Student Life Presents

Little Black Book

Bring your organization to the next level through these helpful tips on event planning, fundraising and publicity.

Secrets to a Successful Student Org @ RU
All successful programming begins with comprehensive planning. Before you get too in-depth with producing your event, be sure to spend plenty of time researching and making wise programming decisions.

The following steps will help guide you in the basics of planning your event and most are detailed in the following pages of this Little Black Book (LBB).

- **Step 1: Set Your Goals**
  Events are often the result of inspired brainstorming sessions, but you and your members must consider your long-term goals for your group, as well as your event and its impact on campus.

- **Step 2: Create an Idea**
  With a set of goals, you can brainstorm and define the type of event you want to plan.

- **Step 3: Establish a Date/Space**
  The scheduling of your event can be one of the most pivotal components which determine the success of your event.

- **Step 4: Time It Out/Delegate and Check Up**
  List everything to be done and use backward planning to time it out on a calendar by importance: tasks may include filing a Public Forum Notice form, reserving rooms, filling out forms for RUSA Allocations, ordering food, etc.

  Delegate tasks so that one small clique doesn’t end up monopolizing all the power and burning out before the event. Have a plan for people who don’t follow through with their responsibilities. Follow up on delegated tasks constantly; make sure speakers know their topics. Ask other organizations on your campus to help with your event. This will build support for your organization and broaden the event’s impact.

  This step is not elaborated upon in this book. Please meet with your administrative advisor & consult the online Program Planning Checklist mentioned on page 12 for more information.

- **Step 5: Get Out There**
  Publicity should be clear about the event both in advance and on the day of. Flyering is allowed in many places at the University (page 11). But just as important as placing ads in the Targum is signage at the event to clarify who is hosting the event and why. See pages 9—11 for more detaileds on how to spread the word.

- **Step 6: Prep-Talk & Go!**
  Prep a designated group of students on what to do for last-minute jobs, for example: call volunteers, check equipment/mics, setup/cleanup, literature/signup table, etc. Hold the event and be sure to use our handy checklist for day-of management.

- **Step 7: Evaluate and Congratulate**
  This step is often skipped, but it is important for core organizers to think critically: What did we do right? What could we do better? This will grow your group and help improve your events over time. Be sure to reward superb volunteers.
Lock down on the details and decide on the What, When and Where for the event:

• Plan and strategize for your event at least 6 weeks in advance
• Agree on the nature of the event. Think of a good name for it.
• Pick a time and date. Avoid previously scheduled campus events, meals, solar eclipses, Super Bowls, favorite TV shows times, midterms, finals, etc. (Use: Rutgers Events Calendar)
• Choose a location on campus or off campus depending on your need. Allow adequate space, good lighting, comfy seating, audio/visual needs, few distractions, etc.
• Review University policies related to event planning, special permits, center reservations, regulations, and any special requirements.

Create a timeline and outline tasks

• Develop a realistic timeline based on the entire planning process using backward planning.
• Procurement of resources (who or what will the event be built around?)
• Total budget—include all expenses, allow room for additional costs. Revise it often.
• Other tasks include publicity, space reservation, determining equipment needs, food, etc.
• Prepare for set up (before) and clean up (after) the event
• Add everything to a master calendar

Delegate tasks out to the rest of your group, to ensure

• Record everything on paper so people can confirm what they signed up to do.
• Form a committee to take charge of delegation (if necessary).
• Get help from volunteers and friends on appropriate tasks.
• Members of your planning committee should be assigned meaningful tasks.
• Use a calendar; agree on deadlines for each task. Agree on who will do what.

Finalize plans and monitor everyone’s progress.

Helpful Hint: File paperwork early, or at least on-time. These may include room reservations (e.g. room setup, tabling, equipment), funding requests, facilities assistance, any catering, and even Campus Security.
Step 1: Set Your Goals

Events are often the result of inspired brainstorming sessions, but a difficult question must first be asked before you plan: what are our long-term goals for our group and for this specific event?

Set concrete goals for attendance and intended impact on the University community. This foresight will help in planning and evaluating events for maximum impact.

Important Goal-Setting Terms

A **campaign** is a series of activities (tactics) designed to achieve medium and long-term goals. Organize your campaign together with your executive board to achieve maximum cohesion.

A **goal** is something your group wants to achieve. An example of a goal is increasing awareness of your student organization, or getting 1,000 students to sign a petition. Short term goals are things which you can do within a month, like holding a large-scale event or obtaining those petition signatures.

**Tactics** are tools you use to meet your goals. Holding a band benefit is a tactic. Raising $500 is a goal. Tactics can be small things, too, like postering, showing a movie, or sending a letter to a University newspaper.

**Strategizing** is when you create a plan that will help your organization over time. When figuring out this plan you are strategizing. Your **strategy** is the approach you take to meeting your medium and long-term goals. It is the blueprint for your campaign.

Steps for Strategic Event Planning

Set aside some time **at least 6 weeks** before any event to strategize about your organizational goals at a time other than your regular meeting. Some methods for strategizing can be found in the pages of this booklet.

First, decide on this particular event’s goal:

- Is it to entertain? To educate? To fundraise? To increase cultural awareness?
- Keep in mind current issues on campus, significant events that have happened recently, and the time of year in which your event will take place.

After you’ve determined your organization’s overall goals, you will be able to more clearly determine your needs.

Next, brainstorm how best to meet your goal through the type of event you choose.

- See the next page for details on the brainstorming process.
- After all ideas have been generated, look at strengths and weaknesses of each by keeping a realistic timeline in mind. Decide together which are feasible and have a good chance of success.

Strategic event planning makes the difference between ho-hum events & events that excite people, build an organization, & show results.
After you have established your goals and determined that your group wants to coordinate an event, get the ball rolling by coordinating a **brainstorming session** to generate ideas.

A list of suggested event ideas can also be found on the next page.

### Brainstorming

- Gather a group of members (a meeting is a great place to do this!).
- Define the event/topic that you will be discussing.
- Assign a facilitator. This person will be responsible for getting everyone involved in the process, and will also be the point person to ensure ideas flow.
- Review a few ground rules:
  - Any idea is an acceptable.
  - Do not criticize other people's ideas.
  - Record all thoughts (appoint a secretary).
  - Reduce "dead air" -- keep the ideas flowing.
  - Build on other ideas when given the opportunity.
  - Focus on quantity, not quality (quality will come later when you refine the brainstorm list).
- Establish a time limit for the brainstorming (3-5 minutes is usually ample time to generate some ideas) and start brainstorming!
- After you have finished brainstorming, sort through your list of generated ideas and establish a follow up discussion to make decisions about the presented thoughts, keeping in mind a realistic timeline.

### Refining and Solidifying Your Ideas

- Identify a target audience. (Who will attend the event?)
- Review your organization’s program files for past successes/failures with similar events.
- Ask other student organizations/campus departments about their successes and failures with similar programs.
- Identify and approach **co-sponsors** for collaborative opportunities.
  - Co-sponsors can greatly enhance the effectiveness, visibility, and impact of your event
  - Consider other student organizations who may be interested in your event & contact them: (http://getinvolved.rutgers.edu/organizations/find-an-organization)
  - Complete a co-sponsorship agreement whenever other student organizations will be contributing financially to your event

Include your members in the brainstorming/event planning process to keep them involved and motivated!
Events are a BIG way to introduce your organization on campus, raise funds for your group, increase awareness around an issue, or win new recruits. While there are many kinds of events, they all demand the same principles of planning and execution.

### Some Event Ideas

**Panel Discussions** can start a dialogue around specific issues. This event usually involves speakers who each make brief presentations on a topic and take questions from the audience. It is important for discussions to be well-framed and topical. Invite professors from the University via letter or email, but your administrative advisor must generate University Contracts when you are engaging and paying non-Rutgers or nationally known speakers.

**Film & TV Screenings** can recruit and educate uninvolved students. Show documentaries or feature films with a relevant theme to your group. In order to show a film or TV show, however, you must obtain licensing from our authorized licensor. Invite people to stay after the film to discuss it.

**Concerts** can be great fundraising events and a way to reach out. Plan to make much more than you invested in expenses by getting donations for: space rental fees, sound equipment, band fees and even advertising. Take time to discuss with musicians the work you are doing and how student organizations can't function without money. Make announcements during the show, but remember that people are there to have fun. If you can, display a large banner behind bands to advertise your group. Remember, even if a band donates their time for free, there are other event-related expenses (like security) that must be paid.

**Outdoor Rallies** garner press, discover new people, and empower those already involved with an issue. To organize a rally, you need people who have something meaningful to say and a plan of action. Public Forum areas on campus are detailed in the next pages, and the processes involved are online. Schedule and advertise several speakers in advance, then follow with an open-mic discussion. Timing is important, as New Brunswick has some noise regulations. Also remember to circulate a sign-up sheet; be sure to announce your next meeting more than once!

**Art Exhibits** can give untapped student artists a great means to exhibit their talent, as well as give you an interesting turnout, if promoted properly. Raise money by raffling art (but be sure to go over the University raffle policy!)

**Dances and Mixers** are relatively inexpensive ways to introduce your members to each other and to the student body. They can also be themed to allow participants to create entertaining costumes, and to make them more related to your organization.

### Things to Keep in Mind

Your administrative advisor can help with each aspect of your event, so meet with him or her at least 6 weeks in advance of your event date to develop a plan.

Just a reminder, for any on-campus event, you should order catering from on-campus caterers or University Dining Services.

**Helpful Hint:** Be persistent in lining up your excellent resources. Publicize thoroughly and well in advance. Be creative!
Step 3: Establish a Date/Space

The scheduling of your event can be one of the most pivotal components which determine the success of your event.

Some questions to keep in mind when considering event dates:

- Are there any other events planned for that day? (Check out the Rutgers Events Calendar)
- Do we have enough time to plan this event? (for a typical event, this is at least 4 weeks)
- Is the ideal facility available that day?
- Will students come to an event on that day?
- Are there other events we could piggyback on to make it an evening full of entertainment?
  - Are there any themes/holidays we can associate with the date?

Some dates which may have a negative impact on programming:

- During midterm exams
- During final exams (programming is actually not permitted after the last day of classes)
- Immediately before or after a vacation (fall break, spring break)
- Home athletic events at the same time as your event
- Major religious holidays
- Major dance/event weekends for residence halls
- Super Bowls
- Favorite TV show times

Cross-programming against major, annual campus events (however, these could be excellent opportunities for co-sponsorships!)

The Rutgers Events Calendar can be found at: ruevents.rutgers.edu

After selecting a date for your event, investigate available facilities/space:

To find and hold available space in student centers:

- **Call or visit any Reservations office** (Busch Campus Center, Douglass Campus Center, or the Student Activities Center, 732-932-8821)

- **Browse for space online** via [http://centerres.rutgers.edu](http://centerres.rutgers.edu). On this site, you can browse the space in different student centers and filter the information by date and location. If you create an account for this website, you can request a hold on the space online.

Helpful Hint: “Managing Your Organization” is a helpful tab under the Organization section of the Student Life Get Involved website (getinvolved.rutgers.edu).
Step 4: Plan Your Budget

While thoroughly planning the details, you must develop a realistic budget to ensure success. The following worksheet and your administrative advisor can assist you in your budget preparation process. You may also want to revise your goals/budget from time to time to fit your current situation.

You will need money and resources to pay for the events you wish to have on campus. Here are some resources already available to you as a registered campus organization:

- Appeal for Funding for Trips, Programs, Overhead and more through RUSA Allocations
- Distribution of Pepsi Allocation Funds (apply for Pepsi Allocations at the SAC)

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<tr>
<th>Item</th>
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<th>Notes</th>
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<tr>
<td>Artist Fees (honoraria etc)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<td>Artist Travel /transportation (if Applicable)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Artists Lodging (hotel, etc.)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Food for Performer</td>
<td>$_____</td>
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<tr>
<td>Film Rental fees (include shipping)</td>
<td>$_____</td>
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<tr>
<td>Equipment rental (from outside vendor)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Tickets / Gate Admission (For Trips)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<td>Room Set up and Student Center Costs</td>
<td>$_____</td>
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<tr>
<td>Bus or other Vehicle Rental</td>
<td>$_____</td>
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<td>Decorations</td>
<td>$_____</td>
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<tr>
<td>Food for Audience</td>
<td>$_____</td>
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<tr>
<td>Food for Performer</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Food for Volunteers (full day volunteering)</td>
<td>$_____</td>
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<td>RUPD, CSOs, Security, EMTs</td>
<td>$_____</td>
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<tr>
<td>Electricians or other Facility/Maintenance</td>
<td>$_____</td>
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<tr>
<td>Dept Costs</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Supplies (Craft supplies, Lanyards, etc)</td>
<td>$_____</td>
<td>Notes:_________</td>
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<tr>
<td>Prizes</td>
<td>$_____</td>
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<tr>
<td>Targum Advertisement</td>
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<tr>
<td>Flyers/Posters</td>
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<td>TOTAL</td>
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Helpful Hint: Be smart while fundraising—if merchandising, be sure to sell items that will get you a profit margin!
Effective publicity involves planning, creating, and implementing successful marketing concepts by using an organized approach. Planning involves committing to common goals and hard work. The following steps outline what one needs to do to begin the preparation of materials and conclude a publicity program successfully.

- Select and train your team
- Define goals and objectives of the campaign
- Detail the plans and assess what is needed
- Assign the tasks
- Create and design various media
- Produce and distribute various media
- Follow up and evaluate results
- Write a brief final report to aid future campaigns

**IT’S WORTH IT**
No matter how good an event may be, it will completely flop if no one knows about it. Advertising and marketing are a crucial component it helping to make any event a success—but it is likely to be labor intensive.

**A basic promotional plan should contain the following elements:**

- Identify your potential audience: Who are you attempting to reach? Which techniques and communication channels might have the most success in reaching your audience?
- Determine a brief message that you want to convey, and prepare your materials for the initial campaign around it.
- Determine the time schedule with which you are working, the resources you have available, and necessary deadlines for promotional methods you are considering. Can you afford certain types of media?
- Have follow-up materials ready for a second wave of promotion.
- Keep a close watch as to whether interest in the program is developing.
- Keep track of media used, and follow up with contacts to confirm coverage.
- Maintain your budget and prepare for last-minute publicity if expectations aren’t met.
- Try to ensure that adequate post-coverage of an event occurs. If your audience is upset that they missed a good program, they’ll be more likely to attend future programs.
- Evaluate your success and keep records that can be used in planning future campaigns.

**STOP! PAY ATTENTION:**
Before spray painting every building on campus, be sure to review University policies regarding chalking, flyering and tabling!
Step 5: Get Out There

Your approach to reaching the student body should be diverse. Set your marketing plan to reflect three types of approaches: creative, targeted, and traditional marketing.

1) Creative Marketing

This approach means you should use new and unconventional methods to reach your audience. Brainstorm all the ways you interact with people and media throughout the day and use them to your advantage. Some examples of creative marketing include:

*Twittering and More* If you don’t have one, create a Facebook Page, a Twitter account, and other social media profiles based on your organization’s focus. Don’t inundate your friends with updates! Tweet from time to time, only if you have something Educational, Enlightening or Entertaining to share. Interact with your followers to engage them and find out what they want to see. In order for your audience to trust you and your organization, never push a product. Sell them the spirit and mission of your organization through the 3 E’s!

2) Targeted Marketing

Know who your target audience is. Identifying your target audience will allow you to expend your resources where they will be most useful. Some examples of target marketing include:

*Getting into Newspapers and Email ListServes* Extra! Extra! Reach out to The Daily Targum, The Medium, The Green Print, The Get Involved Listserv, The Rutgers Alumni magazine, and other publications. Check out the full list of email Listservs and who to contact on the website listed below. Ads, articles, blurbs, and reviews on your event all add to free press.

*Creating Vivid Posters* Be creative. Make posters attractive, eye-catching and experiment with different sizes and colors. Create a recognizable logo and start a brand for your organization. Put posters in unusual places (but be sure to follow the University policy!)

You can also try speaking to student groups who have an interest in your event, asking professors to make in class announcements, or consider awarding extra credit for attending.

3) Traditional Marketing

Although it seems like a chore, traditional marketing methods are still used for one reason: they work. When you are starting a marketing campaign, these methods should come up. Posting flyers around your campus, handing out handbills, and information tables may not sound glamorous, but very effective. This allows you to reach a wide audience, reminding students of the event, and bringing in people who you may not have been targeting. Traditional marketing methods include:

*Advertising to Students On Campus* Visit the On-Campus Promotional Resource website [http://ruinfo.rutgers.edu/promos](http://ruinfo.rutgers.edu/promos) for ways to get your event out.

Work with RU-TV and the local radio stations (WRSU and The Core) to develop advanced media. Table in Student Centers or Dining Halls, get colorful with sidewalk chalk, distribute mail, and even get Residence Life involved! There are many ways to spread your message. In only a few steps (usually filing ONE form), you can have your event information displayed for all students on each campus.
No one wants to hear about your event two months before it happens. **Timing** your marketing is important. Although your strategy may reach a lot of people, if your audience hears about the event too soon or too late to plan for it, no one will show up. When announcing and marketing for an event, give people time to think about an event, but not enough time to forget it.

**REMEMBER, HERE’S A RECOMMENDED MARKETING TIMELINE:**
- Letters to the editor, 1-3 weeks before an event
- Banners on buildings, 10-14 days before an event
- Posting flyers on campus, 4-5 days before an event
- Tabling, the day of to 2 days before an event

**AT RUTGERS, HOW DO I...?**

**POST IN CENTERS**
Bring your flyer to the information desk at the Center where you wish to have it displayed. Once approved, the staff will post it for you.

**FLYER IN RESIDENCE HALLS**
In order to post flyers in residence halls, email an electronic copy of your flyer to Joan D’Orvilliers at dorvilli@rci.rutgers.edu. If approved, she will give information on how many copies are needed and where to deliver the copies so they can be distributed.

**USE FORUM SPACES**
Anyone planning to hold an outdoor public forum, such as a rally or candle-light vigil, is encouraged to file a Public Forum Notification Form with the Student Involvement Office.

**TABLE TOP ADS**
Table top ad holders are available in the Student Center food courts. Table tents may be displayed for a period of one week per department/organization. All table ad requests must be reserved through the Student Center Reservations Office at [http://centerres.rutgers.edu](http://centerres.rutgers.edu), 848-932-8821, or email centerres@echo.rutgers.edu. Additional restrictions apply (timing, space, etc).

**CHALK ON CAMPUS**
Student organizations are allowed to chalk on designated areas on campus for their organization. **Approval is required and must occur at least one week before the date of the requested chalking.** This can be done by completing a Chalking Request Form. Complete it and submit a hard copy.

More information on the process here: [http://getinvolved.rutgers.edu/organizations/resources-and-training](http://getinvolved.rutgers.edu/organizations/resources-and-training)

**TABLE, PLACE ADS, GET ON THE RADIO & RU-TV**
Visit [http://ruinfo.rutgers.edu/promos](http://ruinfo.rutgers.edu/promos) for all updated policies and procedures.
You created the event, you scheduled the event, you advertised the event, you organized your crew, and now it is time to run your event. Once started, your event is a moving train. You can’t stop it, but you can help it run as smoothly as possible. Utilize these checklists to make sure you’re on track up until the day of the event.

Also view a more detailed Program Planning Checklist on the Space Reservations section of: http://getinvolved.rutgers.edu/organizations/resources-and-training/

**Check List for the Week of & Day Before**

___ Meet with your volunteers
___ Visit your event space in advance
(Do you know where everything is? Is everything set? Ask building staff your questions in enough time to fix any problems that arise.)
___ Confirm food delivery time with vendor
___ Confirm decorations and set up
___ Rehearse introductions/speeches
___ Review speakers, event schedule
___ Send reminders/phone calls to speakers and volunteers
___ Create sign-in sheet for ALL attendees (name, e-mail, phone number, etc.)

**DO’s**

Delegate responsibility before the event
Create a time sheet for volunteer shifts
Gather contact info for all volunteers

**Check List for Day-Of-Event Management**

___ Check in with Operations Office
___ Assign someone to set up and staff the sign in table (give out name badges, materials, pens, sign-in forms)
___ Help vendors set up food stations
___ Assign a speaker liaison (to meet and greet your speakers and thank them for attending)
___ Assign someone to take photos
___ Assign one person to be a logistics manager for the day (manages volunteers)

**DON’Ts**

Show up looking or acting unprofessional
Assume a task has been done
Leave the event without telling the coordinator
Step 7: Evaluate & Congratulate

At the end of the event, you may want to ask participants to fill out and submit an evaluation. The evaluation will help determine how the students enjoyed the event; whether they want to stay involved in your campaign work; and what needs to be improved for future events.

SAMPLE EVALUATING QUESTIONS

1. Using a scale of 1-10, with 1 being “terrible” and 10 being “excellent,” how would you rate the following aspects of the event?
   - Overall organization of event?
   - Material covered in event sessions?
   - Speakers and trainers?

2. What was your favorite part of the event and why?

3. What was your least favorite part of the event and why?

4. Which speaker/trainer did you find most engaging?

5. What could be done to improve future events? (Different topics, other types of event structures)

6. How did you hear about this event?

Thank You Notes and Coalition Building

Events are also a means to strengthen your networks and build stronger bonds with student groups and other coalitions. Keep your networks strong. Thank your speakers and supporters.

Follow Up, Follow Up, Follow Up

Why are you having this event? Never forget your goals or your target audience. Trying to educate the student body about an issue? Trying to recruit students to support your campaign? What is the next action component of your plan? What happens now?
**Important People to Know**

In order for you to coordinate a successful on-campus event, there are certain people with whom you will have to establish a relationship. Below are some of the most important people and offices to reach out to when implementing your event plan.

### Events Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Dan Turano, BCC</td>
<td>(848) 445-3962</td>
<td><a href="mailto:turano@echo.rutgers.edu">turano@echo.rutgers.edu</a></td>
</tr>
<tr>
<td>PatBongiovi, CCC</td>
<td>(848) 932-7617</td>
<td><a href="mailto:patbong@echo.rutgers.edu">patbong@echo.rutgers.edu</a></td>
</tr>
<tr>
<td>Mark Sharp, DCC</td>
<td>(848) 932-9374</td>
<td><a href="mailto:peter21@rci.rutgers.edu">peter21@rci.rutgers.edu</a></td>
</tr>
<tr>
<td>Neela Patel, LSC</td>
<td>(848) 445-3561</td>
<td><a href="mailto:pateln@rci.rutgers.edu">pateln@rci.rutgers.edu</a></td>
</tr>
<tr>
<td>Michelle Smith, RSC</td>
<td>(848) 932-8070</td>
<td><a href="mailto:meishi@rci.rutgers.edu">meishi@rci.rutgers.edu</a></td>
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### Facilities & Maintenance

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Maruxa McDonald</td>
<td>(848) 445-3711</td>
<td><a href="mailto:mmcdonald@facilities.rutgers.edu">mmcdonald@facilities.rutgers.edu</a></td>
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### RUPD (for security at your event)

<table>
<thead>
<tr>
<th>Community Police Officer</th>
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<tr>
<td>Kenny Ford (Busch)</td>
<td>(848) 445-6281</td>
<td><a href="mailto:kford@aps.rutgers.edu">kford@aps.rutgers.edu</a></td>
</tr>
<tr>
<td>Richard McGilvery (College Ave)</td>
<td>(848) 932-6789</td>
<td><a href="mailto:mcgilvery@aps.rutgers.edu">mcgilvery@aps.rutgers.edu</a></td>
</tr>
<tr>
<td>Jennifer Hammill (Cook/Douglass)</td>
<td>(848) 932-6789</td>
<td><a href="mailto:jhammill@aps.rutgers.edu">jhammill@aps.rutgers.edu</a></td>
</tr>
<tr>
<td>Swanetta Pitt (Livingston)</td>
<td>(848) 932-7040</td>
<td><a href="mailto:spit@aps.rutgers.edu">spit@aps.rutgers.edu</a></td>
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### Offices & Services

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<td>Center Reservations (SAC)</td>
<td>(848) 932-8821</td>
<td><a href="mailto:centerres@echo.rutgers.edu">centerres@echo.rutgers.edu</a></td>
</tr>
<tr>
<td>Student Activities Business Office</td>
<td>(848) 932-6981</td>
<td><a href="mailto:sabo@echo.rutgers.edu">sabo@echo.rutgers.edu</a></td>
</tr>
<tr>
<td>The Copy Store</td>
<td>(848) 932-9645</td>
<td><a href="mailto:rucopy@echo.rutgers.edu">rucopy@echo.rutgers.edu</a></td>
</tr>
<tr>
<td>Department of Transportation Svcs.</td>
<td>(848) 932-7744</td>
<td>rudots.rutgers.edu</td>
</tr>
<tr>
<td>RU Info</td>
<td>(848) 932-4636</td>
<td>ruinfo.rutgers.edu</td>
</tr>
</tbody>
</table>

### Helpful Websites

- Student Organization Resources: [getinvolved.rutgers.edu/organizations/resources-and-training/](getinvolved.rutgers.edu/organizations/resources-and-training/)
- Online Space Reservations: [centerres.rutgers.edu](centerres.rutgers.edu)
- Student Activities Business Office: [sabo.rutgers.edu](sabo.rutgers.edu)
- Department of Transportation Svcs. [rudots.rutgers.edu](rudots.rutgers.edu)
- RU Info: [ruinfo.rutgers.edu](ruinfo.rutgers.edu)
Important Contacts to Know

Food Vendors

University Catering: (732) 932-8469
Burger King, BCC: (732) 462-0162
Gerlanda’s, BCC: (732) 463-1616
Moe’s Southwest Grille, BCC: (732) 463-0100
Szechwan Express, BCC: (732) 463-8880
Pizzeria UNO, DCC: (848) 932-9775
Dunkin Donuts, LSC: (848) 445-4736
Au Bon Pain: (732) 873-9845
Gerlanda’s, RSC: (732) 846-9735
King Pita, RSC: (732) 565-3800
Subway, RSC: (732) 296-1122
Szechwan Express, RSC: (732) 249-8818

Student Centers Information Desk

Busch Campus Center: (848) 445-4724
Cook Campus Center: (848) 932-9215
Douglass Campus Center: (848) 932-9374
Livingston Student Center: (732) 445-3561
Rutgers Student Center: (848) 932-7724

NOTES:

Reminder: Step 4 (Time it Out/Delegate and Check Up) will not be covered in the Little Black Book. Meet with your administrative advisor to learn more about how to complete these steps!