prize.
3. An element of chance (ie. any form of a draw).

Groups do not require a license if one of the three factors is eliminated. Therefore, if the group makes it a competition (ex. Jelly Bean Guessing Game) where skill determines the winner, the element of chance is removed. Door prizes and silent auctions also do not require a raffle license.

Sponsorship

Sponsorships are funds that an external party provides to your group **with conditions** attached.

Groups are encouraged to seek sponsors to subsidize the cost of an event or group operations.

Sponsorships require a written agreement that sets out the obligations and benefits provided to each party. SAMU has a [Sponsorship Agreement Template](#) which groups can find in the Student Groups Department on Student Groups Connect.

Groups do not need to use the template provided and may use a different form. However, whichever form the group uses must be emailed to the Manager of Student Groups before signing.

Sponsors may offer some of the following support to student groups:

- Financial contributions
- Advertising support
- Event support
- Goods/services
- Venue locations

Student groups may offer some of the following benefits to potential sponsors:

- Logo placement on printed materials
- Display sponsors' banners at the event
- Mention on social media and group events
- Speaking opportunity at the event
- Booth space and display at the event

Contributions

Contributions are funds that an external party gives to your group **without** any conditions.

If a group is expecting funds from an incoming contribution or sponsorship, they must submit the [Incoming Contributions and Sponsorships Form](#). Groups can receive funds via cash, cheque, electronic funds transfer, and more. Failure to submit the form will delay the availability of funds.

Other SAMU Sources of Funding

[SAMU Student Professional Development Grant](#)

Each year, SAMU offers grants to support students attending academic conferences. This grant can be used for Student Group members who want to participate in conferences on behalf of their student group.

The Grant and Awards Sub-Committee decides whether to approve or decline a Student Professional Development Grant application.

External Grants for Student Groups

Student groups may apply for grants from external organizations aside from SAMU.

Before a group may apply for these external grants, they will need to receive approval from the Student Groups Department.

To request approval from the Student Groups Department, email the following to the Manager of Student Groups:

1. Name of the grant and granting organization
2. Copy of the grant requirements
3. Copy of the group's grant application

Note: Groups who require a not-for-profit number to apply for an external grant must let the Student Groups Department know so that we can assist in the application process.

Events

What is an Event?

An “**Event**” is any function **organized** or **attended** by the Student Group for its members and their guests on or off campus, including but not limited to, social events, conferences, events involving travel, fundraising, guest speakers or physical activity.

"Events" differ from "Meetings" as meetings are an organized assembly of current or prospective student group members for the sole purpose of making decisions or discussing group objectives or operations.

Event Approval Form

All student group events must be approved by the Student Groups Department before they take place. To request approval, groups must submit an **Event Approval Form**. The form asks groups to outline the event details and requirements so the Student Groups Department can help coordinate any necessary requests and approvals. Once reviewed, the group will be notified if:

- the event is approved,
- additional information is required, or
- the event has been denied.

Note: Students will receive notifications from Student Groups Connect through their personal school email or through the notification icon on the top left of the platform's homepage.

An **Unapproved Event** is any event that:

- does not go through the Event Approval Process, or
- does not receive official approval from the Student Groups Department.

Unapproved Events are **not considered SAMU-sanctioned events**. This means SAMU is not responsible for any claims, damages, injuries, losses, or liabilities that may occur in connection with the event.

Student groups and members involved in an Unapproved Event may face disciplinary action under SAMU's Student Group Policies and Procedures, including the Student Group Disciplinary Guidelines.

Groups are strongly encouraged to submit their Event Approval Form well before the required deadline. Event forms submitted outside of the required timelines will be **immediately rejected**, and the group will need to resubmit the form in accordance with the timeline requirements.

Event Approval Timeline

Event	Timeline
Event with Grant Request	Event Approval Form to be submitted 20 business days before the event date.
Event Without Grant Request	Event Approval Form to be submitted 10 business days before the event date.
Attending an External Event	Event Approval Form to be submitted 5 business days before the event date.

Why do Events Need to be Approved?

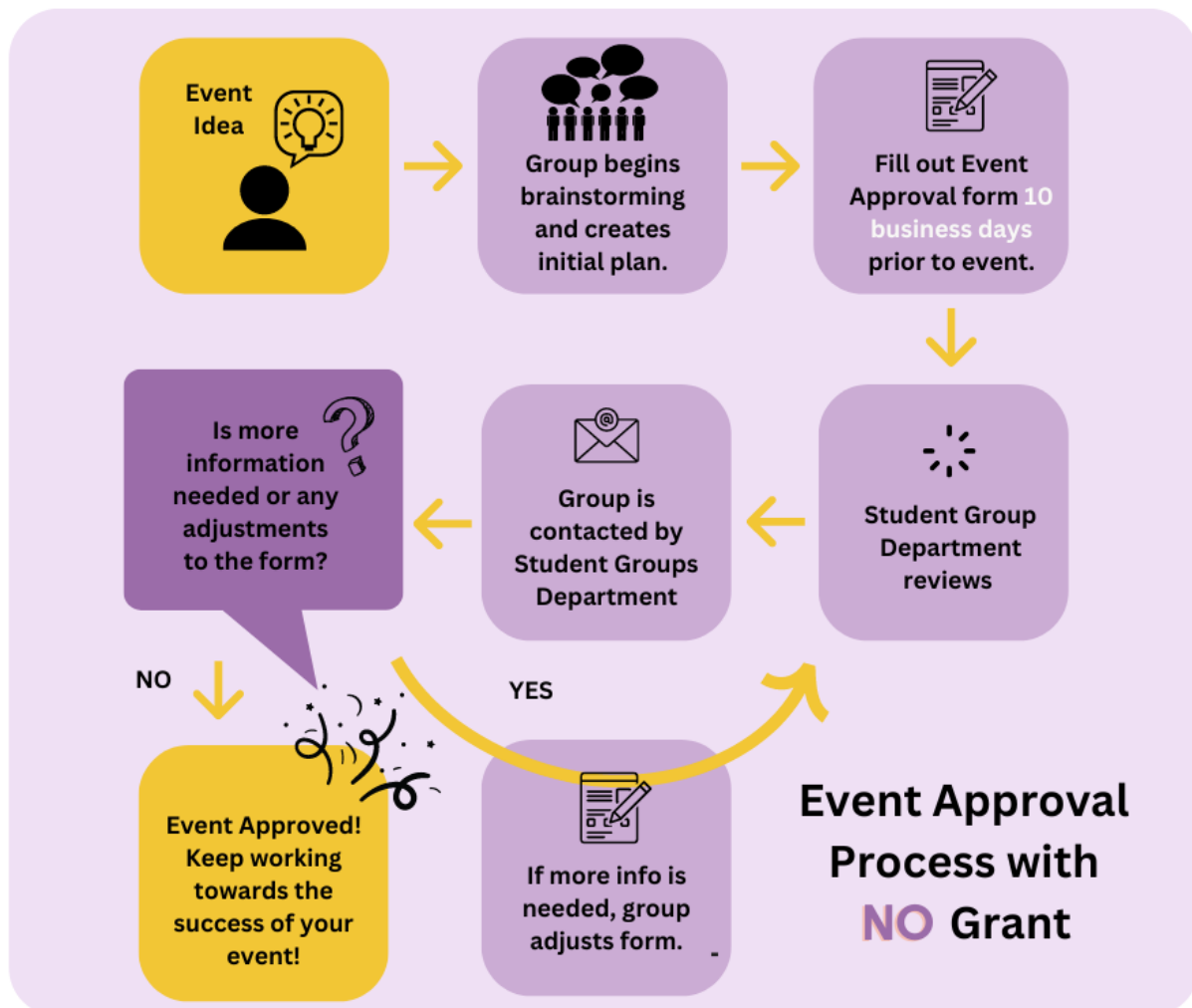
Getting event approval lets SAMU know about your event and helps ensure it may be covered under SAMU's liability insurance if something goes wrong. The Event Approval Form also helps the Student Groups Department track events and plan budgets and resources to support student groups.

How to Find the Event Approval Form

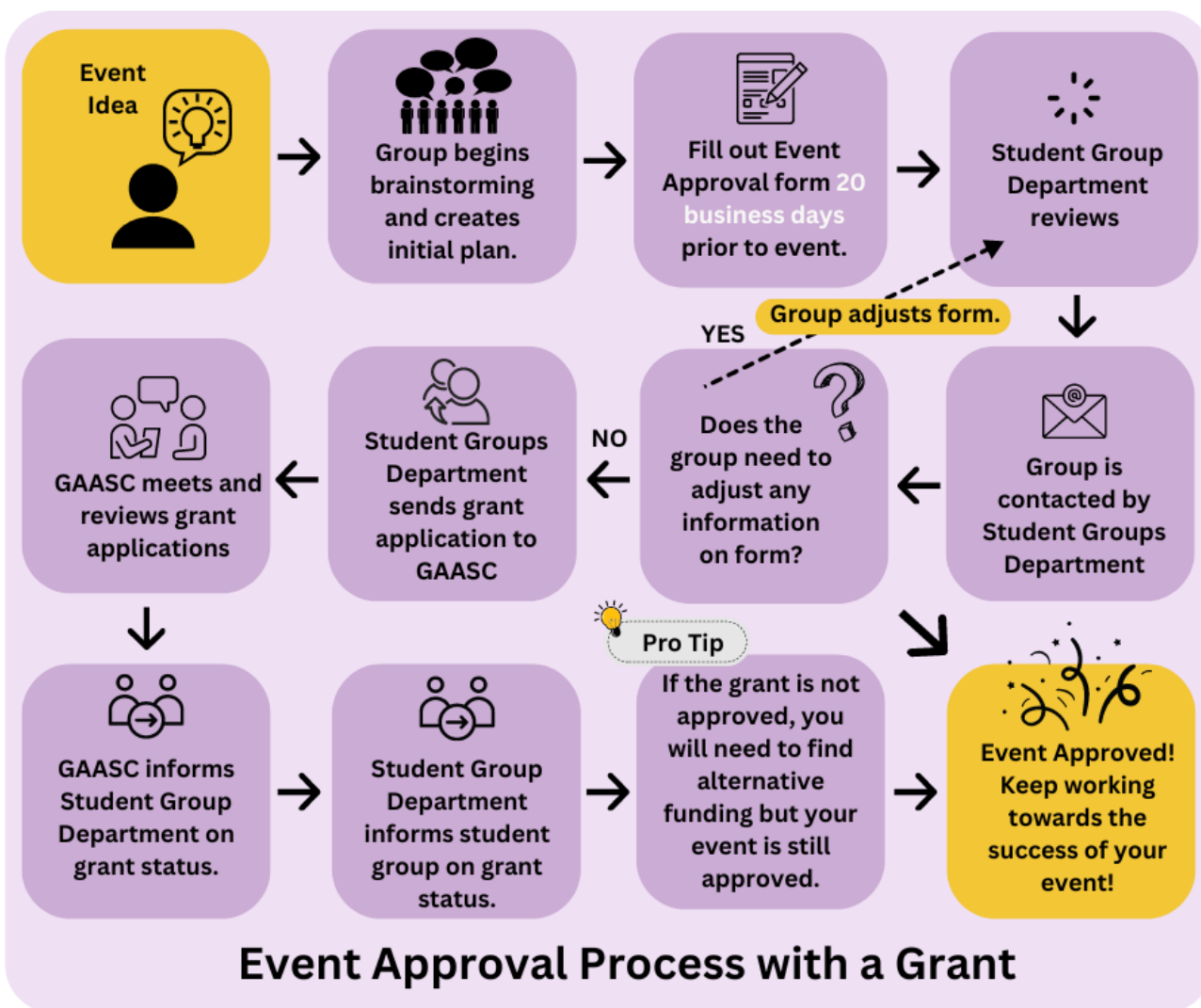
1. Navigate to [Student Groups Connect](#).
2. Select the group's icon on the left side bar
3. Select "Events" under the Organizational Tools
4. Select "Create Event"

Event Approval Process

If a group is holding an event that **DOES NOT** require an Event Grant, they will need to follow this process:



If a group is holding an event that **DOES** require an Event Grant, they will need to follow this process:



Collaboration

If a group works with another organization, including SAMU or MacEwan University, on an event, the Event Approval Form still needs to be completed and approved. Groups should indicate who they are collaborating with on the form.

If two or more groups collaborate with each other, only ONE group may complete the Event Approval Form and indicate who they are collaborating with. The Collaboration form is part of the Event Form.

SAMU will split POS and Showpass funds according to your group's Collaboration Form. Groups are responsible for splitting any incoming cash and cheques.

Events with Ticket Sales

POS Machine

The Student Groups Department has POS machines that groups can request for selling tickets. See the equipment section of the Handbook for booking instructions.

Showpass

Showpass is the **only** online event and ticket organizer student groups are permitted to use. Through Showpass, groups can:

- Create and customize event tickets
- Issue refunds
- Access invoices and sales reports

To sell tickets for events via Showpass, groups will need to register as a **suborganization** under SAMU. To create a suborganization, groups must complete the [registration form](#). When filling out the form, students must use the group's account number for the organization code.

Once the group has registered as a suborganization, they will be able to create an event by selecting "Create Event" on the lefthand drop down menu.

Note: There are fees associated with Showpass ticket sales. General ticket fees are 2.5 % + \$1.69 plus credit card fees where applicable.

Events with Alcohol

Groups are permitted to host events with alcohol. These may be events on campus or at a licensed venue. If the venue does not have a liquor license, the group must hire a catering company that can extend their liquor license to the selected venue.

Groups are **NOT** permitted to:

- Obtain their own liquor license
- Purchase/sell their own liquor

Additional Considerations for Events with Alcohol:

- Events with alcohol held on MacEwan or SAMU property **must be catered through Aramark**. Special occasion permits are not allowed on campus.
- Aramark requires at least **3 weeks' notice** to extend their liquor license to SAMU.
- All executives and volunteers **must remain sober** during the event.
- Events with alcohol require an enhanced risk management plan.
- At least one executive **MUST** complete the “**Events with Alcohol**” online training module

Security Requirements:

Student groups must hire external security for **all social events** in **SAMU and MacEwan** involving alcohol. This helps ensure the safety of attendees and the venue.

External security is required as MacEwan Security does not have the capacity or training to supervise student group social events involving alcohol.

The Manager of Student Groups can provide a list of recommended security companies upon request.

Conference and Events Services (CAES) Requirements:

Student Groups must hire CAES personnel to be present at **ALL social and professional events in MacEwan** involving alcohol. These personnel will help ensure that the event runs smoothly and can serve as the main point of contact between MacEwan and the Group as it relates to the venue, AV, and other event logistics.

Social vs. Professional Events:



Social Event

Primarily designed for casual interaction, entertainment, or celebration. Alcohol is a central feature and is consumed more freely.

- Requires Security
- May require CAES



Professional Event

Centered on networking, academic enrichment, or career development. Alcohol may be available, but it is typically served in moderation and is not the focus of the event.

- May require CAES

Note: Security and CAES requirements are guidelines, event requirements may change based on SAMU's discretion.

Off Campus Events with Alcohol

When hosting an event off campus that involves alcohol, the group must send the following contracts to the Student Groups Department and include them in the Event Approval Form.

- Venue rental agreement
- Catering contract
- Venue or Catering Company's license to serve alcohol
- Security contract

Student Group Travel

Student groups travelling for events may need to complete additional forms to meet SAMU and MacEwan University requirements. Groups must indicate any travel plans when submitting their Event Approval Form. Travel outside of Edmonton requires additional approval timelines and documentation.

Travel Approval Timeline

Destination	Timeline
Within Canada	Event Approval Form to be submitted 20 business days before travel
United States	Event Approval Form to be submitted 30 business days before travel
International (excluding U.S.)	Event Approval Form to be submitted 40 business days before travel

All Travel

- All travelers must be registered student group members.
- Travel requires prior SAMU approval and signed participant waivers.
- Groups are encouraged (or required, where applicable) to use common carriers such as planes, trains, buses, or taxis.

U.S. Travel

- At least one executive must complete “Student Group Travel” online training modules.
- Travel must have a clear educational purpose.
- Additional travel insurance fees apply, and all travelers must have medical travel insurance.
- Renting or driving vehicles is not permitted.

International Travel (excluding the U.S.)

- Must meet all U.S. travel requirements.
- Destinations must have a green advisory status from the Government of Canada.
- Trips are limited to two weeks and must be booked through an approved travel agent.

Information Required

When requesting approval, groups must provide trip details including the travelers, dates, destination, purpose, itinerary, transportation, supervision, and safety protocols.

Note: SAMU does not encourage groups to use their own vehicles to transport because it places an incredible liability on

Student Protests

A “**Protest**” is defined as an organized gathering where individuals express collective support for or opposition to an issue or figure.

SAMU Student Groups Department is **unable to approve or authorize** a Protest event requested by a Student Group(s) as SAMU does not have liability insurance coverage for Student Groups for any claim, loss, damage, injury, or liability, that may arise during a Protest. Any Protest shall be deemed to be an “Unapproved Event”.

Students retain the right to protest under the Canadian Charter of Rights and Freedoms and SAMU continues to support such right subject to compliance with MacEwan University’s Free Expression on Campus Policy. Non-compliance with the Free Expression on Campus Policy may result in disciplinary action as set out in such policy.

Event Space Bookings

MacEwan University Classrooms

To book a classroom in MacEwan University for an event, groups must identify which space they are interested in booking on the Event Approval Form.

Once the request is received, the department will book the room and provide email confirmation within 5 business days if the space is available.

Groups cannot book the following rooms: CN Theatre (5-142), Kule Theatre (9-323) and any classrooms in Allard Hall.

Special Function Spaces

To book a Special Function Space, groups must fill out the [Lookout and Special Function Space Request form](#) before submitting the Event Approval Form. If the space is available, the room will be booked on the group's behalf and any applicable rental costs will be shared with the group.

Room	Capacity	Fall/Winter Hours
The Lookout (SA-200)	240	M-F 8:00am - 11:00pm S/S 8:00am - 8:00pm
Student Groups Space (SA-214)	20 -150	F 4:30pm - 11:00pm S/S 8:00am - 8:00pm
Students Lounge (SA-216)	45	M-F 4:00pm - 8:00pm
Students' Council Chamber (SA-327)	24	M-F 8:00am - 4:30pm
Front Lawn (6-000)	2000	M-F 6:00am - 11:00pm S/S 8:00am - 8:00pm
The Multi-Purpose Room (6-106)	180	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
Paul Byrne Hall in The Heart of the Robbins (9-100)	350	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
Robbins Atrium (9-212)	150	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
Triffo Theatre (11-130)	415 seats	Inquire for more information

Betty Andrews Recital Hall (11-150)	210 seats	Inquire for more information
Theatre Lab (11-240)	140	Inquire for more information
Main Atrium (11-100)	600	Inquire for more information
Elder Jerry Wood Atrium (11-160)	100	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
Feigel Conference Centre (11-204)	120	M-F 6:00am - 11:00pm S/S 8:00am - 8:00pm
Sport and Wellness – Gymnasium and Studios	Varies	Facility Schedules
Towers Pub	Restaurant: 140 Patio: 40	M-F 11:30AM-8:00PM

Events with alcohol in Special Function Spaces need to be booked **30 business days** in advance. Events without alcohol need to be booked **20 business days** in advance.

Display Table Bookings

Student groups can request display tables in the SAMU building or other MacEwan buildings through the Event Approval Form for promotions, fundraising, ticket sales, or passive events. All table bookings are considered events.

Groups who no-show or fail to cancel their booking at least 24 hours in advance will lose the right to book a table in the future.

Catering

Catering in MacEwan

Any student group event or meeting held on campus (aside from in the SAMU building) must use the university's on-site catering company, [Aramark](#), when providing food, in accordance with [MacEwan Food Service Policy](#). Groups can contact the catering department directly at 780.497.5028 or catering@macewan.ca to set up an appointment.

When emailing Aramark, let Aramark know that you are a student group. Groups are responsible for submitting **Purchase Requests** to pay Aramark invoices after an event. For

Aramark invoices that are being paid from more than one account, all Purchase Requests must be submitted at the same time.

In addition to ordering catering from Aramark, student groups can also order from any of Aramark's [food providers on campus](#), such as:

- Tim Hortons
- Booster Juice
- Subway
- Starbucks

Note: SAMU vendors and the Bean's List in Building 5 are not Aramark food providers. Your group cannot provide food from these vendors at group events.

Catering in SAMU

While there are no food restrictions in the SAMU building, there are **beverage restrictions** due to SAMU's contracts with Coca-Cola. Student Groups may serve non-Coca-Cola beverages, but they may **not promote or sell** any beverages that are not Coca-Cola products at events or meetings. This includes soft drinks, water, juice, dairy products, iced tea, and sports drinks. View a complete list of Coca-Cola brands [here](#).

Free Drinks for Groups

SAMU has a limited supply of free Coca-Cola products for groups to use for their events/meetings.

- Request via "Drinks for Groups" Form on Student Groups Connect.
 - The form will be reviewed within three business days.
- Maximum of 24 drinks/group.

Due to Aramark restrictions, free drinks **must** be consumed in the SAMU Building.

Equipment

SAMU Student Groups Equipment

The Student Group Department has an inventory of AV and general equipment that groups can request to use for their events.

Groups may make Equipment Requests through QReserve. Equipment requests must be made **by 4:30pm, two business days** in advance.

AV and general equipment provided by the Student Groups Department is free for student groups to use.

Available Equipment Includes:

- Poster Stand
- Prize Wheel
- Ballot Box
- Cooler
- Raffle Spinning Drum
- First Aid Kit
- Pizza Bag
- Nintendo Switch and Games
- Microphones
- Bluetooth Speaker
- Rolling Whiteboard
- POS Machine
- Cashbox
- Tablecloths (round and rectangle)
- Popcorn Machine
- Card and Board Games
- Button Making Machine
- Television

Booking a POS Machine:

- Requests must be made by **4:30pm, two business days** in advance, or the request will be denied (e.g. to use on Monday, the request must be made Wednesday before).
- POS machines must be picked up and returned to the SAMU front desk (SA-301) during operational hours.
- Groups are **NOT ALLOWED** to program the machines themselves. The Finance Department will program the machine and instruct the group members on its use at the requested pick-up time.

MacEwan Equipment

If the equipment a group requires for an event is not available from the Student Groups Department, they may need to rent the equipment from MacEwan, which may come with a rental fee.

The [MacEwan Library](#) has an inventory of technological equipment that groups can rent.

Some MacEwan classrooms are already equipped with technology. If an event has specific audiovisual or technology requirements (such as podiums, televisions, microphones, etc.), ensure this is indicated on the Event Approval Form when submitting.

Groups may not move or use the university's equipment or furniture without authorization or assistance from a booked technician servicing the event. If a group needs equipment moved, or access to specialized equipment, they must specify so in their Event Approval Form.

Risk Management Plan

SAMU is committed to ensuring student group events are safe and enjoyable. Groups are responsible for planning events carefully, identifying potential risks, and taking steps to reduce them. Executive officers are responsible for member behaviour during group events and should consider possible issues, how risks will be minimized, and how attendee safety will be prioritized.

As part of **EVERY** Event Approval Form, groups **MUST** complete a Risk Management Plan. Risks may include:

- Physical injuries
- Weather
- Transportation
- Event logistics
- Participation numbers
- Alcohol consumption
- Location hazards
- Reputational concerns

To help assess and manage risks, groups are required to use the **Risk Matrix and Risk Planning Chart** included in the Event Approval Form. These tools help groups evaluate the likelihood and severity of risks and support safer event planning and decision-making.

Likelihood	Severity		
	Minor	Moderate	Major
Likely	Medium	High	High
Possible	Low	Medium	High
Unlikely	Low	Low	Medium

NEW: Events involving travel or alcohol will require the completion of an additional risk planning chart to identify and analyze risks specific to the higher risk elements.

Insurance

Although SAMU insurance covers most events, some events may not be covered. The higher risk the event is, the less likely it will be covered (i.e. sky diving). If it appears that SAMU's insurance **does not cover** an event, **SAMU must decline** the event.

NOTE: SAMU cannot approve or authorize Student Group **protests**, as SAMU's liability insurance does not cover protest-related risks. Any protest organized by a Student Group will be considered an "Unapproved Event."

Waivers:

Some events may be deemed higher risk, such as those involving physical activity. These higher risk events will require participants to sign a waiver prior to engaging in the activity. Upon reviewing the Event Approval Form, the Manager of Student Groups will notify the group if a waiver is required and will then provide them with a copy of the waiver so that they may share it with participants to sign.

SAMU Events for Student Groups

Student Groups Expo

The Student Groups Expo provides an opportunity for student groups to promote themselves to the larger student body. Groups are set up at booths where they can showcase the many exciting events and activities they organize around campus and in the broader community.

The Student Groups Expo occurs in September and January in The Lookout. These times are when many students, especially first-year students, are trying to figure out which groups to join. Many student groups report that the Expo is the best way to recruit new students, so it is beneficial for groups to spend time and effort preparing and attending.

All student groups are encouraged to attend the Student Groups Expo and take advantage of this exciting opportunity!

How to Participate:

To secure a booth at the Student Groups Expo, groups should keep an eye out for an RSVP email from the Student Groups Department in August (Fall Expo) and December (Winter Expo).

Space is limited at the Expo and groups are encouraged to RSVP early to secure a spot!

Student Group Minglers

Student Group Minglers provide an opportunity for student groups to connect in a relaxed, informal setting. Groups can share ideas about event planning, fundraising, recruitment, and other common challenges while learning from one another's experiences and celebrating their successes.

To help create a welcoming and low-pressure environment, complimentary food, drinks, games, and crafts are provided, encouraging students to network, build relationships, and strengthen the student group community.

Minglers will be held in the Student Groups Space SA-214M approximately 2-3 times a semester!

Student Group Workshops

Student Group Workshops provide student group leaders with opportunities to develop new skills and gain knowledge on topics that support the success of their groups. Typically, three workshops are offered each semester, covering subjects such as marketing, events, and budgeting. These workshops equip student leaders with practical tools and strategies they can apply to strengthen their organizations and enhance the experience of their members.

Student Groups Appreciation Night

The Student Groups Department hosts an Appreciation Night near the end of the Winter semester to recognize and celebrate the achievements of student groups. It is a large social event meant for groups to relax and take pride in their hard work over the year.

SAMU Awards Night - Student Group Recognition

Every year SAMU holds Awards Night near the end of the Winter semester to celebrate the hard work and dedication of students and student groups throughout the year.

There are several awards student groups can be nominated for at Awards Night:

1. Student Group of the Year
2. New Student Group of the Year
3. Student Group Member of the Year

These awards are to recognize the outstanding contribution groups make to student life. We encourage group members to nominate themselves and get others' support. Nominations can be made at the beginning of the Winter semester. See the [Awards Procedure](#) for more information about award eligibility and criteria.

Marketing and Promotion

Logos

Groups are permitted to design their own logo, but they are not allowed to use SAMU's or MacEwan University's logos. Groups are also not permitted to use the MacEwan University Griffin on any of their promos, and no likeness thereof is allowed.

Groups are permitted to use the university name in their logo but be sure to reference it as "MacEwan University." No abbreviations can be used. The university name must appear in a font significantly different from that used in the official logo. Logo designs must not use "MacEwan Red".

Posters

Groups are responsible for designing and printing their posters. Groups cannot post anything that might be viewed as offensive or demeaning. Poster sizes should be 8 1/2 x 11 (letterhead) or 11 x 17 (tabloid). MacEwan University can remove posters at its discretion.

Poster Process

Posters are the one form of advertising that does **not** require two weeks (10 business days) advance notice before running. Posters can be approved and posted the same day, provided there are no issues.

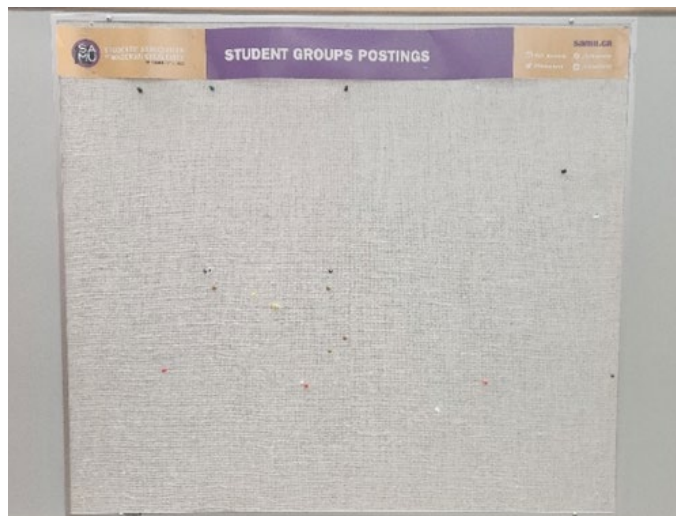
To avoid wasting time and money due to posters being taken down or not approved, please ensure you receive approval for your posters prior to printing. You can request approval through the Advertising Request Form, or through the Event Approval Form.

Note: Posters may remain on boards for a **maximum of one month**. Groups are responsible for taking down their posters.

SAMU Groups Designated Poster Boards in MacEwan University:

Building	First Floor	Second Floor	Third Floor	Fourth Floor
SAMU	N/A	SA-214	N/A	N/A
5	5-158	Across from Bean's List (5- 258) Near 5-238	N/A	N/A
6	Either side of the M-Store (6-124) 6-153	N/A	N/A	N/A
7	7-141	7-227 7-231 7-233 7-286 7-290 7-292	N/A	N/A
8	N/A	8-207	N/A	N/A
9	N/A	9-203	N/A	N/A
11	Beside elevators by Roundhouse	11-217	11-326	11-452

*Only hang posters on boards with a purple and yellow banner that says, "Student Groups Postings." Posters on boards with other banners will be removed.

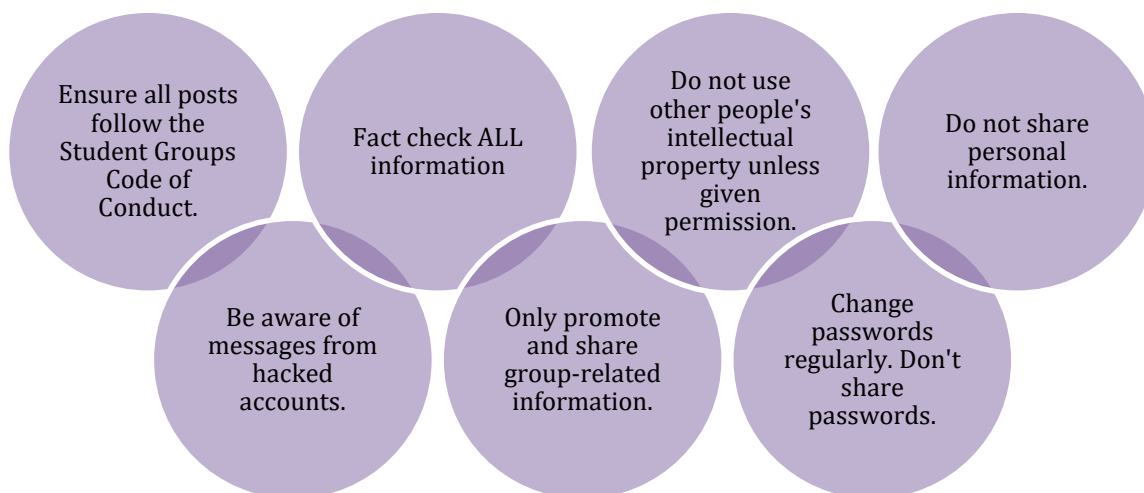


Social Media and Websites

Groups are encouraged to create a website and establish a social media presence on platforms such as Instagram and Facebook to promote their activities, share upcoming events, and engage with students.

It is the group's responsibility to keep this information current and up to date. Groups are also encouraged to tag @sa_macewan in their social media posts and stories, as SAMU may share or repost this content to help increase the group's visibility.

Social Media Guidelines



Note: If a student group shares information about an event they aren't involved in, they **must** include a disclaimer to clarify they aren't affiliated with the event and are sharing it for informational or promotional purposes only.

Classroom Visits

Some professors may allow groups to speak to their class before the beginning of the lecture. This opportunity will enable groups to reach a specific target audience and capture the attention of a large group of students at once. Groups can also bring handouts to give to interested students afterwards.

Student Groups Spotlight

Every month a new student group will be featured on SAMU's website and social media networks, giving groups the opportunity to provide information about their activities, goals, and events.

Submit the [Student Groups Spotlight](#) form on Student Groups Connect to become the next group featured!

See past Student Group Spotlights [here](#)!

Additional Advertising Opportunities

Student Groups can advertise their events through various SAMU and MacEwan advertising channels.

Note: Advertising requests for events cannot be approved until the event is approved. Please keep this in mind and allow for additional time when requesting events.

SAMU TVs

Groups can request to have an event promoted on the TVs in the SAMU building and Students' Groups Space (SA-214). To request this form of advertising groups will need to follow these guidelines when submitting their Advertising Request Form:

- 10 business days' notice.
- A total of five spots will be allocated in order of submission. Ads are displayed on SAMU screens for a week at a time (Monday to Friday).
 - Two advertisements will run on **all** TVs in the SAMU building, the remaining three will run on **only** the TVs in the Students' Groups Space (SA-214).
- Required size: 1920 x 1080 (16:9 aspect ratio).

Information to include in the advertisement:

- Group name
- Event name
- Date and time of event
- Location of event
- Short description of the event
- Catchy imaging
- Contact information (club email, social media, etc.)

SAMU Newsletter

Groups that would like to have an event promoted in the SAMU Newsletter will need to follow these guidelines:

- 10 business days' notice.
- A total of four spots will be allocated in order of submission. The newsletter is released bi-weekly on Mondays.
- Word count: 20 words max.

Information to include in the advertisement:

- Group name
- Event name
- Location of event
- Date and time of event

Note: No student group advertisements will be posted in the newsletter in September or January.

MacEwan Residence Newsletter, Discord, and TVs

MacEwan Residence has transitioned from physical poster boards to digital advertising. There are 26 HDTV 55" screens throughout residence to serve as their primary bulletin boards. Groups can submit a request through the Advertising Request Form.

MacEwan Residence advertising guidelines:

- 10 business days' notice.
- File type: JPEG (300 dpi)
- Max file size: 10 MB
- Dimension: 1920 W x 1080 H
- Configuration: Horizontal

Information to include in the advertisement:

- Group name
- Event name
- Location of event
- Date and time of event.

Note: MacEwan Residence Newsletters are published in September, January, and May.

MacEwan International Newsletter and Social Media

The MacEwan International Department supports international students throughout their university experience. This support includes sharing information about exciting events and opportunities on campus, such as those held by student groups.

MacEwan International Facebook/Instagram guidelines:

Groups can advertise through MacEwan International's social media by tagging them in their posts. If the post is relevant to international students, MacEwan International will share the post on their stories.

MacEwan International – Student Groups Spotlight:

Groups also can be featured in MacEwan International's Student Groups Spotlight. Like SAMU's spotlight, groups will need to fill out the Student Groups Spotlight form on Student Groups Connect to request a feature.

The Griff

The Griff is MacEwan University's student publication. They cover the latest goings-on around the city center campus, Edmonton's downtown core, and whatever else matters to MacEwan students. Groups will need to submit their requests through the Advertising Request Form and the Student Groups Department will review and forward the submission to the Griff.

Griff Advertising Guidelines:

- Two groups/month
- Ad request to be submitted one month prior print
- Art to be submitted two weeks prior to print
- File type: CMYK pdfs
- Ad size: quarter page (4" x 5.125")
- All fonts must be embedded or converted to outlines or CMYK jpegs 300 dpi at 100%
- Ads should be built to actual dimensions and require no printer marks
- All black text should be 100% black, not a mixture of CMYK colours
- Any spot colours must be converted to CMYK process colour
- All images, including support images embedded in art, must be 300 dpi and CMYK

This Handbook is established in conjunction with SAMU by-laws, policy and procedure and should be read as such. Should there be any discrepancies therein SAMU by-law, policy and procedure is the final authority.