



Sprott Student Club Guidelines for Event Planning, Alumni Engagement, Industry Outreach, and Room Bookings

These guidelines are intended to support Sprott student clubs in creating engaging, professional, and successful experiences for students, alumni, faculty, staff, and industry partners. By following these practices, clubs can access the resources, support, and expertise available through the Sprott School of Business while ensuring events and activities align with university policies and standards.

The Sprott School of Business is committed to working collaboratively with student leaders to help clubs achieve their goals and create meaningful opportunities for the Sprott community. These guidelines provide a framework for planning events, engaging external stakeholders, and booking campus spaces in a way that promotes positive experiences for everyone involved.

Club Events

By following these guidelines, Sprott student clubs can help ensure the successful planning and delivery of events while maintaining alignment with Sprott and university expectations.

1. Event Proposal Submission for Events Involving Industry and Alumni

- Student clubs are encouraged to submit detailed event proposals for the fall and winter terms in September.
- Proposals should be submitted through the event proposal form and include event objectives, target audience, proposed budget, event timeline, and any resources required, including alumni participation.
- For events involving industry professionals or Sprott alumni, clubs are encouraged to work with a faculty or staff member who can attend and support the event.

2. Review and Planning Process

- Clubs are expected to follow applicable university policies and procedures, including risk management requirements, room booking processes, and the Students' Rights and Responsibilities Policy.
- Events involving industry professionals or external partners should be planned in collaboration with the Sprott Careers Team to help ensure a positive experience for all participants.
- Events should align with the club's mission, available resources, and university guidelines.

3. Budget Management

- Clubs are encouraged to manage event budgets carefully and responsibly.
- Event-related expenses should align with university policies and be appropriately documented.



4. Marketing and Promotion

- Promotional materials should follow Sprott and university branding guidelines. Approval from Sprott's Media and External Relations Officer is required when using Sprott or Carleton logos.
- Event promotion should be inclusive, welcoming, and respectful of all members of the community.
- Clubs are encouraged to use approved university channels and consult with Sprott regarding external marketing initiatives when appropriate.

5. Event Logistics

- Clubs are encouraged to coordinate logistics associated with their events, including venue bookings, equipment, catering, and transportation where applicable.
- Agreements with vendors or service providers should be reviewed with the designated Career Advisor and the Sprott Events Coordinator to ensure appropriate university processes are followed.

6. Risk Management

- Clubs must complete the required risk management form and provide the approval confirmation to the Sprott Undergraduate Office.
- Emergency procedures should be identified and communicated to event volunteers, organizers, and attendees as appropriate.

7. Attendance Tracking

- Clubs are encouraged to maintain attendance records to support reporting and future planning.
- Attendance records may include participant names and affiliations, such as club members, non-members, faculty, staff, alumni, and industry guests.

8. Post-Event Evaluation

- Following an event, clubs are encouraged to conduct a brief evaluation to celebrate successes and identify opportunities for future improvement.
- Evaluation criteria may include attendance, participant feedback, achievement of objectives, and budget outcomes.

9. Alignment with University Policies

- All club events are expected to align with applicable university policies, including those related to health and safety, alcohol and substance use, discrimination and harassment, and copyright.
- If concerns arise regarding compliance, Sprott will work with club leadership to provide guidance and determine appropriate next steps.



10. Documentation and Reporting

- Clubs are encouraged to maintain records of event-related activities, including proposals, budgets, agreements, promotional materials, attendance records, and evaluations.
- Information may be requested by Sprott or Carleton University to support reporting and operational requirements.

11. Updates to Guidelines

- These guidelines may be updated periodically to reflect evolving university policies, operational needs, or opportunities to enhance student support.
- Clubs will be informed of any updates and provided with guidance to support implementation.

Alumni Engagement Guidelines

These guidelines are intended to help student clubs build meaningful and mutually beneficial relationships with Sprott alumni.

1. Purpose of Alumni Engagement

- Alumni engagement helps foster connections between current students and graduates through networking, mentorship, career exploration, and knowledge sharing.

2. Coordination and Support

- To ensure a consistent and positive alumni experience, alumni outreach is coordinated through Sprott representatives.
- Requests for alumni participation should be shared with the Career Advisor, who will work with the Sprott Alumni to facilitate engagement opportunities.

3. Respect for Alumni Privacy

- Clubs are expected to respect alumni privacy and should not share alumni contact information without consent.

4. Professional Communication

- Communication with alumni should be professional, courteous, and welcoming.
- Event invitations will be reviewed with the Career Advisor and should clearly communicate relevant event details.

5. Personalization and Relevance

- Where possible, invitations should be personalized and acknowledge alumni contributions, accomplishments, or areas of expertise.
- Aligning invitations with alumni interests and professional backgrounds can help create more meaningful engagement opportunities.



6. Timing and Frequency

- Invitations should be shared with sufficient notice to allow alumni time to consider participation.
- Career Advisors can assist with communication timelines.
- Clubs are encouraged to be mindful of communication frequency and to focus on meaningful engagement opportunities.

7. Follow-Up and Engagement

- Clubs are encouraged to follow up with invited alumni to confirm participation, answer questions, and provide additional information.
- Following events, clubs are encouraged to express appreciation to participating alumni with support from their Career Advisor.

8. Feedback and Continuous Improvement

- With support from the Career Advisors, clubs are encouraged to gather feedback from participating alumni.
- Feedback can help inform future events and strengthen alumni engagement efforts.

9. Documentation and Reporting

- Clubs are encouraged to maintain records of approved alumni communications and engagement activities.
- Summaries of alumni engagement activities may be shared with the Career Advisor when appropriate.

10. Updates to Guidelines

- These guidelines may be updated periodically.
- Clubs will be informed of any changes and provided with support to help implement them.

Industry Outreach Guidelines

These guidelines are intended to support thoughtful, professional, and strategic engagement with industry professionals.

1. Purpose

- Industry outreach should support the objectives of the club and contribute to meaningful student learning and career development opportunities.
- Career Advisors are available to support and guide outreach efforts.



2. Professional Communication

- Club representatives are encouraged to communicate professionally, using respectful language and representing both the club and the Sprott School of Business positively.

3. Strategic Intent

- Outreach efforts should have a clear purpose and demonstrate how the proposed engagement supports the club's objectives and benefits participants.

4. Research and Preparation

- Prior to outreach, club members are encouraged to familiarize themselves with the professional's background, expertise, and relevance to the event or initiative.

5. Follow-Up

- Clubs are encouraged to send personalized thank-you messages following interactions with industry professionals.
- Any commitments or follow-up actions discussed should be completed in a timely manner.

6. Confidentiality and Respect

- Clubs are expected to respect confidential information shared by industry professionals and to conduct all interactions with professionalism and discretion.

7. Career Advisor Support

- Clubs should consult with their Career Advisor before initiating outreach to industry professionals.
- Sharing the purpose and anticipated outcomes of the engagement helps ensure coordinated and strategic outreach.
- When appropriate, Career Advisors may assist by engaging with industry professionals on behalf of clubs.

8. Feedback and Evaluation

- Clubs are encouraged to evaluate the effectiveness of industry engagement activities in collaboration with their Career Advisor and identify opportunities for future improvement.

9. Updates to Guidelines

- These guidelines may be updated periodically.
- Clubs will be informed of any changes and provided with support to help implement them.



Room Booking Guidelines

These guidelines are intended to help clubs' access and use campus spaces effectively while supporting a positive experience for all users.

1. Eligibility

- Registered student clubs affiliated with the Sprott School of Business are welcome to request campus room bookings for club-related activities and events.
- Clubs are expected to remain in good standing with university policies and procedures.
- Each club should identify one or two designated representatives responsible for room booking requests by the third week of September through the Sprott Club Designate Form.

2. Booking Procedures

- Room booking requests should be submitted through the room booking request form available on the Sprott Clubs Event Hub website.
- Clubs are encouraged to submit requests as early as possible. As a guideline, requests should be submitted at least fourteen days before an event.
- Changes to bookings should also be communicated whenever possible at least fourteen days in advance.

3. Priority and Allocation

- Room requests are generally processed based on availability and the timing of submissions.
- Academic activities, university-sponsored events, and official Sprott functions may occasionally require priority consideration; however, every effort will be made to accommodate student club requests.

4. Event Details and Requirements

- Booking requests should include information about the event, including its purpose, date, time, anticipated attendance, and any setup requirements.
- Clubs are encouraged to identify any audiovisual, accessibility, or room setup needs at the time of booking.

5. Room Usage

- Rooms should be used for the purposes outlined in the booking request.
- Clubs are encouraged to help ensure that spaces are treated respectfully and returned in good condition following events.
- If concerns arise regarding room usage, Sprott will work with club leaders to address them and support future bookings.



6. Changes and Cancellations

- Clubs are encouraged to notify the Sprott Undergraduate Office as soon as possible regarding any booking changes or cancellations.

7. University Policies and Regulations

- While using campus facilities, clubs are expected to follow applicable university policies related to health and safety, alcohol and substance use, event management, and respectful use of shared spaces.
- If concerns arise, Sprott will work collaboratively with club leadership to determine appropriate solutions.

8. Fees and Charges

- Some rooms or services may involve rental fees or additional charges.
- Clubs should plan accordingly and budget for any associated costs.

9. Confirmation and Documentation

- Once approved, clubs will receive confirmation outlining reservation details, including location, timing, and any additional instructions.

10. Feedback and Continuous Improvement

- Clubs are encouraged to share feedback regarding the room booking process and any suggestions for improvement.
- Feedback helps inform ongoing enhancements to services and support.

11. Updates to Guidelines

- These guidelines may be updated periodically.
- Clubs will be informed of any changes and provided with support to help implement them.

Support and Resolution Process

The Sprott School of Business values student leadership and is committed to supporting clubs in achieving their goals.

If challenges arise in meeting these guidelines, Sprott staff will work collaboratively with club leaders to identify solutions and provide appropriate support. In situations where significant concerns arise or university policies are not followed, additional review may be required, and certain club privileges may be temporarily adjusted until the matter is resolved.

The goal of this process is to support student success, encourage responsible leadership, and maintain a positive and respectful environment for all members of the Sprott community.

