**STUDENT ORGANIZATION ROADMAP to SUCCESS**

---

### REGISTRATION

1. Fill out the online [New Organization Interest Form](#).
2. Attend Student Organization Office Hours for your organization’s "New Organization Welcome (NOW) Meeting".
3. Review Student Activities. [Student Organizations website](#).
4. Review online [resources](#).
5. Attend [President’s training](#): Sign up [here](#).
6. Complete [online registration requirements](#) during your registration window.
7. Encourage advisor and treasurer to [sign up for](#) and attend training.
8. Ensure [advisor approvals](#) are entered online during registration window.
9. Communicate with organization members the goals that have been set to ensure all members are aware and engaged in achieving the same goals.

---

### CONTINUOUS (ALL YEAR)

1. **Manage conflicts when they occur**
2. **Marketing and Recruitment**
   - Utilize Student Life’s [graphic designers](#), [videographers](#) or [photographers](#) by placing a request for services.
   - Utilize [website hosting](#) to promote your organization.
   - Utilize [Student Leadership Advocates](#) to help!
   - Apply for an Ohio State leadership retreat at [no cost](#) to you
     1. [LeaderShape](#)
     2. [Annual Conference](#) on Leadership and Civic Engagement
   - Spend your line of credit purchasing materials to mark your organization
   - Visit the [Keith B. Key Center for Student Leadership and Service](#) and the [Resource Room](#)

---

**C. Check registration dates for involvement fairs.**

**D. Recruiting year-round, not just once a year.**
   - i. Utilize [operating funds](#) to order supplies (binders, t-shirts, operational supplies)
   - ii. Submit a request for outdoor event space, [BEN](#) or Ohio Union Credenza to network with other students

**E. Visit the Keith B. Key Center for Student Leadership and Service and the Resource Room.**
   - i. Spend your line of credit purchasing materials to market your organization
   - ii. Submit a request for outdoor event space, [BEN](#) or Ohio Union Credenza to network with other students

**3. Member Development and Retention**

   **A. Focus on member development and retention to encourage students to immediately engage in the organization.**
     - i. Create a plan for team building within the organization
     - ii. [Develop committees](#) with responsibilities
     - iii. Create a mentor system between newer and returning members
     - iv. Plan a [leadership retreat](#) – utilize [Student Leadership Advocates](#) to help!
     - v. [Apply for an Ohio State leadership retreat](#) at [no cost](#) to you
       1. [LeaderShape](#)
       2. [Annual Conference](#) on Leadership and Civic Engagement
B. Create a mailing list to communicate with organization members.

C. Submit announcements about your organization to the Student Organization Insider and encourage your members to subscribe.

D. Utilize your operating funds to purchase promotional items for your organization.

E. Schedule a recurring meeting with your advisor to maintain communication.

F. Consider participating in a service activity through the Keith B. Key Center for Student Leadership and Service in the Ohio Union.

4. Events

A. Plan programs in advance to use programming funds.
   i. Utilize the Ohio Union events staff to assist you in the planning and reservations process.

B. Submit an advertisement (one paragraph) to the Student Organization Insider Newsletter by emailing CSLS@osu.edu.

C. Apply for a Coca-Cola Beverage Donation for beverages at your event.

D. Reach out to other student organizations similar to yours to collaborate and plan an event together by utilizing the Student Organization Directory.

E. Advertise your event by placing advertisements on digital screens.

F. Add your event to the Student Life events calendar by emailing your event details.

**CARRYING LEADERSHIP FORWARD**

1. Encourage members to consider leadership positions within the organization.

2. Hold a leader transition retreat.
   a. Apply for the Coca-Cola Leadership Retreat package

3. Assist new officers and advisor to sign up for a bank account and move old leaders.

4. Make excellent records of leadership for future organizational leader transitions.

5. Apply for Leadership Awards for outstanding organizational leadership, collaboration and commitment.

6. Update management system leaders upon transition.

**OTHER HELPFUL RESOURCES**

- Using university Trademark and Licensing
- Traffic and Transportation Management: Rent transportation for your organization
- **Swank:** Purchase rights to show movies at your event
- **UniPrint:** Printing large posters or signs on campus
- **Archives:** help to make your organization a part of Ohio State’s history
- **Hazing** and alternatives to hazing
- **Alcohol Policy**
- **Open Doors Training**
- **BART** (Bias Assessment Response Team)
- **Suicide Prevention**
- **Sexual Civility and Empowerment Program**