

Steps to successful events & club meetings

1. Determine your topic and/or coordinate with a guest speaker
2. Check room availability and reserve room
3. Promote your events
4. Run organized events
5. Recruit more members

1. Develop your meeting topic and/or invite a guest speaker

Identify what is happening in your respective career areas. What are the hot topics? Work with your fellow officers and faculty adviser to develop a good lineup of meetings and guest speakers at the beginning of the semester.

Maintain an ongoing list of guest speakers your group hosts each semester and provide a copy of the list to Tyler Samson at (tydy@ou.edu) at the end of the semester. The list should include speaker name, company/organization they work for, industry that relates to our five majors, whether they are an OU alumni and finally whether they are a member of a diverse population i.e. African-American, Asian-American, Hispanic/Latino, or are from a foreign country.

2. Schedule your event/reserve a room

To hold your meeting or event in Gaylord Hall you must first reserve the room. Also, please use the full name of the room on all print materials. An example of this: the auditorium should be called the Ethics & Excellence in Journalism Foundation Auditorium. It is a long name, but this foundation has been very generous with their support to Gaylord College. Exceptions to this would be in a calendar format such as the Gaylord Extra posters and on Twitter, a good short-hand is either the E&E auditorium or you may use the room number, GLRD 1140.

For guest speakers, the Gaylord Stream Team may be available to stream your event live and/or archive it on the Gaylord College iTunesU account. Coordinate your meeting time and streaming with Buddy Wiedemann (bud@ou.edu) the college's Director of IT. His office is in the Creative Lab.

To reserve one of the following areas of Gaylord Hall, please schedule the room with Tyler Samson, tydy@ou.edu or drop by the Dean's Office (room 3000) to do so in person.

- Hall of Fame Room, 1st floor, south wing
- Atrium Lobby, 1st floor, south wing
- Inasmuch Foundation Commons/Special Events Classroom, 1st floor, north wing
- Mary Ellen Hipp Doyle Conference Room, 3rd floor, Dean's Suite, south wing
- International Conference Room, 3rd floor, north wing
- Edith Kinney Gaylord Library (if reserving the library, please also discuss the event with the librarian, Cat Troy – catbark@ou.edu), 2nd floor, south wing

To reserve one of the classrooms in Gaylord Hall, please schedule the room with Kathy Sawyer, ksawyer@ou.edu or visit Kathy in the Student Services Center to take care of it in person.

- The Paul Dannelley Student Services Conference Room, 2nd floor, south wing
- Room 2020 or Room 2030 (large tiered classrooms on the 2nd floor)
- Room 2025
- Room 2520
- Room 3150 and 3160 (large classrooms on 3rd floor)

Other rooms in Gaylord Hall

- Room 1140 (Ethics & Excellence in Journalism Foundation Auditorium) – this room is typically only available for large-scale events sponsored by the college or by permission only from Kathy Adams – kadams@ou.edu
- To reserve one of the studios in Gaylord Hall, please schedule through the Equipment Cage at 325-7194.
- To reserve the Grad/IRT conference room on the third floor, please schedule with Kelly Storm (kstorm@ou.edu).

3. Promote your event

1. Promote your event a minimum of a week and a half prior to the event.
2. Design and distribute fliers or posters promoting the event.
3. Post the event to your club's Facebook group and Twitter accounts.
4. Encourage your officers to post on their personal Facebook and Twitter accounts.
5. Provide event details for inclusion in the Gaylord Extra and OU Daily (if a large event).
6. **Please remove all event posters by the day after your event/meeting.**

Posters

We have one of the best buildings on campus and one of the best journalism facilities in the nation and we appreciate your help in maintaining it!

1. Make sure to include group logo, date, time and location and any information you have about guest speakers or discussion topics. Include an email address, Facebook link or QR Code if available.
2. If you are having trouble designing eye-catching posters, ask an Advertising or PR student to assist your group!
3. Lab attendants in both computer labs can print your posters in color.
4. Please edit your posters prior to printing to avoid any embarrassing typos/errors.
5. 8 ½ x 11 size posters are typically the proper size unless you have significant supporting information and photos to include.
6. Be sure to only use the BLUE TAPE provided by Gaylord College to hang your posters. Get the tape from the Student Services Center office or the front desk in the dean's suite (room 3000.) This helps to protect the woodwork and walls in our building. Items displayed with other types of tape will be removed without notice.
 - a. Please put the tape on the backside of the poster. This is a much neater appearance and will better represent your club.
 - b. Please position the blue tape in each corner of the poster to prevent your posters from "rolling up" from either side and hiding important information.
7. 15-16 posters for any meeting should be sufficient for the entire building. Please do not attempt to "cover" the building with your posters.
 - a. Please do not display posters by each classroom or on every column in the lobby.
 - b. Please remember to display your posters in the Graduate Program and Professional Writing areas on the third floor of the north wing. Graduate students may also be interested in attending your group's meetings!
 - c. Don't forget to display your posters in Copeland Hall at least by the water fountain and with permission in the Sooner Yearbook and OU Daily rooms.
8. Poster locations
 - a. Please do not hang posters in the entryways of Gaylord Hall as it does not present a pleasing image as students and guests are entering or departing the building. It can also be dangerous if posters block a person's view when opening doors.
 - b. If displaying posters on the windows for the computer labs, please request permission from Buddy Wiedemann (bud@ou.edu). Please plan to display two

posters back to back on each side of the glass. This will hide the tape and make for a much nicer appearance.

- c. Please do not hang posters on the large wooden walls across from the elevators in the north wing as we want to keep those spaces clean and clear of clutter.
- d. Displaying posters over the water fountains or trash bins in the north wing, or next to elevators are ideal, high traffic locations.
- e. Please do not post anything in the bathrooms as those locations are reserved for the official Gaylord Extra calendars, (see instructions below for including your event in the Gaylord Extra.)
- f. Please do not post anything inside the elevators or directly on the doors.

Websites and Social Networking

Currently, neither OU nor Gaylord College provides student groups assistance with creating web sites. There are simply too many groups to support!

1. Gaylord College recommends each group establish their own Facebook group to promote events, to facilitate discussions and sharing of ideas, and to document your activities.
 - a. Facebook groups are easy to create and maintain.
 - b. You know your audience uses Facebook! Virtually everyone has a Facebook page of their own including many of the faculty and staff. Members that do not have a Facebook account can learn about your club through emails, the posters and Gaylord Extra email newsletters.
2. Another option is to create a website using WordPress, Blogger or similar platform.
 - a. These platforms are easy to learn and easy to maintain. The best news is that they are also FREE and you do not need to know how to design or code a website.
3. Continuity from one year to the next is important. There's no need to re-create the wheel every year. Instead, build on what the previous officers have started.
 - a. Make each officer a page administrator so they can share the responsibility of maintaining the website to keep it updated and current.
 - b. Include your faculty adviser as a page administrator.
 - c. Maintain the log-in and password information and transfer it to the next group of officers and make sure the faculty adviser has it on file as well. You can change the password each year if security is an issue, but be sure to copy your adviser.
4. It is more important to have a simple online presence where students are already gathering (i.e. Facebook) than to have a fancy website no one visits.
5. Twitter, Flickr and YouTube are other social media platforms that your group may find useful for promoting your projects. Again, be sure to pass the log-in and password information to the next group of officers and to your adviser.
6. Some of these platforms require an email account to register them. We recommend creating at least one club-specific gmail account for this purpose (i.e. ourclub@gmail.com).

Gaylord Extra newsletter and calendar

1. Send any meeting or event information to Celia Perkins (cperkins@ou.edu) to be included in the weekly e-newsletter and on the calendar posters in the bathrooms. These are the central information sources for Gaylord College events.
2. Around the middle of each week, your designated contact person will receive an email requesting any event or deadline information.
3. Include date, time and location at a minimum. The more detail, the more appealing and interesting your event will be to your fellow students.
4. Larger events that might be of interest to other OU students on campus should be submitted to the OU Daily calendar.

Run an organized event

1. Provide a short agenda for your officers to follow.
2. Verify if you will require sound or video equipment several days before your event and make necessary arrangements with Gaylord College staff members.
3. Welcome and greet students and other guests as they enter the meeting area.
4. Provide light refreshments if your budget allows (or solicit sponsors from area restaurants to donate food and/or beverages.)
5. Arrive early for your event to confirm set-up (podium, food, sound, light, chairs, etc.)
6. For guest speakers, the Gaylord Stream Team may be available to stream your event live and/or archive it on the Gaylord College iTunesU account.
 - a. Coordinate your meeting time and streaming with Buddy Wiedemann (bud@ou.edu) the college's Director of IT. His office is in the Creative Lab.
7. Please clean and straighten the room following your event. Leave the room in the same or better condition than you found it. (Remember, no food or drink in the auditorium.)

Recruit more members

1. Use interesting events and guest speakers to recruit more members.
2. Make your meetings meaningful – this is different for each group, but can be anything from guest speakers to brainstorming and critiquing each other's project ideas.
3. Consider workshops or skill enhancement trainings as part of your programming in addition to speakers.
4. Participate in the Student Organization Fair held by Gaylord College at the beginning of each Fall semester.
 - a. Have officers and your faculty adviser at the table to tell interested students about your activities.
 - b. Provide an outline of the semester's meetings and events.
 - c. Have applications to distribute.