

NEW STUDENT ORGANIZATION REQUEST

Presentation
Preparation
Guide



**Center for
Student Involvement**

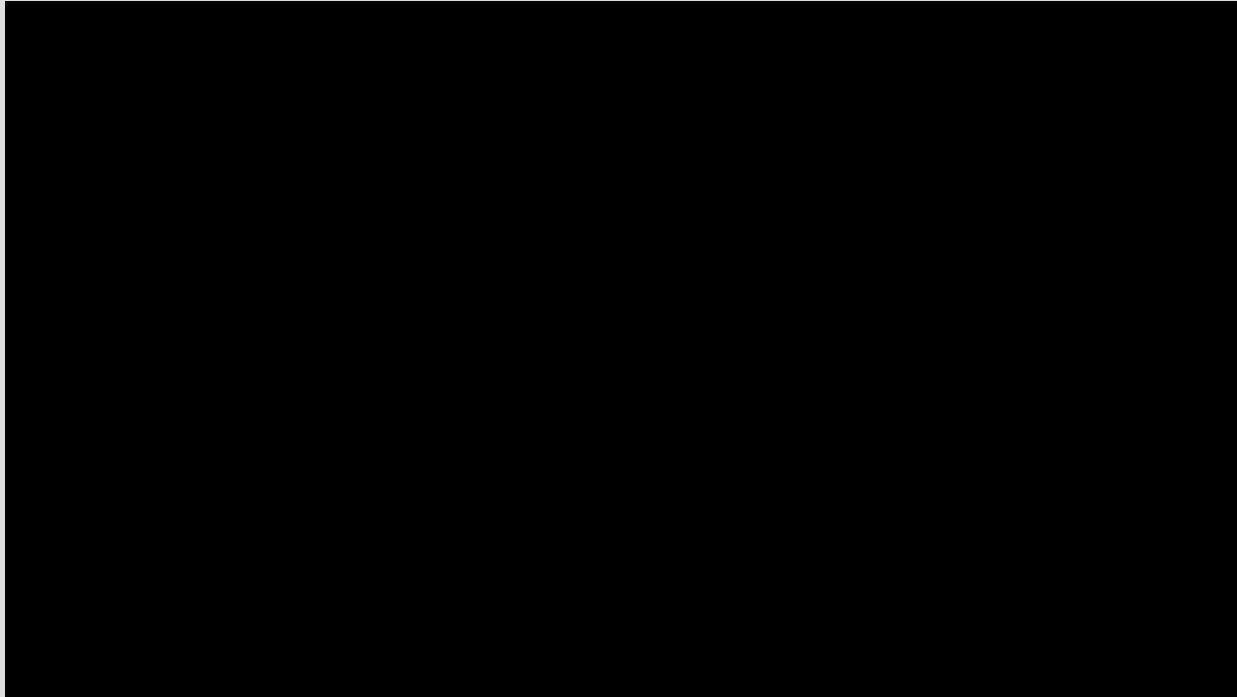
STEP 1: START WITH WHY?



In his viral TED Talk, Simon Sinek says, “People don’t ‘buy’ what you do, they ‘buy’ why you do it.” All great and inspiring leaders and organizations in the world all think, act, and communicate the exact same way. Student organizations can learn a great deal from business strategy practices.

STEP 1: START WITH WHY?

**Watch Simon Sinek's TED Talk
"How Great Leaders Inspire Action"
to discover The Golden Circle and start with why.**



If video does not launch in slide, view it here: <http://youtu.be/qp0HIF3SfI4>

Adapted from Temple University.

STEP 2: WRITE YOUR WHY

After watching Simon Sinek's TED Talk, it's time to write your why!

Your organization's Why Statement should follow the format below:

“To _____, so that _____.”
contribution *impact*

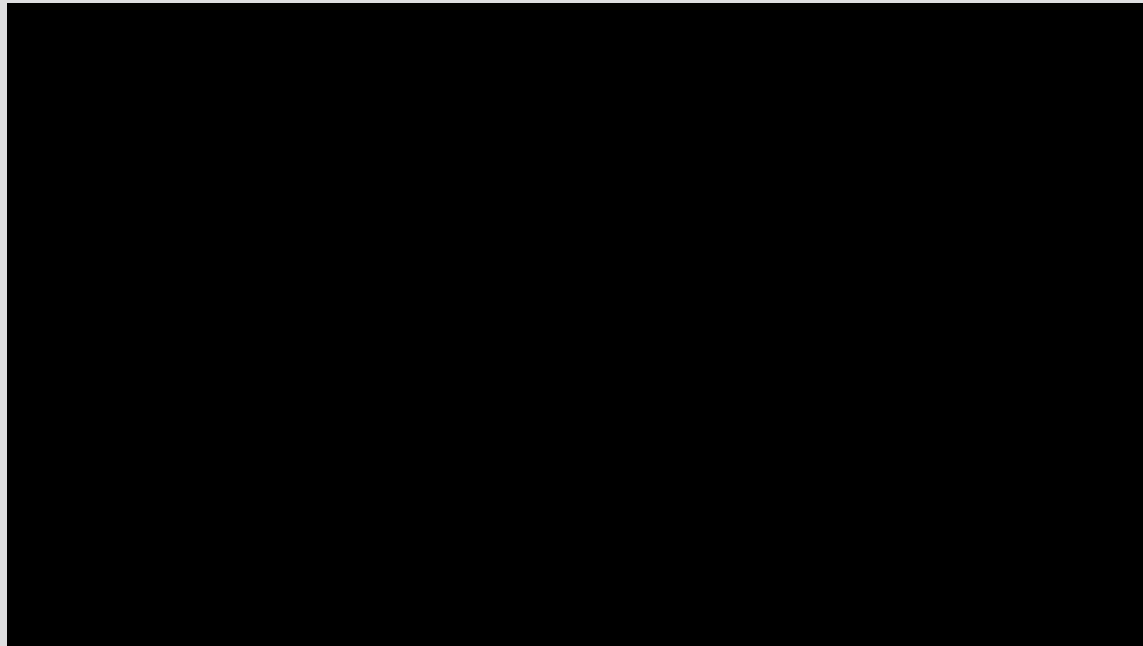
WHY STATEMENT: CHEESE CLUB

To explore the science, art, and beauty of cheese, so that the entire UIC community can understand it's not just that cheese is great, it's cheese that makes everything "grater."

STEP 3: S.M.A.R.T. GOALS

Now that you have written your why, you should begin to set S.M.A.R.T. Goals for your organization's first year.

Watch Venture Guide: SMART Goals.



If video does not launch in slide view it here: <http://youtu.be/3y0Jja52B2o>

Adapted from Temple University.

STEP 3: SET S.M.A.R.T. GOALS

- **SMART GOAL:**
 - S – Specific
 - M – Measurable
 - A – Actionable
 - R – Realistic
 - T - Timely

- **Set 3 SMART Goals involving the following areas:**
 - Member Recruitment
 - Events
 - Transition of Leadership

SMART GOALS: THE CHEESE CLUB

■ SMART Goals

1. The Cheese Club will recruit 10 more members by May 2022 through tabling at the New Student Organization Fair, sharing our Owl Connect Org Page on Facebook and Twitter, and asking each current member to bring 1 friend to our monthly meetings.
2. We will host 1 International Cheese Festival with samples, cooking demonstrations, and guest speakers by February 2016.
3. The Cheese Club will prepare a leadership transition binder filled with resources, future goals, status reports and other useful information to aid the new officers to take over after elections by January 1, 2016.

■ *These are only examples.*

Your SMART goals should be personalized to fit your organization's why!



STEP4: CREATE A FIRST YEAR PLAN

- **The last step to prepare for your New Organization Presentation is creating your first year plan.** Your first year plan can be in any electronic format (PowerPoint, timeline, poster, etc.). It should trace your organization's journey during the next year month-by-month and show when and how you'll take action on your SMART Goals.

FIRST YEAR PLAN: THE CHEESE CLUB

- **June 2017**
 - Complete Organization Officer and Advisor Compliance Training by June 1st
 - Apply for New Org Registration with Campus Programs by June 1^{5th}
- **July**
 - Apply for Involvement Fair by July 15th
 - Apply for monthly meeting space with Meetings & Conferences by July 31st.
 - Advertise on UIC Connection
 - Research fundraising ideas for next year
- **August**
 - Set staffing schedule for Involvement Fair table.
 - Design recruitment marketing materials.
 - Social Media Campaign-Ask members to Tweet about the Cheese they've been eating during summer. Did anyone travel internationally?
- **September**
 - Host recruitment table at Involvement Fair.
 - Host first monthly meeting
 - Each current member should bring 1 friend with them
 - Icebreakers/Games to welcome members
 - Discuss community service options to outreach to local high schools about cheese education.
 - Brainstorming for International Cheese Festival
- **October**
 - Contact guest speakers/chefs for International Cheese Festival
 - Monthly Meeting: Ice Breakers
- **November**
 - Continue planning International Cheese Festival
 - Apply for Winter Involvement Fair
 - Monthly meeting: Topic: Fundraiser-Cheese Sale?
 - Place meeting space reservations for Spring 2016 with Meetings and Conferences
 - Share our Owl Connect Page on FB, Twitter during the break to keep members engaged
- **December**
 - Plan Welcome Back Meeting
 - Plan staffing for table Winter Involvement Fair
 - Confirm guest speakers/chefs for International Cheese Festival
 - Share our Owl Connect Page on FB, Twitter during the break to keep members engaged
 - SMART Goals Refresher
- **January 2018**
 - Host table at Winter Involvement Fair
 - Market International Cheese Festival
 - Monthly Meeting, Topic: Cheese making lessons
- **February**
 - Monthly meeting : Member's Choice!
 - Hold International Cheese Festival
 - Announce nominations for officer elections for 2016-17
- **March**
 - Monthly Meeting: Topic TBD
 - Field trip to a Cheese Factory!
 - Hold officer elections for 2016-17
- **April**
 - Monthly Meeting: These are a few of my favorite Bries!
 - Begin officer transitions
 - Renew registration for 2016-17 year
 - Place space reservations for Fall 2016 with Meetings and Conferences
 - Host an end of the year member social at a local cheese shop
- **May**
 - Reflection on our first year, plans for the next year
 - Share our Owl Connect Page on FB, Twitter
- **June**
 - Share our Owl Connect Page on FB, Twitter

Adapted from Temple University.

THE PRESENTATION

- Once you have completed Steps 1 through 4, you and your founding members will be ready for your New Organization Request Presentation with Campus Programs!
- The session will last 10 minutes. Prepare to present your Why Statement, SMART Goals, and First Year Plan in 7 minutes, leaving 3 minutes for questions. This session should be presented by at least 2 organization officers.
- Bring your presentation on a flash drive.

FOR 2021-2022 Cycle New Student Organizations should prepare their First Year Plan and email to orgsupport@uic.edu 24 hours PRIOR to attending their registration lab.

QUESTIONS

Questions should be directed to
orgsupport@uic.edu

See you at your presentation!