



# Healthy Minds on Campus



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Bring **HMoC** to **YOUR** campus **TODAY!**

**Questions?  
Contact us!**



[healthymindsoncampus@gmail.com](mailto:healthymindsoncampus@gmail.com)



[www.healthymindsuw.com](http://www.healthymindsuw.com)

# Overview



## Our History

The first **Healthy Minds on Campus (HMoC)** chapter was originally established at the **University of Wisconsin - Madison** during September 2022 and evolved from **The Art and Science of Human Flourishing (ASHF) course**. The ASHF course is designed to teach students "perspectives related to human flourishing from the sciences and humanities; investigate themes such as transformation, resilience, compassion, diversity, gratitude, community; expand self-awareness, enhanced social connectivity, and ability to change; formulate a sense of what it means to lead a flourishing life that sustains meaningful and fulfilling engagement with studies, relationships, community, and career."

## Our Mission

Healthy Minds on Campus strives to provide a space for all students to discuss and learn about evidence-based practices and habits that support well-being, to foster individual and group meditation, and to continue to grow as students and healthy-minded people.

## Our Purpose

Healthy Minds on Campus allows students to engage in activities related to four areas that contribute to well-being: awareness, connection, insight, and purpose, which translates to better physical and mental health for students.

# Overview



## Org Requirements

The following information encompasses requirements for all Healthy Minds on Campus chapters, including branding, marketing, the organization's mission statement, and values.

## Colors

To ensure a unified visual identity for our student organization, we strongly recommend using the following colors consistently when representing our brand:

**ORANGE - PANTONE: 158C CMYK: 0/62/95/0 RGB: 232/119/34 HEX: #e87722**



**GRAY - PANTONE: 431, CMYK: 67/52/44/17, RGB: 91/103/112, HEX: #5c666f**



**YELLOW - PANTONE: 7406C, CMYK: 0/19/89/3, RGB: 248/201/28, HEX: #f8c91c**



To create brand continuity (but also differentiation), our brand's **prime colors** are orange and gray. Yellow and gray may also be used as **accent colors**.

These colors have been selected to reflect the spirit and values of our organization. By incorporating these colors in our promotional materials, presentations, and other visual elements, we can create a cohesive and recognizable presence that resonates with our audience and enhances our overall image.

## Logo

To ensure a unified visual identity for our student organization, we strongly recommend consistently using the official HMoC logo and/or logo variations when representing our brand. **You can access and download the official HMoC logo(s) [here](#).** If you have any questions about our logo, please contact us at [healthymindsoncampus@gmail.com](mailto:healthymindsoncampus@gmail.com).

# Overview



## Affiliates

Healthy Minds on Campus is affiliated with the **Center for Healthy Minds at the University of Wisconsin - Madison**. The Center for Healthy Minds is a research lab whose mission is to cultivate well-being and relieve suffering through a scientific understanding of the mind. Their vision is to contribute towards creating a kinder, wiser, more compassionate world.



Center for  
**healthyminds**  
UNIVERSITY OF WISCONSIN-MADISON

# Logistics



## Creating a Foundation

- Building a leadership team
- Planning semester meetings
- Creating a website & other media pages
- Implementing methods of communication (e.g., listserv)
- Managing organization funds

## Organization Overview

Healthy Minds on Campus is highly collaborative and possesses an egalitarian structure, where power is distributed evenly among team members, and decision-making is based on team consensus. In our eyes, positive, strong leadership embodies a collaborative, inclusive, and democratic approach to leadership. By harnessing the collective intelligence and strengths of its members, it maximizes collaboration, fosters innovation, and empowers individuals to contribute to the team's success.

# Logistics



## Leadership Team

A strong leadership team is essential for a student organization's success. It enables effective decision-making, goal achievement, continuity, and representation. Strong leaders empower members, foster engagement, and provide personal and leadership development opportunities. With a strong leadership team, the organization can thrive and make a meaningful impact within the university community.

All student leaders share equal power and influence over the group. No single person has authority over others, and everyone's ideas and contributions are valued and respected. The team operates on collaboration, cooperation, and collective decision-making principles.

## Core Values

- **Inclusivity:** Creating a welcoming space for all students, embracing diversity.
- **Collaboration:** Encouraging knowledge sharing and teamwork for collective growth.
- **Personal growth:** Fostering individual development and resilience.
- **Mindfulness:** Promoting meditation and self-care for mental well-being.
- **Shared Leadership:** Promoting a culture of shared leadership where every member's voice is valued equally and decisions are made collectively.

# Logistics



## Leadership Overview

Each team member has specific roles and responsibilities that align with their expertise, skills, and interests. These roles define the areas of work that individuals are accountable for, ensuring that the necessary tasks are accomplished effectively and efficiently. However, these roles are not hierarchical and do not confer additional power or authority over others.

## Leadership Roles

- **Team Facilitator/Coordinator:** Ensures effective communication and coordination within the team.
- **Communications Officer:** Makes relevant information available to organization members via all communication channels.
- **Media & Marketing Director:** Oversees the organization's website and other media pages and creates advertisements/creative content.
- **Treasurer:** Manages the allocation of organization finances.
- **Meditation/Community Leader:** Promotes a culture of mindfulness, meditation, and team cohesion within the organization.

Healthy Minds on Campus chapters are not limited to and can create, combine, or expand upon the previously listed positions to fit the needs of their individual chapter. **You can access and download the HMoC position descriptions [here](#).** If you have any questions, please contact us at [healthymindsoncampus@gmail.com](mailto:healthymindsoncampus@gmail.com).

# Logistics



## Recruitment Overview

When it comes to decision-making, the team operates on a democratic basis. All decisions are made by a team vote, with each member having an equal say and voting power. This inclusive approach ensures that decisions reflect the collective wisdom and consensus of the team. The majority vote always wins.

## Team Recruitment

Healthy Minds on Campus chapters are not required to engage in a required method for leadership team recruitment; however, we would like to provide you with a few ways to implement a recruitment method within your chapter.

We recommend creating a **Google Forum** application that students can fill out regarding which leadership position they would like to be considered for. The Google Forum can ask various questions, such as: *"Why have you chosen to apply for this position?" "What experiences do you have that would make you a valuable addition to our leadership team?" or "What ideas do you have to improve HMoC through your position?"*

Some questions to consider when creating a recruitment process:

- **How long will a student be in a leadership position?**
  - You can either have new leadership positions elected each academic year or replace students once they graduate.
- **When will they start their position?**
  - Students can begin their position at the beginning of the academic year, mid-semester, or in between semesters.
- **Who can apply? How can we ensure a collaborative, fair process? How to inform members that we're looking for student leaders?**



# Logistics



## Meetings Overview

There are typically two types of meetings: Leadership Meetings and General Meetings, which serve a distinct purpose and follow a basic structure to ensure effective communication, collaboration, and progress toward the organization's goals. **Leadership Meetings** are specifically designed for the leadership team or key decision-makers within the organization and focus on strategic planning, goal setting, and addressing administrative matters. **General Meetings** involve the participation of all organization members and serve as a platform for information sharing, collaboration, and engagement.

## Creating a Schedule

There are no mandatory meeting requirements for Healthy Minds on Campus chapters, as we acknowledge that resource availability may vary among chapters. However, we highly advise scheduling a Leadership meeting preceding each general member meeting. This will provide an opportunity for additional planning, foster collaboration, and ensure effective coordination among chapter leaders. **You can access and download our semester schedule template document [here](#).**

## Leadership Team Meetings

In such a collaborative leadership team, communication and active participation are essential. Team members engage in open and transparent discussions, sharing ideas, perspectives, and information freely. They actively listen to one another, respect diverse viewpoints, and aim to find common ground through consensus building. The team fosters a culture of trust, mutual respect, and accountability. Trust among team members is crucial as it allows for open dialogue, effective collaboration, and the willingness to take risks. Mutual respect ensures that every team member's contributions are valued, regardless of their position or role. Additionally, accountability ensures that each team member takes responsibility for their actions and commitments.

# Logistics



## General Meetings

- **Introduction**

- Welcome general members, introduce team members, set expectations, and outline the structure and purpose of future meetings. Also, provide an overview of the organization's mission & goals, and establish a positive and inclusive environment. This meeting aims to create a strong foundation and foster a sense of belonging within the group.

- **Community Conversations**

- Designed to encourage open dialogue and meaningful discussions among members by providing a platform for sharing perspectives, exploring diverse viewpoints, and addressing relevant topics or issues.

- **Guest Speakers**

- Feature invited experts or professionals who share their knowledge, experiences, and insights on relevant topics to allow members to gain valuable perspectives, learn from industry leaders, and broaden their understanding of specific subjects.

- **Special Events**

- Unique gatherings that aim to engage participants in activities outside the regular meeting format. These events could include workshops, team-building exercises, field trips, or social activities. Special Events provide a break from the routine, foster team bonding, and offer experiential learning, networking, and celebration opportunities.

- **Course Content**

- Focuses on delivering and exploring ASHF materials, which involve presentations, group discussions, and collaborative exercises. Course Content meetings allow participants to delve deeper into a topic, acquire new knowledge and skills, and engage in collaborative discussion and critical thinking. **You can access and download the Course Content presentation slides [here](#).**

# Logistics



## Creating a Website

Creating a website for a student organization is essential as it provides an online presence, serves as a centralized source of information, aids in recruitment and membership retention, strengthens branding and identity, facilitates resource sharing, encourages collaboration and networking, and enhances publicity and recognition. A website acts as a professional platform for showcasing the organization's purpose, activities, and accomplishments while also attracting prospective members, engaging the community, and establishing credibility. It is a valuable tool that supports the organization's goals, fosters communication, and helps maximize its impact on campus. **You can also refer to our website [here](#).**

Some recommended online platforms that can be used to create your website include but are not limited to:

- **Weebly**
- **Wix**
- **Squarespace**
- **GitHub**

## Creating a Listserv

Creating a listserv is essential as it enables efficient and targeted communication with members. It allows for disseminating important announcements, event updates, and relevant information to a specific group of individuals, ensuring that everyone stays informed and engaged.

Some recommended online platforms that can be used to create your listserv include but are not limited to:

- **MailChimp**
- **Google Groups**
- **Groups.io**

# Logistics



## Social Media Pages

Creating a social media presence is crucial as it provides increased visibility and reach, facilitates engaging communication with members and followers, showcases activities and impact, fosters networking and partnerships, supports recruitment and alumni engagement, and promotes event attendance. By leveraging social media platforms, student organizations can effectively connect with their target audience, share updates and accomplishments, build a strong online community, and maximize their influence and success on campus. **You can also refer to our Instagram page [here](#).**

Some recommended online platforms that can be used include but are not limited to:

- **Instagram**
- **Facebook**
- **Twitter**

## Guidelines

We strongly recommend using the following guidelines for creating a social media presence for your HMoC chapter:

- **Avoid using excessive words or information**
  - For example, @healthymindsoncampus\_UW is OK; however, it may present issues with readability or recognition on your campus within the digital realm. Therefore, @uw.hmoc may be a better handle to use.
- **Indicate your affiliated university/college**
  - This will allow for better recognition of your organization's chapter on your campus within the digital realm.
- **Use consistent branding elements such as logos, colors, and visual styles across all social media platforms to establish your organization's recognizable and cohesive identity.**

# Logistics



## Managing Funds

- **Set up a debit card with a local bank.**
- **Establish a transparent financial system:** Create a clear and transparent financial system that outlines how funds will be managed, allocated, and documented. This system should include guidelines for tracking income and expenses, maintaining financial records, and ensuring accountability.
- **Set a budget:** Develop a budget that outlines the organization's anticipated income and projected expenses. This will help guide financial decisions and ensure that funds are allocated appropriately. Consider allocating funds for various purposes such as event costs, marketing materials, guest speaker fees, and organizational supplies.
- **Identify income sources:** Determine how the organization will generate income. This may include membership dues, fundraising events, sponsorship opportunities, or grants. Explore various options to diversify income sources and ensure the organization's financial stability.
- **Record and track expenses:** Maintain a record of all income and expenses incurred by the organization. Use accounting software or spreadsheets to track transactions, receipts, and financial statements. This will help provide a clear overview of the organization's financial status and aid in decision-making.
- **Seek approval for major expenses:** For significant expenses, such as large events or purchases, require approval from the organization's leadership team. This helps make decisions collectively and align with the organization's goals and budget.

## Payment Platforms

Regarding the use of **Venmo or other payment platforms**, it can be a convenient option for collecting and transferring funds. If the organization decides to use one of these platforms, ensure that proper documentation and records are maintained for each transaction. It's also important to adhere to any relevant policies or guidelines set by the organization, the institution, or any applicable regulations.

# Other



## Building Community

Building a community within a student organization is crucial as it fosters support, collaboration, and networking among members. It enhances engagement and retention, creating a sense of belonging and a platform for personal and professional development. A strong community enables resource sharing, creates a supportive environment, facilitates advocacy, and strengthens alumni engagement. It is vital for the organization's success, providing opportunities for growth, impact, and long-term sustainability.

## Activities

We've provided you with a kit of activities that can either be expanded upon or used as supplementary content. These activities serve as a foundation to build upon, allowing for customization and adaptation to suit your student organization's specific needs and goals. You can expand upon these activities by adding your organization's unique touch, incorporating additional resources, or tailoring them to address specific themes or objectives. Alternatively, these activities can be used as supplementary content to enrich your organization's offerings and provide a well-rounded experience for your members. Feel free to explore and utilize these activities as a starting point for creating meaningful and engaging experiences within your organization. **You can access and download this content [here](#).**

# Other



## Gaining Support

- **Engage with university faculty and staff**

- Reach out to faculty members who align with your organization's mission or objectives. Seek their support, guidance, and potential collaboration opportunities. Faculty members can provide valuable insights, mentorship, and may even serve as guest speakers or advisors.

- **Build relationships with student organizations**

- Collaborate with other student organizations that share similar interests or goals. Identify common areas of interest and explore ways to work together on events, projects, or initiatives. This partnership can help expand your reach, pool resources, and create a stronger collective impact.

- **Foster community engagement**

- Host events that not only cater to your organization's members but also support the broader campus community or the local community. This can include workshops, seminars, awareness campaigns, or volunteer initiatives that address relevant social issues or promote well-being.

- **Leverage social media and online platforms**

- Utilize social media platforms, university forums, and online groups to promote your organization and engage with students. Share updates, relevant content, and upcoming events to raise awareness and attract support. Encourage participation, gather feedback, and maintain an active online presence to reach a wider audience.

- **Attend campus fairs and events**

- Participate in campus fairs, orientation programs, or student organization showcases to increase your organization's visibility. Set up a booth, engage with students, and provide information about your organization's mission, activities, and membership opportunities.

# Other



## Fundraising

- **Seek endorsements and partnerships**

- Approach respected individuals or organizations on campus and within the community to seek endorsements or partnerships. This could include prominent faculty members, influential student leaders, or local businesses. Their support can lend credibility to your organization and expand your network.

- **Engage your network**

- Tap into your personal and professional networks to seek support. Reach out to friends, family, alumni, faculty, and local businesses who may be interested in contributing or spreading the word about your fundraising initiatives. Encourage your team members and organization members to do the same.

- **Diversify your fundraising strategies**

- Explore various fundraising strategies to maximize your reach and engagement. This can include traditional methods like hosting events, selling merchandise, or organizing fundraisers. Additionally, consider online platforms for crowdfunding, creating donation pages, or utilizing social media to expand your fundraising efforts.

- **Seek grant & scholarship opportunities**

- Research and apply for grants or scholarships that align with your organization's mission or project goals. Many foundations, corporations, and government agencies offer grants specifically for student organizations or educational initiatives.

- **Utilize social media and online platforms**

- Leverage the power of social media and online platforms to reach a wider audience and attract donations. Share compelling stories, impactful visuals, and updates about your organization's work. Utilize donation buttons or links on your website or social media profiles to streamline the donation process.



# Other



## Additional Ideas/Tips

- **Create a Linktree**

- Linktree is a useful tool that provides a convenient way to house multiple links in one place, making it easier for individuals, businesses, etc., to share various links.

- **Write your Constitution and Bylaws**

- The constitution of an organization contains the fundamental principles which govern its operation. The bylaws establish the specific rules of guidance by which the group is to function. Access some tips on how to write one [here](#).

- **Create a Google account for your organization**

- Creating a Google account can help keep everything organized and be a central hub for any organizational matters or communications. You can access Gmail, Google Drive, and other Google applications when you create a Google account. All leadership team members should be able to access the account!

- **Accessible Meditation Resources**

- Not everyone will be comfortable leading a mediation practice themselves; hence, feel free to use other resources for your practices, such as the [Healthy Minds Program](#) app by Healthy Minds Innovations (HMI).

- **Designing marketing, advertising, etc. materials**

- We recommend using Canva, an online graphic design platform that allows users to create various visual content, including presentations, social media graphics, posters, flyers, infographics, and more.

- **Offering Evaluation and Feedback Forms**

- Create forms and surveys to gather member feedback, evaluate events, and continuously improve the organization.