Hello Student Organizations,

The past few months have been filled with constant change and unknowns. As we prepare for the fall semester we must reconsider many of our traditional models of engagement but our three pillars still guide our efforts as we aim to create programs and services that contribute to a sense of belonging, community, and an experience for our Bobcat community.

Student Involvement and the Student Organizations Council (SOC) aims to explore a hybrid approach (both virtual and in-person) for engaging students with our student organizations. Our primary aim at the moment is to focus on virtual programming and to incorporate in-person programming, utilizing the university’s Roadmap to Return guidelines, further into the fall semester, if appropriate. Please read through the roadmap (see link below) to begin to acquaint yourself with the guidelines for your own individual student organization programming.

SOC will utilize YouTube, Facebook Live, Instagram Live, and potentially other platforms to try to outreach in as many avenues as possible to engage with the Bobcat community. We want to use these methods to connect with students in a time that it is difficult to engage in person.

Please read below for more details on how your student organization can engage in our virtual engagement opportunities.

Roadmap to Return: https://www.txstate.edu/coronavirus/road-map.html
We will be offering the opportunity for student organizations to present themselves to the student body using a short video that will be posted to the Student Organizations Council YouTube page and shared with Texas State students. The video should be no longer than 90 seconds and should briefly explain to students what your organization is about and why they should join.

The video will be associated with Texas State University so the content should be appropriate as such. The video also needs to be ADA compliant. There is an attached file that outlines how to make your video compliant to ADA requirements. It will need to be captioned and we will need a transcript of what is said in the video. YouTube's auto-captioning is not always reliable and so we will ask that you send us a video that is already captioned. Captioning is not overly difficult and does not take much time. The how-to for ADA compliance will include information as to how to caption your video as well.

**Deadlines**

- **August 5**
  Email your captioned video and transcript to soc@txstate.edu
- **August 12**
  Videos will be posted to YouTube page and link will be sent to students
- **October**
  A survey will be sent to each participating organization in order to gauge the success of using YouTube. Please respond to this as this is a new practice and we would like to decide if we should continue to offer this.

**Instructions**

Just to keep us organized, we ask that you follow a couple of naming conventions

**Email Subject:** Intro Video  
**Video File:** S0 Intro Video_Your Organization Name_Date Submitted.mp4  
**Transcript File:** S0 Intro Video Transcript_Your Organization Name_Date Submitted.docx

Please email us if you will not be able to get the video to us on time. We cannot guarantee when it will be posted, but we are willing to work with you.

Don’t forget to check the ADA instructions attached to this email.
Most Organizations host introductory meetings inviting potential members to meet their officers and ask questions about what the organization does. We understand that this year it may be difficult to host these in person. We would like to assist organizations in hosting a panel on Instagram or Facebook Live, we recommend Instagram, in order to get your voice out to prospective members.

There is a sign-up sheet attached to this email with time slots ranging from August 17 – September 11. We will use this information to send a calendar of meetings to students so that they can view any live session that they like. Many of you will want to use your organization’s social media accounts, but if you need the assistance of SOC let us know and we will help to host your panel.

We ask that you continue to practice social distancing during these panels which means that there is only one person in the room while recording, it is possible to hold a live session with more than one person participating. In video options you will need to turn on the option to block explicit comments so that you can keep the panel professional. Once your time is up, please save the video or post it to IGTV so that we can have a record of the video and the questions asked during the video. Make sure to send us your analytics so that we can gauge how many people participated and make sure that these are successful.

**Deadlines**

**August 9**

Last date to sign up.

**3 days after your live session**

We ask that in the 3 days following your live session you send us the analytics associated with the video so that we can have stats on the number of participants. If there is any other info you collect that you think we could use we would be happy to accept it.

**October**

A survey will be sent to each participating organization in order to gauge the success of using Live sessions.

The excel sheet attached to this email is editable. Please sign-up with a maximum of one organization per session. If none of the open time slots work for your organization and/or officers please email us and we will work something out.
In Conclusion

We are doing what we can to adjust to all of the new policies. We want to make sure that we minimize any negative impact to your organization as much as we can.

We will keep you updated on any new changes to our plans for the upcoming months. We are working on a concrete plan for adapting the Student Org. Fair. The fair will most likely be virtual and we are exploring the best options for hosting a virtual org. fair efficiently and effectively.

Thank you so much for participating in our programs and for everything that you do for Texas State students.