

# Club Leader Guidelines

## Associated Students of Management (ASM)

### Mission Statement:

“The Associated Students of Management (ASM) will enhance the value of the student experience at the UC Davis Graduate School of Management (GSM) by creating a connected and collaborative community that facilitates academic, social, and professional growth.

The ASM will provide a framework for connecting the students at the GSM not only with each other, but with administration, faculty, and alumni.”



The ASM Vice President will be the ASM Board Representative for all Official GSM Clubs.

### **Surveys**

Clubs can use Qualtrics for any survey needs. Follow this link and sign in with your UC Davis username and password: <https://ucdavis.co1.qualtrics.com/ControlPanel/>. This provides you with a free Qualtrics account.

### **Club Funding**

All official ASM clubs have a quarterly budget of \$200. Clubs are encouraged to hold events once a quarter, and must hold at least one event during the year. A larger event may use more than the \$200 quarterly limit, by borrowing against another quarter. For example: A fall event for \$100; A winter event for \$400; and, a spring event for \$100.

ASM clubs are eligible to apply for additional funding, but should not expect more. All ASM funding is provided through ASM membership fees as well as alumni donations. As such, any club event must be open to all ASM eligible graduate students.

Funding may not be used for providing food/refreshments for Club Meetings.

To access their funds, a Club Officer must submit a request to the ASM Director of Finance or the ASM Vice President. The request must include an explanation of what the event will entail, and how the event benefits the student body.

If a club wishes to fundraise, refer to the New Leader Handbook (contact MBA Program Manager if you have not received this). Even if an event is backed by fundraising only, the event must still be open to all ASM eligible students.

### **Club Events**

1. Checking for date conflicts
  - a. Refer to the school calendar (<https://gsm.ucdavis.edu/calendar>)
    - i. Add the event to the school calendar
    - ii. For calendar editing access, contact the GSM Director of Web Marketing; this will also provide you access to update your club website, if that hasn't already occurred.

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- b. Notify ASM of your events' date as soon as possible
    - i. Go to (<https://gsm.ucdavis.edu/club/associated-students-management-asm>), and click on Event Proposal Form (under Related Links)
2. Reserving a space
  - a. Reserve your room (<http://ems-web.gsm.ucdavis.edu/virtualems/>)
  - b. If you need to reserve the Lobby, contact the MBA Program Manager
3. Contacts
  - a. If you are looking for alumni to attend or be a guest at your event, notify the GSM's Director of Alumni Relations. They will provide further steps to take.
4. Marketing
  - a. Use all available channels to ensure the majority of the student body is made aware of the event
  - b. You may contact the ASM Director of Marketing for assistance; however, you should make every attempt to market the event using club resources first
5. Funding/Reimbursement
  - a. If your event requires a large up-front deposit, you may request funds ahead of time. You must provide documentation showing exact amount that needs to be paid upfront.
  - b. All other funds will be reimbursed after the event
    - i. Use the Event Recap form on the ASM website (under Related Links). Fill out all appropriate sections, and attached copies of all receipts.
    - ii. Once the recap form and copies of receipts are received, the ASM Director of Finance will coordinate with you to process your payment.
6. Misc
  - a. If you need a liquor license, fill out the form located here: ([http://www.cevs.ucdavis.edu/dept\\_cont/alcohol/index.cfm?page=form](http://www.cevs.ucdavis.edu/dept_cont/alcohol/index.cfm?page=form))

## Club Documentation

Keep copies of club events on your ASM Club Google Drive.

## Transitioning

Club leadership will transition during Spring break, between Winter and Spring quarters. Each club may have its own method of voting/appointing new leadership. If there are issues or questions, contact the ASM Vice President, preferably before the ASM board finishes its transition.

As part of the transition, ensure new leaders are given:

1. Access to Google Drive (request help from ASM, if required)
2. Access to any other documents, bank accounts, etc.
3. A copy of this document, as well as the New Leader Handbook
  - a. The MBA Program Director will provide new leaders with an in-depth review of the New Leader Handbook during Spring Quarter.
4. Training on updating the School Calendar and the Club website.

New leaders shall ensure the club website is updated prior to the end of Spring Quarter.