



# 2019-2020 ASWCC CLUB HANDBOOK

## ASWCC Vision Statement

ASWCC Student Leadership aims to achieve a dynamic campus environment in which all students are represented and have an opportunity to participate.

## ASWCC Mission Statement

To serve students by providing diverse opportunities for involvement to build campus community and represent student concerns in college decision-making.

## Contents

<b>Welcome.....</b>	<b>1</b>
<b>Rights and Responsibilities of Clubs .....</b>	<b>3</b>
<b>Club Membership.....</b>	<b>4</b>
<b>Officers .....</b>	<b>4</b>
<b>Advisors .....</b>	<b>5</b>
<b>Club Funding .....</b>	<b>5</b>
<b>Club Requests and Purchases.....</b>	<b>7</b>
<b>Club Meetings and Events.....</b>	<b>8</b>
<b>Food.....</b>	<b>9</b>
<b>Travel.....</b>	<b>10</b>
<b>InterClub Council (ICC) .....</b>	<b>11</b>
<b>Publicity Resources for Clubs .....</b>	<b>11</b>
<b>College Logo Use .....</b>	<b>14</b>
<b>Social Media.....</b>	<b>14</b>
<b>OSLD Club Team Contacts .....</b>	<b>16</b>

## Definitions

**Office of Student Life and Development (OSLD)** – The office located at Syre 208 which houses all ASWCC Club Team staff and serves as location where clubs can turn in club paperwork during regular business, Monday – Friday, 8:00 am to 5:00 pm.

**Associated Students of Whatcom Community College (ASWCC)** – The representative student body organization for Whatcom Community College. Its membership consist of all currently enrolled WCC students and is governed by the ASWCC executive Board, Programming and Diversity Board, and Senate.

**ASWCC Club Team** – The student leaders and professional staff who support and oversee ASWCC Clubs.

**Club Action Form (CAF)** – The main form clubs can use to make requests, such as requesting to make a purchase with club funds, reserve a room on campus, get materials printed, initiate travel, etc.

*v1.1 - Updated 9.25.19*

# Welcome

## Organizing and Joining a Club

As described Article VII of the Associated Students of Whatcom Community College (ASWCC) Constitution, the Whatcom Community College (WCC) Board of Trustees (BOT) delegates authority to the ASWCC Executive Board to manage student clubs on campus. The ASWCC Vice President for Clubs is the primary Executive Board member charged with managing clubs, and is supported by fellow ASWCC government members and the professional staff of the Office of Student Life and Development (OSLD) in this charge.

Described in Article VII of the ASWCC Constitution, the ASWCC Executive Board is granted authority by the WCC Board of Trustees to distribute student Services and Activities (S&A) fees. As student clubs are funded by student S&A fees, clubs are referred to as ASWCC Clubs to denote this relationship. Article V of the ASWCC Constitution, membership of the ASWCC is defined as “all students currently enrolled in one or more credits at Whatcom Community College.”

The ASWCC Club Chartering packet outlines the process students need to complete to initiate an ASWCC Club.

## ASWCC Bylaws Definition of a Club

“A group of Whatcom Community College students collectively organized based on a mutual interest, hobby, or instructional program, whereby the primary outcome of club functions and activities relates to benefiting the common interest of club members, or provides general welfare for the entire student body.”

## Student Learning Outcomes for ASWCC Clubs

The Office of Student Life & Development (OSLD) views participation in clubs at WCC as voluntary and as a privilege. Clubs are granted resources and opportunities that individual students do not have. Club leaders are encouraged to use these resources and opportunities to better the lives of their fellow students and themselves as well as the community as a whole. It is an opportunity for students to join together to:

- Learn and practice leadership skills
- Grow in artistic, technical, and social skills
- Develop friendships and build community
- Contribute to the life of the campus by providing activities and/or services
- Build an environment that inspires and empowers students
- Connect with faculty and peers along academic pathways and interests

# Rights and Responsibilities of Clubs

## Rights Granted to Chartered ASWCC Clubs

- Use of “ASWCC” in club name and to advertise club programming
- Request and use ASWCC Club funds through ASWCC Club procedure in accordance with ASWCC Financial Guidelines
- Use of College facilities for approved club meetings and activities in accordance with College procedures and policy
- Access to publicity tools provided by OSLD to promote the ASWCC Club, its activities and events in accordance with publicity guidelines in the ASWCC Club Handbook

## Responsibilities of ASWCC Clubs

To maintain active status as an ASWCC Club, you must fulfill the following responsibilities.

- Each quarter, ensure two club members who are currently enrolled WCC students have attended ASWCC Club training (at least two current WCC student club members must have completed training at all times. If a club member who attended training stops attending classes at WCC, a new club member who is taking class needs to attend training)
- Ensure at least one club member attends and represents the club at all InterClub Council (ICC) meetings. This can be any club member who is a currently enrolled student, it does not have to be a club officer. A student can only represent one club at ICC
- Complete Club Attendance records for all club meetings and all club events, to be turned in to OSLD no later than the last day of 11<sup>th</sup> week of the quarter along with the Quarterly Club Report
- Complete the Quarterly Club Report to be turned in to OSLD no later than the last day of 11<sup>th</sup> week of each academic quarter
- Participate in Orca Day on June 10, 2020
- Hold a minimum of one club meeting per month
- Adhere to all responsibilities outlined in the communication agreement signed as part of the club chartering process
- Maintain at least 5 active members regularly attending club meetings and events

## Active and Inactive Status

ASWCC Clubs are only considered active during fall, winter, and spring academic quarters. All ASWCC clubs are considered inactive during summer quarter and summer intersessions.

As appreciation and incentive for fulfilling all your club responsibilities and for completing all end of quarter club paperwork, your club’s remaining club funds from one quarter will rollover to the next quarter to recognize your role in building campus community. Please note the rollover of club funds is not guaranteed, it is only if you fulfill all your club responsibilities and complete all end of quarter paperwork for the club on time. This rollover

process only occurs between fall and winter quarters, and between winter and spring quarters. Club funds do not carry over between academic years.

If a club falls into inactive status, their club funds will be frozen and they will be removed from the ASWCC Clubs list until they restore their active status.

If a club becomes inactive because they fail to submit the Quarterly Club Report by the deadline, they can become active again by submitting the Quarterly Club Report late, but will not receive the benefit of their prior quarter funds rolling over to the next quarter.

Summer club activities and requests to be granted at the discretion of the ASWCC Club Team.

## Club Membership

Membership in ASWCC Clubs must be available to all WCC students on a non-discriminatory basis. The only exceptions to this are chapters of national associations whose bylaws require limitations on membership. These limits can only be made based on class standing, academic standing, and/or academic major and must be approved by ASWCC Club Team.

Clubs may choose to include non-WCC guests, so long as it does not limit the participation of Whatcom Students. Guests may not hold leadership/officer roles within the club.

## Officers

Each ASWCC Club gets to decide its own organizational structure and develop its own officer roles. Clubs are required to have at least two club officers with at least one as a club president or equivalent position. Only currently enrolled WCC students may serve as club officers.

Roles of club officers are determined by the Club Constitution. Clubs are required to have at least 1 club officer charged with the following duties:

- Making sure attendance records are completed and turned in for each club meeting and event
- Communicating with the ASWCC Club Team regularly, answering emails and notifying of any club changes including officer changes
- Serve as a public point of contact for the club, answering questions from interested students and campus community members
- Tracking club funds and expenditures in collaboration with ASWCC Club Team
- Stepping into club officer 1's role in the case of their absence
- Communicating with ASWCC Club Team to make sure information about club on ASWCC Club webpage is up to date
- Completing and turning in end of quarter report for club

## Advisors

### Advisor Role

Club advisors play a vital role in ASWCC Clubs to ensure student involvement with the club is meaningful and productive. The most successful clubs are those in which the advisor takes an active interest in the club. The role of the club advisor is to support, inspire, and empower club members to have a meaningful experience and to achieve the student learning outcomes for ASWCC Clubs:

- Learn and practice leadership skills
- Grow in artistic, technical, and social skills
- Develop friendships and build community
- Contribute to the life of the campus by providing activities and/or services
- Connect with faculty and peers along academic pathways and interests
- Build an environment that inspires and empowers students

While supporting the club, please allow students to take charge of initiating all club forms and communication between the club and the OSLD regarding regular club operations. The ASWCC Club Team is always willing to work with Club Advisors to provide guidance and insight into the role of advisor. If you have questions about your role as club advisor, please do not hesitate to reach out to the ASWCC Club Team to discuss.

### Advisor Responsibilities

- Participate annually in ASWCC Club training
- Attend all club events held outside regular College business hours, including weekends and holidays (see ASWCC Club Handbook for more specific details)
- Have a thorough knowledge of the club's constitution
- Have a commitment to student leadership development within the club.
- Promote professionalism within club membership
- Be knowledgeable of OSLD and College policies that pertain to clubs, including Financial Guidelines for the ASWCC, Guidelines on the Use of Services and Activities Fees (aka Killian Outline), and Student Rights and Responsibilities Policy
- Provide oversight and advising for decision making related to spending club funds

## Club Funding

### Overview

The OSLD has authority over all club funding, financial transactions and accounts, is the primary budget authority for club expenditures, and has the responsibility of ensuring that club funds are expended and deposited in accordance with the ASWCC Financial Guidelines, WCC policy, and Washington State law and auditing practices. The club financial officer must work with the ASWCC Club Team to maintain accurate records and process financial transactions in a timely manner. If discrepancies occur between the club's records and the OSLD's accounting, they need to be resolved as soon as possible.

## Fiscal Guidelines

For accounting purposes the first money spent in a club account will be the Quarterly Operating Allocations (\$200), not fund-raised money. A club may not have an off-campus bank account. When ASWCC and club fundraised money are deposited into the same account, it is considered “co-mingled”, and falls under all State funding guidelines. All non-perishable club supplies are considered State property. Any items ordered by individual clubs must be delivered to a college address and remain on campus. When a club is no longer active, and at the end of an academic year, all supplies purchased with club funds must be returned to the Office of Student Life and Development, or taken inventory of if they are stored elsewhere on campus. Clubs must use the ASWCC logo on all printed materials and acknowledge the ASWCC verbally at their event to help increase awareness of ASWCC sponsorship of clubs.

## Quarterly Allocation (QA) of Club Funds

Once a club has completed chartering by the 1<sup>st</sup> day of the seventh week of the quarter, they will receive a quarterly allocation (QA) of club funds totaling \$200.00. A club’s QA is a set amount of funding the club receives automatically each quarter. Club members can request to spend from their QA through submitting a Club Action Form. QA spending and balances are tracked by the ASWCC Club Team in collaboration with club officers. Your club’s QA balance may be checked by contacting the ASWCC Club Team.

As appreciation and incentive for fulfilling all your club responsibilities and for completing all end of quarter club paperwork, your club’s remaining club funds from one quarter will rollover to the next quarter to recognize your role in building campus community. Please note the rollover of club funds is not guaranteed, it is only if you fulfill all your club responsibilities and complete all end of quarter paperwork for the club on time. This rollover process only occurs between fall and winter quarters, and between winter and spring quarters.

Club funds do not carry over between academic years. Any club funds remaining in a club’s balance at the end of the year will be deposited into the ASWCC Fund balance. If there is a negative balance of fund at the end of the academic year, the negative balance will carry over to the next academic year.

Clubs can request additional funds through InterClub Council or the ASWCC Senate, but must first use up their quarterly allocation before they can receive additional funding from these sources.

Please consult with the ASWCC Club Team, and to the ASWCC Financial Guidelines and the Guidelines for Permissible Use of Services and Activities Fees (a.k.a. Killian Outline) for specific questions on club fund usage.

### **ASWCC funds (which includes all club funds) cannot be used to**

- Influence political campaigns
- Buy tobacco or alcohol
- Buy religious materials
- Purchase firearms
- Give away as a scholarship/donation/gift

## Fundraising

OSLD supports and encourages clubs to raise funds or secure sponsorship for programs (events and activities) support the club's purpose. It is important that fundraising guidelines are followed because the laws and policies that guide fundraising activities are governed by the State of Washington. At all times, the college reserves the right to approve or limit any fundraising activity, when it is in conjunction with the use of the name and facilities of WCC. Financial records should be kept on file with the OSLD.

All records will be available to the OSLD staff as well as the Washington State Auditor's Office upon request. A Club Action Form is required to be submitted prior to conducting fundraising. This form should include the purpose and intent of the fundraiser prior to approval. Also, when doing any fundraising activity, the name of the ASWCC Club and the intended use of the funds must be clearly stated or visible to those contributing. All fundraised money must be used solely for the specific stated purpose(s). Remaining fundraised funds at the end of the academic year will be carried over the next fiscal year as long as the club is chartered again. If the account remains inactive for the next academic year, all funds will return to the ASWCC Fund Balance.

### Suggested uses of fundraised money

- Buy club supplies
- Buy club snacks
- Give away as prize in recognition for participation up to \$50 (no gift cards)

### Ideas for Fundraising

- Selling items: This type of fundraising shall be advertised to on-campus students and staff only. Example: bake sale (note: club funds cannot be used as "seed money" for fundraisers)
- Event admissions: Clubs may charge admission to their event through ticket sales.
- Cash Donations: Clubs may ask for cash donations.
- Non-Cash Donations: Clubs may ask for non-cash donations. These would then be used as either prizes or giveaways for a club sponsored event.
- In-kind Services: A club may provide a service free of charge to another group in exchange for a service they are willing to provide the club.

## Club Requests and Purchases

### Club Action Form (CAF)

The Club Action Form (CAF) is how your club can initiate an action or request. Any time your club is looking to make an "action" you should think "Club Action Form." You can use a CAF to initiate the following requests:

- Book a location on campus for regular club meetings
- Request for your club to host an event on campus
- Request to use club funds to make a purchase for your club
- Request to serve food or get catering from Sodexo
- Request for your club to travel off campus



- Get materials printed for your club

Club Action Forms must be submitted 2 weeks prior to the request date (1 month for event and travel requests) to allow adequate time for processing. All Club Action Forms must be signed by the club advisor before they can be turned in to the OSLD.

## Making Purchases

Once a purchase request has been submitted by a Club Action Form, the ASWCC Club Team will review your request then work with you to determine which options are available to make the purchase. Note that not all methods of purchase are available for all types of purchases.

## Reimbursement

We cannot reimburse purchases that do not receive prior approval with a Club Action Form. Reimbursements can only be issued if original receipts with an itemized list of purchases is submitted to the OSLD within 24 business hours of purchase. The receipt should clearly show the name and address of the business in English. Use of food stamps is prohibited. Reimbursements under \$40 are dispensed in cash, while reimbursements over \$40.00 occur in check form.

## P-Card (purchasing card)

Only WCC staff/faculty may check out the OSLD P-Card. After a transaction is made, the advisor must return the P-Card within the same day and submit all associated receipts to the OSLD. These purchases must coincide with a previously submitted and approved ASWCC Club Action Form.

## Cashboxes

A cash box may be checked out by the club advisor for up to \$50.00 for club events. Consult with the ASWCC Club Team if you would like to check out a cashbox.

# Club Meetings and Events

## Club Use of On-Campus Spaces

ASWCC Clubs have the privilege of requesting use of college facilities without being charged a fee. To request a space on campus, clubs must complete a “Club Meeting Request” or “Club Event Request” on a CAF. Please be as specific as possible when requesting location. The ASWCC Club Team can work with you to determine if the space is available and suggest alternative spaces if it is not.

Your requested college space is not guaranteed for your club until you have received approval via email from the ASWCC Club Team with a room confirmation attached.

Club advisors are responsible for a campus space anytime a club is using it. The club is responsible for program-related activities in the reserved space including set-up, tear-down, and clean-up after using the space. All reserved spaces must be returned to their original desk/table configuration after use by the club.

Please Plan Sustainably. Clubs are encouraged to participate in sustainable practices when planning events and conducting club activities. Please ask if you have questions regarding planning sustainably, if you need guidance on sorting landfill, recyclables, and compostable.

## Large and/or After Hours Club Events

All club events require a CAF to be submitted 1 month prior to the event date to allow adequate time for processing and planning.

WCC normal college business hours are Monday through Friday, 8:00 am to 5:00 pm. Any time outside of these hours—including weekends and Holidays—are considered outside normal college business hours or “after hours.” The following guidelines apply to all ASWCC meetings or events which occur outside of normal college business hours. The purpose for these guidelines is to ensure the safety of students, campus facilities, and property through professional staff supervision.

A club advisor is required to attend all events outside normal college operating hours for all hours of the event occurring outside normal college business hours. In the event that an advisor is not available or present for part of a large or after hours event, the event will not be able to begin or continue until an advisor is present. An alternative advisor may be designated to attend the event in place of the regular club advisor. A plan for advisor presence must be communicated to the ASWCC Club Team in advance.

## Security for Club Events

Additional supervision/security will be required if a club has expected attendance of 50 or more people or if the general community is invited. If this is determined to be necessary, the ASWCC Club Team will discuss with your club in a meeting after it has submitted a Club Event Request through a CAF. The ASWCC Club Team will work with your club and WCC Safety and Security to determine security needs. Extra security costs may be the responsibility of the club depending on what is required.

PLEASE NOTE: Be familiar with campus security/emergency procedures. All events end at midnight. Exceptions to this must be discussed with and may be granted only by ASWCC Club Team and WCC Safety and Security.

## Food

### Serving Food on Campus

Anytime your club is serving food on campus (even if not purchased with club funds) the ASWCC Club Team must be notified by checking the applicable box on the Food Request on a CAF. This is to notify the ASWCC Club Team to complete a Light Refreshment Form on behalf of your club, which is a College form that must be completed any time food is served on campus.

Club members who will be serving food on campus are required to have a valid government-issued Food Worker's card on file with the ASWCC Club Team.

Clubs can request to purchase food or catering from any vendor, but must always receive approval first from the ASWCC Club Team before any orders are placed.

## Working with Sodexo (Campus Dining Services)

ASWCC Clubs are able to purchase food and/or request catering from Sodexo. To request a catering or food quote from Sodexo, submit a CAF to the OSLD with the appropriate box checked under "Food Request" and pick up an ASWCC Club Sodexo Request form which lists the next steps.

## Travel

### Club Travel Overview

Students eligible to be funded for travel are those who are currently enrolled. If travel occurs between quarters, eligibility is determined by the student's registration status during the previous quarter. Participating students must comply with all expectations of student conduct while traveling. Funding may not be used for travel for staff or faculty, with the exception of advisor(s) traveling with the club.

### Funding for Travel

All club travel requests begin by completing a CAF. Clubs have the option of requesting funding from InterClub Council or the ASWCC Senate for travel, however all clubs must plan to use all their remaining club funds before requesting supplemental funding from InterClub Council or ASWCC Senate.

#### Travel funding guidelines

- The ASWCC Senate or Interclub Council may allocate funds during a regularly scheduled meeting to chartered clubs for attendance at conferences, meetings, competitions and performances for travel expenses.
- Travel funds are allocated only to ASWCC chartered clubs in good standing.
- A club must use its remaining club budget towards travel expenses unless granted an exception by InterClub Council or Senate.
- Any student violating the Student Rights and Responsibilities policy while on travel status will be sent home immediately and required to pay all expenses associated with their participation. Club Advisors must complete an incident report in these cases.

### Club Travel Process

After submitting a Club Action Form at least one month prior to travel date, the ASWCC Club Team will review your request setup a meeting with you to discuss next steps.

## InterClub Council (ICC)

### ICC Overview and Purpose

As outlined in Article IV of the ASWCC Bylaws, the role of InterClub Council is to create a forum for campus clubs to maintain a working relationship for the college.

The InterClub Council is also forum for ASWCC Clubs to allocate club funds and make collective decisions that affect all clubs. The ASWCC Vice President for Clubs is responsible for setting the agenda and running ICC meetings. Please contact them at least one week in advance if you wish to get on the agenda for ICC.

### Club Responsibilities for ICC

All clubs are required to send one club member to all ICC meetings to represent and vote on behalf of the club. Club representatives for ICC do not have to be club officers, though this is encouraged if possible.

Club advisors are welcome to attend ICC, but are not required to, cannot serve as club representatives, and do not have a vote.

Students can only represent one club at ICC. A student may not represent and vote on behalf of multiple clubs.

## Publicity Resources for Clubs

### Overview of Resources for Clubs

ASWCC Clubs have access to a variety of resources to publicize their club, their club meetings, and their club events to grow club membership and drive attendance at events.

There are both College and ASWCC policies clubs must be aware of in order to publicize their club.

### Advertising Club Meetings

After your meeting room has been confirmed, your club meetings will be added to the ASWCC club page at [whatcom.edu/clubs](http://whatcom.edu/clubs). This webpage is the official club list for WCC where students are directed when they inquire about clubs at the Office of Student Life and Development. It is imperative your club makes sure your meeting times are accurately reflected on this page.

Because we have so many clubs on campus and only limited room on the OSLD bulletin boards, we do not post posters advertising regular club meetings. We would love to do this, but we simply would not be able to fit advertisements for all the club meetings and still allow space to advertise our events.

### Before you start designing your advertising

- Make sure you received confirmation for your event space for your requested time.

- Make sure all your other club paperwork is in order (catering requests, etc). You want all event details to be confirmed before you start advertising your event. Changing advertising materials once they have already been printed wastes club funds and creates confusion about your event.

## Designing advertising materials

Programs to design fliers include:

- **Adobe Illustrator, Adobe Photoshop, Adobe InDesign:** These are professional design programs. Using them may be tricky to use if you do not have experience, but these programs will produce the highest quality graphics. The Student Access Lab (SAL) in Heiner has computers with these programs installed on them for any student to use.
- **Microsoft Word, Microsoft PowerPoint, Microsoft Publisher:** These programs are easy to use but they will not produce the quality designs other programs on this list will. These programs are capable of meeting size requirements for all posters.
- **Canva.com, Piktochart.com:** These are online programs created to help people without design experience create great looking fliers. These programs are free but offer premium versions. Free versions of these websites cannot create high resolution graphics for sandwich board posters, so fliers that are larger than 8.5x11 will appear fuzzy if printed from one of these programs.

Design graphics large enough for intended use. If you want the graphics to be on sandwich boards, posters, and handbills, design at least to the size of sandwich boards. Graphics can be shrunk without causing distortion, but enlarging beyond designed size will cause fuzzy or pixelated graphics.

- Sandwich board posters: 23 in. x 30 in. at 300dpi (must be portrait orientation)
- Posters: 8.5 in. x 11 in. at 300dpi (must be portrait orientation)
- Handbills: 4.25 in. x 11 in. at 300dpi (can be portrait or landscape)
- FIN slides (screensavers, television screens): 1600 pixel x 900 pixels (must be landscape orientation)

**Advertising Tip:** When designing posters, keep text to a minimum. The more text on a poster, the less likely people are to read it. People should be able to understand what your event is, when it is, and where it is within 3 seconds of looking at your poster. Consider bolding the event time, date, and location, or make it larger than other text on your poster. Include a contact or other way for people to learn more about your event on the flier.

## Graphics standards

All ASWCC Club advertising graphics must meet the following standards:

- Information is accurate (event date and time are correct)
- No typos (building names, department names, organization names, etc.)
- Content is appropriate for the college setting
- Meets basic design standards (text is readable, etc.)
- Meets accessibility standards (text is large enough to be read)
- Does not contained stolen content (copyrighted images used without permission)

- After review, you will receive an email reply notifying you either that your graphics were approved and your order was placed, or if edits need to be made to your graphics to meet standards. You will also be notified if the funds for printing your graphics were approved.
- After your graphics have been printed, you will receive an email when they arrive for pick-up at the Office of Student Life and Development. Standard orders (posters, handbills, sandwich board posters) typically take 24 business hours to complete. Special orders will take longer.
- Unless otherwise requested by the club, OSLD will take 10 posters from your order to post on the Campus Events bulletin boards that the OSLD manages, as well as a small stack of handbills to display at the OSLD front desk.

## Ordering advertising materials

Follow the instructions listed on the “Print Request” section of the CAF to request your materials to be printed.

After your materials have been printed, you will receive an email when they arrive for pick-up at the Office of Student Life and Development. Standard orders (posters, handbills, sandwich board posters) typically take 24 business hours to complete. Special orders will take longer.

Unless otherwise requested by the club, OSLD will take 10 posters from your order to post on the Campus Events bulletin boards

**Note:** Leaving loose handbills and posters in campus common spaces, such as on tables and chairs, is prohibited. Handing handbills directly to students in common spaces is allowed.

## Sandwich Boards

OSLD has sandwich boards that are available for check-out to clubs on a first-come first-serve reservation basis. **Sandwich board supply is limited, so be sure to reserve early.**

**Advertising Tip:** Sandwich boards serve as great short-term advertising. Their large size and placement on the ground make them highly visible. However, sandwich boards lose their effectiveness after being out for an extended period of time in the same spot, and too many sandwich boards in one location can create mobility concerns for students. This is why we only allow a maximum of 1 week per event per sandwich board.

1. Sandwich boards may be reserved for a maximum of 1 week prior to the event.
2. To reserve a sandwich board, please email [Clubs@whatcom.edu](mailto:Clubs@whatcom.edu) with the following information:
  - Club
  - Event name
  - Event date, time, and location
  - Dates for sandwich board checkout (max 1 weeks before event)
  - Quantity of sandwich boards being requested (max 3)
  - Status of poster for event (will it be delivered to OSLD, will club member drop it off, are the posters included in a club print order that was submitted?)

- Preferred location for sandwich boards. Sandwich boards can be placed inside any WCC building (excluding ASB and HPEC). For security purposes, we do not allow placement of sandwich boards outside of buildings.
3. You will receive notice if your sandwich board reservation was approved or not via the email that submitted the request.

Once submitted, OSLD staff will place sandwich boards out at requested date with the appropriate posters on them, and will retrieve them the date after the reservation ends. Sandwich board posters will be recycled unless otherwise noted by sandwich board requestor.

**Note:** It is campus policy to only display sandwich boards near walls, and not in the middle of hallways. This is to keep our campus accessible for the movement of students including those with visual and mobile disabilities. Therefore, it is only necessary to have 1 poster on each sandwich board as the reverse side will be facing a wall.

## College Logo Use

### ASWCC Logo Use

- As a part of the ASWCC, all chartered ASWCC clubs are permitted to use the ASWCC logo. The ASWCC logo is not to be altered or distorted. The ASWCC logo may be incorporated into club logos. This logo is available for download on the ASWCC club page: [whatcom.edu/clubs](http://whatcom.edu/clubs)

### OSLD Logo Use

- The OSLD logo denotes programs and events sponsored by the Office of Student Life and Development. Clubs are not permitted to use this logo unless it is to advertise a collaborative event between the club and the OSLD.

### WCC Logo Use

- The Whatcom Community College logo is reserved for events officially sponsored by the College. ASWCC Clubs are not permitted use of the logo without prior permission.

## Social Media

Clubs are permitted to use social media to communicate with club members and advertise events.

### Social Media Guidelines

Please observe the following best practices for all social media platforms.

- Always ask for consent before posting picture of people
- Make sure your login information is stored somewhere safe so you will not forget it, and so your accounts can be passed down to the students in the club the following year

- If you know your club will not be continuing into the next year, please delete your accounts

## Instagram and Snapchat

There are no formal guidelines for club Instagram and Snapchat accounts besides the general social media guidelines posted above.

## Facebook

Clubs are welcome to create Facebook pages and/or groups.

- **Pages** are Facebook profiles that organizations use to communicate with the public. All Facebook pages are public, and can be liked and followed by Facebook users.
- **Groups** are common posting boards that Facebook users can join. Groups can be public or private, open for anyone to join or require an invite, depending upon the settings the group administrators set.

All pages are public and searchable on Facebook. Groups can be made private or public. You get to decide what works best for your clubs.

There is one requirement if you are creating a Facebook **Page**:

- **All ASWCC Club Facebook pages must add “Pio Wcc” as an administrator.** This account is managed by the WCC Public Information Office (PIO). This account will not adjust your page settings in any way or monitor your pages Facebook use. Adding the Pio account is only a precaution for the event that a club becomes inactive but leaves their Facebook page up, or in case club members forget to give admin access to the page for next year’s officers.

## Advertising on OSLD Social Media

The Office of Student Life and Development manages a Facebook page, Instagram account, and Snapchat. Between all platforms, the OSLD typically reaches between 500-1000 people with each post.

Feel free to tag our Facebook ([facebook.com/wccstudentlife](https://facebook.com/wccstudentlife), profile name “WCC Student Life and Development”) and Instagram ([Instagram.com/wccstudentlife](https://instagram.com/wccstudentlife), profile name “WCC Student Life and Development”) in your social media posts. We are happy to share your event posts on our pages to help you reach a larger audience.



## OSLD Club Team Contacts

The Office of Student Life and Development (OSLD) at Syre 208 is the home of the ASWCC Club Team. All ASWCC Club forms can be turned in at the OSLD during normal college business hours and will be sorted to reach the appropriate member of the ASWCC Club Team.

ASWCC Club Team general email: [clubs@whatcom.edu](mailto:clubs@whatcom.edu)

### **Surabhi Subedi**

ASWCC Vice President for Clubs

[SSubedi@whatcom.edu](mailto:SSubedi@whatcom.edu)

- Maintains communication with ASWCC clubs
- Oversees the ASWCC club process
- Sets agenda for and leads InterClub Council meetings
- Represents ASWCC Clubs in ASWCC decision making

### **Patrick Duong**

ASWCC Director for Club Events Programming

[PDuong@whatcom.edu](mailto:PDuong@whatcom.edu)

- Contact for ASWCC clubs looking to collaborate with the ASWCC Programming and Diversity Board
- Serves as lead for planning ASWCC club fairs and club involvement in Orca Day
- Provide insight and advice to clubs on planning events
- Represents ASWCC Clubs in ASWCC decision making

### **Lucas Nydam**

Coordinator for Student Life and Development

[LNydam@whatcom.edu](mailto:LNydam@whatcom.edu)

- Coordinates club paperwork and procedures
- Manages ASWCC Club webpage
- Provides guidance to club members and advisors on club processes and procedures

### **Kunbi Ajiboye**

Associate Director for Student Life and Development

[KAjiboye@whatcom.edu](mailto:KAjiboye@whatcom.edu)

- Provides support and guidance to clubs on planning
- Consults with clubs to discuss planning and implementing club events

### **Heidi Farani**

Director for Student Life and Development

[HFarani@whatcom.edu](mailto:HFarani@whatcom.edu)

- Advises ASWCC Vice President for Clubs
- Oversees ASWCC Clubs policy, makes final decisions regarding any request for exceptions
- Serves as a resource for club advisors
- Consults with clubs to coordinate club travel