



# Club Guidelines

**The following guidelines are set out to aid universities in the establishment of TEA @ University Clubs. These groups are intended to build awareness of the Themed Entertainment industry and provide interested students a forum to share ideas and build their understanding of the industry from a global perspective.**

## **I. STRUCTURE:**

- A. TEA @ University Clubs are independent student organizations recognized for their particular industry interests by the TEA. As extensions of the Association brand, clubs should conduct themselves in a way that reflects the values of the Themed Entertainment Association. Hereafter referred to as "clubs", these clubs will be designated as "TEA Officially Recognized Student Organizations" or "TEA @ University Clubs".
- B. TEA @ University Clubs must follow all university club policies as set forth by their specific schools. This includes the leadership structure, election policies, monetary responsibilities, and other critical aspects.
- C. Each Student Organization should have a faculty advisor and/or industry advocate. Both roles may provide insight into the industry; faculty advisors should additionally support clubs with their familiarity with university rules and regulations. If either advisory role cannot be found, contact University Relations for assistance.

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- D. TEA encourages, but does not require, all TEA @ University Club members to become TEA NextGen Members. TEA member benefits (e.g., Summit/SATE NextGen rates, scholarship opportunities, Internship Exchange program, webinars, TEA member events) will only be extended to those Club members who are also TEA NextGen Members.
- E. Club leadership have the responsibility to pass on all essential TEA information to their members. This includes regular communications from the TEA as well as transferring club materials and obligations to incoming leadership.

## **II. FUNDRAISING, SPONSORSHIP AND DUES:**

- A. TEA is currently not in a position to provide any funding for TEA @ University Clubs. Clubs are also not obligated to submit any dues to the TEA. NextGen membership is based on individual student membership applications and is left to the interested individuals.
- B. Any fundraising must be done in accordance with each University's own policies. Clubs are encouraged to pursue their own funding and sponsorships. Any questions should be directed to the NextGen Committee.
- C. Whether dues are to be collected is up to the university based on its specific club policies.

### **III. BRANDING AND MARKETING**

A. TEA NextGen Committee will provide TEA @ University Club President with:

1. These guidelines
2. Their school's specific TEA @ University logo (if applicable) or Officially Recognized Student Organization logo
3. A membership packet, containing a welcome letter from the NextGen Chair, general membership information, and a list of membership benefits
4. The most up-to-date TEA introductory presentation and presentation script
5. List of all TEA @ University Clubs, their presidents, and contact information.
6. Logo guide and graphics standards

Additional resources can be found on the TEA website and social media channels, NextGen channels, and from the University Relations team. Club leadership should regularly check news and resources.

- B. TEA @ University logo must be used for all club communications, internal and external. Exceptions will be made on a case-by-case basis. Clubs using their own branding should display the TEA Officially Recognized Student Organization logo in prominent places, such as websites, social media channels, and recruiting materials.
- C. Social media channels should be titled: "TEA @ [University]", "Themed Entertainment Association @ [University]" or similar. Exceptions will be made on a case-by-case basis.

#### **IV. EVENTS**

- A. All TEA @ University Club events must follow applicable school guidelines.
- B. Clubs are encouraged to develop professional connections and invite contacts to speak with their club membership. Events hosted by clubs may or may not involve the greater TEA; any questions should be directed to the NextGen committee.
  - 1. Events internal to the club or campus, which may or may not involve speakers or guests, do not require TEA or NextGen committee involvement.
  - 2. Events which involve hosting a NextGen, division, or TEA-at-large event, or which use established TEA branding (such as TEA Talks webinars) require involvement with and clearance from their respective TEA committees. Assistance in this process will be provided by the NextGen committee.

This rule does not apply to events/panels arranged by faculty within a given course curriculum.

- C. All TEA @ University Clubs must host one Themed Entertainment/ TEA orientation session near the commencement of the academic year, at which time new members are shown the introductory presentation and at which the primary topic of discussion is "What is Themed Entertainment?"
- D. Club Leadership are encouraged to contact the NextGen Committee for suggestions on discussion topics or event types. Leadership are also encouraged to visit the TEA blog and social media for information on upcoming TEA NextGen events.

## **V. REPORTING**

- A. Club leadership are required to submit check-ins twice annually (approximately late October and early April). The NextGen committee will contact clubs directly to collect check-ins. Check-ins may include information such as number of Club members, number of paid TEA NextGen members, updates on events, etc. Clubs that do not submit reports may be removed from active status.
  
- B. Club leadership is encouraged to have group discussion, e.g. conference calls, at least twice per academic year to exchange best practices and share information among their school clubs. This is not a requirement, but strongly recommended as a key facet of networking and a strong foundation for participation in the industry.
  
- C. All TEA @ University Club leadership are invited to contact [memberservices@teaconnect.org](mailto:memberservices@teaconnect.org) with any questions regarding these guidelines. As Clubs are a part of the NextGen Committee's programming, the University Relations team is also a primary resource for support and any questions or concerns.



## Accepted and Agreed:

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Signature of Club President/Leader

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Date

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Name of Club President/Leader

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Name of University

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Signature of Club VP/Co-Leader

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Name of Club VP/Co-Leader

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Signature of Advisor

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Date

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Name of Advisor

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Email of Advisor

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Club Name or Proposed TEA @ [University] Club Name

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Phone Number

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Email

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Official Club Address

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Approximate # of Members

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City

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State (Prov/County/Terr. if outside US)

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Zip Code/Postal Code

---

Country

## Additional Student Leadership:

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Name and Position

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Email

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Name and Position

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Email

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