

# **CLUB OFFICER TRAINING DAY**

**FRIDAY 17<sup>TH</sup> MAY**



# **THE SPORTS OFFICE**

# MEET THE TEAM

- DANIEL STANLEY
- JO MANNION
- LINDA BRADSHAW
- LISA MCCORMICK
- CRAIG ROBINSON
- KIRSTY MCPHEE

# **MEMBERSHIPS**

**DAN STANLEY**



# MEMBERSHIPS

## WHAT DOES YOUR MEMBERSHIP COVER?

- **AFFILIATIONS**
- **INSURANCE**
- **COACHING**
- **PLAYING KIT AND EQUIPMENT**
- **TRAVEL**
- **REFEREES/OFFICIALS**
- **FACILITY HIRE FOR GAMES AND TRAINING**
- **GYM ACCESS/FITNESS CLASSES/SWIMMING POOL**
- **STAFF SUPPORT**

# **MEMBERSHIPS**

- DUE TO RISING COSTS THE CURRENT MODEL IS NOT SUSTAINABLE**
- SOME CLUBS GET A LOT MORE FOR THEIR MONEY THAN OTHERS**
- FROM SEPTEMBER A NEW TIERED MEMBERSHIP WILL BE INTRODUCED**

# MEMBERSHIPS

Tier 1	Tier 2
£229	£198

**Additional membership - £45 (plus £31 if going from tier 2 to tier 1)**

**January discounted membership – TBC**



## **Tier 1**

**American Football**

**Hockey (Both)**

**Athletics**

**Netball**

**Basketball (Both)**

**Rowing**

**Cheerleading (comp)**

**Rugby League**

**Cricket (men)**

**Rugby Union (Both)**

**Cricket (MCCU women)**

**Swimming**

**Football (Both)**

**Tennis**

**Futsal**

**Triathlon**

**Golf**



## **Tier 2**

**Badminton**

**Lacrosse (Both)**

**Boxing**

**Squash**

**Cheerleading (Match)**

**Swimming**

**Dance**

**Tchoukball**

**Gymnastics**

**Thai Boxing**

**Handball**

**Volleyball**

**Korfball**

**Waterpolo**

# OTHER UNIVERSITIES

<b>Sheffield</b>	<b>£220 or £290 + they cover all transport and match fees themselves. Some clubs cost up to £600 per season.</b>
<b>Manchester</b>	<b>£199 + they cover transport and match fees themselves</b>
<b>Newcastle</b>	<b>£189 + AU subs of £10 per week for transport and insurance. They must all cover team entries</b>
<b>Sheffield Hallam</b>	<b>£250</b>

**ANY QUESTIONS?**

# WHY ARE YOU HERE?

- **YOU WERE VOTED IN!**
- **YOU HAVE THE SKILLS NEEDED TO LEAD YOUR CLUB OVER THE NEXT 12 MONTHS**
- **YOU WANT TO MAKE A DIFFERENCE IN YOUR CLUB!**
- **YOU WANT TO PUT SOMETHING FANTASTIC ON YOUR CV (OTHER THAN YOUR DEGREE)**
- **YOU HAVE A LOT OF INFLUENCE OVER YOUR PEERS**
- **THIS IS A PRIVILEGE NOT A RIGHT**

# WHAT WE EXPECT OF YOU?

- **RESPOND TO EMAILS/COMMUNICATIONS PROMPTLY (48 HOURS)**
- **ENGAGE WITH US**
- **TALK TO US – IF YOU ARE STRUGGLING... TELL US!**
- **TAKE RESPONSIBILITY FOR THE RECRUITMENT, ACTIVITY AND ACTIONS OF YOUR CLUB (GOOD AND BAD)**
- **MAKE US AWARE OF ANY ISSUES OR INCIDENTS IMMEDIATELY**
- **MANAGE YOUR FINANCES AND DON'T CONTRAVENE ANY UNIVERSITY REGULATIONS**
- **BE A POSITIVE EXAMPLE TO THE REST OF YOUR CLUB MEMBERS – ABIDE BY STUDENT CODE**
- **SHARE INFORMATION WITH YOUR CLUB MEMBERS**

# WHAT YOU CAN EXPECT OF US

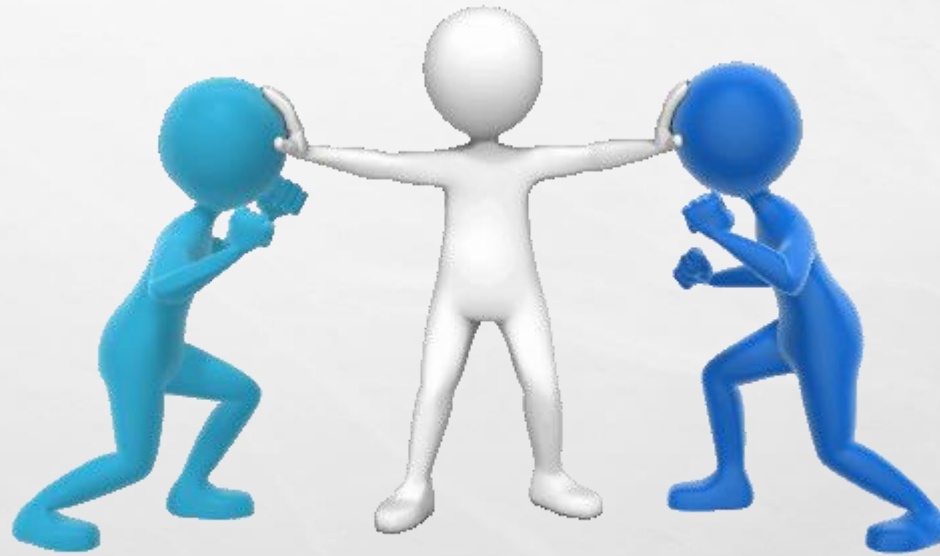
- **TRAINING**
- **ANSWER ENQUIRIES WITHIN 48 WORKING HOURS; ENDEAVOUR TO REPLY TO ALL EMERGENCY ENQUIRIES WITHIN 2 HOURS.**
- **SUPPORT WITH CDPS, RECRUITMENT AND FUNDRAISING**
- **DEAL WITH DISCIPLINARY ISSUES CONSISTENTLY AND FAIRLY.**
- **CLUB ADMIN SUPPORT – TRANSPORT, FIXTURES, ACCOMMODATION, FINANCIAL**
- **HANDLE CLUB DATA IN ACCORDANCE WITH GDPR REGULATIONS**
- **MONITOR THE OFFICIAL SOCIAL MEDIA ACCOUNTS OF ALL CLUBS AND ALERT CLUB OFFICERS TO OFFENSIVE CONTENT THAT MUST BE REMOVED.**
- **FORWARD ANY ENQUIRIES FROM PROSPECTIVE MEMBERS TO CLUB OFFICERS TO RESPOND.**

# COMMITTEE COMMUNICATION





# CONFLICT RESOLUTION



# RESOLVING CONFLICT

- **TALK!**
- **DISCUSS THE PROBLEM**
- **SPEAK TO THE SPORTS OFFICE FOR ADVICE**
- **IS THERE A COMPROMISE TO BE MADE?**

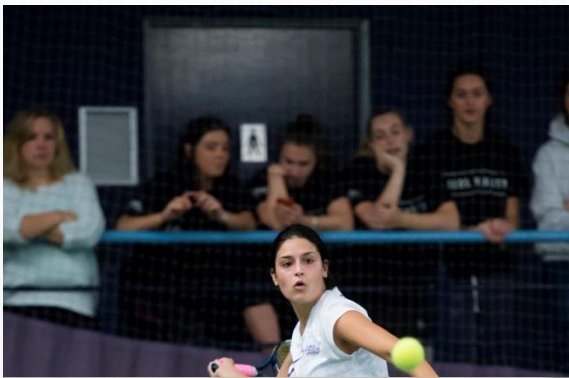


# General guidance

- **Work as a team! It will make life a lot easier.**
- **Assign roles and make sure everyone knows what is expected of them.**
- **Meet regularly. Why not get meeting dates in the diary now?**
- **Deal with issues quickly and directly. Don't let things fester**
- **Keep in regular contact with the Sports Office.**
- **Don't be afraid to ask for help**
- **Be realistic!**



# KIT



# PLAYING KIT

- **MAJORITY OF TEAMS HAVE THE O'NEILLS PLAYING KIT (SOME EXCEPTIONS)**
- **PURCHASING ADDITIONAL OR CUSTOMISED KIT:**
  - **SPEAK TO CDA**
  - **CONFIRM ITEMS TO BE ORDERED**
  - **COLLATE KIT SIZES AND PAYMENTS (THIS CAN BE DONE THROUGH THE OFFICE)**
  - **PLACE THE ORDER WITH CDA WHO WILL CONFIRM A DELIVERY DATE**
- **2-3 WEEK TURNAROUND FROM DATE OF SIGN OFF**



# **LEISUREWEAR**

- **CAN BE BOUGHT INDIVIDUALLY ONLINE**

**OR**

- **LARGE CLUB ORDERS CAN BE PLACED WITH THE CDA.**
  - **CAN CUSTOMISE WITH SPONSOR LOGOS AND INITIALS**
  - **SAME PROCESS AS THE PLAYING KIT ORDER**
- **8-10 WEEK TURNAROUND FROM DATE OF SIGN OFF**

# Special Measures

- **CRITERIA:**
  - **NEGATIVE STUDENT ACCOUNT**
  - **UNSUSTAINABLE MEMBERSHIP NUMBERS**
  - **SUBSTANTIAL LACK OF ENGAGEMENT FROM CLUB MEMBERS**
  - **SERIOUS ANTI-SOCIAL BEHAVIOR ISSUES**
- **CLUB WILL BE NOTIFIED THEY'RE IN SPECIAL MEASURES.**
- **MONTHLY MEETINGS WITH SPORTS OFFICE.**
- **PLAN OF ACTION**
- **12 MONTHS TO GET OUT OF 'SPECIAL MEASURES'**
- **FAILURE TO DO SO MAY MEAN:**
  - **REMOVAL OF CLUB OFFICERS**
  - **SUSPENSION OF FINANCIAL ACCOUNTS**
  - **DISPANSION OF CLUB**





# **MARKETING & COMMS**



# **MARKETING & COMMS**

## **HOW WILL YOU PROMOTE YOUR CLUB?**

- **SOCIAL MEDIA**
- **WEBSITE**
- **POSTERS/LEAFLETS**

# **SOCIAL MEDIA**



# WHICH ACCOUNTS TO USE?

Twitter	Facebook	Instagram
<b>Good for</b> <ul style="list-style-type: none"><li>- Joining in with National Campaigns</li><li>- Club Updates</li><li>- Linking with other teams/universities</li></ul> <b>Not so good for</b> <ul style="list-style-type: none"><li>- Recruiting new members</li><li>- Lengthy posts</li></ul>	<b>Good for</b> <ul style="list-style-type: none"><li>- Closed communities (FB group for your club for trials/training etc.)</li><li>- Group chats</li><li>- Longer posts – linking externally</li></ul> <b>Not so good for:</b> <ul style="list-style-type: none"><li>- Response rates – age group?</li></ul>	<b>Good for</b> <ul style="list-style-type: none"><li>- Creative posts</li><li>- Videos/pictures from your club</li><li>- Insta stories!</li></ul> <b>Not so good for:</b> <ul style="list-style-type: none"><li>- Linking to websites</li></ul>

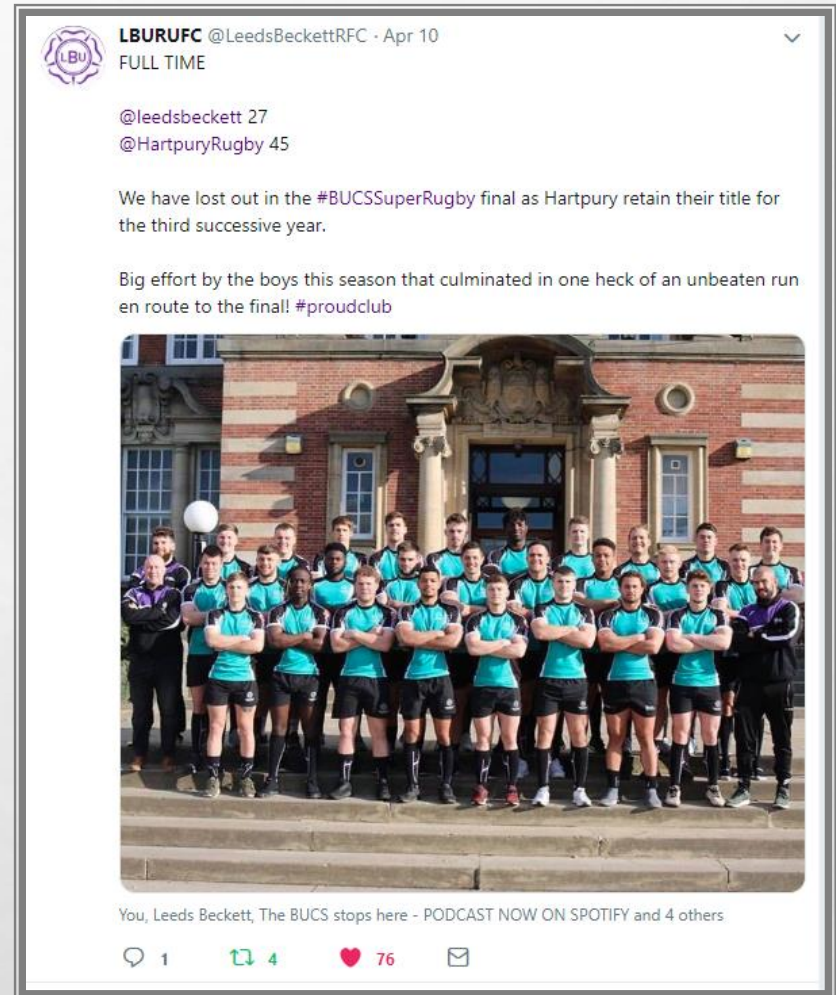
# THE FUNDAMENTALS

- **TAKEOVER THE ACCOUNT(S) FROM LAST YEAR – YOU DON'T WANT TO HAVE TO BUILD YOUR FOLLOWING AGAIN**
- **CHANGE THE PASSWORD**
- **UPDATE THE DESCRIPTION AND ANY DATED ITEMS**
- **KEEP IT PROFESSIONAL**
  - **NO PROFANITY, INAPPROPRIATE IMAGES, BULLYING**



# WHAT TO POST?

- **PLAYER PROFILES**
- **TEAM ANNOUNCEMENTS**
- **COMPETITION/MATCH UPDATES**





**Leeds Beckett WFC** @Beckett\_WFC · May 14

It's mental health awareness week!

Mind offers information and advice to people with mental health problems and helps raise awareness. The odds are that somebody you know is struggling with their mental health, so let's pull together to help one another!

[mind.org.uk/donate](http://mind.org.uk/donate)



# WHAT TO POST?

- **SUPPORTING LOCAL/NATIONAL CHARITIES**
- **AWARENESS CAMPAIGNS**



11 06 42 07  
DAYS HOURS MINUTES SECONDS

11 days until A Night on the Acre!



About This Website

JUSTGIVING.COM

**Read Leeds Beckett Match Team's story**

Leeds Beckett Match Team is raising money to help St Geo...



Ibucarnegiecheerleaders • Following ...



Ibucarnegiecheerleaders 9 days to go until our girls are sleeping out on the acre for a night! Please visit our just giving page and donate whatever you can - link in bio - it's for such an amazing charity, St George's Crypt, who support the homeless and vulnerable 🌟❤️

10w



Liked by jodiesmith98 and 24 others

MARCH 6

Add a comment...

Post

# WHAT TO POST?

- **EVENTS**
- **FUNDRAISING ACTIVITY**

**BUT IT'S SUMMER...**

**WE'RE NOT DOING ANYTHING?**



# **KEEP YOUR ACCOUNT ACTIVE**

- **A LEVEL RESULTS DAY – 15<sup>TH</sup> AUGUST**
  - **CLOSED FB GROUP SET UP READY TO GO?**
  - **ADVERT IN THE 'BECKETT FRESHERS GROUP?'**
  - **CONGRATULATIONS MESSAGES**
- **MOVE IN WEEKEND – 20-22<sup>ND</sup> SEPTEMBER**
  - **WELCOME MESSAGES**
  - **LEND A HAND?**

# CLUB WEBPAGE

- EACH CLUB HAS THEIR OWN DEDICATED PAGE ON THE **LEEDS BECKETT WEBSITE**
- CHECK YOUR CONTENT OVER
- WE WILL EMAIL A TEMPLATE OVER SUMMER TO UPDATE ANY CHANGES
- WE WILL LINK TO YOUR FRESHER'S FB GROUP

# POSTERS/LEAFLETS

- **YOU CAN PAY FOR POSTERS/LEAFLETS USING YOUR STUDENT ACCOUNT (ASK IN THE FINANCE BREAKOUT)**
- **FRESHER'S FAIR IS A GOOD TIME TO HAVE SOME PRINTED MATERIALS**
  - **WE WILL PRINT BASIC BLACK AND WHITE LEAFLETS FOR YOU – NO BIGGER THAN A4 – FREE OF CHARGE**
- **POSTERS AROUND CAMPUS**
  - **STUDENT NOTICEBOARDS**
  - **HALLS OF RESIDENCE**
  - **SU**
- **THINK OUTSIDE OF THE SPORTS CENTRE!**



# AU NEWSLETTER



# TO DO

- **SET UP YOUR CLUB FB GROUP**
  - **INVITE JO, LISA, LINDA SO WE CAN ADD INDIVIDUALS IN TO YOUR GROUP**
- **PLAN INITIAL EVENTS & TRIALS/TASTERS**
  - **MAKE SURE THESE FACILITIES ARE INCLUDED ON YOUR REQUESTS ON YOUR CDPS**
- **PLAN YOUR MARKETING AROUND THIS – SOCIAL MEDIA PLAN**



**ANY QUESTIONS?**



# AU EXEC

- **DO YOU FANCY THE OPPORTUNITY TO REPRESENT THE VIEWS OF 40 CLUBS, 1500 MEMBERS AT IMPORTANT COUNCIL MEETINGS AND CONFERENCES?**
  - **GREAT CPD OPPORTUNITIES**
  - **FREE FULL AU MEMBERSHIP**
  - **FREE HOODY**
  - **FREE VARSITY TICKET**
  - **FREE SPORTS AWARDS TICKET**
- **REGISTER YOUR INTEREST WITH LISA – VOTING OPENS OVER SUMMER**

# CODE OF CONDUCT

- **ONE COPY TO BE SIGNED AND KEPT BY THE SPORTS OFFICE**
- **WE WILL EMAIL YOU AN ELECTRONIC VERSION FOR YOUR RECORDS**



# GROUPINGS

- **GROUP 1 – JG 231**

- **AMERICAN FOOTBALL**
- **FUTSAL (M)**
- **GYMNASTICS**
- **HOCKEY (M&W)**
- **SNOWSPORTS**
- **SQUASH**
- **SURFING**
- **THAI BOXING**
- **TRIATHLON**

- **GROUP 2 – FF 205**

- **BASKETBALL (M)**
- **CHEER (COMP)**
- **CHEER (MATCH)**
- **FOOTBALL (M)**
- **KORFBALL**
- **RUGBY LEAGUE**
- **RUGBY UNION (M&W)**
- **SWIMMING**
- **TCHOUKBALL**
- **WATER POLO**