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JOIN IE CLUBS TO ACHIEVE YOUR GOALS, MEET AND WORK WITH MORE IE STUDENTS, STAFF, ALUMNI and EXTERNAL PARTNERS!
What is Campus Life and Sports & Well-Being?
IE CAMPUS LIFE
MISSION

Campus Life supports students as they engage in building their identity and developing their leadership skills through co-curricular involvement. Through advising, mentoring, and collaborating with student leaders, the Campus Life team fosters community building and critical thinking. We bridge students’ academic pursuits with their lives outside of the classroom while promoting an inclusive campus community embedded in IE’s educational mission.

WE HAVE ORGANIZED OUR RESPONSIBILITIES INTO FIVE AREAS:

**Student Club support:** This includes event planning and coordination, advocacy for student group needs, coordination of university services that support student events and activities, management of risk and liability, and the provision of exceptional financial and customer service.

**Advising:** We use an individualized approach focused on experiential learning, accountability, and critical thinking. As creative partners, we work with students to help them accomplish their goals while navigating group dynamics, policies and procedures, and the essential relationships that exist on campus and between community stakeholders.

**Leadership development:** We focus on student and group development including peer-to-peer leadership, individual advising, and authentic engagement.

**Community building:** This area includes the support of student-led events and programs to foster community and interactional diversity. As managers of multiple campus spaces, we work to ensure accessibility, safety, and to create opportunities for all members of the campus community to engage with each other.

**Building the journey:** We connect the dots at IE. We make sure that everyone is communicating and make sure that the student journey is coherent. This includes advising on maintenance, renovation, and promotion of student-centered facilities and interests.
IE Sports & Well-Being offers the opportunity to care for oneself by being active through sports and physical initiatives, within our IE community. We strive to maximize the student experience at IE by serving as a platform open for the entire community, where we can gather in a competitive or recreational atmosphere and help each other grow together. Through our wide variety of well-being and competitive sport offerings, no matter your interest or skill level, IE University provides its students with the opportunities to pursue their definition of well-being and achievement.

Our offer of experiences enriches and connects the IE University community through sport, fitness, our facilities, and adventure in the great outdoors. We are committed to advancing our students' personal transformation, strengthening our IE Community, and encouraging active lifestyles that lead to lifelong well-being.

Within IE Sports & Well-Being, we house IE Recreational Sports, IE Athletics, and the IE Athletic Center. Through these areas, we offer our community hundreds of different recreational sports and well-being activities, along with 11 different competitive sports teams across 4 competitive levels.
IE
Students Clubs
IE STUDENT CLUBS
MISSION

IE Student Clubs are student-led organizations representing IE at different levels. They are the engine of the IE experience and a crucial part in the creation of a unique, global, and fun-filled journey for a committed community with common geographic, social, professional and sports interests, which maximize learning opportunities due to the diverse nature of our students, partners, alumni, faculty, and staff.

THROUGH A CLUB LEADERSHIP EXPERIENCE YOU WILL BE ABLE TO...

- Put your entrepreneurial skills into practice and develop your leadership, teamwork, project management, and event planning skills within a student-led environment.

- Take what you call your “hobbies” to the next level - go above and beyond the academic and professional spheres of your experience.

- The opportunity to expand your network in a particular sector, area, or topic of interest.

- Develop a sense of belonging for yourself and others within the IE Community by creating networks and fostering new friendships outside the classroom.

- Create a lifelong platform to exchange knowledge and enjoy common interests with other members of IE.

- Become eligible to be recognized on the IE Wall of Fame, or through the Community Awards Ceremony. In addition, you can obtain credits with your program (only undergraduates are eligible for the latter).

- Become an IE University Ambassador (get to know the Admissions team and beyond!).

*CLICK HERE TO DISCOVER THE CURRENTLY ACTIVE IE STUDENT CLUBS*
IE STUDENT CLUBS
CATEGORIES & UMBRELLA GROUPS

PROFESSIONAL
These Clubs offer a way to delve into the industry of your interest. You discuss, share, and grow your knowledge in a given field, while offering exciting ways to network with IE alumni and industry experts in a particular discipline.

ARTS & HUMANITIES
Foster creativity within the IE community. Celebrate art together with fellow students through painting, drawing, music, dance, photography, and art exhibitions. The umbrella group for this category is the IE Arts Society!

SPORTS & WELL-BEING
Represent IE in a wide range of team and individual sports in both competitive and recreational atmospheres. If you would like to expand your knowledge about well-being and maintaining a healthy lifestyle, you will definitely find a Club of students who have the same passions as you. The Sports & Well-Being department is here to help you every step of the way!

DIVERSITY & INCLUSION
Celebrate what makes us all different and unique. This category emphasizes that we are all valuable members of our IE community, and that we can make a difference in creative a more inclusive world for all through impactful projects.

COMMUNITY
Clubs in this category provide opportunities for networking, sharing personal interests and hobbies. It is all about community-building and reinforcing ties across campuses, and between programs, both at the Master’s and Undergraduate level like other Clubs. The main focus is creating a sense of belonging through Club activities.

TECH & INNOVATION
These Clubs are key drivers of social and economic development. Learn about the latest trends and ideas in business innovation and technologies. The umbrella group for this is the TechIE team, which organizes one of the most important institutional conferences every year.

SUSTAINABILITY
This area focuses on meeting the needs of the present without compromising the future. These Clubs provide a long-term solution and vision to our most pressing current issues centered around the ESGs. The umbrella group centralizing these student initiatives is called the Student Sustainability Committee (SSC).
IE STUDENT CLUBS

CLUB BOARD ROLES

**Officer Boards**

**IE Students**

The positions for IE Club officers are open to all current students (Master's and Undergrad) and their partners (if they have officially registered through Campus Life). This Club Board structure is supported by the established IE Club election process.

**Clubs are allowed to have a maximum of eight officers per chapter or branch.** Any given Club can have multiple boards across campuses (in other words, a maximum of 8 per campus chapter), given there is previous approval from the Campus Life team. Any doubts on these specificities can be clarified with the board.

It is very important that all Club boards take into account the IE institutional value of diversity. **Ideally, the core board should have students from different schools, programs, and intakes,** as it helps transmit the know-how and keeps the Club active for years to come. This is why we also highly encourage Master’s and Undergraduates to join forces with “mixed boards” especially when geographically closer on the Madrid campuses, as it is easier to meet up for in-person meetings.

**Advisory Boards**

**IE Alumni, Staff, faculty, or External leaders**

The Advisor position on any given Club board is flexible and adaptable to the time constraints and the availability of that person who adds expertise to the given Club’s undertakings. **All IE alumni, staff and faculty members (or even external representatives) can collaborate with the student Clubs by becoming Advisors.** The Advisors can maintain their positions as long as they are collaborating closely with the Club. Participation of alumni living abroad is also welcome, as long as the terms of collaboration are agreed upon by both parties.

***All Advisor positions must be approved by Campus Life and registered within the back office of the Club profile on IE Connects. Please note that there is a maximum of 5 member per club for an approved Advisory Board.***
IE STUDENT CLUBS
CLUB BOARDS: ELECTION PROCESS & CLUB FAIRS

The Election Process

The General Election is an open process designed for Clubs to recruit and train students to lead the Club in the upcoming academic year. The process also offers the entire IE student body and partners the opportunity to manage a Club and be mentored before starting the leadership responsibilities.

The election period for Master’s Clubs will start right after the Madrid Club Fair which takes place twice a year, in the spring and autumn terms. This is done after all the programs of the corresponding intake have started their classes (hence why the Fair on the Master’s campus usually starts later in October, and then in February, since some of the program intakes start later on that campus).

The election period for most Clubs will take place in February (but this does not exempt leadership transitions to take place at the beginning of the school year in September as well). Find the schedule of each election period cycles here. They will also be announced through the institutional communication channels, the main source always being Campus Life Newsletter.

IE Club Fair

The Club Fair is the most significant event for Clubs to showcase their ambitions and objectives within the community. It is the greatest opportunity to meet all the top Clubs face-to-face alongside the relevant departments that can help support student-led initiatives.

All Clubs have the opportunity, and are expected, to partake in the Club Fair. It is a prerequisite as a new Club to join the Fairs, as to maintain active membership, outreach and visibility is key during the start of the election moment.
IMPORTANT INFORMATION

- **IE Clubs cannot be used to promote external businesses.** IE Clubs should not charge a fee to attend events where external companies are involved unless those funds are used for IE Club purposes and the money is deposited into the Campus Life account for that said Club.

- **IE Clubs are independent of any political group, party, public or private, religious, or civil organization and should be open to any person from IE Community.** If discriminatory conduct against any student, alumni, partner, professor, or IE staff related to gender, opinion, academic background, nationality, culture, race, religion, believes, professional or personal experience, sexual orientation or age is observed at the creation or during the exercise of a Club’s activity, the Club will be automatically closed by Campus Life team.

- All students involved in IE Clubs act as ambassadors of IE as institutional figures and a reflection of IE’s values, on and off campus. Therefore, good behavior is expected in accordance with the principles and values of IE, contained in this guide and in the **IE Code of Ethics. This of course entails all principles associated to IE’s discrimination protocol as well.**

- **Campus Life reserves the right to dissolve an IE Club if a Club receives warnings due to:**
  - Improper use of facilities.
  - Inappropriate behavior of the officers or attendees during an event.
  - Club officers not attending the event the Club has organized.
  - Cancellation of an event without informing campus Life and/or the attendees.

- **Clubs are student-led organizations representing IE** through different means and, as such, shall continuously bear in mind the importance of **maintaining respectful behavior among their colleagues and in their respective activities (including social media accounts)** by complying with the principles of respect, transparency, clarity, honesty, and accountability, aligned with IE’s values.

- **As IE Student Club Officers, you have access to personal data** of the members of your Clubs, but please remember that you can only use them for Club related purposes. Make sure that you always implement the necessary security measures to protect the privacy of this data, that you don't share it with third parties and that you do not keep this information upon finishing your role as Club officer. This is crucial due to the GDPR legal ramifications that could arise from not following the privacy rules of Club platforms.
Club Management & Responsibilities
CLUB MANAGEMENT & RESPONSIBILITIES

STRATEGIC

- **Define objectives and deliver a plan of activities** for your leadership period and submit to Campus Life by the end of the previous academic year.

- **Organize a minimum of three activities per semester per Club branch** (if applicable on other campuses). If your Club has different branches on other Campuses, one of the initiatives must be co-organized with the counterparts, and this will count as 1 common event. Note that Campus Life reserves the right to dissolve an IE Club if the Club remains inactive for a period of three months, and if the articles of this guide, IE Code of Ethics, or the principles and values of IE are violated.

- **The use of IE Connects for registering and checking guests in at an event, as well as conducting customer satisfaction surveys by event participants is a must.** Data collection and tracking metrics is essential to your Club’s success.

  Such use of IE Connects, that IE Group makes available for its use, implies the acceptance of the user to to perform these duties with the confidentiality and the diligence required for the task involved and to employ it in accordance with the internal procedures, guidelines and standards which are or will be established by IE Group and the legislation applicable and in force at any given time, particularly EU Regulation 2016/679 (GDPR). This use shall not include in any case the processing of personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation. All data provided in any survey must be completely confidential, voluntarily provided and never used to identify the participants - either by itself or in combination with additional information. The user of IE Connects accepts his/her responsibility and acknowledges that the participants must be informed of the corresponding data processing and its purpose.

- **The Election Process is mandatory for all Clubs.** All Clubs must be sure to renew their board every year and notify their institutional representative of the changes in leadership. Positions must be reopened during each transition period in order to allow new team members to join.

- **Ensure appropriate transition of the know-how to the new officers after the election process.** Record all the key documents and information on the IE Connects platform to make this transition smoother.

- **Manage and check the Clubs general email account frequently to solve questions.** If your Club needs an email account, contact Campus Life to obtain one. Every IE Club must use the official Club email account for internal and/or external communication. The email address will have the following format: Clubname.Club@ie.edu. Please note that these accounts are exclusively through Outlook, in accordance with IE protocol.

- **You should keep your Campus Life institutional representative informed of any changes to your board officers** and everything related to your Club’s activities.
- Due to representation of IE’s main values and principles, the following longest-standing, top IE clubs must have both Master’s and Undergraduate representatives on their boards. [should they choose to divide up branches of leaders by campus, that is accepted, but they should maintain regular communications/meetings, and upkeep their activities via one single IE Connects profile to reflect the institutional unity of their board leadership if that is the case]:

IE Student Committees (overarching umbrellas)
IE Entrepreneurship Club
IE Net Impact Club
IE WIB Club
IE Consulting Club
IE Tech & Innovation Club
IE Out & Allies Club
TEDxIEMadrid Board
IE Music Club

CLUB MANAGEMENT & RESPONSIBILITIES

FINANCIAL

- **IE Clubs must be self-sufficient and finance their own activities.** In case a Club wishes to develop activities that require a budget, there are two ways in which you can obtain support: sponsors and/or collaborators, both financial and/or in-kind funding. [Here are some useful resources](#) on how to reach out to them.

- **Newly created Clubs must finance their own activities and events until it has been proven that the Club is enduring.** Consequently, it can become eligible for consideration of partial financing by the university. **Eligibility is considered after 6 months of being created, and a budget proposal must be submitted** to Campus Life for budget consideration based on the funding available within that Club’s category.

- **Adding a registration fee and issuing tickets for a given activity/event can only be used as a means for funding the Club’s operations.** Before making this public, officers must have the authorization from Campus Life and clearly communicate how this money will be used. [Officers can never profit from any of their Club’s initiatives](#). For any doubts in this regard, please always contact your institutional representative.

- IE Club officers must be sure to check-in all attendees through the IE Connects tracker and in case funds are raised through the means of cash, they must inform their institutional representative about all revenues generated during the activity/event.

- **Clubs must be able to show and submit the receipts or invoices of all expenses incurred at any time** (independently if the money used was obtained from the Campus Life budget, fundraising or sponsorship) to the institutional team. **Previous authorization on amount and activity must be confirmed with the institutional rep for reimbursement,** along with proof of purchase as stated above, without this information the department will not be able to reimburse the Club or office.

- By the end of the previous school term, **Clubs must submit to their institutional rep an estimated budget sheet** if applicable (expected expenses) for your activity/event plans (specially for major events). **Even if this is covered through external partnership,** it should be transparently communicated to the university.

- **If a Club requires use of specific materials in order to develop its activity or want a professor or coach, they should also approach the institutional rep to map out an action plan.** These opportunities will go undergo review on a case-by-case basis, and have a prerequisite of **4 months of Club activity** to be considered.
CLUB MANAGEMENT & RESPONSIBILITIES
COMMUNICATIONS & SOCIAL MEDIA

IE Connects:

- It is required for all Club activities to be reflected on IE Connects in order to be communicated on other IE channels. This is also what reflects your points for recognition at the end of the year for all your team efforts.

- If you would like a Club website, it can be created under the Club’s IE connects profile. Here’s a step-by-step guide to becoming an IE Connects Pro user.

Social Media Accounts:

- Please inform and obtain authorization from Campus Life before creating a new social media account. Provide username and password of all social media accounts. Note: Our team needs to update this info every year, so please send it updated at the end of the academic year if there have been any changes.

- Only create the account if you will be diligent and consistent with the account’s management and content creation. Focus on sharing information and content that is relevant and interesting to the Club and its audience. Post according to a set weekly content calendar to make sure the channel stays active, coherent, and relevant. Let’s avoid inactive, ghost accounts!

- Tag @iecampuslife, @iesportswb and @iesportswb_seg in relevant posts so we can give your activities more visibility. This is key to our support as community-builders to help build your impact!

Branding and visual designs:

- The elements of IE’s corporate image must be consistent. Please follow the official branding and design guidelines when you design event flyers and other graphic elements, using the official IE Club logo, typography, and color code.

- For additional tips and information, check out our Campus Communications Best Practices Guide and IE’s Social Media Policy. For branding and design guidelines, check out the IE Liquid Design System.
YOUR ACCOUNT, YOUR RESPONSIBILITY

- As IE Student Club Officers, you have access to personal data of the members of your Clubs, but please remember that you can only use them for Club-related purposes. Make sure that you always implement the necessary security measures to protect the privacy of this data, that you don't share it with third parties and that you do not keep this information upon finishing your role as Club officer. As mentioned above, legal repercussions based on GDPR regulations are very relevant when it comes to your membership database!

- Inappropriate entries on your social media accounts will be removed. If a member consistently publishes inappropriate content that does not align with IE’s representation as an academic institution, they might be removed and/or banned from the group. If you have a persistent issue with a member of the group, please contact the IE Campus Life team.

- If the Club does not comply with the IE Code of Ethics on the social media accounts, the account could be deleted by the Campus Life Team if we deem it appropriate.

- Community Awards: If your Club has an active, relevant, and engaging social media account that follows all the rules, it will be in the running for the Best Social Media award given by Campus Life at the end of the academic year in the IE Community Awards Ceremony.
CLUB MANAGEMENT & RESPONSIBILITIES
EVENTS & ACTIVITIES

Prior to the event/activity:

- Consider your budget before informing your IE institutional representative. Is it realistic? Have you considered the relevant stakeholders who can help with funding (internal or external)?

- Check the availability of the date with your institutional representative and the IE Connects calendar to avoid overlapping with other activities. This will affect not only space reservation availability, but more importantly the desired impact the event will have on the community (for maximum engagement).

- Contact your institutional representative at least three weeks before the launch of an event for a preliminary conversation about your plans. You should include, chosen date(s), space, purpose with any backup document developed by the tea to better explain it.

- Create and publish the event on IE Connects with banner included. Wait for your event to be accepted after the draft is submitted for approval.

- Book a campus space or off-campus venue. If the activity is a recurring event, please include that information in the comment line.

- Take care of your special guests. Make sure you read the external speaker guide before you extend an invitation to any outside speaker or guest and inform your institutional representative to alert appropriate campus departments that can support.

- Advertise your event! In page 23 (comms and engagement) is all the information you need.

- Coordinate the logistics and technical requirements for the event with your institutional representative at least a week before the date of the event.

- If the event is cancelled; the Club must immediately inform all the attendees registered to the event/activity, cancel the booking for the on-campus space or external venue, and inform your designated institutional representative.

- If you are planning to have a big event you should formulate an Event Management Plan and share it with your institutional representative to receive feedback. Event managers should ensure that all the necessary planning takes place including scheduling any necessary event support services (catering, security, etc.). You may find useful this event planning checklist for your Club.

*** Each Club is responsible for: cleaning up and closing the space after the event/activity, making sure there are no damages to IE property, cooperating with IE staff and maintaining proper conduct of all attendees during the event. If something does not go according to plan, please inform your institutional representative immediately.
Club Resources
LEADERSHIP & LOGISTICS
As an officially recognized IE Club you will receive diverse benefits:

Your Institutional Representative

Your institutional representative will assist you every step of the way as a Club leader throughout the academic year. She will be your coach, providing active listening, advice on conferences, treks, and competitions - scheduling, venues, speakers, sponsors, promotions, and instructions on the protocol for contacting external speakers and sponsors. Make the most of this advice and support to make sure you are serving your interests and taking advantage of all the resources has available for Club leaders!

IE Connects

IE Connects is the main engagement platform for all Club leaders to build a micro-community and promote their Clubs as well as their activities and projects, measuring attendance and assessing satisfaction. With an exclusive Club profile, you will be able to create your website, send emails to your members, surveys, newsletters, track event check-ins and much more while engaging members. This is the hub for your Club’s autonomous “management dynamic” and gives you the experience of what it is like to oversee a business communication space. Here's a step-by-step guide to becoming an IE Connects Pro user.

Club Officers Resources Site

Here you will find relevant resources, guides, and links on this site to help you better manage your Club. Additionally, get templates and documents that will help boost your performance across all communication and event best practices.
Use of IE Facilities

Clubs Officially recognized as IE Clubs Can use the facilities in Madrid & Segovia Campus, including the IE Creativity Center. Here is a quick guide on how to book a space.

1. FIRST THINGS FIRST: What do you need for your event?

Once the Club has chosen the format of the event (conference, workshop, fair, lecture, masterclass, etc.), the space should be selected considering the target audience (Segovia students, Masters, Undergrads, everyone), the number of attendees expected and the technical necessities.

Note: Before requesting a room/venue on campus, please check the facility information for the three campuses here. Consider there are plenty of options at the different campuses, including classrooms, auditorium, open spaces, common spaces, art spaces, etc.

2. THE BOOKING PROCESS: A PIECE OF CAKE

After selecting the space, please book it through the ServiceDesk platform. You can find the link to ServiceDesk in your Blackboard profile:

Or you can keep this link in your browser bookmarks.
Follow these steps to find the space booking form:

- In your request, you should specify the date, time, room and desired layout.
- In case you want to book several venues for the same event, or you are having a recurrent event, you can choose ‘Multiple booking’ to do it in one single request.
After registering your booking, you'll receive an automatic email with the ticket number. Keep this number in case you need to track any information about your request.
3. **WAIT FOR IT: A CONFIRMATION IS NEEDED**

After requesting the space, you **MUST** wait for the confirmation from our team before sharing the event venue through the different channels. This is an example of a room booking confirmation:

```
S2022_017380

Request resolved

Service request data

Dear Claire

This is the confirmation of the booking. Please check the detailed information here:

**Resolution notes:**
CONFIRMO LA RESERVA

IE Ted Talk rehearsal - IE Music Club
27/05/2022 15:15 - 19:30
T-MUSIC ROOM

Once you receive the confirmation from Campus Life, you can include it on IE Connects.
4. CONDITIONS FOR USING IE FACILITIES:

- Only IE Club Officers can make a room/space booking request on any of our three campuses through the booking platform. Booking IE facilities through the platform is necessary in order to avoid major conflict with academic activities or other extracurricular events.

- Club events are exclusive for IE Community members. In case external guests are invited to your event, with prior notice and confirmation with your institutional rep, you should send the guest list / external speaker list (including name, surname and ID number of the guests) to the university at least 48 hours in advance.

- Authorization by the Campus Life Office and approval from the Booking Department is mandatory.

- Any catering must be previously approved by the Campus Life team, as there are approved provider regulations on each campus that must be followed (see below).

- If food and/or beverages are provided as part of an IE Club event, the catering must be served by an authorized provider, according to internal dispositions and should be ordered under Campus Life’s supervision.

- The consumption of alcoholic beverages on Campus is subordinated to the Spanish legal regulations applied to all academic institutions. For this reason, it is mandatory previous authorization for its distribution.

- During weekends, the on-campus venues have different opening schedules. Please contact Campus Life to ensure the desired space is available for your event.

- Except when permitted by the Campus Life Office, no printed advertisement may be placed on any structure of the campus such as walls, elevators, fountains, vending machines or waste bins, according to Sustainability Office regulations. For any questions, please feel free to contact your institutional representative.

- Club events are exclusive for IE Community members. In case external guests are invited to your event, with prior notice and confirmation with your institutional rep, you should send the guest list / external speaker list (including name, surname and ID number of the guests) to the university at least 48 hours in advance. Please remember that this also applies to Alumni guests, as anyone who is not a student, nor staff is considered an external guest.
Institutional Departments and Centers

Your institutional representative will be the bridge between your Club and all departments or Schools within IE:

IE Center for Entrepreneurship & Innovation  
IE Center For Health, Well-being & Happiness  
IE Foundation  
IE Center for Diversity  
IE Sustainability Office  
IE Arts & Humanities Division  
IE Creativity Center  
IE Africa Center  
IE Gender Equality Office  
IE Talent & Careers  
IE Center for Antiquity and Middle Age  
IE Global Markets  
IE Editorial  
IE Alumni  
IE International Mobility  
IE Student Services  
IE Marketing  
And BEYOND!

Campus Life Tuesdays

Campus Life Tuesdays are **weekly community moments** that allow Clubs to show off their programs, projects, activities, or events and meet new people and departments while **sharing complimentary coffee and snacks with their peers**. Contact the office for more information about how to get involved.

IE Club Logo

The IE Marketing Department creates **unique Logos for each Club**, according to [IE Corporate Branding Requirements](#). This logo will acknowledge the Club as a Social Student Club at IE. **No elements of the logo should be modified.**

The **Club logo must be included in all relevant comms materials designed** by the Club in order to promote its activities.
IE Channels of Promotion

There is always something happening at IE! These key points will help you better promote your events and activities to fellow students, staff and even external audiences, all the while guaranteeing high engagement and attendance! For more detailed information, please check out our Campus Communications Best Practices Guide.

Digital channels where your Club events can be promoted:

IE Connects:

- Once created on the platform, your events will appear on IE Connects’ Events calendar.
- Desktop version home page: Provide the Campus Life Team the official banner/flyer design of your event (horizontal image 1920x960 pixels) and the link to the IE Connects event. Send to mailto:campus.comms@ie.edu
- Remember you must add a tag to describe your event.

Instagram:

Tag our official accounts (@iecampuslife, @iesportswb and @iesportswb_seg) in relevant posts and Instagram stories so we can give your activities more visibility. DM the accounts directly to explore collaborative posts or features on our feeds.

Campus Life Newsletter:

Our weekly newsletter is sent every Thursday to the IE Community (current undergraduate and master students, staff and full-time faculty). To promote your event in the newsletter, you must send all requirements by Monday of that week at the latest to campus.comms@ie.edu:

- Image: 300x300 pixels
- Text: max 300 characters
- Link to event on IE Connects.

Note: Our Communications Team reserves the right to decide which events will appear in the newsletter based on the community engagement prioritization strategy.
**IE Campus Life LinkedIn:**

We typically share news about upcoming events and recap content of main IE community events. This includes highlighting external partnerships, speakers, etc. **Tag IE Campus Life in your posts so that we can reshare the content from our account.** We reserve the right to reshare the posts we deem appropriate and relevant to our strategy.

For additional tips and information, check out our Campus Communications Best Practices Guide and [IE’s Social Media Policy](#). For branding and design guidelines, check out the [IE Liquid Design System](#).

**Campus TV Screens:**

There are **screens** on all IE campuses to help promote all your events and initiatives. **To promote your event here, please send the following campus.comms@ie.edu.**

- State the event’s target audience and desired campus location.
- **Images:** Horizontal, 1920x1080 pixels, include a call to action and the QR code to the IE Connects event. Refer to the [IE Liquid Design System](#) for design guidelines.
- **Video:** No audio, horizontal 1920x1080 pixels, Mp4 format, include a call to action and the QR code to the IE Connects event.
Events & Activities
EVENTS & ACTIVITIES PLANNING TIMELINE

Appropriate planning timelines will vary depending on various factors. Refer to the Club Officer Resources and Event Planning Checklist to help develop your timeline.

CAMPUS LIFE SUPPORTS THE CLUBS WITH THEIR ACTIVITIES AND EVENTS BY:

- Mentoring & advising in organizing events.
- Helping Clubs choose an appropriate date for the event (taking into account your program activities and the possibility of clashing with other events at IE).
- Serving as an intermediary connector between the Clubs & IE Departments.
- Coordinating with the IE Institutional Relations Department in order to invite and welcome VIP guest/speakers on behalf of an IE Club.
- Ensuring that the facilities and the IT equipment are prepared for the event.
- Preparing gift(s) and nametag(s) for the speaker(s), if needed.
- Publishing the event on Campus Life communication channels after the Club has created the event on the IE Connects calendar.
- Provide water for attendees if an event lasts more than 2 hours, and if no catering is scheduled after the activity. This should always be arranged by the Club Officers during the planning of the event with their institutional representative.

FOOD & BEVERAGES

- If food or drink is going to be served at an IE Club event, authorization from the Campus Life office is necessary.
- The consumption of alcoholic beverages on Campus is subordinated to the Spanish legal regulations applied to all academic institutions. For this reason, it is mandatory previous authorization for its distribution.

WHAT IE CAMPUS LIFE WILL NOT BE ABLE TO FINANCE:

- Compensation costs for speakers. In the case that no sponsorship can be obtained for renowned speakers, get in touch with your institutional representative. Purchase of alcohol under most circumstances, and most definitely excluding Club meetings.
- Activities that have been organized before asking for financial support, or activities where expenses were incurred before obtaining approval.
- Networking caterings after events.
Club Performance Auditing Questionnaire &
Leaderboard

The Auditing Process Form consists of an evaluation of the Club performance to guarantee the requirements agreed upon in this guide in order to get the IE Official Diploma and the assigned Credits (up to 2 credits) for undergraduate students. Here you can find the guidelines for credit recognition.

Linked to the audit is the Point System. A Leaderboard is integrated into the IE Connects platform, which is both automatically and manually updated, corresponding to the assessment of good management and activities of the Club. Have a look at the criteria for these points below.

Both references will also help Campus Life to determine the nominees for the Community Awards and the popular Wall of Fame.

The auditing process will be sent to Clubs annually in late May or early June. Your institutional representative will send you all information about how to complete the Club auditing process and explain how the personal diploma and credits recognition works. Failure to complete the process may result in Club deactivation or lost credits.

SHORT GUIDELINES

- Clubs are student-led organizations representing IE on online platforms and, as such, shall continuously bear in mind the importance of maintaining respectful behavior in their respective activities and social media accounts by complying with the principles of respect, transparency, clarity, honesty, and accountability, aligned with IE’s values.

- Keep all IE Connects documentation at hand about your Club activities (attendance reports, listings of events and members, etc.), as well as your year planning and/or budget breakdown for your Club if you have it. Be sure that the information compiled matches the one on IE Connects to make sure everything is aligned.

- Please be mindful that completing this questionnaire is mandatory and constitutes part of your Club’s assessment. You are therefore expected to fill it out following IE’s principles of transparency.

- Remember you can get up to 4 Points to your leaderboard fully completing this form.

- Failure to comply with all aforementioned guidelines will result in being reported to university management with possibilities of closing the Club’s social media accounts, deactivation of the Club as an entity, and/or removing officers from its leadership.

The Leaderboard Points
<table>
<thead>
<tr>
<th>Event Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events with 100-attendee check-ins</td>
<td>12</td>
</tr>
<tr>
<td>Social Impact Event</td>
<td>6</td>
</tr>
<tr>
<td>Social Impact Event - Donation campaigns (over 50 participants)</td>
<td>6</td>
</tr>
<tr>
<td>Fundraising event over 3,000€</td>
<td>10</td>
</tr>
<tr>
<td>Event with sponsorship over 3,000€</td>
<td>10</td>
</tr>
<tr>
<td>Fundraising event between 1,000€ and 2,999€</td>
<td>8</td>
</tr>
<tr>
<td>Event with sponsorship between 1,000€ and 2,999€</td>
<td>8</td>
</tr>
<tr>
<td>Events with 50 attendee check-ins</td>
<td>6</td>
</tr>
<tr>
<td>Social media report (requested once a year)</td>
<td>6</td>
</tr>
<tr>
<td>Fundraising event between 500€ to 999€</td>
<td>4</td>
</tr>
<tr>
<td>Events with sponsorship between 500€ to 999€</td>
<td>4</td>
</tr>
<tr>
<td>Maintaining or launching a new tradition for the IE community</td>
<td>4</td>
</tr>
<tr>
<td>Event organized</td>
<td>3</td>
</tr>
<tr>
<td>Fundraising event between 100€ to 500€</td>
<td>3</td>
</tr>
<tr>
<td>Events with 25-attendee check-ins</td>
<td>3</td>
</tr>
<tr>
<td>Each speaker brought in for an event</td>
<td>2</td>
</tr>
<tr>
<td>News article - use of innovative channels</td>
<td>2</td>
</tr>
<tr>
<td>Events with sponsorship 100€ to 500€</td>
<td>2</td>
</tr>
<tr>
<td>International Collaborations (events/challenges shared with other universities)</td>
<td>2</td>
</tr>
<tr>
<td>Sending event recap</td>
<td>2</td>
</tr>
<tr>
<td>Co-hosted events</td>
<td>1</td>
</tr>
<tr>
<td>Emails/newsletters sent to your members</td>
<td>1</td>
</tr>
<tr>
<td>Event posters/flyers uploaded to an event</td>
<td>1</td>
</tr>
<tr>
<td>Surveys with at least 10 submissions</td>
<td>1</td>
</tr>
</tbody>
</table>
Community Awards

The IE Community Awards Ceremony is the culmination of every fantastic academic year, in which we give recognition to all your efforts in leading Club activities, based on the Club Leadership Point System. It is a special event in which the IE Community gets together to celebrate the students' hard work, as well as the end of a wonderful year.

The Award categories may vary from year to year, but often include:

- **Best New Club**
- **Best New Initiative**
- **Best Social Media Account**
- **Best Club** – for each of the umbrella categories
- **Best Federated Sports Team**
- **Event of the Year**
- **IE Spirit**: A student who always finds a way to go above and beyond, who has an outstanding dedication to their learning and demonstrated their IE spirit through our university values with care, courtesy, and co-operation, and most importantly: with a smile on their face!
- **Outstanding Advisor Award**: Awarded to a staff or faculty member who has demonstrated an exceptional commitment to students and/or Clubs or student organizations. Someone who has made a special effort to help you navigate the University, your studies/program, or advised you through your Club role, duties, and responsibilities.

- **Special Mentions** by the Student Experience Team

Wall of Fame

The IE Wall of Fame features all the hard-working students who won an award at the IE Community Awards Ceremony in recognition for leading student Clubs and initiatives throughout the year. At the beginning of the next academic year, the Wall of Fame (present in all three campuses) is updated with the names and images of the new winners.