

NDSU Residence Life Hall Government Training

Title: Training Session 2

Learning Goals and Outcomes:

After this training session, Hall Government members will have learned:

- How the budget is broken down and managed.
- How to properly brand the hall government image, and what they want that brand to be.
- The essentials of event planning.
- Proper advertising skills.
- Executing and evaluating events.
- Where there resources are in the central office.

Purpose: Teach Hall Governments how to function as a unit, plan events, manage budgets, and market themselves and what they do in their building.

Date: September 12/13, 2018 (2 hours)

Before the Session:

Gather Materials: (Butcher paper x2, markers, pens, notebook paper, notecards, sticky notes, projector, laptop, enough copies of the event planning form)

Tours will be done at different times based on hall. Please see the 3rd page for your Central Office Tour time before the session so you can plan accordingly.

During the Session:

Welcome and Recap (5 minutes)

Branding (30 Minutes)

Materials: Butcher paper, markers

1. Explain to your hall government the definition of a “Brand” and its purpose.
 - *Your brand is your image.*
 - *It is the overall perception people have of who you are, what you do and how you do it.*
 - *It builds a reputation and tells people what to expect from you.*
 - *It gives everyone on the team or in the group a consistent image to uphold and expectations to follow.*
 - *Having one makes it easier to get other residents interested, involved, and attending.*

The purpose of hall government is to create connections and provide opportunities for the student voice.

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- *Branding falls under how the team physically presents (t-shirts or other branded clothing); how they advertise events and initiatives (social media, flyers, outreach, etc.); and how they interact with their hallmates to determine how to provide what they need.*
2. Have your hall government shout out adjectives and/or phrases that they think should define who they are as a hall government—how they want their fellow residents to see them. You can write this down on butcher paper or have a member of your hall government write.
 3. Then guide them combine those words into a logical statement that defines their brand (what they do, why they do it, and how that defines them). This statement should make a good base for the development of their goals.

EX: Burgum Hall Government brings you The Bella Life- Classy Events. Fun Times.

Budget Review (15 minutes)

1. Use a projector (or hook up to the TV) to show them what the budget master looks like.
2. Explain each section including how those parts of the budget are used.
 - **Rollover:** *money saved for the next academic year to be used for events before the first allotment is given. The suggested amount is \$1000. Some halls decided to do less. (You may share with them what the hall gov before them left them to work with for this month)*
 - **Events:** *Use to buy food, supplies, prizes, etc. for hall events*
 - **Philanthropy:** *Funds used for charitable donations or community service projects.*
 - **Branding:** *This can go towards things like t-shirts, printing advertising for events, a brag board, etc.*
 - **RA Funding:** *This is money that is allotted for RA use. Each RA should be given a set amount for the year.*
 - **Exec Board Discretionary:** *This is money set aside for the exec board to use as they see fit.*
 - **HD Discretionary:** *Funding allotted for the Hall Director for their own programming or whatever they see fit for the hall.*
 - **Hall Improvement:** *Used to make purchases for items that add to the hall. This can be anything from tuning the piano, to maintaining the vacuums, to buying a new TV for a lounge, to buying games or other forms of entertainment.*
 - **Appreciation:** *RHA and NRHH do several appreciation days for the year. Hall Directors, front office staff, RAs, Custodians, Liaisons, Directors, all get some form of gift or card for appreciation day. They least they are expected to give is a card.*

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Event Planning (25 minutes)

Materials: Printed event planning forms, laptop and projector.

1. Discuss the beginning process of event planning, and questions they should be asking themselves as they start:

***Budget:** What are you willing to spend on an event based on current budget?*

***Type:** What is the event? Will it interest the other residents?*

***Time Frame:** What date and time is logical for that type of event? Will people come at that time? Are there any other campus events at that time that might get in the way of attendance?*

***Space/Venue:** What space do you need to use? Bigger space? More intimate space? Seating/tables needed?*

2. Talk about places and options for doing events

- *Locations (i.e. hall lounges, the union, outdoor lawns, etc.)*
- *Food Ordering/purchasing options open to them (NDSU Catering, Erbs and Gerbs, BWW, Sandy's, Hornbachers, Papa Johns, Dominos, etc.)*
- *Explain food requirements for using union spaces: No outside food in the union, only union catering.*

3. Show them each of the following forms on screen and walk through how those are filled out.

- *Food Ordering Form*
- *Purchase Request Form*
- *Event Planning Form*
- *Event Evaluation Form*

Advertising (15 minutes)

1. Explain how to effectively advertise
 - *Be creative; make the advertising colorful and eye-catching*
 - *Think about the audience you are trying to reach*
 - *Create a catchy title*
 - *Make sure the advertising is neat and fonts stand out from the background*
 - *Give enough information, but don't get too wordy*
 - *Make sure date, time, place, and any requirements (i.e. wear Red) are all listed and correct before printing.*

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Resources for Designing

- *Designing software and sites (Word, Publisher, Canva)*

Basic Rules of Good Advertising

- *Advertising should go up a good two-three weeks before the event.*
- *It should be placed in high traffic areas.*
- *Unusual, large, or standout advertising catches more eyes and peaks people's interest.*

2. Show them examples of solid advertising

Activity (20 minutes)

As a hall government group, you will use the event planning form to plan an event. At the end, you should have filled out all questions on one form (choose a writer out of the group).

Students will brainstorm the event (they can actually use this as their first event and flesh it out in the Retreat session if you all decide to do so).

Objective: Plan an event.

Budget: \$200

Type of Event: Welcome to College event for all hall residents

Restrictions:

- Your event has to be for September
- You must have food for people who are dairy-free, vegetarian, and gluten free.
- You must have the event in an easily accessible space because one of the residents is in a wheelchair and one is on crutches.

Homecoming Boards Update (5 minutes):

Follow up with team to see how the Homecoming Board is coming along. Reminder they are due Monday, September 17 at 9am.

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Central Office Tours (10 minutes)

1. Be sure to demonstrate how to use the die cuts and explain the rules for paper use
2. Show them where the giant markers are located and how to properly use them (with the pad to avoid staining the countertop)

Wednesday Schedule

- 7:10pm Stockbridge
- 7:20pm Churchill-Dinan
- 7:30pm Pavek
- 7:40pm Seim
- 7:50pm Sevrinson
- 8:00pm Thompson
- 8:10pm MLLC
- 8:20pm Burgum
- 8:30pm Niskanen

Thursday Schedule

- 7:20pm Weible
- 7:30pm Reed Johnson

Hall Storage Tour (optional, if time permits)

After the Session:

1. Clean up all spaces used and gather materials (This may be a fun “together” activity as the girls get ready to leave)
2. Collect butcher paper and filled out event planning form to use for the next session.