



UWSA Student Group Guide 2025-26



ABOUT UWSA STUDENT GROUPS

A UWSA Student Group is a societies or clubs run by students on the University of Winnipeg campus, whose membership consists of students, alumni, or community members. Student groups unite students based on a common interest including a faculty, hobbies, social causes, cultural background and more.

Being a part of a student group is a great way to get involved on your university campus. Joining a student group can help you connect with other students on campus that share similar interests.

TYPES OF UWSA STUDENT GROUPS

There are two kinds of student groups:



Recognized Groups:

This group is comprised of a majority of current University of Winnipeg students. The group must not have any positions that are paid by an outside organization(s), or have consistent funding or support from external organizations or chapters with the exception of the University of Winnipeg and its academic departments or the Canadian Federation of Students. Only Recognized Groups may apply for additional student group funding.

Affiliated Groups:

This group is comprised of University of Winnipeg students and non-University of Winnipeg students, including community members and members from external organizations or institutions. Affiliated Groups may have consistent funding or support from external organizations or chapters. Affiliated groups may NOT apply for additional student group funding.



CURRENT STUDENT GROUP BENEFITS

The benefits of Recognized and Affiliated Student Groups are as follows

- Group listing on the UWSA Website;
- Promotions opportunities as prepared by the UWSA Events and Communications Manager;
- A yearly printing budget of \$20;
- Accounting services:
 - Email our Chief Financial Officer, Olayemi Olaleye (o.olaleye@theuwsa.ca)
 - and CC the General Manager, Diksha Bansal (d.bansal@theuwsa.ca);
- Free UWSA space bookings as determined by the UWSA Events and Communications Manager.
- Free classroom space rentals for group meetings on campus. Dependent on availability;
- Discounted space rentals at the University of Winnipeg as determined by the University of Winnipeg Events Department;
- Discounted space rentals at the University of Winnipeg Axworthy Health & RecPlex and Duckworth Centre as determined by the University of Winnipeg Recreation Services.
- Student Groups can book spaces free of charge if the purpose of the student group and for events with UW students not for personal use.
- Free tabling rentals as determined by the University of Winnipeg Events Department and the UWSA Events and Communications Manager;
- Recognized Student Groups: The opportunity to make Student Group funding requests. The UWSA can reimburse expense up to your approved amount:
 - Any programming/event costs – food, services, supplies, printing, rentals.
 - The UWSA will NOT reimburse expenses for alcohol, conferences, travel, honorariums, or personal purchases.

HOW TO APPLY TO BE A NEW OR RETURNING UWSA STUDENT GROUP

Any student group can apply to be a registered or affiliated student group by completing our online at theuwsa.ca/studentgroups within the intake periods! Student groups have to apply to renew their status at the beginning of every year. Before starting or renewing your Student Group for the coming academic year, the student group has to review the updated Student Group Policy and complete the positive space training.



UWSA Positive Space Policy Training

The UWSA's Positive Space Training is intended for student group leaders, coordinators, and all UWSA ambassadors. The UWSA is committed to the values of Positive Space. The Training aims to create a dialogue around a complex, nuanced, and subjective ways in which oppression, marginalization, and privilege can occur.

Student group leaders can complete the Positive Space Training by watching the training video available on the UWSA website and then filling out the questionnaire.

A GUIDE TO HOSTING EVENTS

Introduction

Student group events are essential to campus life, fostering community within the school. One of the main things you'll most likely be doing during your year is hosting a wide variety of events. Sometimes, we think that we need to do everything by ourselves but consider reaching out to other student groups and collaborating on your event so you can make it bigger and not feel overwhelmed.



Types of Events

Here are some events that you can organize throughout the year! This isn't an exhaustive list, but ones we see from our student groups.

1. Meetings

A great way to keep new and old group members engaged. They can be more structured with rules of order, an agenda, a chair or secretary or open-format for brainstorming and discussions. Some things to consider while organizing student group meetings is to have a consistent date, time, and meeting platform to encourage attendance. Schedule them weekly, bi-weekly, or monthly so students remember to put them on their calendar and show up.



Good for:

- Board meetings
- Brainstorm sessions
- Study groups

Possible on-campus locations:

- UWSA Boardroom
- University of Winnipeg classroom

2. Networking/Social events

Networking or social events are similar to meetings but are more casual and fun. Think of them as your after-school 'happy-hour' or parties. Students may feel uncomfortable starting a conversation so consider opening these events with ice-breakers! They're a great way to get to know your group members and start a conversation. Having an activity or some general discussion topics are also a great idea. Encourage attendees to bring their own drinks and snacks and socialize!

Good for:

- Student-faculty networking events
- Fireside chats
- Happy-hours
- Holidays
- Celebrations.



3. Fundraisers

Fundraisers are some of the most essential events for some student groups to function. Organizers can set up fundraising pages/website, or in-person buckets to collect donations or organize raffles. Simply upload pictures of your raffle prizes on the platform of your choice and encourage donors to buy raffle tickets through e-transfer, in-person, or your website.



Good for:

- Galas
- Raffles
- Merchandise sales
- Any event

4. Expos and fairs

Expos and fairs require a lot of planning and coordination! You have to think about capacity, space, and budget. We recommend planning this at least 2 months before the event is scheduled to happen.



Good for:

- Open houses
- Job fairs
- Craft markets
- Faculty showcase
- Student group fairs

Possible on-campus locations:

- Bulman Student Centre
- Riddell Hall Atrium
- Recplex Multi purpose room

5. Workshops

Workshops are a fun way to learn a skill along with your friends! Choose an activity in line with your group's interests and encourage members to post their creations or what they learnt on social media!

Good for:

- Craft nights
- Art workshops
- Fitness lessons
- Skill building

Possible on-campus locations:

- The Hive
- RecPlex Multi-Purpose Room



6. Webinars

Webinars are online events where attendees can join in to listen to one or more speakers present information. They are generally 45-90 minutes long with time for breaks, Q&A, and discussion. The event can be paid or free and recordings can be saved for on-demand viewing!

7. Performers events

This takes a lot of coordination and planning with not just your team, but the venue you choose. Performers events are a great way to showcase the talent of your colleague and friends! An important note to remember is to choose a venue that can support the type of event you want. Some venues have more capabilities than others.

Possible on-campus locations:

- Bulman Student Centre
- The Hive
- Asper Centre for Theatre and Film



TIPS ON ORGANIZING AN EVENT

Please note that these are tips you can follow, but if you have your own way use that!



Step 1: Planning your event

A successful event requires pre-planning and preparedness. When planning, set up a 'planning committee' where everyone has clear roles and responsibilities. Make sure you know who your audience is and why you're planning the event. Do you hope to recruit members or connect students with industry professionals? Or, do you just want to organize a fun event and build relationships with your group members? Understanding your audience's interests will help you create an event that truly engages them.



Step 2: Pick a location and logistics

The next step would be to get down to the nitty-gritty. Pick a date and time for the event that works with all the organizers. Consider your audience's class and work schedules to decide when they are most likely to attend the event.

Now that you have a goal and audience in mind, use that to pick a location. Best practice is to lock down a location at minimum 1 month before your event to ensure that there is time for communication. Last minute booking may lead to your event being cancelled.

Things to keep in mind:

- Anticipated attendance: capacity of the location.
- Set-up and equipment: how will the space be set-up. Does the equipment match with what you need
- If there will be food: you will have to check the location on if they allow you to have food or if they have a caterer.
- Budget: do you have enough funds to rent it out.
- Transportation: will your audience be able to get there easily
- Accessibility: do they have an elevator or ramp for people with accessibility needs.

Step 3: Funding

Think about if you want to sell tickets to cover your costs or if you receive a grant or donation from your faculty? Do you have a person in charge of managing ticket sales and finances? E-transfers are easy to manage if you have a small amount of tickets while something like Eventbrite/Showpass might be better for larger events.



OPTIONAL Step 4: Contact your speakers or hosts

Depending on the type of event you're organizing, you can choose to have one of the organizers host the event or hire a professional host. Your host should be a good speaker who is comfortable speaking in front of people and is able to respond to questions as they come up!

You might also consider having other speakers or guests. With virtual/hybrid events, your scope is larger so you could invite out-of-town guests without having to bear costly airfare or accommodation charges. Make sure you do your research to check what the industry standard and consider compensation for your guests. If you don't have enough cash, think of other ways you could compensate them like sponsored gift cards, swag, or an honorarium.

Step 5: Promote your event

Investing in promotion will ensure that you have attendance at the event. Here are some things to consider while making your promotion plan:

- Think of your audience and the social media platforms they are on. Curate an email list so you can get your event details straight to their inbox or consider asking your professors if you can make an announcement after the class is over!
- Create engaging graphics that will appeal to your audience! Make sure that they are easily shareable, fit the dimensions for the platform you're using (i.e. square/portrait for Instagram), and have "alt text" or image descriptions for accessibility. People tend to skim through large blocks of texts in graphics so add details to your captions and make your graphics visually pleasing.
- Leverage your networks: The best way to promote your event is through word-of-mouth. Connect with group members, hosts, speakers, and classmates and ask them to share your event. You can also reach out to community organizations or your department assistant to ask them to spread the word!
- Lastly, think about boosting your post or creating a paid social media ad for your event to reach more people. You can define a target audience and a goal when creating a paid social media promotion. Depending on what your expected reach is, budget can be as low as \$5 per ad! Check out this [guide](#) for more information or search the help section of social media platforms for tutorials.



Step 6: Have a great event!

Before the event, make sure you test all your tech with all your organizers and speakers before the event and troubleshoot any glitches that may come up. Organizing an online event can be nerve-wracking so make sure you have time to decompress. All that's left to do is connect with your attendees and have a great time!





CONNECT DIRECTLY

**Communication Questions
and Website Updates:**
Communications@theuwsa.ca

Events Questions:
events@theuwsa.ca

General Questions:
admin@theuwsa.ca

Website:
theuwsa.ca/student-groups

Social Media:
[@theuwsa](https://www.instagram.com/theuwsa)