



Campus Consultancy

A STUDENT CLUB AND SOCIETY PLAYBOOK

Insights From Former Presidents

VOL. 3

Our Founder's Introduction

Welcome!

Much has happened since Campus Consultancy was founded in August of 2017.

The idea was simple, we want student leaders across Australia to have access to the highest level of professional development so that they can add the most value to their communities while upskilling themselves in the enterprise skills needed for the *future world of work*.

To do this, we interviewed over 100 former student President's around Australia and asked them three questions:

1. What motivated you to become a student President?
2. What unexpected challenges did you encounter that you weren't prepared for?
3. What would you tell a younger version of yourself to help them on their journey?

From these simple questions and hundreds of hours of interviews, a clear set of ambitions and problems became apparent.

After completing the Startup Leadership Program, our training course was developed and has been delivered already at the Australian National University.

This eBook is our third release and features our next 10 club Presidents. All co-authors have volunteered their time to share with you what they wish they'd been told.

We hope new Student Presidents, leaders, faculties, colleges, TAFEs and schools find value in these insights to take their student leadership to the next level.

If you want to bring our full-scale training to your campus, please contact: josh@campusconsultancy.org



Josh Farr

Founder of Campus Consultancy

A handwritten signature of Josh Farr in black ink.

www.campusconsultancy.org

Disclaimer

Student society leaders rise to a position of leadership, often without any formal training. Like all of us, they make mistakes and the best learn from them.

For new leaders to not waste time repeating common mistakes, we must be open and share the learnings from the past, so others don't have to in the future.

Enclosed in this eBook are the lessons learned by student society Presidents, humble enough to share so others can learn. They have expressed their own opinions that worked in their own unique circumstances. These insights are reflective in nature and are not to be taken as individual advice.

The Student society President contributors (the companies/organizations they are currently employed with and the universities at which they studied), author and collator do not assume any responsibilities whatsoever under any condition if this information is applied out of context. No opinions expressed by student society Presidents within represent the universities or independent organizations mentioned nor the management of Campus Consultancy.

If in doubt of your specific university/student-union protocols, legalities and/or if you're going to really just make a mess, ask for help.

How To Use This eBook

The insights contained in this publication come from volunteer contributors who experienced the same unease, the same overwhelm, the same, 'I'm actually responsible for all of this going to plan?' that every new President experiences.

As such, they don't want you to suffer the same growing pains and offer their insights in a, "I wish someone had told me to keep an eye out for X," format. Think about your society.

Think about the challenges that you, and perhaps the previous few Presidents, have faced from growing membership and event attendance to engaging a diverse pool of students, developing your team or just not burning out, and look for someone here who has been through the same.

At the end of these profiles are Campus Challenges designed as an example of how you, a current student society President, could take action to add more value to your students, your team, your stakeholders and your broader community. Let us know what you found most helpful and if you want to contribute to Volume II, please reach out.

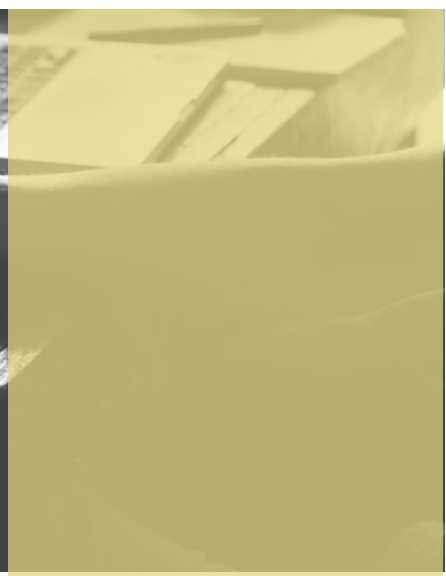


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“

Look, sweetheart, life is about taking risks and if you could hike the Kokoda Trail at 16, you can definitely do this.

”

RENEE GASPAR
President of RMIT
SWITCH



Insights from Renee Gaspar

#1: Self-Awareness

There is always someone better than you in some way... And that is a good thing!

As leaders, you must sort out what you can and cannot do. Then, sort out who can do what from your network. Your fellow club executives have unique, key strengths suitable to certain areas.

Nearby club leaders in fields different from yours could be strong allies. I've seen amazing things happen when presidents from different clubs put together an event. Your club members who are the reason for your being will thank you for it.

The sooner you see that the more opportunities will come your way. Go out there and meet fellow leaders and see if you can make magic happen!

#2: Networking for Newbies

Every networking setting I walk into feels like a runway I didn't sign up for because everyone is staring at you to do something worth remembering.

Networking feels differently to everyone; some thrive in it and others writhe in agony. The crucial thing to remember is there is no right way to feel about networking. Although, I must emphasise it is snazzy skill to master.

For me, the best way to get over my fears is to dive deep, palms together, head first, and take a deep breath in. It's a long way down Alice's rabbit hole. There isn't always someone to tell you how to do things at that moment. Thank goodness for this playbook!

Yet, it is up to you and you alone to make networking your own skill.

For club leaders, dig deep into your own experiences and host a reflective/learning workshop or two and talk about it. Some of us feel so alone in our own made-up scenarios of humiliating ourselves at an event. Share those embarrassing stories and make networking fun (or less intimidating) to your members.

A few moments ago, I wrote an article about what I felt during my first networking event.

I used "as casual as sitting on cacti" as my metaphor on how unnecessarily painful it felt. I felt like a runway model with people staring at my every move when really I wanted to just sit in a dark corner and take notes for next year.

I was completely out of my depth. I psyched myself up and said, "Look, sweetheart, life is about taking risks and if you could hike the Kokoda Trail at 16, you can definitely do this."

I slapped myself silly and slapped down some intuitive articles about tips on Networking for Noobs.

Overall, my whole ordeal was to tell myself to grow up and keep diving into networking events until I finally knew how to swim across the room and work it.[con

[continued on Page 7]

Insights from Renee Gaspar

#3: It takes 10 years to be an overnight success.

Since yea-big (indicates 2-foot height from the ground with my left hand), I have been told to avoid strangers at all cost.

Only to be told again by a career counsellor to yes, go talk to strangers. Busting through that glass ceiling and that drywall with your fists are not easy tasks which are obvious from people flipping houses for a buck in America. The truth is networking is scary.

Ever walked into a room full of what you deem the smartest people in your field? Palms heavy and sweater breathing choking you? I went to a tech talk and sat next to a couple of guys arguing imperative languages do not capture the essence of declarative languages. This completely went over my head.

Full disclosure: I now know what those are and I find von Neumann languages as cool as logic languages so the point is, computer languages are cool and for me, none are cooler than the other. I digress but my point is, no one succeeds the first time.

You have to go to a couple of these events to truly feel at ease. Like every time in your life when you have to mingle with strangers, it gets easier with frequency. Strangers turn into friends, into mentors, into co-workers.

As young as you are, start with a good heart and a smart head. Don't fret if you see clusters of people talking.

You see someone you want to talk to? Walk over there and introduce yourself.

Saying your name sounds alien to you? Why not make it fun and say, "Hi everyone! I'm Radical Renée studying engineering"?

Some people may turn their noses at it but others may appreciate it. Follow it with "wow, this is my 1st or 3000th networking event and it never gets easy! I am out of my depth."

I kept being authentic and talking about interesting topics/news in my field and now, I am happy to say that most of my proudest moments happened because I talked to people even though I was afraid.

I snagged two internships in my second year; pitched a tangible, low-cost solution to tech leaders and got an award for that; received news of a kid who attended a tech event go from hating math to loving it because of robots! Who could blame her? Robots are cool.

[sic] Where there are obstacles, great opportunities are waiting to be experienced by a risk-taker like you!

CAMPUS CHALLENGE

Take yourself on 10 dates to networking events solo. Don't leave until you've introduced yourself to enough people to receive either 10 business cards or 10 new LinkedIn requests. Some of Renee's techniques will help. OK, but then what? Then, for the next week, follow these 50 new connections on LinkedIn and comment on their posts by tagging a friend that you think might be interested in what they have to say. Why? You will become 'the connector' a vital role to be able to play as a President/Leader. If they don't post, see what they like, tag them back in that!

ZOE LIN

President of Oaktree
University of Melbourne



“

I am fortunate to
lead the next
generation of
students who want
to play their part in
ending poverty.

”



Insights from Zoe Lin

My Story

Being part of an influential movement is something I have always been interested in, and when I found myself feeling quite useless and lost, I managed to come across the youth-led anti-poverty movement that is Oaktree.

I have been lucky in meeting a group of passionate young people who are like-minded and ambitious, and now I am even more fortunate to have the opportunity to lead the next generation of students at the University of Melbourne who want to play their part in ending poverty.

#2: Love Is Tough

You still need to have your team respect you and see you lead them.

It is challenging to build team culture when people don't make the effort to participate. Once you've planned out ways to get the team to bond and work well together, you then have to put that plan into action, and it's not always easy to make sure everyone is 100% in.

Communicate the importance of getting to know one another in order to work together most effectively.

#1: Treat Your Team Like Family

I could not stress this enough in my opinion, and it should be continually reminded to all leaders. The best way to work cooperatively is when you and your team enjoy working together. You want them to trust you and want to do the work. It shouldn't be like doing a chore.

One way to do this is by having committee social events such as going out for dinner together or going on a club retreat to have some team bonding. Building that strong club culture is really important.

#3: Finding Balance

When building and maintaining our membership base, it was quite difficult to find the healthy balance between coming up with engaging events that would draw an audience and staying true to the core of our club's values or purpose.

I think that it is important to try your best to have that balance, but still know that at the end of the day that we are only students who are studying most of the time and possibly working part-time whilst running a club at university; so we should not put too much pressure on ourselves and be proud of whatever we can achieve.

CAMPUS CHALLENGE

"Whenever I observe something in nature that I think is wrong, I assume that I'm wrong and try to figure out why what nature is doing makes sense." - Principles (Ray Dalio)

If there is something you don't like at university, ask yourself, "Who benefits from it being this way?" Get to know the incentives that are in place for maintaining the status quo, and be considerate in how you try to approach them.



JENNIFER KIM
President of the
Golden Key Society
at QUT 2018

“ If it has to be done,
try to enjoy the
challenge. ”



Insights from Jennifer Kim

#1: Reflection

Sometimes the answer to being a better leader is not too far away. Whilst it is never right to compare yourself to others, in some cases, it can show you the answer you are looking for. Think back to the times when someone was your leader. Maybe it was your teacher or a leader in a student society? What parts of their leadership style did you feel could be improved? If you were in their shoes, what would you have done?

Here are some points that I decided I wanted to improve based on my past experience:

#2: Clear Structure and Streamlined Communication

As a visual learner, I value structure and visible plans. When thinking back to what I wished my leaders could have done, I created detailed checklists and calendars for all members to have in front of them during the meeting. Although quite a simple initiative, it allowed us to streamline the way we discussed plans at our meetings. Use of online spaces such as Google docs or Facebook were maximised to collaborate on ideas. This was especially useful for our newfound alliance with Golden Key societies from other universities.

#3: Transparency

Sometimes, too much information is reassuring when you are in a team. Rather than silence, I like to update my members every time I complete a task, no matter how big or small. In the past, I had instances where leaders would not reach out for weeks and suddenly appear with a message updating us on information that we were not prepared for or had no say in.

An executive team requires team based decisions which is why I wanted to make sure all members were aware of what I was doing in my role as President. I found that members appreciated this and more open discussion was able to take place.

#4: Be willing to put in 110%

True leadership requires some sacrifice. My family always taught me that no matter what situation I am placed in, I should always volunteer to do the 'hard and dirty' jobs that others would not want to do. Taking that initiative will encourage others to do the same. Stay behind to do some extra work, ensure that you are the most involved and always prepare for the unexpected. I had an executive member step down due to family matters and it required me to take on a little more responsibility to make up for their absence. My advice is: if it has to be done, try to enjoy the challenge and think of it as a new way to test your capability.

CAMPUS CHALLENGE

I challenge leaders to reflect back on times where they were exposed to a great leader.

1. List 3 things that they did well that you could implement in your own leadership.
2. List 3 things that you felt could have been done better and how you would have handled the situation if you were in their position.

LACHLAN SMITH
President of the
Melbourne China
Law Society 2018



“

I never really chose
to become
President, rather my
function within the
society naturally
evolved.

”



Insights from Lachlan Smith

#1: Keep Your Options Open

My time as Vice President also gave me a taste of the leadership aspects of presidency having often stepped in as the acting president. My peers responded well to my efforts and encouraged me to consider the role going forward.

This was compounded by a desire to see the society grow, and my belief that I could help make this happen. I never really chose to become president, rather my function within the society naturally evolved over the years.

#2: Be Honest With Your Areas of Development

As strange as it sounds, diversity was another challenge. Diversity takes many forms be it cultural or social, and influences any situations where individual input and opinions are concerned. Having people from incredibly varied backgrounds meant greater brainstorming power, but also more conflict.

It was a struggle originally to learn how to balance these diverse perspectives. As President, I have had to discover commonalities between differing perspectives to reach mutually agreeable outcomes.

#3: Prepare For The Work

Being a president is more than just something to augment your resume. The role is an undertaking, and you may need to prioritise the needs of the society over the needs of yourself at times. It is important to understand that tasks you may have previously received praise for will go unnoticed. Not that it isn't appreciated but that it is expected.

Additionally, presidency is a massive time and mental commitment, so ensure that you have the time for it and you're not depriving someone else who would put the time into it.

#4: You're Not Alone

One important thing I did learn was that you don't have to do everything by yourself. Growing up, I often had to rely on myself to see things done. However, the sheer amount of work required would make this unrealistic.

You need to be able to depend on others and share the workload. Remember that being in a student-run society is voluntary, and that you are surrounded by like-minded individuals working towards the same goals.

CAMPUS CHALLENGE

"To kill an error is as good a service as, and sometimes even better than, the establishing of a new truth or fact." - Charles Darwin

Step 1: Bring your team together and ask the question, "If we failed to achieve our goals this year, what do you think the cause would be?"

Step 2: Work backward and think about what measures you could put in place now to prevent that from happening.



NANCY HUA
President of UNSW
Project Hope

“ Have a vision and
know where you
want to take the
society.

”



Insights from Nancy Hua

#1: Know & Empower Your Team

Spend some time to get to know every individual you are working with as it strengthens team spirit and boosts morale. Identify their personality, working style, strengths, and weaknesses and really bring out the best in their skill set.

Know their drive, what they want to gain from the executive role experience and plan how you can help them achieve this.

As the president, you are in a constant role of support. Think of ways to upskill your team such as facilitating workshops like practice pitching the society.

Make sure that everyone in your team is comfortable with any work that is required of them and encourage and motivate them when discouraged.

#2: Time Management

Make sure to have a vision and know where you want to take the society by the end of your term. This requires a lot of pre-planning and organisation. Pushing your team a bit harder before the beginning of the university semester saves them stress later on when it gets busy. Plan a tentative whole year schedule for each department before the year begins. Set goals for each department to achieve every semester and make sure everything is on track.

#3: Take Time to Debrief

After every event, reflect on what went well, what didn't go well and how the event could be improved in the future.

Writing notes on this and archiving it will help future executives of the society. Keeping resources well ordered and easy to access prevents loss of information during role handovers and maintains the sustainability of the society.

#4: Communicate Expectations

Foster communication and transparency between executive and committee members. Make sure everyone understands their purpose in the society, what they're contributing to and the minimum requirements of their behaviour.

Overall, have fun and enjoy the experience. Keep energy levels high and spread that to everyone. Even if it gets stressful sometimes, believe in yourself and your team.

Be there for each other, trust in each other, and you will definitely lead your society to achieve the overall goal.

CAMPUS CHALLENGE

"The routine recording of the four vital signs did not become the norm in Western Hospitals until the 1960s." – Atul Gawande (The Checklist Manifesto)

What are the 3-4 "vital signs" of your team members? How could you measure that? How could you manage that? Have an open conversation with your team about what the "vital signs" should be and then routinely measure them. If you collect data from 10 team members monthly across these 4 vital signs, you will be amazed by the insights!

WASEEM SOHAIL
President of the
Deakin Commerce
Students' Society

“

This is my little story
starting from a First
Year Representative
to the President of
the society.

”



Insights from Waseem Sohail

A story ...

I moved to Australia with my family a little over 2 years back. Knew no one, had no friends whatsoever and had no mark of my own in this new country.

I started uni at Deakin and felt like a total stranger in a sea of people! There came a time in the start of the semester where I didn't even feel like going to lectures because I had no friends!

Then, one day, a representative of DCSS came to one of our lectures and talked about the first year representative positions and I thought, 'Let's try this!' I applied for the position, got it and since then, I never looked back!

My life has changed since that very moment. I made friends, connections and lived a great time! During the elections at the end of that year, I stood as a candidate for the VP of Careers, mind you that Careers is the considered as the most crucial portfolio and the stakes are pretty high.

I became the first ever first year rep to grace that position by a great majority, losing only a few votes. When I became VP, I gave my everything for the position.

I worked hard to organize events, asked employers to come down to Geelong, tried to introduce new ideas (some worked and some didn't) and, finally at the end of the year at corporate cocktails, all my efforts bore fruits when each and every person in the room came personally to me and congratulated me on such a successful year!

Now, the elections from last year, I thought I wasn't ready for the President position. Hence, I stood for the position of secretary.

After a couple of months, the then elected president of DCSS stepped down, leaving that position vacant.

I backed myself and stood for the position and, in an Extraordinary General Meeting, I was voted as the President of DCSS by everyone present at that time.

Yes, I was scared at first thinking how would I be able to cope with the pressure but I gave my everything. Even though it is a volunteer position, I take it as my full time job and give my heart and soul to it. I never ever take it for granted and would advise everyone else out there as well, either give your all or don't take a role at all!

Since my time as the President, I have worked on one goal - give students of Geelong the opportunities which students from Melbourne enjoy. I talk to a number of employers every day and what hurts me a lot is when someone says, 'Waseem, I'm really sorry but we won't be able to make it to the event because Geelong is just too far.'

My goal is to showcase that Geelong students are well and truly capable of taking on students from Melbourne for the opportunities out there. For that, I tried to change the platform for our Graduate fair by inviting not just accounting or finance firms, but firms from other sectors such as Law, HR and Marketing firms. The outcome was a successful event which both the employers and the Students loved.

Now, we are bringing a whole new way of quiz in the form of a Trivia night! The event is for first years and the winner will be publically announced and would be given their prize at the Commerce Ball in front of 150 people! That's to encourage them to get involved with the society.

[continued on page 18]

Insights from Waseem Sohail

[Continued]

Under my President-ship, we are focusing on the community a lot. We ran our Good Friday appeal campaign last Friday and raised record numbers.

Now, we will be the first students' society to organize the Biggest Morning Tea in Geelong to raise money.

My vision with the Good Friday appeal was to give the community back for supporting DCSS for so many years. I tried to convey the idea to my team of Community and Sports Portfolio and they listened, put it into practice and achieved the results. We advertised it heavily and a number of students volunteered to help us in this great cause. We had one of the biggest intersections in Geelong and we spent 5 hours (divided into different shifts) on that intersection to achieve that!

I believe in making the whole community a better place for everyone where there is harmony and peace. I have always wanted that and the Good Friday Appeal event showed we are a closely bonded community where, we all might be from different background but, when we are together, no one can identify we are any different!

The Biggest Morning Tea's idea was always under consideration since a few years but it was a massive task to take on based on the responsibility and commitment attached to it.

This year, like I mentioned before, I discussed with my team and, to my surprise, they backed us up for it! We are hoping it would be a great event and we'd be able to raise more money for the disadvantaged children.

This is my little story starting from a First Year Representative to the President of the society. From a boy whom no one knew to someone whom almost every student and faculty member at Geelong knows. It hasn't been easy but it is surely worth it!

CAMPUS CHALLENGE

"When student is ready, the teacher appears." – unknown

What does it mean to be a student? To study? For us as leaders and team members, it starts with paying attention, followed by curiosity, the desire to know why the 'what' is happening and bravery to put the ego aside, to say "I now know that I don't know, but I want to know," as we accept a beginner's mind and step into the unknown.

For your team members, ask them, "What is it that you notice about this club, our community, our students, that stands out to you (good or bad)?" Prime them to increase their attention. Secondly, ask them, "What does that make you feel/think/want to do?" to drive curiosity. Thirdly, ask them, "Why do you think that is?" Avoid trying to solve the problem. Don't jump into solution mode, instead sit with the observation, the curiosity and the exploration of the underlying reasons. Then, the teacher will appear.



VERONICA LEE
President of Macquarie
University's Women
Entering Business

“

Lead by example not
by your status.

”



Insights from Veronica Lee

#1: Keep High Standards

If you, yourself, wouldn't be happy to do something, then how can you expect your team members to be. President doesn't mean that you can't do the dirty work when it needs to be done.

By showing your team members that you are happy to do something no matter how small, you are encouraging your team to do the same.

#2: Your Word Is Your Word

Follow through with your word. There is nothing worse than having a team member say they will do something and then they don't.

Leading by example means that you, yourself need to follow through and if you can't, you must have a reasonable explanation as to why you couldn't fulfill that promise.

#3: Share, Share, Share

Be transparent all the time, especially in your workload. This will prove to your team that you aren't just a pretty face and it also gives your team members an opportunity to see where they can get more involved.

#4: Create A Network

Macquarie University's Women Entering Business (MQU WEB) has done this by hosting monthly coffee catch-ups which gives us the opportunity to touch base with our members on a regular basis.

Furthermore, WEBs network has been extended by collaborating with various societies both on campus and externally to bring about events that showcase women and align with the purpose of WEB.

In addition to this, WEB has held alumni networking events and publishes an annual Graduate Guide with hints and tips from MQU graduates in regards to the to graduate application process.

This not only broadens WEBs network but also connects current and past students of MQU.

Lastly, partnering up with companies who align with WEBs vision has allowed us to provide more tailored opportunities to our members.

CAMPUS CHALLENGE

"Imagine if for every person you met, you thought of some way to help them, something you could do for them?" – Ego Is The Enemy (Ryan Holiday)

Try this out for 1 week, with a minimum of actioning 3 or more people per day. The priming to think of ways to help others, regardless of taking action, can have a remarkable impact on your happiness levels, but for this challenge, I want you to take action, help without expecting anything in return and email me the outcomes (for you, or that person) to josh@campusconsultancy.org

RACHEL LAI

Marketing Director
University of Melbourne
Wine Society



Show you care, use
Facebook to your
advantage and don't
be afraid to ask for
help!



Social Media 101 from Rachel Lai

#1: Show You Care

Make sure that you make the club's presence known from the start of the semester.

This can be as simple as making a Facebook post or sending off an introductory email to new and existing club members! (Or better yet, both!).

Also, thank members for coming to your club events. Add them on Facebook, get to know them and, if they express interest, let them know when an event is coming up!

By establishing good rapport from the start, you can be sure that those people will return for future events (plus, you make a few new friends).

Making an effort to remember some names and actually addressing people's names in emails makes a difference as well!

#2: The Power of Facebook

If there's one social media platform that you should focus on, it's Facebook.

It's easy to use Facebook but using it effectively is a different story. That being said, your Facebook page 'Insights' section is indeed insightful.

With it, you can see your page's reach, which posts do the best, and when your audience is most active. Use this data to help your marketing and you'll definitely see results!

#3: Ask For Help

Marketing is not easy, although it is definitely rewarding. However, don't stretch yourself out too thin and neglect your studies! Studies are important and after all, we are volunteering our own time for our clubs.

Feel free to ask other committee members for help. You're all in this together so swallow your pride and message them if you're struggling to finish your assignment that's due in 24 hours!

If you're having trouble finding the perfect font or background for marketing material, post it in the group chat and ask for opinions. Let's face it, we're not all gifted at Photoshop. Get the rest of the committee involved in the marketing process as well!

You don't have to ask them to change their Facebook profile pictures and cover photos to promote the club, but getting their help to get the word out can make a difference, whether it's promoting the club through a post or inviting their friends to events.

As much as others might like you or the other committee members, getting people to come to events might be really difficult depending on the weather or weeks when all the assignments are due.

Steering clear from exam periods, planning more indoor events when it's cold outside and catering events to your members' preferences (put up an online poll if you're not sure!) could make a huge difference in terms of event turnouts!

Using the strategies on the next page, Rachel Increased social media reach by 450% & engagement on Facebook by 562% in 7-months for the University of Melbourne Wine Society!

Social Media 101 from Rachel Lai

FACEBOOK MARKETING TIPS FOR STUDENT SOCIETIES:

1. SCHEDULING POSTS

- You can be active online even if you're not physically online #winning. Also, no more thinking about making a post when you're working on your assignment!

2. BOOSTING POSTS WITH A HIGH ORGANIC REACH

- After making a post, leave it for a day or so and if it's doing well in terms of organic reach (the total number of people who were shown your post through unpaid distribution), boost it! The more the merrier. This is extremely beneficial in increasing awareness amongst your followers – speak to your Treasurer to see if a small proportion of the club's budget can be allocated to this every month

3. ENGAGE PEOPLE THROUGH VIDEOS

- Videos tend to do the best in terms of engagement compared to other post formats so use them to your advantage! Make sure to capture people's attention in the first couple of seconds so that people keep watching. Interestingly, square videos generally tend to do better compared to other types of videos (e.g. landscape). This is likely because the video is optimized for the mobile feed, and people tend to use Facebook on the go. So the next time you record a video, make sure it's a square video!

4. FACEBOOK LIVE

- If you're not using this already, get on it! Not only does it allow you to connect with your page's followers through real-time engagement, but it also drives traffic to your Facebook page and builds interest in your club.

5. ASK QUESTIONS

- Asking questions on posts is one of the best ways to increase engagement amongst your followers! Create a Facebook poll to see what your followers want or create a discussion. Whatever it is, posts with questions are a great way to give your audience a chance to share their thoughts!

6. DON'T BE AFRAID TO ASK FOR FACEBOOK REVIEWS

- Facebook reviews are basically free advertising for your club. At the end of the semester, send an email out or message a couple of members to ask for a review! If they've enjoyed their time as a member so far, they're likely to leave a great review which will be great for your club as people usually trust peer recommendations more than advertising!

7. INCLUDE A HASHTAG

- Incorporating one or two relevant hashtags in your posts usually does well in increasing reach and engagement (a generic or trending hashtag usually works well!).



DEEKSHA BALAJI
President at UOW
Rotaract Club

“

You are in Uni! So
enjoy the ride and
go make waves!

”



Insights from Deeksha Balaji

Introduction

Welcome to your new role as a campus club President! You have done the hard part and you have found yourself in a role where you can now motivate others and strive for the change you wish to see.

This is your opportunity to implement the ideas that you have with your team and add value to a student's Uni experience or to help fundraise for local and international communities like my club.

#1: Personal Benefits

As a president of a club, you have the chance to learn and apply new skills as you go through your term and gain that experience of running and managing a club which is quite similar to managing a small business.

In my experience as the President of the University of Wollongong's Rotaract Club, I have found that I have learned so much by running an incorporated Not for Profit Club that is affiliated to the University.

This experience actually allowed me to add value in another project I was a part of which involved helping a local registered charity develop sustainable fundraising ideas; which is essentially the core task of the Rotaract club

#2: Create Team Space

I find it the easiest to use a secret FB Group Page for the committee, but even group chats work well! Use the form of communication that best suits your club.

#3: Take The Handover Early

Be proactive and reach out to you past president and ask them to share their knowledge, especially any feedback they have received. This gives you a good opportunity to see how you can make changes by addressing any problems the past president may have faced.

It also highlights ideas that have worked well and you should look to preserve them. The space in between the Best and the Worst ideas is a place for you to shine and create your own ideas!

#4: Get Creative

Start by planning an outline of each session and be clear about the SMART goals and aims you want your club to achieve during your presidency.

Once this is done, you will be in a better position to advise your team members and get ideas from them that actually work towards these goals.

Try and think outside the box and get the wackiest ideas! And then work to streamline it to feasibility.

Don't be afraid to step outside your comfort zone! Push your boundaries and go and explore and experience new avenues that can take your club to the next level.

This is the place where you learn and grow, so that you are ready to take these transferable skills to your future workplace.

These experiences also give you great talking points at interviews

Insights from Deeksha Balaji

#5: Don't Be Afraid To Fail, But Don't Give Up

As the president of this club, there will be times where you are struggling or stressed out at the workload or even disappointed that an event didn't go as planned.

This may result in demotivated spirits and you feeling like you want to give up. But don't do it, Persevere on! Because remember: "If not you, then who? If not now, then when?" - Emma Watson.

#6: Good Things Take Time

Focus on all the small things your club is good at; it makes for an easier presidency term. Not every progress will be monumental, because let's face it you are only there in the role for a year usually and Rome wasn't built in a day!

But even the smallest change shows progress and progress is what you want.

That being said, don't set your goals too low, aim for the stars! You may see the fruits of your idea come to life in full force in 1 year or 3 years, but it will happen if you start the motion to make it happen.

#7: Know The University's Funding Rounds

This allows for you to save club money and use the resources and perks offered by the university! More so, it gives administrative structure to your club and ensures you are acting in a legal manner.

Maintain a very good financial record of all accounts and member list by continuously updating it. Maybe look to use Google Docs or forms to have one that all committee members can access? Consult with your University's Clubs manager who can give you more tips on running a club on campus.

#8: Did Someone Say Socials?

Get to the 21st Century and start using all the social media platforms like FB, IG and/or twitter/ snapchat.

This helps with communicating with everyone including other students who aren't part of the club but might want to join or students you are targeting to get to your event.

Make sure to post on all events or progress your club has made or if your club has received an award or if your club wants to thank people for attending an event, etc

CAMPUS CHALLENGE

"Let No Man's Ghost Come Back to Say My Training Let Me Down" – Sign in The New York Fire Department Training Academy.

So you have a team? And they all have different skills, all those skills are at different levels and they all have different ambitions. How do you provide training that ensures you're helping them reach their goals? The Campus Consultancy training program takes leaders through a 6-step process to identify how to add value to your members, how to build effective win-win partnerships, how to develop your team, how to grow and scale your membership and impact, how to contribute to the broader community and how to make the most out of the experience for your own personal brand/career. Visit www.campusconsultancy.org for a program brochure, or Pages 33-37.

ANNA ANTIPOV

President of the Golden
Key International Honour
Society (Flinders
University)



“

I wanted to increase
our chapter's
commitment to the
three pillars of Golden
Key - Academics,
Leadership and
Service.

”



Insights from Anna Antipov

My story

I stepped up to the role of President for the Flinders University Chapter of Golden Key, from my previous position as Vice-President as the former President resigned due to other commitments.

I was very excited to step into this role as I saw a great opportunity to expand the work of the society – both around campus and in the community. I wanted to get involved in planning and organizing more events that would be beneficial to our members - such as student, and industry, networking events and increasing awareness of the society on campus through O-week and information sessions. I wanted to increase our chapter's commitment to the three pillars of Golden Key (Academics, Leadership and Service) through increasing our participation in more community service initiatives.

I also hoped to increase organization within the society, and so ensure the smooth running of society matters and increase ease of communication within the society and between chapters. I wanted to re-invigorate the Flinders Chapter and run the society with passion and enthusiasm, as to get both our committee and society members excited for the work of the Flinders University Golden Key Chapter.

#1: The Juggle Is Real

In the beginning it was also an unexpected challenge to juggle the commitments to the society with other commitments to my university degree.

Learning how to priorities, delegate tasks, time-manage and plan was very important in the first few months. Not only for myself, but also for other members – in terms of establishing expectations and finding times for meetings.

Where to from here in 2018?

I hope to plan more events and further increase our presence and awareness of the society. I would like to provide more support to the student body. It is also my aim to strengthen our connections with the other two Golden Key chapters in Adelaide (from the University of Adelaide and the University of South Australia), maintain our SA Alliance and organize more tri-uni events.

Along with this, I hope to maintain our relationship with Asia-Pacific headquarters and encourage the formation of new connections and networks between members, largely through participation in more workshops and conference opportunities.

CAMPUS CHALLENGE

"This loop – cue, routine, reward; cue, routine, reward – becomes more and more automatic. The cue and reward become intertwined ... Eventually ... a habit is born." - The Power of Habit (Charles Duhigg)

Imagine this loop and the impact it can have on your life. 1. Cue = Problem. When something goes wrong, anything at all. 2. Routine = "Glass Half Full." "Every cloud has a silver lining," "Looking on the bright side of life," there are so many metaphors. 3. Reward = Feeling gratitude and in that positive state finding more effective and efficient solutions increasing your overall happiness. What would life look like if we built this habit?

Event Ticketing, Membership & Merchandise



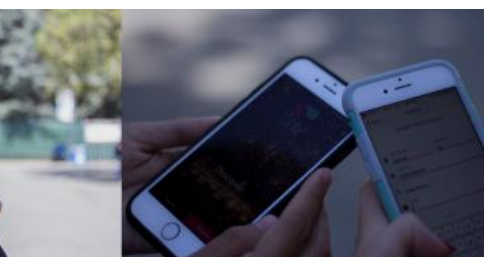
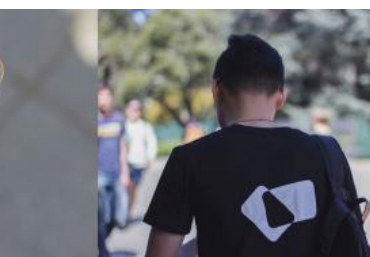
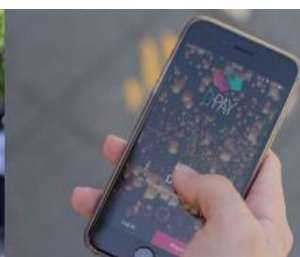
Do you want to use QPay with your Club or Society?



www.getqpay.com
hello@quicklypay.it


**Student
Merchandise**


**Student
Ticketing**



Event Ticketing, Membership & Merchandise

Introducing QPay:

QPay is Australia's largest student ticketing provider having worked with over 2000 societies across the country.

They are **completely free to use** for event organisers. That means you!

If you're looking to organise a ball, tabling can be quite a tedious task. QPay provides an awesome tabling feature that allows people to search for where their friends are sitting when purchasing tickets to an event.

When setting up your event on QPay, you have the ability to take down as much info of the students purchasing your tickets (student ID, study status- PHD, undergrad, etc, attending after party, and anything else you'd like).

The platform is also built to help you collect memberships at O-Week or even throughout the year. No more annoying excel spreadsheets! What's also great is the ability to advertise the sponsors you're working with throughout the year on to your members through QPay.

If you're looking for high quality merchandise such as hoodies, t-shirts or even stubby holders for your members, QPay offers the cheapest rate in the market, guaranteed. You can also sell your merchandise online to your members through the QPay platform.

The Financial Details:

QPay remit straight to your bank account daily (so you have access to cash from ticket sales leading up to the event) and offer a web portal (mobile friendly) for you to see live analytics.

QPay can help facilitate ticket transfers, and help prevent inflated-price ticket scalping by handling the transaction between the people involved in the transfer.

They can send out extra options to people who bought tickets after sales are over with add-ons (like transport to the event for \$10, or hoodies, etc).

How Big Could Your Events Be?

The quickest sell-out event sold out in 32 seconds, as QPay's servers scaled to handle more than 1500 requests over a period of 1 minute.



PATRICK GORENAC
Vice- President at
Enactus QUT

“

"Yes" is the usually
the last word I have
said before the doors
to an opportunity
have opened.

”



Insights from Patrick Gorenac

Best Foot Forward

An Enactus QUT Social Enterprise

When you get a product from Best Foot Forward, you're getting more than a pair of socks. You're getting a unique design with a story from the Dreamtime. You're supporting local indigenous artists, and you're empowering young indigenous children through literacy and cultural pride.

I think Best Foot Forward is the perfect example of how a single idea, no matter how simple, can ignite meaningful change - but at the same time, your heart has to be invested in making that change a reality.



www.bffclothing.org



www.facebook.com/bffwd/



From Student President to Social Changemaker

Student leadership has made me realise just how important teamwork and collaboration is. Without it, Best Foot Forward wouldn't be here today. This was far from my own idea, this was Enactus QUT's idea.

Student leadership has given me opportunities and experiences that no normal degree could offer - going to places like Silicon Valley is a perfect example.

It has also taught me that the most powerful thing you can say is "yes"; that is the usually the last word I have said before the doors to an opportunity have opened.

CAMPUS CHALLENGE

Patrick's favorite quote is:

"Someone is sitting in the shade today because someone planted a tree a long time ago."
- Warren Buffett.

How can you invest a percentage of your time, energy and passion into a student organisation project that will reap rewards beyond your tenure? E.g. Can you, and your team, dedicate 10 hours per Semester/Trimester, towards a 5-year goal, and set the committee up for future success?



CLUB & SOCIETY LEADERSHIP TRAINING

CAMPUS CONSULTANCY

PREPARED FOR
UNIVERSITY REPRESENTATIVES INTERESTED IN
DEVELOPING THEIR STUDENT LEADERS

CAMPUS LEADERS

TRAINING OVERVIEW

Why should you run this training program?

Student club leaders rise to positions of influence often without receiving any training in how to manage a team, manage a budget or deliver products and/or services to constituents.

This training program up-skills club and society leaders so that they can:

- Maximise the value delivered to student members;
- Maximise the value delivered to partners and stakeholders;
- Maximise the development of their committee members;
- Maximise the return-on-investment of their own time for their personal and professional development.

How does it work?

The program teaches six core modules so that student leaders can:

- Identify the needs of their members to create valuable products/services;
- Develop effective partnerships and engage stakeholders;
- Develop a cohesive and highly impactful team;
- Achieve growth in key-performance areas such as student memberships and event attendance;
- Incorporate fundraising/Not-for-Profit activities effectively;
- Build a personal brand and professional connections based around their role in student leadership.



TRAINING TIMELINE

100%

RATED THE SKILLS
AS FULLY OR
PARTIALLY USEFUL
FOR THEIR ROLES

95%

RATED THE SKILLS
AS NEW CONCEPTS

The skills taught to University
Club & Society leaders are
brought to them in this format
for the first time.

81%

COMPLETED ALL
20 LEARNING
OBJECTIVES

Within the 6 Professional
Development modules during
the day, there are 20 discrete
learning objectives designed to
challenge leaders.

9:00am-9:15am

Introduction

9:15am-10:00am

**Leadership as Service
& Value Propositions**

10:00am-10:45am

**Partnerships &
Stakeholder
Engagement**

10:45am-11:15am

Break

11:15am-12:00pm

**Team Development &
Personal Leadership**

12:00pm-12:45pm

Growth

12:45pm- 1:45pm

Lunch

1:45pm-2:30pm

Contribution

2:30pm-3:15pm

**Personal Branding &
Vision Setting**

3:15pm- 4:00pm

**Mentor Pairing &
Networking**

*Data based off the March 2018 Australian National
University Student Association Training Day

FEEDBACK

"(The training) will supercharge the potential of club leaders (because) it was the perfect mix of motivational and actionable."

– Lewis Pope, Chair of the ANU Student Association

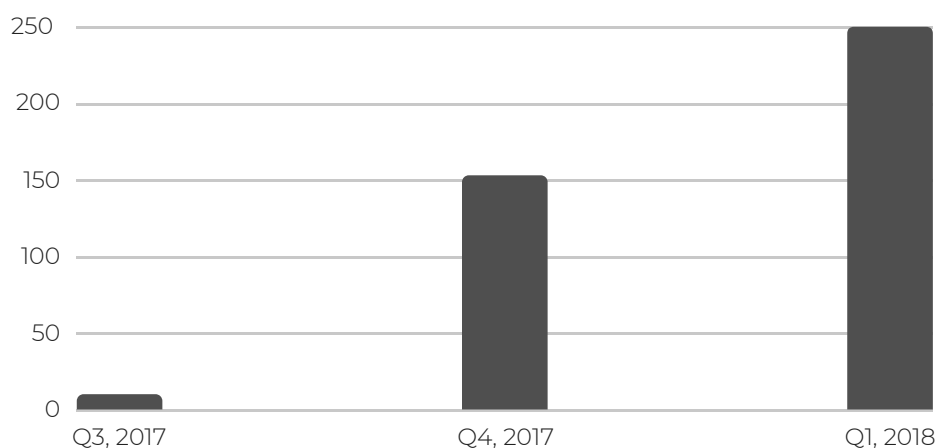
"Treating the club like a business model and utilising all of your strategies provided us so much clarity on what we need to work on to improve and achieve unprecedented club heights."

- Eimear Griffin, ANU Training Program Participant

"We... got 400 members this semester, which is more than we usually get in a year. Thanks so much for the great idea!"

– Leanne Wang, University of Melbourne President of Banking on Women

MORE THAN 250 PRESIDENTS HAVE JOINED OUR ONLINE MENTORING & SUPPORT NETWORK



WHAT'S INCLUDED:

The training day includes:

- A single facilitator for the duration of the day;
- Work booklets for the day;
- Certificate of achievement;
- Post-conference materials;
- Discounted rates for further individual committee training;
- Access to our LinkedIn group of 300+ current/former student Presidents for mentoring and networking (as of July 2018)

CONTACT

Please contact Josh Farr for further information.

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P: (+61) 410 011 768



CONNECTING AND DEVELOPING THE MOST INFLUENTIAL LEADERS
ON UNIVERSITY CAMPUSES ACROSS AUSTRALIA.