



CLUB CHAT

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Club #SocialMediaFTW

by Chris Tarantino - Club Staff Student Assistant

When speaking with executive boards about their key successes and shortcomings, a recurring theme is lacking satisfaction in recruitment and retention efforts within their organization(s).

Consistently I hear that clubs are just not reaching the number of students they feel they should and wish they could gain more exposure at RIT. One of the simplest ways to reach more people (and, as a result, generate a larger prospective membership pool) is through marketing and recruiting. Though we normally focus on traditional methods – i.e. fliers, displays, banners/posters, etc. – I want to highlight a few resources available for clubs to utilize in terms of social media marketing.

I'm sure it doesn't come as a surprise to hear that more than 95% of college students interact via social networks. RIT has somewhere around 18,000 students; with that said, wouldn't you like to reach even just a fraction of that? Let's take a look at some obvious ones – in future editions of "Club Chat" we'll examine some more in-depth resources.



Facebook

I'm sure this seems extremely obvious for some clubs, but a Facebook fan page can drastically influence your exposure and supplement your club's recruitment/retention efforts. Check our page ([Clubs at RIT](#)) for an example of how to use a Facebook fan page, and sample pages that your club should follow. Add iFrame pages, apps, pictures, and "share" other pages' content - the sky is the limit!



Twitter

I was surprised to find that Twitter wasn't filled with things like "@RPaviao8 sitting on the toilet! #LOLZ". RIT has a large Twitter community and is a continuously-updating newsfeed and information generator. Try it out and look for influential RIT tweeps (that's a fancy word for someone who is on Twitter) – for example: @RITClubs, @RIT_SG, @RITNEWS, etc.

So how do you measure how well your club is doing?

Read up on Page 4...

Spotlight On . . .

Look to see which club is featured in this issue! (Page 2)



How To: Connections Tips

Important Club Connections Tips – there will be a "How To" tip every month. (Page 3)



What Are You Up To?

Club Events Gallery! (Page 6)



Spotlight On...

Lowenthal Service Group!

"By helping others we help ourselves" is what drives the Lowenthal Service Group and its members to make a positive impact on RIT campus and the Rochester community. This organization has been active since the late 1980s and even though it is affiliated with E. Phillip Saunders College of Business, it is open to students from all colleges and majors. Lowenthal members organize and participate in community service, leadership and professional development events.

This past Fall, Lowenthal was involved with Foodlink and the Salvation Army's Project Bundle Up. Members helped sort food at Foodlink, and accompanied children to help them shop for a winter coat with the Salvation Army. Another initiative that Lowenthal has been involved with for the past six years is the Jr. Achievement team-teaching at Kodak Park School No. 41 in the City of Rochester. Students, alumni and business professionals partner up, during this one-day event to teach classes of kindergarten through six-grade.

Lowenthal also organizes social and professional events. We host Barbeques in the Fall and Spring, as well as attend Progressive Dinners. Faculty and Staff from the College of Business open their houses for dinner with Lowenthal members, allowing us to network and build relationships outside the classroom. We also volunteer to help out during RIT's annual Entrepreneurs Conference and Open Houses held for prospective RIT students.

Looking ahead, there are many events taking place in the Winter and Spring. The Lowenthal Red Cross Blood Drive, in partnership with Delta Sigma Phi, will take place on December 15th and 16th from (9:30am-4:30pm in the Fireside Lounge)

Interested in joining? Lowenthal is opened to all students interested in exploring personal and professional strengths, and most importantly, helping others! To become a Lowenthal member email lowenthal.notifications@gmail.com or contact the club president, Andre Joly, for more information.



Lowenthal members helping out at Foodlink: Connor Smith, Amhar Ahmed, Andre Joly, Aksa Asgher, Elishia Ortiz, Juliet Rocco, Meressa Darling, Kathryn Davis, Allie Irish

Upcoming Events:

12/14 – Saunders College of Business Holiday Party

12/15 & 12/16 – Lowenthal Blood Drive (9:30AM-4:30PM in the Fireside Lounge)



Lowenthal members during the Fall Barbeque



Recently Recognized Clubs @ RIT! (Since September)

Health Sciences and Technology Student Association
Center for Student Innovation Fellowship
Model International Court of Justice
Beard Enthusiasts at RIT Demonstrating Success
52-Deck Traditional Card Playing Club

Drum Circle
Rescue Shelter
Pipe Band
Bioinformatics Journal Club

See P.4 for this month's featured new club!

DID YOU KNOW ...



CLUB CONNECTIONS

Club Connections is where clubs should update their rosters and profile information. Without you updating club rosters and profiles online, you won't be included in our email communication about up-to-date information regarding events, mandatory meetings, and budget announcements. As well, remember that Connections is only accessible to E-Board Members with an active profile!

If you haven't used Connections, go to the Campus Life website for clubs at <http://clubs.rit.edu> and on the left hand column click on "Club Connection (club admin site)" (see above). If you are active in multiple clubs, you'll be able to choose between them.

If you have trouble accessing the system or need assistance, contact Rick Pavia at clubs@rit.edu

FAST FACTS

\$8,432,909

Total transactions by RIT clubs in 2010-2011!

107,534

RIT alumni worldwide! Total Clubs alumni unknown... but it's a really big number

Odontophiobia

The fear of teeth



So I just filled out an Intent to Form Application ... what next? What's an Executive Board?

How To:

Do You Have a Complete E-Board?

The Executive Board is critical to the success of any club. While the President can (theoretically) perform all tasks within a club, having other members dedicated to their own respective duties is usually more conducive to club success and sleep, among other things. Members may be elected in any way deemed appropriate by the club, and following guidelines laid out in the club's constitution, if applicable.

A Sample constitution can be found [here](#), or if you have one and need a copy we may have it on file in the Club Center. If you do not have election guidelines, Student Government has procedures you may want to model your club after. The location of the SG By-laws is [here](#).

The E-board may officially contain the following positions:

- President
- Vice President
- Treasurer
- Program Director
- Secretary

Positional needs will vary from club to club, but for details on the suggested responsibilities of each position, stop by the Club Center and ask for an e-board info sheet.

If you have any further questions regarding club structure, the Club Staff can be reached via email: clubs@rit.edu or by phone: 475-4483.

The Club Administration Coordinator is Sarah Griffith (sbgccl@rit.edu /475-6128).

NEW CLUB IN TOWN: CSIF

(Center for Student Innovation Fellowship)

The Center for Student Innovation is a new club on campus! They are affiliated with the Center for Student Innovation and their purpose is to facilitate innovation at RIT. They work on innovative projects and inventions and help other students through the creative process.

The Fellows also host and sponsor events on campus, such as movie nights and workshops for students. Every Friday they host Innovator's Hour, an open discussion on innovation, technology, and problem solving. It is from 1-3pm and it is open to anyone in the RIT community. Everyone is welcome to bring ideas and information to share.

NERD AUCTION! JEWELRY MAKING WORKSHOP!

Two great events they have coming up are a **Nerd Auction** and a **Jewelry Making Workshop** using Rapid Prototyping Machines. The Nerd Auction will be a fundraiser and an opportunity to find out more about the Fellows. They will be auctioning off things they have made and also their own skills.



Some of the Fellows presenting at a conference.



*Fellow
Andrew
Couvertier -
working on his
project*

If you win a Fellow then they will teach you something they know or help you do something. For example, Lead Fellow **Eliza Hammer** is a business student and has some expertise writing resumes and cover letters. If you win her, she will help you polish your resume and teach you the basics of a good cover letter! The Nerd Auction will be on **January 20th at 6pm in the Center for Student Innovation**.

Another wonderful event is a Jewelry Making Workshop using the Rapid Prototyping Machines. The Fellows are teaming up with the hosts of Fibers Nights to teach students how to use 3D printers and other Rapid Prototyping Machines. Everyone will learn how to create objects in Solid Works and then print them so they are 3D. It will be **Friday, February 10th from 6:30-9pm**, just in time to make something for your sweetheart.

The Center for Student Innovation Fellows love to solve problems and invent new things. They are here to help students get involved in innovation. If you have an idea you want to discuss or if you want to get involved find them on nova.innovation.rit.edu or email Eliza Hammer, edg706@rit.edu.

Club #SocialMediaFTW (From Page 1)



The screenshot to the left is from a service called Klout.com – Klout monitors and analyzes a few key metrics to measure how well your club is marketing itself and how influential it is among your followers, fans, etc. Fostering relationships and taking part in conversations with those in your network is key!

Where can my club find other resources about social media?

A great resource is to follow the Twitter hashtag #SM for social media-related news and articles, social media marketing blogs, etc. A couple favorite websites for introductory guides and tips include: [Social Media Examiner](http://SocialMediaExaminer.com) or the [Hubspot Blog](http://HubspotBlog.com)

Have a great example of #RITClubs social media marketing in action?

Send an email to clubsa@rit.edu and we might feature it in a future issue!



CLUB SPORTS

FEATURING:

Equestrian Club



Equestrian Club had an INCREDIBLE horse show on 12/3! Everyone rode well, and went home with at least one ribbon. They had a total of 23 points at their first show, and 31 points at their second show.

Congratulations to everyone on an unbelievably great day!

- Ali, Western Captain

Placings:

Show 1

Class 14 Advanced Horsmanship -	April Meier: 2 nd
Class 13 Novice Horsmanship -	Courtney Luke: 2 nd
Class 12 Intermediate Horsmanship -	McKenzie Casciano: 4 th
	Kate Meier: 2 nd
Class 11 Beginner Horsmanship -	Breanna Jewell: 2 nd



Kate Meier



Team Picture (Left to Right): Ali Schmalenberger (Captain), McKenzie Casciano, Breanna Jewell, John McCarthy, Whitney Giberson, Liz Hurlbut, Geena Baldi, Courtney Like, Jennifer Bailey (Coach)

Show 2

Class 14 Advanced -	April Meier: 2 nd
Class 13 Novice -	Courtney Luke: 2 nd
Class 12 Intermediate -	McKenzie Casciano: 4 th
	Liz Hurlbut: 6 th
	Ali Schmalenberger: 2 nd
	Kate Meier: 1 st
Class 11 Beginner -	Breanna Jewell: 2 nd

2nd Place!

Jennifer Bailey
(Coach), Courtney
Luke



Men's Volleyball

Competed at the Fredonia Club Volleyball Tournament this past weekend (Dec.3-5) and came in 2nd! They beat U of R in the quarterfinals, Brockport in the semi-finals and lost to Fredonia in the finals.

Send us your competitive sports results! clubs@rit.edu

See What's Going On This Year: Club Events Gallery!



Members of the **NTID Masquerers Drama Club** hosted a screening party for the performance DVD of the NTID Performing Arts Program's Production of "The Legend of Sleepy Hollow" at the Province Clubhouse November 12 from 12:00-2:00. In the photo club members and cast member mix to play with shadowgraphy (hand shadow puppetry that was done in the show). Photo by Luane Davis Haggerty (Advisor)

*Standing: Timothy Holmes, Nick Shaw, Nora Berkenstein, Joe Fox, Dean Johnson, Hilbert Voos, Matthew, Randall Jackson
Center: Matthew Parsley. Kneeling: Luis Martinez, Justin Tillman, Susan Cherry, Shani Fox*



Hospitality Association
trip to New York City!



International Business Group hosted its first guest speaker for this year, Koen Goorman ChFC, CFP Vice President at AXA Advisors, on November 11, 2011. Koen is with AXA for about 20 years and he is an expert in estate planning, business continuation and transition planning, retirement distribution planning and income strategies. Koen has provided us with an overview of what it takes to become successful in the financial services business from a financial planner's perspective, and has provided some insight into what the

opportunity provides. The event wrapped up with a question answer session. His professional advice coupled with his charming personality has made the event very engaging. Further the club members have made the event a success with their active participation.

Club Events Gallery (Con't)



Badminton Club
Practice and last
tournament's team
photo!



Technical Photography Student Association's visit to the Glenn Research Center. They saw high speed ballistic guns that were used to test Space Shuttle tiles, high speed icing wind tunnels, television and photography facilities, large Schlieren systems, icing wind tunnel and air handling systems, etc. The visit was arranged with the collaboration of Mr. Quentin Schwinn and the NASA GRC staff and the Office of Student Affairs.



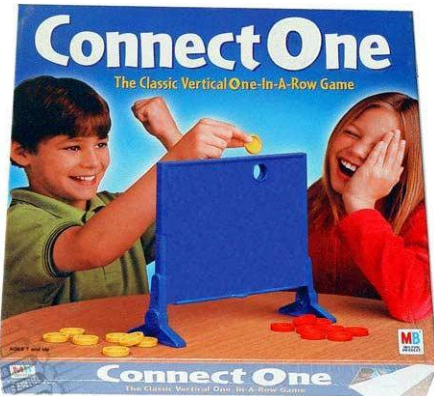
Club Events Gallery (Con't)



Latin Rhythm Dance Club
Salsa social events at Lovin' Cup!



HOLIDAY GIFT IDEAS!



Be Featured in the Club Chat!

Have something exciting going on? Want to have your club featured in the Club Chat? Have some unique perspective on life as an RIT Club? Personal Ads? (send to notinthisnewsletter@rit.edu) Or any other inspiration you might have, even artwork! So long as it's RIT related and (mildly) relevant to clubs!



FOR MORE INFORMATION

Interested in being featured in Club Chat?
Email Rick Pavia, Clubs Graduate Assistant
clubs@rit.edu



Clubs at RIT: @RITClubs