



**STUDENT GROUPS HANDBOOK**

## Contents

Introduction .....	1
The Student Groups Department .....	2
Contact Information.....	2
SAMU Roles and Responsibilities.....	3
Starting a New SAMU Student Group .....	5
Student Group Executive Officers.....	5
Student Group General Members.....	7
Constitution .....	7
Student Groups Orientation .....	8
Online Training.....	8
Lockers .....	8
Student Groups Governance.....	9
Constitution .....	9
Alternative Dispute Resolution .....	9
Removal of Members or Executives .....	10
Elections.....	10
Executive Changes .....	12
Due Diligence and Liability.....	12
Student Groups Responsibilities .....	12
1. Be Respectful and Professional .....	12
2. Understand the Policies and Procedures that Affect Groups.....	13
3. Ensure Consistent Communication .....	14
4. Be Active .....	14
5. Attend Training and Complete Required Reporting.....	14
Post-Event Reports.....	15
Year-End Report.....	15
Management of a Student Group.....	15
Conducting Meetings.....	15
Meeting Minutes.....	16

Transition Documents .....	16
Contracts .....	17
Sponsorship .....	17
Volunteer Management .....	17
Service Hours .....	18
Protection of Information .....	19
Financial Management.....	20
Student Group Financial Accounts.....	20
<i>Regular Account</i> .....	20
<i>Operational Grant Account</i> .....	22
<i>Event Grant Account</i> .....	23
Financial Transactions.....	24
1. <i>Funding Requests</i> .....	25
2. <i>Purchase Requests</i> .....	26
<i>Transaction Documentation</i> .....	27
Budgeting.....	28
Fundraising .....	28
SAMU Grants for Student Groups .....	30
Operational Grant (\$500).....	30
Event Grant (up to \$2,000 per annum).....	30
Grant and Awards Sub-Committee.....	30
Grants for General Equipment.....	30
Other SAMU Sources of Funding.....	31
External Grants for Student Groups .....	31
Events .....	32
What is an Event? .....	32
Event Approval Form .....	33
Collaboration.....	34
Event Approval Process .....	35
Events with Ticket Sales .....	37
Events with Alcohol.....	37
<i>Security Requirements</i> .....	38
<i>Conference and Events Services (CAES) Requirements</i> .....	38

<i>Off Campus Events with Alcohol</i> .....	39
Student Group Travel .....	39
<i>Requirements for Travel within Canada</i> .....	39
<i>Requirements for U.S Travel</i> .....	40
<i>Requirements for International Travel (Except U.S):</i> .....	40
Student Protests .....	41
Meeting and Event Space Bookings .....	41
Meeting Bookings .....	41
Event Bookings .....	41
Catering .....	46
Events in MacEwan .....	46
Events in SAMU.....	46
Drinks for Groups .....	47
Student Groups Equipment.....	47
SAMU Student Groups Equipment.....	47
MacEwan Equipment .....	48
Risk Management and Event Planning .....	48
Risk Management Plan.....	49
Insurance .....	50
Post-Event Report .....	50
Student Groups Marketing and Promotion.....	51
Logos.....	51
Posters .....	51
Banner Guidelines .....	54
Social Media .....	54
Social Media Guidelines .....	54
Student Groups Spotlight .....	55
Website .....	55
Classroom Visits .....	55
Additional Advertising Opportunities.....	56
Student Lounge and Student Groups Space TVs.....	56
SAMU Newsletter.....	56

<b>MacEwan Residence Newsletter, Discord, and TVs .....</b>	<b>57</b>
<b>MacEwan International Newsletter and Social Media .....</b>	<b>58</b>
<b>The Griff.....</b>	<b>58</b>
<b>SAMU Events for Student Groups .....</b>	<b>59</b>
<b>Student Groups Expo .....</b>	<b>59</b>
<b>Student Group Minglers.....</b>	<b>59</b>
<b>Student Group Workshops .....</b>	<b>60</b>
<b>Student Groups Appreciation Night .....</b>	<b>60</b>
<b>SAMU Awards Night - Student Group Recognition.....</b>	<b>60</b>
<b>Closing a Student Group .....</b>	<b>60</b>
<b>Student Groups Connect .....</b>	<b>61</b>
<b>Definitions .....</b>	<b>61</b>
<b>Connect Navigation .....</b>	<b>62</b>
<b>Homepage .....</b>	<b>62</b>
<b>Side Bar.....</b>	<b>63</b>
<b>Organizational Tools .....</b>	<b>63</b>
<b>Student Groups Connect Learning Resources .....</b>	<b>64</b>

## **Introduction**

### **Who We Are**

The Students' Association of MacEwan University (SAMU) is a non-profit organization working independently from MacEwan University to support students. We aim to enrich the student experience by focusing on their non-academic needs through student-driven programs and services. We are governed by elected student representatives who set the strategic vision on behalf of students. With support from over 50 full- and part-time staff, we keep our mandate student-focused to achieve the vision. SAMU is proud to be an organization serving students, inspired by students.

### **Mission**

The Students' Association of MacEwan University exists to enrich the student experience. As the collective student voice and champion for leadership and advocacy, we empower students through our programs and services, creating an engaging environment that maximizes opportunities.

### **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.

### **Support Services for Student Groups**

SAMU provides a variety of support for student groups, including room and equipment bookings, financial management and supports, and resources and information sessions. The Student Groups department is available to consult with students on any topic relating to their group, its activities, event planning, and governance.

### **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**

Manager of Student Groups	Student Groups Coordinator I	Student Groups Coordinator II	Student Groups Assistants
<ul style="list-style-type: none"><li>• Approves Event requests.</li><li>• Reviews new group applications.</li><li>• Addresses policy and procedure violations.</li></ul>	<ul style="list-style-type: none"><li>• Approves Purchase and Funding Requests.</li><li>• Coordinates Lookout bookings.</li><li>• Coordinates Special Function spaces.</li></ul>	<ul style="list-style-type: none"><li>• Tracks student group compliance, including Elections.</li><li>• Helps groups to remain active.</li><li>• Reviews and approves Service Hours.</li></ul>	<ul style="list-style-type: none"><li>• Approves Room, Advertising, and Equipment requests.</li><li>• Staffs the Student Groups Front Desk (SA-214).</li></ul>

### **Contact Information**

#### **Student Groups Department Contact Information:**

- Erika Head, Manager of Student Groups – [heade3@macewan.ca](mailto:heade3@macewan.ca)
- Grace Tsang, Student Groups Coordinator I – [tsangg3@macewan.ca](mailto:tsangg3@macewan.ca)
- Nickki Kamprath, Student Groups Coordinator II – [kamprathn@macewan.ca](mailto:kamprathn@macewan.ca)
- Student Groups Front Desk – [sagroupsadmin@macewan.ca](mailto:sagroupsadmin@macewan.ca)

#### **SAMU Contact Information:**

- SAMU Front Desk (SA-301) – [samuadmin@macewan.ca](mailto:samuadmin@macewan.ca)

### **Crisis Contact Information for Student Groups:**

- **Access 24/7:** 780-424-2424 (crisis intervention, support and navigation for addiction and mental health programs)
- **Campus Security:** 780-497-5554
- **Campus Emergency:** 780-497-5555
- **City Police:** 780-423-4356
- **City Ambulance:** 911
- **City Distress Line:** 780-482-4357 (24 hours daily)
- **Sexual Assault Centre:** 780-423-4121 (The crisis line is available 9am – 9pm)
- **Mental Health Line:** 1-877-303-2642 (24 hours a day, a RN and a Registered Psychiatric Nurse to provide assessments or intervention). Response team 24/7 at 780-342-7777
- **Crisis Division Team:** 24/7 crisis intervention. This team is Boyle Street Co-op, Hope Mission, Canadian Mental Health Association (211) Edmonton Police and Alberta Health Services (call 211, press 3)
- **SAMU Peer Support:** Trained Volunteers offer a supportive space for discussing life stressors. Check out the [SAMU Peer Support page](#) for more information and the hours of operation.
- **MacEwan Student Affairs:** [studentaffairs@macewan.ca](mailto:studentaffairs@macewan.ca) (Monday – Friday, 8:30am – 4:30pm in 7-103A)

### **SAMU Roles and Responsibilities**

#### **SAMU Executive Committee**

The Executive Committee comprises five elected student leaders: President, Vice President Academic, Vice President Governance and Finance, Vice President External, and Vice President Student Life.

The Executive Committee initiates projects, provides vision and direction, and oversees SAMU's logistical and financial operations.

The Executive Committee approves student group applications, grants procedures, group procedures, group closures, and may initiate disciplinary action on a group violating policy or procedure.

## **Vice President Student Life**

The Vice President Student Life (VPSL) is a member of the Executive Committee and the Students' Council. The VPSL is knowledgeable about student groups and advises the Executive Committee and Students' Council on matters of student groups. The VPSL also chairs the Grant and Awards Sub-Committee.

## **Student Groups Department**

The Student Groups Department is responsible for approving student group events and operational grants, acting as liaison with the Executive Committee, providing resource materials, and developing group training sessions. The Student Groups Department monitors to ensure that all groups are active, in good standing, inclusive, safe, accountable, and professional throughout the year.

This department acts as a resource, advocates for Event Grant applications, and ensures that groups follow proper policy and procedures. The Manager of Student Groups and Student Groups Coordinators work together to offer support for student groups.

## **Student Groups Assistants**

The Student Groups Assistants help provide day-to-day assistance to student groups. They oversee all classroom, advertising, and equipment bookings, keep groups updated with relevant news, and help promote their events.

## **Student Groups Advisors (MacEwan Staff/Faculty)**

Student Groups may contact 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.

## Starting a New SAMU Student Group

Before starting a new group, students should ensure their ideal group isn't already out there. A complete list of current groups can be found on [Student Groups Connect](#).

If the group doesn't exist, students can start the application process:

1. Find 10 other students interested in starting a group who share the same values, interests, or ideas as you.
2. Have all prospective executive officers (minimum five) and general members (minimum five) create an account on Student Groups Connect.
3. Select "Register a New Organization" and complete the form. The new organization form can be found [here](#).
4. Build the group's profile (ex. create a social media, email, website, advertisements, etc.)
5. Submit the form and wait for final approval!

**Note:** The application process may take 2-3 weeks as new groups must be approved by the Executive Committee.

**Note:** Students must wait until their group has been approved before they can start planning meetings or events.

More information on starting a group can be found in the Student Group Startup Guide [here](#).

### **Student Group Executive Officers**

Executive Officers provide the group's leadership and management, ensure that the group meets all approval and reporting requirements, and understands the relevant policies, procedures, and guidelines.

Each group requires a minimum of five (5) Executive Officers, which must include the President, and Treasurer and a maximum of 11 Executive Officers. For the other three (3) executive positions, groups may choose position titles/descriptions that best suit their organization.

Students can hold only one (1) executive position in a single group at the same time. Students can hold an executive position in up to three (3) different student groups at the same time.

A current list of the Executive Officers including names, titles, telephone numbers (for emergency purposes), and email addresses must be maintained on the Student Groups Platform.

The Executive Officer's name and contact information will not be visible by anyone unless the officer chooses to make their contact public. An exception to this rule is the Primary Contact, generally the President, whose name and email will be publicly available.

### **Required Executives and Role Definitions:**

#### **President**

The President leads the student group by setting goals, fostering unity, and encouraging active participation. They preside over meetings, ensure policies and procedures are followed, and that the group functions smoothly. Additionally, they oversee projects and events, and ensure the group meets its obligations and stay aligned with its mission.

#### **Treasurer**

The Treasurer manages all financial aspects of the student group by receiving and depositing funds, tracking revenue and expenses, and ensuring proper documentation. They review and submit purchase and funding requests, reconcile the account balance regularly, and prepare financial reports. Additionally, they oversee grants and external funding, ensuring funds are used appropriately and accurately recorded.

### **Optional Executives and Role Definitions:**

#### **Vice President**

The Vice President assists the President in running the group by helping coordinate activities, manage projects, and support leadership responsibilities. They act as a backup for the President, stepping in when necessary, and work to foster group unity by encouraging member engagement and facilitating effective communication among members. This role also involves helping to plan meetings and events, ensuring the group functions smoothly and collaboratively.

#### **Vice President Events**

The Vice President Events ensures that all required SAMU paperwork is completed accurately and submitted on time for event approvals, coordinating closely with the Student Groups department. They are responsible for all logistical aspects of events, space booking requests and compliance with policies. Additionally, they assist in planning and promoting events to maximize participation and success. They are also in charge of overseeing the event on the day of, to ensure that everything runs smoothly.

## **Secretary**

The Secretary records detailed minutes of all meetings, capturing decisions, action items, and important discussions, then distribute these minutes promptly to all group members. They also update and maintain accurate contact information for the group, ensuring communication channels remain current. They are responsible for keeping a secure, organized membership list and ensuring that all records are accessible for future reference and reporting purposes.

There are more executive titles with definitions groups can choose from on Student Groups Connect, such as Vice President External, Vice President Internal, Vice President Social Media, etc... It is up to each group to choose the positions that best suit their needs.

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

## **Student Group General Members**

In addition to five (5) Executive Officers, groups require at least five (5) general members.

General members must be non-minor MacEwan University students. Non-MacEwan University students may only participate in student group activities as guests. Minors are only permitted to participate in student group activities if the Student Groups Department grants prior permission.

## **Constitution**

Groups must create a constitution when they apply to become a registered student group. Although groups can expand upon the Constitution later, the first version should provide a solid foundation of the scope and mandate the group intends to follow.

Each section of the Constitution should be clear, concise, and relevant to the group's chosen structure, environment, and activities.

If the group charges a membership fee, it must be stated in the Constitution.

**Note:** More information on Constitutions will be provided later in the Handbook.

## **Student Groups Orientation**

Each year, at the beginning of the Fall semester, the **President and Treasurer** of every student group must attend the Student Groups Orientation. Groups will not be permitted to apply for grants or organize any activities (including meetings) until they have completed the Orientation.

Student Groups Orientation will provide an overview of the roles and responsibilities of approved student groups. The Orientation will also allow student groups to learn about updates since the last Orientation.

## **Online Training**

All new groups who form after the Student Groups Orientation must complete an online training course before applying for grants or organizing activities (including meetings).

Once the Executive Committee has approved a group, the Manager of Student Groups will notify the group via email and provide directions on how to access and complete the course.

All executive Officers are encouraged to complete the online training. However, training is only **mandatory** for the **President and Treasurer**.

## **Lockers**

Student groups have access to lockers where they can store group equipment and supplies throughout the semester. The lockers are in the back of the Student Groups Space (SA-214N).

Lockers are free of charge and assigned on a first-come, first-serve basis. To request a locker, groups must complete the Locker Request Form on Student Groups Connect.

Once the group has been assigned a locker, the group will receive an email with instructions to go to the Student Groups front desk and pick up a lock. Groups can only use the locks the Student Groups Department provides on their locker. If another lock is found on the locker, the Student Groups Department will cut it, and the group will lose their locker privileges.

New groups will be placed on a waitlist if all lockers are assigned. As lockers become available, priority will be given to groups at the top of the waitlist.

If a group becomes inactive or closes, they must clean out their locker and return the lock within one (1) week. Any items remaining after the group has given up their locker will become the property of the Student Groups Department.

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

## Student Groups Governance

Groups need a strong structure, outlining how decisions are made and who is responsible for which areas of the group's operations. Groups can establish this structure through their Constitutions.

### **Constitution**

Groups must create and abide by a constitution. The purpose of the Constitution is to ensure groups have a stable, transparent structure and decision-making process. It also ensures that executive officers clearly understand their roles and responsibilities specific to their group. If a group's Constitution is no longer working well, they should consider amending it.

**Note:** Student Groups must submit a current copy of their Constitution with the Year-End Report due on April 30<sup>th</sup>

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

Constitutions must be signed by the President and Treasurer of the group. Whenever there are changes in the President or Treasurer the Constitution must be updated with the new signatures. Even if the president and treasurer remain the same, the Constitution must be reviewed and re-signed at least once a year, this is to ensure the Constitution is still working well for the group.

### **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, or 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.

## **Removal of Members or Executives**

If any student group member or executive behaves in a manner inconsistent with the Student Groups Handbook, or Code of Conduct, the group should first attempt to address the issue through corrective measures such as additional education or training. If the issue persists or escalates, the group must inform the Manager of Student Groups.

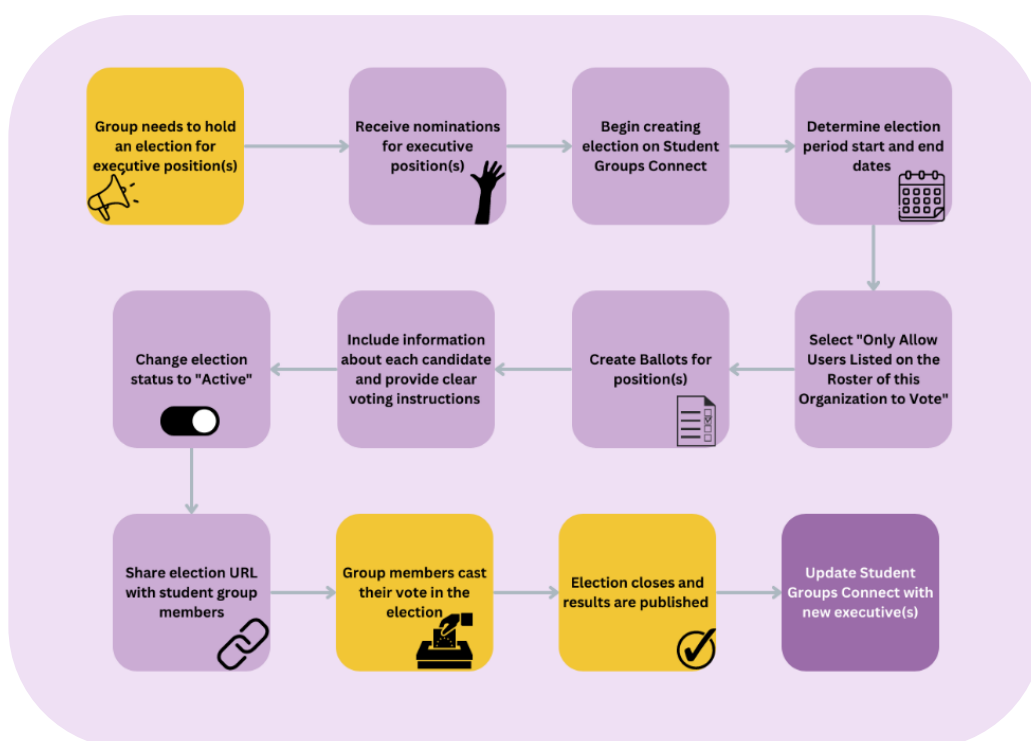
Once informed, the Manager of Student Groups will collaborate with the group to determine the appropriate course of action. This action will follow the Student Groups Procedure and may include warnings or removal from the group.

Group executives are not permitted to enforce disciplinary action on members who have violated the Student Groups Policy, Procedure, Handbook, or Code of Conduct. Enforcement is the responsibility of SAMU and the Student Groups Department.

## **Elections**

Groups are responsible for holding an annual election to nominate and vote on group executive positions. Groups must hold their elections in the Winter Semester before submitting their annual Year End Report which is due on April 30<sup>th</sup>. Members can nominate themselves or another group member for an executive role. Once nominated, members must declare whether they accept the nomination, as they must take the position if elected.

Elections must be held on Student Groups Connect. To organize an election, groups must select “Elections” from their Organizational Tools and follow the steps in the chart.



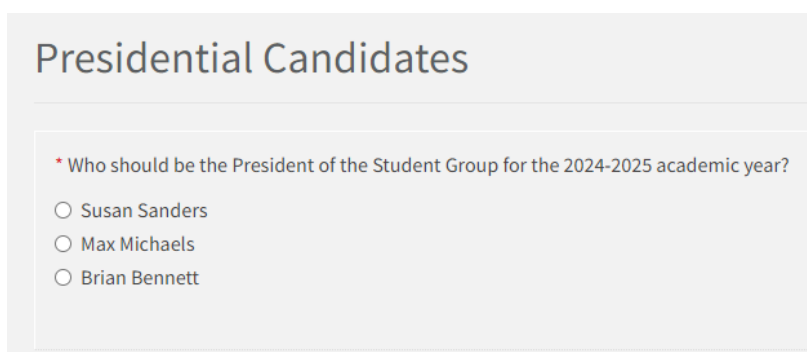
Using Student Groups Connect to run elections will ensure each member can only vote once, and votes remain confidential. However, members must be registered on the student group's roster to be eligible to vote.

Groups may not treat these positions as job positions that individuals can "apply for," as that is not democratic. Resumes and interviews conducted by the current executive are unacceptable and will result in the group having to redo the election.

If only one candidate is running for a position, there must still be a "yes" or "no" vote for that candidate. In the case of a "no" result, the nominations must open again for another candidate to run.

### **Ballots:**

When setting up an election on Student Groups Connect, groups can choose from a variety of ballot formats including check boxes, radio buttons, text field, and ranking. The most common format is radio buttons, as it allows users to only select one individual as their choice (shown below). However, there may be situations where a group may want multiple candidates chosen.



The image shows a screenshot of a web-based ballot titled "Presidential Candidates". Below the title is a question: "\* Who should be the President of the Student Group for the 2024-2025 academic year?". There are three radio button options listed: "Susan Sanders", "Max Michaels", and "Brian Bennett".

### **Voting Requirements:**

Groups may establish requirements that members must meet before they can vote in elections. These requirements must be clearly identified in the group's constitution. The Student Groups Department will review requirements and ensure they are not deemed unreasonable or seen as creating large barriers to student engagement.

If any issues arise from a group's election, please contact the Manager of Student Groups and a review will be conducted of the election process.

**Note:** Groups with specific voter eligibility requirements for members, will need to contact the Student Groups Department and they will help the group set up an eligibility list.

## **Executive Changes**

After a group has elected new executives or added a new executive position, it is essential to promptly submit these changes via the roster function on Student Groups Connect. The roster can be accessed in the Organizational Tools section by selecting “Roster” via the drop-down menu.

In addition to updating the roster, if a group elected a new President or Treasurer, they must notify the Manager of Student Groups via email. New Presidents and Treasurers will need to complete Student Groups Training before they can begin their duties.

Groups must keep executive information current so the Student Groups Department can know who is responsible for what, who can act on behalf of the group, and who has signing authority.

## **Due Diligence and Liability**

Student Group Executives are responsible for the operations of the group. Executives will decide what the group does throughout the year, how it spends its resources, and how it contributes to the university community.

Executives must realize the amount of liability they hold for their group. Any negative or positive actions taken by a student group are the **direct responsibility of the group executives**. The best way to avoid trouble is for executives to know the policies and procedures of SAMU and MacEwan University.

## **Student Groups 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.

Student group executives must be familiar with all relevant guiding documents, including, but not limited to:

i. **Student Groups Policy**

A policy that outlines the responsibilities and benefits of Student Groups and protects the interests of both SAMU and its approved Student Groups by mandating their responsible creation and administration.

ii. **Student Groups Procedure**

SAMU is responsible for governing and supporting student groups by overseeing their startup and appeals processes; membership eligibility and recruitment; constitutions and executive officers; rights and responsibilities; grants, events, travel and finances; disciplinary measures and student group closure.

iii. **Grants Procedure**

A procedure that outlines the various grants individual students and Student Groups are eligible to apply for and the eligibility requirements of the different grants.

iv. **Student Group Code of Conduct**

Student groups must operate accountably, safely, legally, and ethically. Student Groups must adhere to this Code to receive the benefits SAMU affiliation affords. Conduct inconsistent with the Code will not be tolerated and may be met with disciplinary action.

As MacEwan University students, groups must also follow MacEwan's Student Code of Conduct. More information on appropriate conduct can be found [here](#).

v. **Student Groups Holding Account Procedure**

The Student Groups Holding Account is the account where Student Groups' funds may be directed upon any group's closure and where interest earned on Student Groups' funds is accumulated. This procedure exists to provide accountability and transparency with respect to how funds in the Student Groups Holding Account are spent.

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

### **3. Ensure Consistent Communication**

Executives must check their group's email and respond to inquiries **every four (4) business days**. This requirement is essential when the group has a form pending. The Student Groups Department may have additional questions regarding the submission, and a delayed response may mean delayed approval.

It is also important for groups to communicate any operational changes, such as constitutional amendments or executive changes, to the Student Groups Department. These changes should also be reflected in Student Groups Connect.

Groups are also required to maintain consistent communication with their fellow executives and members. Groups may choose their own communication channel such as Discord or WhatsApp to communicate with members. The designated communication channel should be monitored frequently, and executives must regularly respond to inquiries and post updates about the group.

### **4. Be Active**

Ensuring the group is active on campus is essential. Some techniques to keep members engaged include holding regular meetings, hosting socials and mixers, and establishing social media outlets. The more effort put into involving and engaging members, the more informed and excited they will be.

Student Groups must hold **at least one (1) event per academic year** and **at least one (1) meeting per semester** to remain active. Groups that fail to have one event per academic year will be deemed inactive and must reapply through Student Groups Connect to reactivate their group.

### **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 supports.

**Below are the training/reporting requirements of groups:**

- Attend the annual Student Groups Orientation
- Attend one (1) Workshop
- Ensure Student Groups Connect is updated
- Consistently submit Post-Event Reports
- Complete the annual Year-End Report and Renewal form

## **Post-Event Reports**

Student Groups must regularly submit Post-Event Summary Forms to help the Student Groups Department monitor event success and safety, identify trends or issues, and provide timely support.

More information about Post-Event Reports will be provided later in the Handbook.

## **Year-End Report**

Groups are required to submit the annual Year-End Report/Renewal form by April 30<sup>th</sup> of each year. Submissions open for the Year-End Report on April 1<sup>st</sup>.

The Year-End Report overviews the group's involvement in the past year. It also acts as a transition piece that groups can give to the next President. Failure to submit this report can result in group closure, suspension, penalties or loss of privileges, and ineligibility for grants or support.

Groups can access the Year-End report by re-registering the group through Connect. Go to the "Organization" tab, select "Register an organization", then find the group and select "Re-Register".

## **Management of a Student Group**

### **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.

#### **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.

## **Types of Meetings:**

- **Annual General Meeting** – Groups generally hold one (1) Annual General Meeting a year, . During this meeting, the group can discuss elections, amend the constitution, or make other significant decisions.
- **Event Planning Meeting** - Groups may hold several event planning meetings before an upcoming event. During these meetings, the group can delegate tasks, create an event schedule, and complete other planning requirements.
- **Regular Meeting** - Groups may hold regular meetings throughout the semester. During these meetings, the group can plan activities for the upcoming semester, discuss topics of importance to the group, and socialize with other members.
- **Executive Meeting** – Groups may hold executive meetings throughout the semester. Only the executives of the group attend this meeting to discuss higher level goals and planning.

Each of these meetings count towards the one **(1) required meeting per semester**.

## **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. Meeting minutes will help future group members understand what has happened in the past and can provide insight into current and future activities.

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.

## **Transition Documents**

Transition documents must be created and updated at the end of every academic year by the current executives. Even if the executives are not changing from one year to the next, updating the transition document regularly is good practice. Groups must attach the updated transition document to the Year-End Report at the end of the academic year. The template for the transition document can be found [here](#) under Constitution and Renewal.

## **Transition Package Elements:**

- Position description
- Important resources
- Contact information
- Passwords
- Warnings

## **Contracts**

If the group is required to sign a contract, the agreement must be submitted to the Student Groups department via email or as an attachment to an Event Approval Form for review **BEFORE** the contract is signed. Allow a minimum of **ten (10) business days for this review**.

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

## **Sponsorship**

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 [here](#) or in the Student Groups Department Financial Documents 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 sent 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.

## **Volunteer Management**

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

## Differences between Volunteers and Executives:

Volunteer	Executive
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 volunteers, they should create a volunteer plan. A volunteer plan ensures easy coordination of volunteers and avoids confusion.

### **A solid volunteer plan will include five elements:**

1. Recruitment
2. Training
3. Engagement
4. Retention
5. Evaluation

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

### **Service Hours**

The Student Experience Record (SER) is an official MacEwan document recognizing the extracurricular activities of a student. The SER can be brought to a job interview or attached to an application. Learn more about this university-recognized, accredited document [here](#).

To have their involvement reflected on the SER, Executives and Members must document their hours on Student Groups Connect. The Student Groups Coordinator II will forward these records to MacEwan so they can be included in a student's official SER on a semester-basis. Students are encouraged to submit their hours monthly.

**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.

### **How to submit Service Hours on Student Groups Connect:**

1. On the top right-hand corner of Connect, select user icon.
2. Select "Service Hours."
3. On the top right, select "Add Service Hours."
4. Complete the Service Hours Form.
5. Service hours will be approved within ten (10) business days by the Student Groups Coordinator II.

The Service Hours form requires a description of the tasks and/or the activities completed during the submitted hours. **The description must include all the following:**

1. When the hours occurred.
2. Student's position.
3. Student's involvement.

Service Hour submissions without one or more of the required components will be **denied**.

### **Example description:**

"For the period of September 2025. As Treasurer, I completed purchase requests, applied for the operational grant, and budgeted for the Student Groups Expo."

Templates and submission deadlines are in the Guide to Service Hours [here](#).

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

### **Protection of Information**

SAMU is committed to protecting the personal information entrusted to us by our members. We manage student group personal information per the Alberta *Personal Information Protection Act (PIPA)*.

Personal information includes an individual's name, address, phone number, age, gender, marital or family status, an identifying number (such as a student ID number), financial information or educational history.

Groups may only collect the personal information necessary to provide services to students and must ensure that all personal information is kept safe. Membership lists should only be accessible to group executives and the Student Groups department. Group members may request to be removed from membership or communication lists. Groups are responsible for shredding or deleting a member's contact information once they have left the group.

Executives can access members' emails on Student Groups Connect by viewing the group's Roster. By joining a student group on Connect, students automatically consent to receive emails from the group. However, if the group collects emails on a different platform, consent **MUST** be obtained from the individuals.

**Note:** For more information on the rules and regulations surrounding email promotions, groups should review Canada's Anti-Spam Legislation (CASL).

## Financial Management

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 three accounts:

1. Regular Group Account
2. Operational Grant
3. Event Grant

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).

### Regular Account

This is money that belongs to a student group.

#### **Sources include:**

- Fundraising (e.g. bake sales)
- Donations
- Sponsorships
- POS Machine

Groups can add money to their regular account by depositing cash and cheques at the SAMU Front Desk (SA-301) or by receiving electronic fund transfers (EFT) from external organizations.

## **Deposits**

Groups can make deposits at the SAMU Front Desk. Group funds are available for use within ten (10) business days after the deposit.

Groups do not need to complete a Funding Request to deposit funds. Instead, groups will need to complete a Deposit Form which can be found in the Student Groups Department's financial documents on Student Groups Connect or at the SAMU front desk.

Deposits may include rolled coins, cash, and cheques (payable to the "Students' Association of MacEwan University"). Groups must submit deposits and the Deposit Form to SAMU's front desk during operational hours (9am – 4pm, Monday – Friday).

If a cheque needs to be mailed to SAMU, groups must first contact the Student Groups Coordinator I to confirm the mailing address and to ensure SAMU Front Desk is informed of the incoming funds. Once the cheque is received, the group will be notified and must visit the front desk to complete a Deposit Form.

If a cheque is received and the Student Groups Department is unable to identify which group it belongs to, the cheque will be returned to the sender.

**Note:** SAMU is **not** responsible for lost mail.

The mailing address will be:

**[GROUP NAME HERE]**  
c/o Students' Association of MacEwan University  
Room SA-301  
10850 104 Avenue NW  
Edmonton, AB T5J 4S2



**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 Coordinator I through email.

### **Electronic Fund Transfers**

Groups may receive an EFT from an external organization.

If a group is expecting any Electronic Fund Transfers (EFTs), they must email all backup documents to Student Groups Coordinator I. These documents help SAMU know which group the funds belong to and must include the name of the vendor and copies of emails between the group and the vendor. Failure to provide backup documents will delay the availability of funds.

### **Operational Grant Account**

Groups may receive up to \$500 per academic year in Operational Grant funding. The Operational Grant is meant to assist groups in their operations and may **NOT be used for Events**.

All student groups can apply for Operational Grants starting on **August 15<sup>th</sup>**. Groups can apply for the full \$500 when applications open and will have 90 days to utilize the funds after being approved. After 90 days the remaining funds will expire, and the group must wait 30 days before reapplying for the remainder. All Operational Grant Funding must be used by **May 31<sup>st</sup>**.

## Timeline Example

	Date
Application	August 15, 2025
Approval	August 18, 2025
Expiry	November 16, 2025
Reapplication	December 16, 2025

To be eligible for reimbursement from the Operational Grant, all Purchase Requests must be submitted by **11:59pm on the Expiry Date**. Any Purchase Requests received for the Operational Grant after the deadline will **not** be processed.

Unused money will be returned to SAMU.

### Eligible Expenses:

- Food
- Promotional material
- Supplies
- Subscriptions
- Membership dues
- Up to \$150.00 per year for approved team building activities (i.e. bowling, board game cafe, escape room, team dinner). Activities must be emailed to the Student Groups Department for approval **prior** to activity date.

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.

### **Event Grant Account**

Groups may receive up to \$2,000 per academic year in Event Grant funding. A group can use the total amount for one large event or split it into several smaller events.

Groups must be as accurate as possible when applying for a grant because the money a group is granted but does not use still counts as part of their maximum amount for the year.

To be eligible for an Event Grant, a group must demonstrate that it is making a **minimum contribution of at least 10%** of the event's costs. Groups can get this contribution from sponsorships, confirmed donations, fundraising, projected ticket sales, or funds from their Regular Group Account. Event Grant Applications without this contribution will be denied.

**New:** If multiple groups collaborate on an event together, the approved maximum is \$3500 for the event.

**Note:** Event Grants are not guaranteed, so it is important for your group to budget as if you are not receiving this extra funding.

### **Eligible Expenses:**

- Food, catering, and non-alcoholic beverages
- Venue rental, setup and takedown expenses, audiovisual, décor, and security costs
- Event-specific Marketing materials to a maximum of \$500, excluding gift cards
- Speaker or performer fee or gift in kind, including travel, accommodation, meal, and non-alcoholic beverages expenses
- Student group-specific equipment or licensing

To apply for the **Event Grant**, Student Groups must submit an Event Approval Form through the Events function on Student Groups Connect. There will be a section of the form asking if the event requires an Event Grant. Select “yes” and fill out the rest of the information to submit the request. More information on how to submit an Event Approval Form can be found in the Handbook's Events section.

**NEW:** Event expenditures must be submitted within thirty (30) calendar days of the event occurring to be eligible for reimbursement from grant funds.

The Grant and Awards Sub-Committee (GAASC) decides whether to approve or decline an Event Grant. More information about GAASC can be found in the SAMU Grants for Student Groups section in the Handbook.

### **Financial Transactions**

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

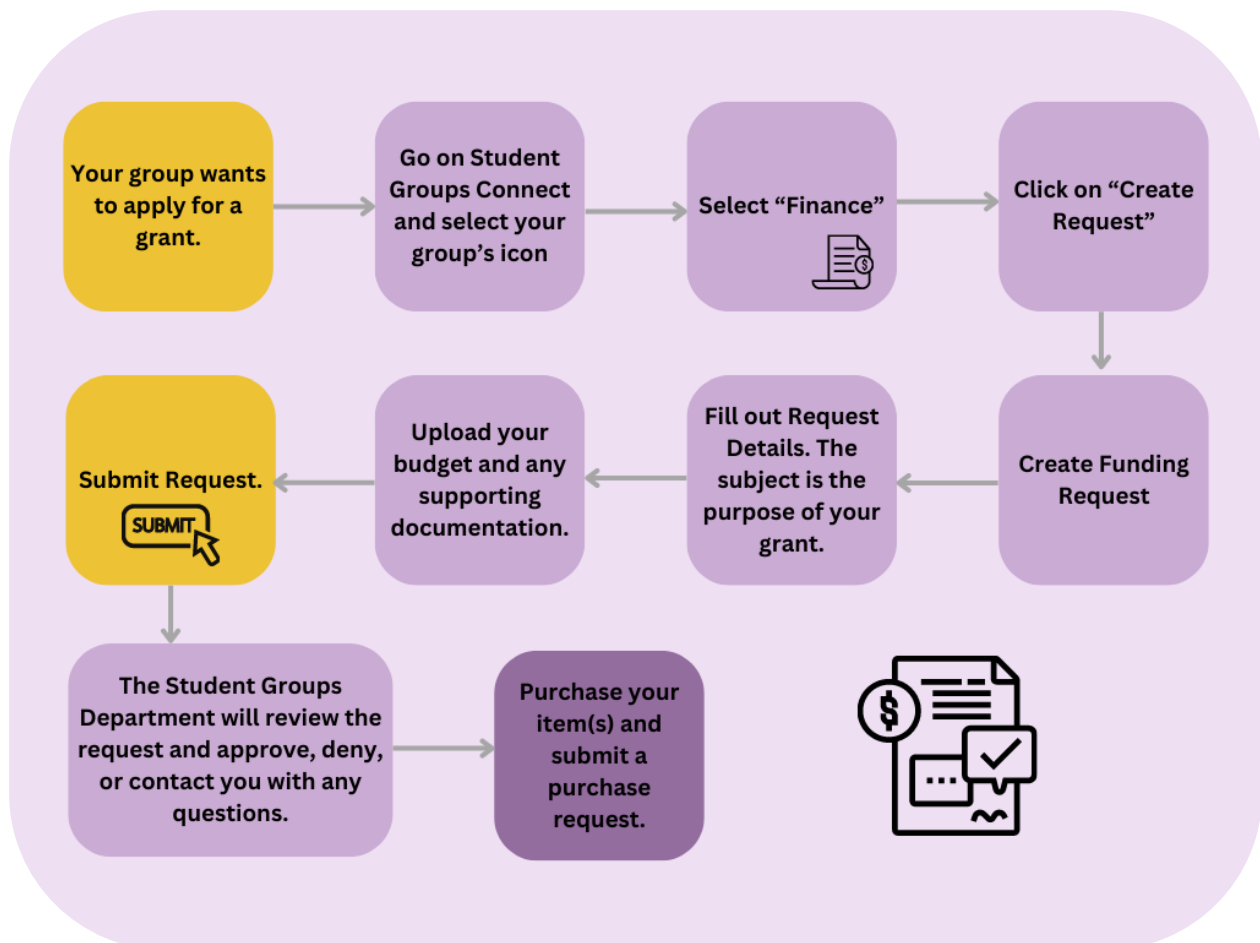
**Note:** The Student Groups Department does **not** receive notifications on comments left on Purchase Requests and Funding Requests. Please email all comments to Student Groups Coordinator

### 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. Event Grants must be applied for through the Event Approval Form.

#### **How to Submit a Funding Request:**



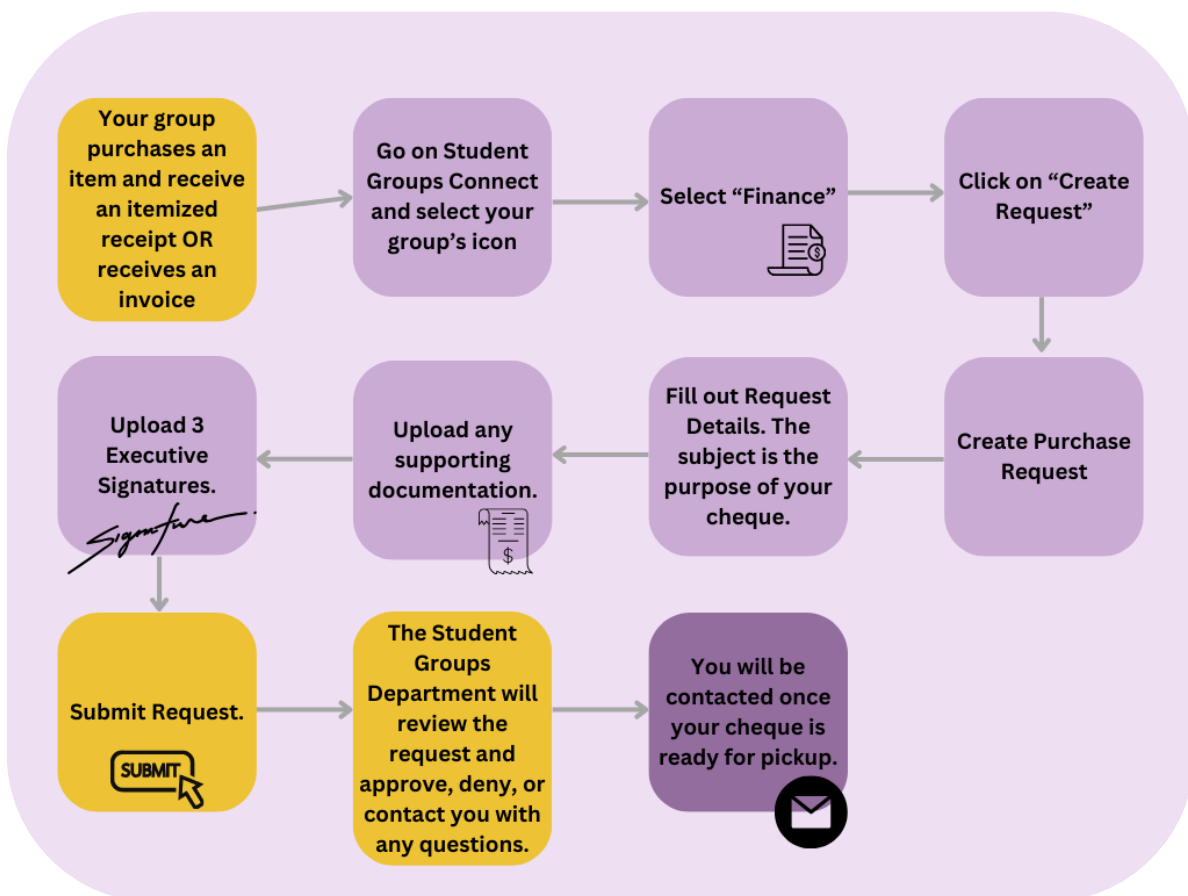
## 2. Purchase Requests:

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

### How to Submit a Purchase Request:



**Note:** Once a group has requested a cheque, it will be mailed or ready for pick up approximately 5 – 10 business days after submitting the purchase request. It is the responsibility of the student group to ensure purchase requests are submitted promptly and to ensure parties are paid on time.

## **Transaction Documentation**

Proper documentation must accompany any Purchase or Funding request. SAMU grants 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

## **Keeping Track of 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.

**Note:** 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 Coordinator I to request an official account balance.

## **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](#).

## **Budgeting**

At the beginning of each academic year, groups should determine what they want to achieve throughout the year and then develop a general budget to help reach those goals. Additionally, groups must submit an event-specific budget with each Event Approval Form.

A budget template can be found [here](#) under Financial Documents or in the Student Groups Resources on Student Groups Connect. A budget must clearly outline the expected revenues, expenses, and (if applicable) grant requests.

## **Considerations for Budgeting**

As the group plans events, always consider how much each component will likely cost.

Consider:

- |                                |   |
|--------------------------------|---|
| • Venue                        | • Security                              |
| • Prizes                       | • Food and beverage                     |
| • Audiovisual or entertainment | • Printing (banners, table cards, etc.) |
| • Decorations and supplies     | • Marketing materials                   |
| • Lighting                     |   |

## **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. Regular Account funds do not have the same restrictions that grant funding does. Regular Account funds can be used for any group expenses.

Groups must complete an Event Approval Form before engaging in any fundraising efforts. Cash proceeds must be deposited at the SAMU Front Desk immediately.

For more information and resources on how to hold a successful fundraiser, please read “**A Student Groups’ Guide to Fundraising**” located in the Student Groups Resources on Student Groups Connect [here](#).

The Student Groups Department also has POS machines that groups can request for fundraising needs. See the equipment section for booking instructions.

**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 [here](#).

### **Important Considerations:**

- Food must be deemed "Low Risk" according to Alberta Food Safety Guidelines (e.g. no meat, poultry, seafood, or raw milk)
- Food must be handled and prepared hygienically (e.g. prepared in a clean kitchen, bakers wearing gloves and hair nets)
- Food must be individually wrapped throughout the duration of the bake sale (If a group does individually wrap the food, they will be required to purchase wrapping from the Student Groups Department).
- Food must not require refrigeration

## **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.

## **SAMU Grants for Student Groups**

SAMU offers grant funding opportunities as a way of providing financial support to student groups. Grants are limited, must be applied for, and cannot be used for certain types of expenses. Please refer to the Grants Procedure [here](#) or contact the Student Groups Department regarding these restrictions.

**Note:** Group members taking part in their own club event are not eligible to receive an Honorarium from any SAMU provided grant.

### **Operational Grant (\$500)**

Information about the Operational Grant can be found in the Operational Grant Account section in the Handbook's Financial Management section.

### **Event Grant (up to \$2,000 per annum)**

Information about the Event Grant can be found in the Event Grant Account section in the Financial Management section.

### **Grant and Awards Sub-Committee**

The Grant and Awards Sub-Committee (GAASC) decides whether to approve or decline an Event Grant. The decision of this committee is final and may not be appealed. GAASC only meets once every two weeks. For an Event Grant Application to be considered, the application must be received no later than **20 business days before** the planned event date, and the Student Groups department must have approved of the event itself.

**Note:** Grants do not carry over from one academic year to the next and will expire thirty **30 calendar days** after the event has been held.

### **Grants for General Equipment**

Any equipment purchased using funds from the Operational Grant or Event Grant is the property of the Student Groups Department.

The student group who used the grant funding to purchase the equipment has the primary right to use the equipment throughout the year. However, if the group who purchased the equipment becomes inactive, or no longer requires the equipment, the group must return the equipment to

the Student Groups Department. The equipment will then become available for use by the other student groups.

Before purchasing equipment, contact the Student Groups Department for an inventory listing of available general equipment.

**Note:** Once general equipment is purchased, it must be brought into the Student Groups Space (SA-214) to receive an asset tag.

### **Other SAMU Sources of Funding**

#### **SAMU Student Professional Development Grant**

Each year, SAMU offers 36 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.

More information on this grant can be found [here](#).

### **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.

## MacEwan Indigenous Student Community Engagement Grant

The Indigenous Student Community Engagement Grant (Indigenous SCEG) invites applicants to partner with Indigenous communities and organizations on projects connected to art, music, culture, and language. For more information on applying for the Indigenous SCEG, email the kihêw waciston Indigenous Centre at: [kw@macewan.ca](mailto:kw@macewan.ca).

## MacEwan Training & Learning Grant

The MacEwan Training & Learning Grant offers a total of \$500 per calendar year, per student, to pay the costs associated with skill or knowledge development opportunities such as workshops, webinars, panels, certifications, and conferences.

More information on this grant can be found on the MacEwan University [website](#).

## MacEwan Student Community Engagement Project Grant

The MacEwan University Student Engagement Grant is also available to groups. This grant supports student-led projects (individual or group) that bring MacEwan University students and community partners together to effect meaningful change.

More information on this grant can be found on the MacEwan University [website](#).

## 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.

### Examples of Events

There are many different types of events that student groups can hold. Events can range from large celebrations to small gatherings. Some of the more common events held by student groups are:

- Game, movie, or trivia nights
- Potlucks
- Book club
- Networking events
- Guest speakers
- Galas

## **Event Approval Form**

Groups **MUST** ensure that **ALL** events are approved by the Student Groups Department by submitting an Event Approval Form. Once the form has been reviewed, the department staff will notify the group with either confirmation indicating that the event has been approved, that more information is required, or that the event has been rejected.

An “**Unapproved Event**” is any Event that does not go through the Event Approval Process or does not receive approval through such process. Students and Student Groups acknowledge and understand that Unapproved Events are not SAMU sanctioned events such that SAMU shall not be liable in the event of any claim, loss, damage, injury, or liability that may arise during an Unapproved Event. Any Student or Student Groups that organize, attend or have an involvement whatsoever in an Unapproved Event may be subject to disciplinary action including, but not limited to, pursuant to the Student Group Disciplinary Guidelines as set out in SAMU’s Policies and Procedures as updated from time to time.

Groups are encouraged to plan their event well before the required timeline for submitting the Event Approval Form.

Failure to adhere to this rule will result in the event being **IMMEDIATELY REJECTED** and the group will have to resubmit the event form adhering to the timeline requirement.

Event	Timeline
<b>Event with Grant Request</b>	Event Approval Form to be submitted <b>20 business days</b> before the event date.
<b>Event Without Grant Request</b>	Event Approval Form to be submitted <b>10 business days</b> before the event date.
<b>Events in the Lookout</b>	Event Approval Form to be submitted <b>30 business days</b> before the event date.

The Event Approval Form requires the group to indicate the event's requirements and gives the Student Groups Department the information needed to help coordinate the requests. For example, planning an event like a gala can't be done in one month as other factors such as booking a venue, catering, and entertainment need to be considered.

### **Why do Events Need to be Approved?**

Receiving Event Approval allows SAMU to be aware of the event so that the group may be covered under SAMU's insurance in case something goes wrong. The Student Groups Department also uses the Event Approval Form to justify the budget for student groups and events. If the group needs help filling out the form, email or visit the Student Groups front desk during the hours of operation.

### **How to Find the Event Approval Form**

1. Navigate to <https://samu.campuslabs.ca/engage>,
2. Select the group's icon on the left side bar
3. Select "Events" under the Organizational Tools
4. Select "Create Event"

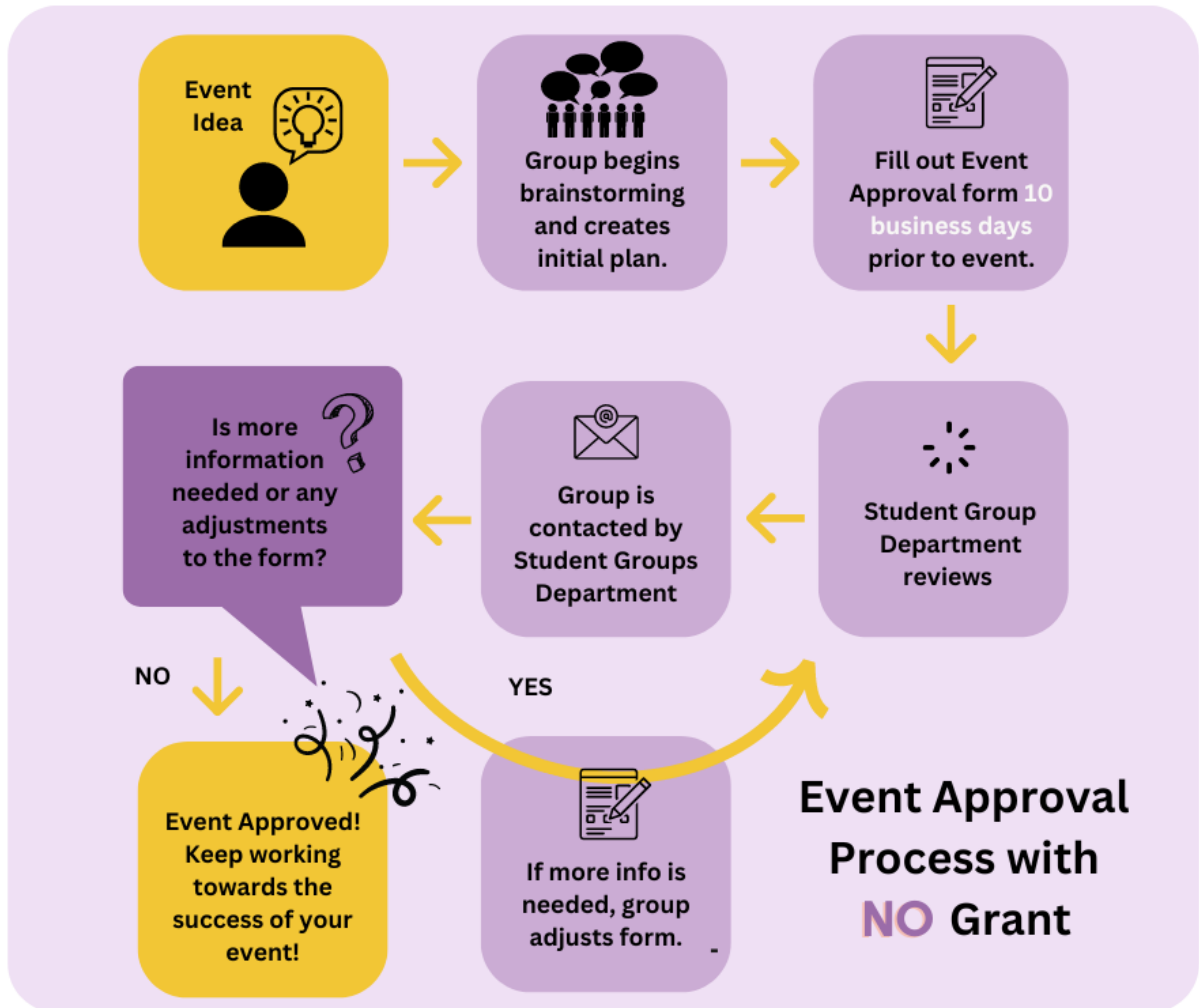
### **Collaboration**

If a group works with another organization, including the Students Association of MacEwan University 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.

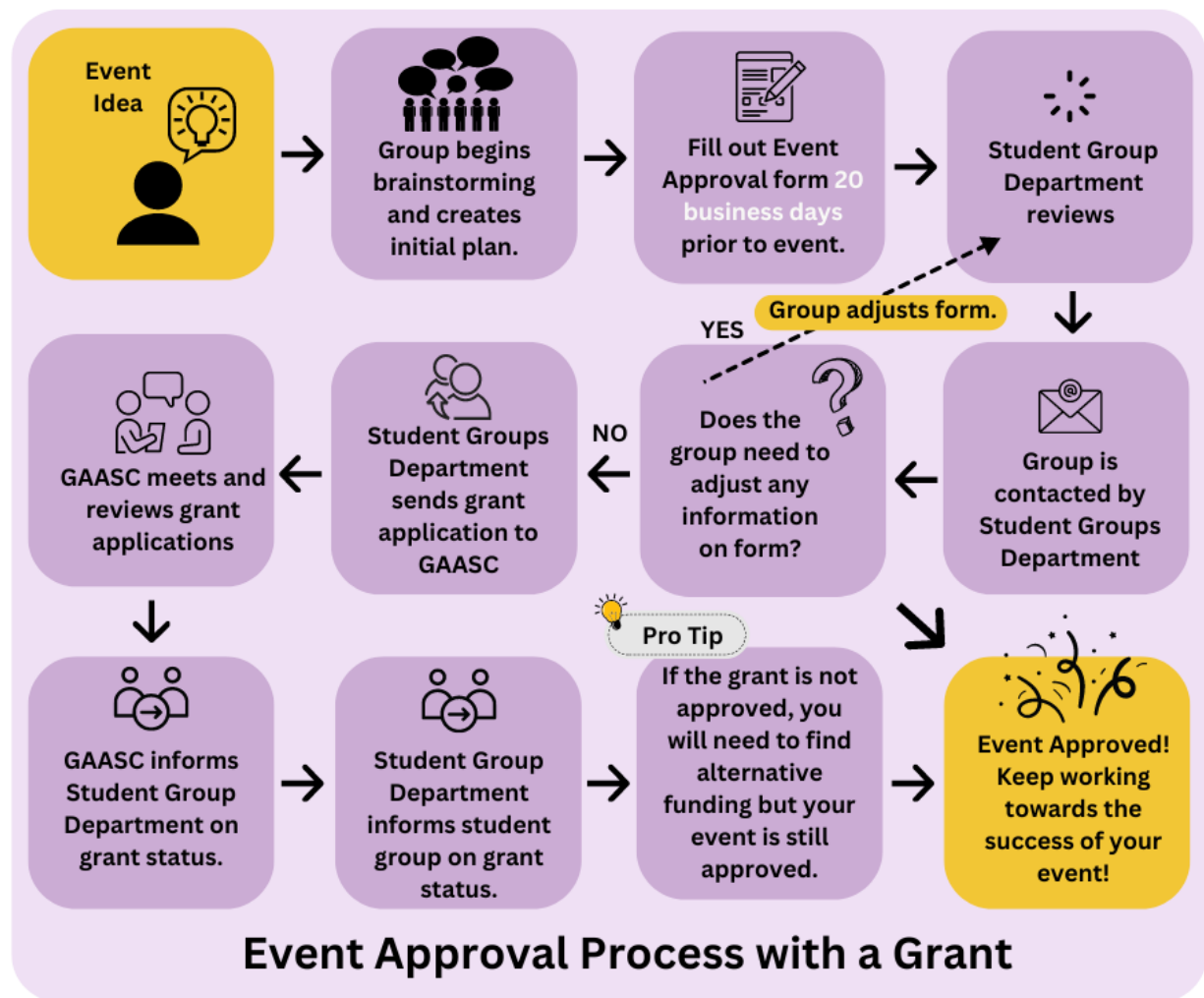
If two or more groups collaborate with each other, only one group must complete the Event Approval Form and indicate who they are collaborating with. The Collaboration form is part of the Event Form.

## 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:



## **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. Showpass enables groups to create and sell customized tickets to events. It also provides access to information on revenue holdings, ticket sales, and invoices, with the ability to process refunds. It is straightforward and open to everyone on the web, so more traffic can get to the event page.

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 found [here](#). 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, at a pub, nightclub, restaurant, or other venue with a liquor license.

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 or purchase/sell their own liquor at events. An external organization must provide these services with its own liquor license.

### **Additional Considerations for Events with Alcohol:**

- Events with alcohol in MacEwan and SAMU must be catered through Aramark. No special occasion permits are allowed on campus. Check with the Student Groups Department before serving alcohol in the SAMU building.
- Executives and volunteers are required to remain sober throughout the event.
- Enhanced risk management plans are required for events with alcohol.

### **Security Requirements:**

Social events that involve alcohol carry inherent risks, including the potential for intoxication that may result in harm to individuals, others, or property. To help ensure a safe environment for all participants, student groups are required to hire external security when hosting social events where alcohol is present.

Please note that MacEwan Security does not have the specific training or capacity to oversee student group events of this nature. For that reason, external professional security is required. To support groups in this process, the Manager of Student Groups can provide a list of recommended security companies upon request.

### **Conference and Events Services (CAES) Requirements:**

Events with alcohol require an additional level of oversight and organization. Therefore, MacEwan requires all student group events involving alcohol on MacEwan campus to have a member of CAES present at all times. 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. These events focus on helping students build friendships and enjoy themselves in a relaxed atmosphere. Alcohol is a central feature and is consumed more freely.

#### **Examples:**

- Pub nights
- Parties
- Mixers

#### **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. These events usually have a structured agenda and a more formal or semi-formal tone, often involving faculty or professionals.

#### **Examples:**

- Alumni receptions
- Speaker series
- Fundraising galas

### **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

Event Location	Event Theme	Liquor provider Requirements	Security Requirements	Conference and Events Services Personnel Requirements
<b>SAMU</b>	Professional	Aramark	N/A	N/A
<b>SAMU</b>	Social	Aramark	Hire external security	N/A
<b>MacEwan</b>	Professional	Aramark	N/A	Need CAES on site
<b>MacEwan</b>	Social	Aramark	Hire external Security	Need CAES on site
<b>Off Campus</b>	Any	Licensed liquor provider (not a student group member)	Venue must have security	N/A

### **Student Group Travel**

If a group travels for an event (hosting or attending), they may need to complete additional travel forms to meet SAMU and MacEwan University regulations. When submitting the Event Approval Form, groups must indicate the type of travel involved in the event. For out of city, province, or country events, longer timeframes are required to ensure proper documentation is completed.

### **Requirements for Travel within Canada**

- Event Approval Form submitted 20 business days prior to travel
- All travelers must be student group members
- Travel must receive approval from SAMU
- All transportation is encouraged to be with common carriers such as buses, trains, planes, or taxis
- All travelers must sign a SAMU waiver

### **Requirements for U.S Travel**

- Event Approval Form submitted 30 business days prior to travel
- All travelers must be student group members
- Travel must receive approval from SAMU
- Travel must be educational/instructive in nature
- All transportation must be with common carriers such as buses, trains, planes, or taxis (no renting or driving of vehicles is permitted)
- All travelers must show proof of medical travel insurance
- All travelers must sign a SAMU waiver

### **Requirements for International Travel (Except U.S):**

- Event Approval Form submitted 40 business days prior to travel
- All travelers must pay additional insurance fees to extend SAMU insurance coverage
- Destination must have a green check mark on Government of Canada travel advisory website
- Travel cannot last more than 2-weeks
- Travel must be organized through an approved travel agent
- All travelers must be student group members
- Travel must be educational/instructive in nature
- All transportation must be with common carriers such as busses, train, plane, or taxi (no renting or driving of vehicles is permitted)
- All travelers must show proof of medical travel insurance
- All travelers must sign a SAMU waiver

**For all travel**, the following information must be provided to the Manager of Student Groups:

- Total number of people traveling (must include all students, faculty, etc.)
- Date of departure and date of return
- Destination and any layover countries
- Purpose of the trip
- Name of the participant club/society/association
- Types of activities participants will take part in while there
- Travel provider and method of travel (to, from, and during stay)
- Please provide outlines of safety protocols, liquor protocols, and supervision protocols to be followed by participants
- Total number of designated supervisors on the trip

**Note:** more information on MacEwan Travel Safety can be found [here](#).

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

## **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 requested by Student Group as SAMU may not have insurance coverage 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.

## **Meeting and Event Space Bookings**

### **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 [Skedda](#) with a MyMacEwan email.

#### **MacEwan University**

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

### **Event Bookings**

#### **SAMU Student Groups Space**

To book a room for an event in the SAMU Student Groups Space (SA-214), students must identify which room their group is interested in booking when completing the Event Approval Form. Room capacity ranges from 8-26, so be sure to specify the required room size.

Once the request is received, the Student Groups Department will book the room and provide the group with an email confirmation within 1-2 business days of event approval.

### **SAMU – The Lookout (SA-200)**

Student Groups can book the SAMU Lookout for events.

#### **Considerations for booking The Lookout:**

- Minimum attendance requirement of 50 people.
- Student Groups ARE NOT required to pay the standard room rate.
- Student Groups ARE NOT required to pay Set-up and Takedown fees.
- Student Groups ARE NOT required to pay for MacEwan AV Services.
- Student Groups ARE required to pay Cleaning fees.

The Lookout requires a different booking timeline than a regular event, Event Approval Forms for the Lookout must be submitted a minimum of **six (6) weeks** before your group's event. Groups can book the Lookout as early as **ten (10) weeks** prior to their event (eight weeks for events occurring in September or January).

For more information about booking the Lookout, please review the Lookout Information Document [here](#) or contact the Student Groups Coordinator I.

### **SAMU – Students Lounge (SA-216)**

The Student Lounge is on the second floor of the SAMU building where the microwaves and kitchen are. The Lounge has capacity for 38 seated or 45 standing. The space is ideal for medium sized group events like mixers, DIY activities, or potlucks. It is important to note that the Student Lounge is an open area and does not provide the same privacy as other event venues.

Groups cannot use the fridge in the space as it is locked and reserved for the Pantry. There is no cost associated with booking the Student Lounge. To book this space, groups will need to indicate on the Event Approval Form, that the Student Lounge is their requested location.

#### **Room Features:**

- 30 low seats
- 1 island (unmovable)
- 8 high seats (for island)
- 8 movable tables
- 7 microwaves
- 1 hot water tank
- 1 sink

- Portable TVs available on request (mounted TVs are reserved for SAMU use)
- Stanchions available on request

#### **Eligibility Requirements:**

- Minimum of 20 attendees.
- Approved Event Form (meetings are not permitted in the space).
- Recurring bookings are not permitted.
- Can only be used after SAMU office hours (4pm-8:30pm).
- Volume must be kept to a reasonable level due to the open nature of the space.
- Ensure the room is returned to the original layout and cleanliness after the event.

#### **SAMU – Students’ Council Chamber (SA-327)**

The Students’ Council Chamber is on the third floor of the SAMU building and has capacity for 24 people seated. This space is intended for group workshops, seminars, speakers, or presentations. There is no cost associated with booking the Council Chamber for student groups’ events. To book the space groups will need to indicate on the Event Approval Form that the Council Chamber is their requested location.

#### **Room Features:**

- 1 rolling TV + 1 HDMI and 1 power bar
- 1 mounted TV + 1 remote
- 12 rectangle tables (movable)
- 4 corner tables (movable)
- 24 rolling chairs

#### **Eligibility Requirements:**

- Minimum of 15 attendees.
- Approved Event Form (meetings are not permitted in the space).
- Reoccurring bookings are not permitted.
- Can only be used during SAMU office hours (posted on website).
- Council Chamber can be booked up to 40 business days (approximately two months) in advance. SAMU has priority booking of the Council Chamber.
- Pick up and return Council Chamber keys from SA-301 (Group will be charged for lost key).
- Groups are not permitted to change the layout of the furniture in the space.
- Ensure the room is returned to the original cleanliness after the event.

## 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 an email confirmation within (5) business days, if the space is available.

**NEW:** Groups are no longer permitted to book the following rooms, as they are now reserved for internal MacEwan use only: CN Theatre (5-142), Kule Theatre (9-323) and any classrooms in Allard Hall.

## MacEwan University – Special Function Space

To book a Special Function Space in MacEwan University for an event, groups must first email Student Groups Coordinator I with the room and desired date(s). Student Groups Coordinator I will contact Conference and Event Services on the group's behalf to confirm availability and, if applicable, provide the group with a rental quote.

If the space is available, Student Groups Coordinator I will book the space on behalf of the group. The group then must submit the Event Approval Form. Once the event and the room are approved, Student Groups Coordinator I will send the group the booking confirmation.

### Special Function Space:

Room	Capacity	Fall/Winter Hours
<b>Front Lawn (6-000)</b>		Building Hours
<b>The Multi-Purpose Room (6-106)</b>	180	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
<b>Paul Byrne Hall in The Heart of the Robbins (9-100)</b>	350	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
<b>Robbins Atrium (9-212)</b>	150	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
<b>Triffo Theatre (11-130)</b>	415 seats	Inquire for more information
<b>Betty Andrews Recital Hall (11-150)</b>	210 seats	Inquire for more information
<b>Theatre Lab (11-240)</b>	140	Inquire for more information
<b>Main Atrium (11-100)</b>	600	Inquire for more information
<b>Elder Jerry Wood Atrium (11-160)</b>	100	M-F 5:00pm - 11:00pm S/S 8:00am - 8:00pm
<b>Feigel Conference Centre (11-204)</b>	120	Year-round

Groups that would like to book a space not listed for an event should contact Student Groups Coordinator I.

**NEW:** Events with alcohol in Special Function Spaces need to be booked **six (6) weeks** in advance. Events without alcohol need to be booked **four (4) weeks** in advance.

### **MacEwan University – Towers Pub**

To host an event in Towers Pub, groups will first need to contact Student Groups Coordinator I with a list of desired date(s). Student Groups Coordinator I will contact Aramark on the group's behalf to confirm availability.

If the space is available, Student Groups Coordinator I will book Towers on behalf of the group. The group then must submit the Event Approval Form. Once the event has received approval from the Manager of Student Groups, the group may begin working with the Student Groups Coordinator I to plan the logistics of the event, including set up, AV requirements, and food/beverage needs.

### **MacEwan Sport and Wellness**

MacEwan Sport and Wellness has several rooms that are available for student groups to book such as the studios (Mind/Body studio and Aerobic Studio) which are great for smaller group gatherings and the Gymnasium which can be booked for larger physical events.

To book a space in the Sports and Wellness Building, please reach out to Student Groups Coordinator I.

### **Display Table Bookings**

The SAMU building has several display tables on the second floor for student groups to use for activities and promotions. There are also display tables in MacEwan buildings that groups can request.

To request a display table to advertise, fundraise, or sell tickets for an upcoming event, indicate so on the Event Approval Form.

If requesting a display table other than for purposes of promoting an approved another event, it is considered an event itself, and requires a separate Event Approval Form.

Once the request is received, the Student Groups Department will book the table for the group and provide an email confirmation.

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

## Catering

### Events in MacEwan

Any student group event held on campus (aside from in the SAMU building) must use the university's on-site catering company, Aramark, when providing food. Groups can contact the catering department directly at 780.497.5028 or [catering@macewan.ca](mailto:catering@macewan.ca) to set up an appointment. The Catering Manager can suggest menu items for group events based on their budget.

Groups can view the Aramark Menu [here](#).

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
- The Burger Place
- Subway
- Starbucks

View the full list of MacEwan University food providers [here](#).

**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.

### Events in SAMU

While the SAMU building does not have any food restrictions, there is a beverage restriction. Student Groups cannot provide/sell any beverages which are not Coca-Cola products. This includes soft drinks, water, juices, dairy products, iced teas, and sports drinks.

View a complete list of Coca-Cola brands [here](#).

Other than the beverage restriction, there are no other food restrictions in the SAMU building. Student Groups may use any licensed caterer once the Student Groups Department approves their event.

### **Drinks for Groups**

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

- Request via email to Student Groups Coordinator I.
  - A response will be given to your group within three (3) business days.
- Maximum of 24 drinks/group.

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

## **Student Groups 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 must complete the General Equipment Booking Form on Student Groups Connect to request equipment. Equipment requests must be made **by 4:30pm, two (2) business days** in advance.

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

#### **Available Equipment Includes:**

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| • Tabletop Display Stand         | • Bluetooth Speaker                 |
| • Standing Poster Stand          | • Rolling Whiteboard                |
| • Poster Stand                   | • POS Machine                       |
| • Prize Wheel                    | • Cashbox                           |
| • Ballot Box                     | • Tablecloths (round and rectangle) |
| • Cooler                         | • Tripod                            |
| • Raffle Spinning Drum           | • Popcorn Machine                   |
| • First Aid Kit                  | • Card and Board Games              |
| • Pizza Bag                      | • Micro LED Lights                  |
| • Nintendo Wii and Games         | • Button Making Machine             |
| • Nintendo Switch and Games      | • Hangers                           |
| • Microphones (USB and handheld) | • Television                        |

### **Booking a POS Machine:**

- Requests must be made by **4:30pm, two (2) 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. If the machine is needed outside operational hours, groups must email the Student Groups Assistants to get special approval (along with completing the Equipment Booking form).
- 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. View the list of available rental equipment [here](#).

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.

## **Risk Management and Event Planning**

One of the most important goals of SAMU is to ensure that students participate in safe and enjoyable events. Groups must ensure that students participating in group activities do so safely and that a thorough risk management plan is in place.

Risk management is the process of identifying, monitoring and managing potential risks to minimize the negative impact they may have on an organization or event.

Group executives are responsible for members' behaviour while attending events held by the group. Executives should seriously consider worst-case scenarios, the steps to minimize risks, and how they can ensure the safety of their fellow students.

## **Risk Management Plan**

Groups are **required** to complete a Risk Management Plan as part of **every** Event Approval Form.

All activities require assessment of possible risks, and a plan to manage and reduce potential risks. Risks are not only limited to physical injury, such as slips, trips, and falls, but also include operational risks such as event logistics, weather factors, participation numbers, location hazards, alcohol consumption, reputational damage, and transportation. In assessing and forecasting foreseeable risks the group is displaying diligence to protect the group and SAMU.

## **Risk Matrix and Planning Chart**

In the Event Approval Form, groups will be required to use a Risk Matrix to help them complete a Risk Planning Chart.

The Risk Matrix is a tool that will allow groups to assess the likelihood and severity of potential risks. The matrix will increase visibility of risks and assist groups in event management and decision making.

<b>Likelihood</b>	<b>Severity</b>		
	Minor	Moderate	Major
Likely	Medium	High	High
Possible	Low	Medium	High
Unlikely	Low	Low	Medium

## **Example Planning Chart:**

Identified Risk	Consequences	Likelihood	Severity	Risk Rating	Preventative Measures	Possible Solutions	Outcome
<b>Ex: Participant becomes very intoxicated at event</b>	Participants could not get home safely. Participant could lose consciousness. Participant could be hurt or hurt someone else.	Possible	Moderate	Medium	Monitor consumption. Limit available drinks. Be prepared to cut people off. Provide substantial food	Cut person off. Partner them with sober friends. Take them to a quiet place. Send them home safely. Call 911 if needed.	Participant recovers student group avoids liability.

**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 more dangerous 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.

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

## **Post-Event Report**

### **Post-Event Report – Submission Guidelines**

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.

### **When to Submit a Post-Event Report:**

- **Events Involving Alcohol:**  
A report must be submitted within **2 business days** following any event that includes alcohol. This allows timely follow-up in case any concerns arise related to intoxication, security, or venue safety.
- **Events Involving an Incident:**  
If any incident occurred during the event—whether related to safety, behavior, property medical issues, or policy violations—the report must be submitted within **2 business days** so that appropriate support or follow-up can be provided quickly.
  - An “**Incident**” is an unplanned event that disrupts the normal flow or poses a potential risk, even if it doesn't result in injury or damage.
- **Events Without Alcohol or Incidents:**  
If an event involved **neither alcohol nor any incidents**, the group may instead submit **one consolidated report by the 15<sup>th</sup> of each month**, covering all qualifying events from the previous month (e.g. May report is due June 15).

- Events with alcohol and/or incidents do not need to be included in the monthly report, as they should have their own individual report.
- If a group did not hold or attend any events for the month, they may skip that month's report.

\* Are you submitting an Individual or Monthly Report?

**Note:** If the event(s) involved alcohol or had an incident occur, an individual report is required.

- ☐ Individual Report (with alcohol/incident)
- ☐ Monthly Report (without alcohol/incident)

## Student Groups Marketing and Promotion

It is up to each group to promote themselves.

### 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 the "MacEwan Red".

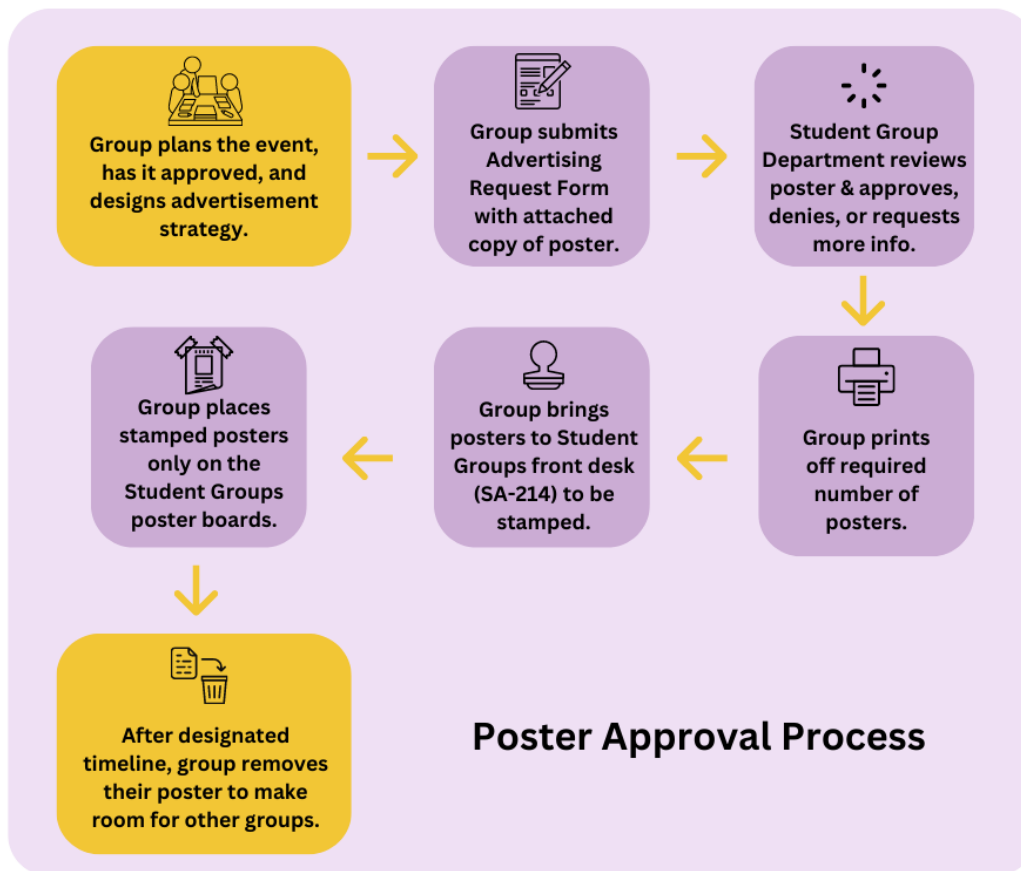
### Posters

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, except when posters are on designated SAMU Groups boards.

### **Poster Process**

Posters are the one form of advertising that do **not** require two weeks (10 business days) advance notice before running. Groups may submit an Advertising Request for posters and put them up on the same day, as long as the form is submitted and approved during business hours.

To avoid wasting time and money due to posters being taken down, follow this process:



**Note:** We recommend you do not print off your posters until they have been approved in case the poster cannot be approved.

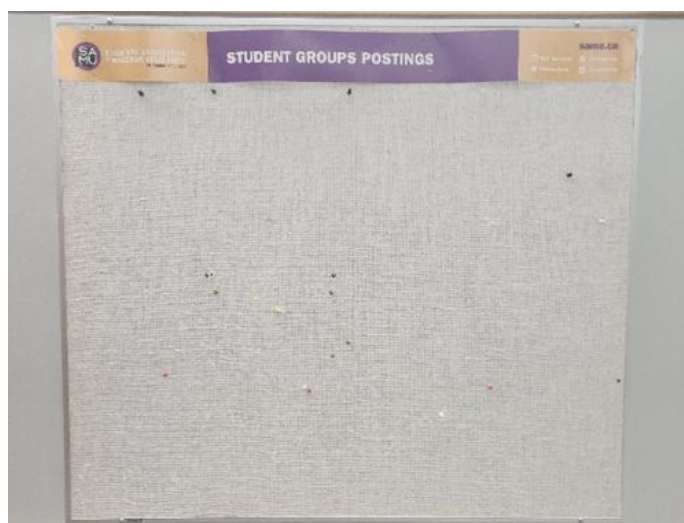
For an effective design, use color but keep it simple and stay consistent with a color palette. Use fonts properly; do not mix too many typefaces and be careful with overly stylized typefaces as they can make the poster hard to read. Always check the spelling and grammar.

### SAMU Groups Designated Poster Boards in Macewan University:

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

**Note:** Posters for regular meetings will have a maximum of one month on boards to ensure all groups are given an opportunity to use the boards. Posters for events may be advertised three (3) weeks prior to the date of the event.



**New:** There are poster frames available for Student Groups to use in the Student Groups Space (SA-214). Due to the limited availability of frames, please contact the Student Groups Department prior to posting.

### **Banner Guidelines**

Groups may design and print their own banners.

- Banners must be tied to the metal railings with twine or zip ties– NO TAPE OF ANY KIND IS PERMITTED.
- Banners are not permitted on wooden rails; they must be affixed to the green metal.
- Banners are not permitted in the SAMU building or Allard Hall.
- Banners may be hung in Buildings 5, 7, 8, and 9 on metal railings only.
- Only one banner can be hung at one location. Please share the space with other groups.
- Banners can ONLY be up for a maximum of ten (10) business days.



### **Social Media**

Groups are encouraged to establish social media such as Facebook or Instagram accounts. Social media can help groups showcase upcoming events and the work that they're doing! It is up to the group to keep this information updated.

### **Social Media Guidelines**

- Be professional and always treat people with respect.
- Do not give out any group members' personal information.
- Change passwords regularly. Don't share passwords.
- Be aware of messages from hacked accounts.

- Do not use other people's intellectual property unless given their permission.
- Ensure that posts do not reflect badly on SAMU or MacEwan.
- Student Groups' social media may only be used to promote and share group-related information.
- Student Groups are not permitted to post any information about SAMU unless they have contacted the Student Groups Department for permission and confirmation of details first.
- Ensure all posts follow the Student Groups Code of Conduct.

**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.

**Note:** Groups are encouraged to tag @sa\_macewan in their posts and stories, and SAMU may repost these on their stories.

### **Student Groups Spotlight**

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

This is a great way to spread the word about the group and potentially bring in new memberships. Submit the [Student Groups Spotlight](#) form on Student Groups Connect to become the next group featured!

### **Website**

If a group chooses to create a website, they must add the URL to their group's profile in Student Groups Connect. Groups can use their website to promote and inform people about the group's activities and upcoming events.

### **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.

## Additional Advertising Opportunities

Student Groups have various opportunities to advertise their events through SAMU advertising channels. To request advertising through the channels below, complete an Advertising Request Form [here](#).

**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.

### **Student Lounge and Student Groups Space TVs**

Groups that would like to have an event promoted on the TVs in the SAMU building and Students' Groups Space (SA-214), will need to follow these guidelines:

- Ten (10) business days' notice is required to display groups' advertisements on SAMU screens.
- A total of five (5) spots will be allocated on a first come, first serve basis for student groups each week. Ads can be displayed on SAMU screens for a week at a time (Monday to Friday).
  - Two (2) advertisements will run on **all** TVs in the SAMU building, the remaining three (3) 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:

- Ten (10) business days' notice is required to advertise group events in the SAMU Newsletter
- A total of four (4) spots will be allocated on a first come, first serve basis for student groups. 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 directly to Residence through their Google form [here](#). Graphics shared in the Google Form for digital advertisements will be shared in the Residence Discord. For the Newsletter, Residence will review all submitted graphics and include relevant upcoming events.

### **MacEwan Residence advertising guidelines:**

- Ten (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. Email [residence@macewan.ca](mailto:residence@macewan.ca) for more information.

## **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. Groups can advertise events or meetings in the MacEwan International Newsletter, Facebook, and Instagram.

### **MacEwan International Newsletter guidelines:**

- Ten (10) business days' notice.
- Link to event page

### **MacEwan International Facebook/Instagram guidelines:**

- Required size: 1080px by 1080px at a 1:1 aspect ratio (square)
- Required file type: JPG or JPEG.
- Optional: Link to Student Groups' social media posts with event details for MacEwan International to re-share.

### **Information to include in the advertisement:**

- Group name
- Event name
- Location of event
- Date and time of event
- Links to the event information

## **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:**

- 2 groups/month
- Ad request to be submitted one (1) month prior print
- Art to be submitted 2 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

## **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 can showcase the many exciting events and activities they organize around campus and in the broader community.

The Student Groups Expo occurs at the beginning of each semester in The Lookout, when many students, especially first-years, will be trying to figure out which groups to get involved with. Many student groups report that the Expo is the best way to recruit new people to their group, so it is beneficial for groups to spend some 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!

To RSVP, groups will need to fill out the form in the email and indicate if they require special accommodation for their booth. Special accommodation may include access to outlets, additional chairs, TVs, etc. Please note that not all requests can be met.

Important information, such as set-up times and booth expectations, will be communicated to groups through email leading up to the Student Groups Expo. Groups must monitor their email regularly to ensure nothing is missed.

### **Student Group Minglers**

Student Group Minglers allow groups to meet one another in a relaxed environment to share ideas surrounding events, fundraising, recruitment, etc. Groups are also encouraged to share stories of their accomplishments and experiences.

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

### **Student Group Workshops**

Student Group Workshops allow groups to learn more about a specific topic relevant to their group. There are generally three (3) workshops a semester. Workshop topics may include marketing, sponsorships, fundraisers, or inclusivity.

At least **one (1) executive** from each group must attend **one (1) workshop** a year and are encouraged to share what they learn with the other executives.

### **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.

### **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.
- **Involuntary closure** occurs when the Student Groups Department 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
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 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.

## Student Groups Connect

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, equipment rentals, etc.

### Definitions

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

Connect	Synonym/Definition
<b>Organization</b>	Student Group
<b>Campus Administrator</b> <b>Community Administrator</b>	Student Groups Department Staff
<b>Officer</b>	Group executive
<b>Service Hours</b>	Volunteer hours
<b>Roster</b>	Member list
<b>Action center</b>	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.

## **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 Booking (Skedda)
  - This link will allow students to book a room in the Student Groups Space (SA-214)
- Student Groups Handbook
  - This link directs users to a copy of 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
  - This link allows students to book a meeting with the Manager or the Coordinator 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 organization 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.
- **Forms**
  - Create, edit, and delete forms for your general members to complete.

- **Elections**

- Create and edit elections for your group. Voting will be open on your group's page during election days.

- **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 will help groups create events, manage their organization, submit service hours, organize their roster, post news articles, complete forms, upload photos, and request funding.

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](#).

**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.**