

Presidential Manual

How to be President for the Innovation Club for Entrepreneurs

Introduction

Congratulations on your new officer position as President of the Innovation Club for Entrepreneurs. This manual is a guide that will help you not only keep this organization afloat over the next year, but also help it thrive and grow. Though, this club will not thrive with only a little effort. As President, you will need to put in a lot of effort and treat this organization as your baby. Treat this organization as a part-time job. When school gets stressful, you will not get to put school ahead of this club. Since your president, this club comes priority over most school events. Therefore, you need to be organized and plan accordingly so that ICE and your grades thrive. Many students before you have put their blood, sweat and tears into this club. Do not let these students down. Be responsible, honor the traditions, innovate new solutions for the club and help make ICE the best organization on campus. Heck, help make ICE one of the best organizations in the country.

There are 3 core sections of this manual: Leadership Lessons, The Officers and Events.

Leadership

As a president of this organization, you will need to understand many leadership principles. To gain some of this knowledge, please attempt to read the following books, prior to becoming president, or while you are president.

Start with Why – Simon Sinek

Mastering Leadership – Robert Anderson & William Adams

Crucial Conversations – Patterson, Grenny, Mcmillan & Switzler

How to Win Friends & Influence People – Dale Carnegie

Extreme Ownership – Jocko Willink & Leif Babin

The Officers

The officers of ICE will run this organization and make any and all-important decisions regarding the club either through a single officer or the officers as a whole. These tasks are listed below:

- Construct fall and spring meeting schedules. (Via Officers Meeting)
- Decide which StartUp Weekends to attend. (Via Officers Meeting)
- Decide what types of public speakers to host. (Via Officers Meeting)
- At the beginning of every semester, all officers must go speak in front of intro classes to recruit new members.
- All officers must help with student organization fairs, both the fall and spring fairs.
- Volunteering to teach the Boy Scouts Entrepreneurship Badge.
- Volunteering to judge the high-school SD Big Idea Business Plan Competition.
- All officers must proof read any updates made to the Constitution, the Presidential Manual and the Annual Letter.

President

The president of the chapter shall preside at all chapter meetings. If the president is unavailable, they may assign another officer to temporarily replace them during a meeting. The president shall be an ex officio member of all committees of the board. The president shall have general supervision over the affairs, the officers and the agents of the chapter. The president shall function as a liaison between the chapter and the School of Mines staff, Regents, or other external interactions. At any point the President maintains the ability to defer any responsibility to those they see fit.

The core presidential tasks include meeting with each officer weekly for 15 minutes or more, and meeting with all the officers monthly. These meetings will be to discuss events and updates regarding the club. These meetings are also so the President can hold officers accountable for their assigned tasks and mentor the officers in their studies, or aspirations for entrepreneurship if possible. The president must discuss (this does not mean “to assign”) the following with each officer as well: **actionable tasks, deadlines for said tasks, expectations for the quality of which tasks are completed, consequences for uncompleted tasks, and resources which may help the completion of said tasks.** If the tasks do not get completed, the President needs to sit down and talk with that officer about how he/she will fix the situation and improve for the future. If the offending officer is unable to change, the officers may discuss whether this person should remain an officer. In addition, the president must hold each officer accountable for his/her tasks not only through the individual meetings, but through phone calls and texts.

The president must organize all the public speakers/workshops for each semester as well as write thank you letters inside books for each public speaker as a gift (each book needs to be signed by members of the ICE). This person must also keep any school documentation up to date including

the constitution, presidential manual and Mines Link. The president must write any necessary funding proposals while making sure the club has plenty of funding for each semester. If the club lacks funding, the president is in charge of obtaining the required funding from either donations or organized fundraisers. The president must write an annual letter in April/May that will be sent to each individual donor of the club. The president will oversee any marketing material for the club as well as recruitment of new members. Finally, the president must train his/her predecessor throughout the year as well as any other officers if necessary. The presidential predecessor may be either the Vice President, Secretary or Treasurer. The tasks of the President have been simplified below:

- Weekly 15 minute meeting with each officer individually.
- Weekly Officers Meeting
- Hold other officers accountable
- Organize Public Speakers & Workshops
 - Ask Speakers to speak prior to each semester.
 - Ensure the speaker knows what topic we would like them to speak about.
 - **IMPORTANT** - Meet with speaker prior for coffee to discuss the topic and receive advice regarding the direction of the club
 - Advertise Speakers and Workshops 2 weeks prior
 - Email cheryl.dillon@sdsmt.edu with flier for Weekly What's Up
 - Email advertisement to all professional organizations on campus
 - PDI
 - IEEE
 - Etcetera
 - Email advertisement to jeff.mcgough@sdsmt.edu & daniel.dolan@sdsmt.edu
 - When walking through Surbeck or around on campus, tell people about the events (**THIS WORKS BETTER THAN ANYTHING ELSE**)
 - Email flier to ICE Club
 - Any other ways you can think of to bring new people in
 - Reminder email to speaker two days prior.
 - Write Thank You letters inside books that are given to speakers as gifts. (A good book that has been used in the past is Extreme Ownership or Mindset)
 - Introduce Speakers at the beginning of each meeting
 - Ensure speakers receive gift and a round of applause at the end of each meeting.
- Complete and organize any tasks oriented with marketing and recruiting of new members.
 - Have Officers speak to Intro classes at the beginning of each semester
 - Student Organization Fairs
 - Freshman Business Card Project

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- This project is assigned to new freshman members at the first meetings. The project will consist of designing a business card for themselves and the Innovation Club for Entrepreneurs. The president will need to meet with all the new freshman whom want to be apart of the project, and then have them select roles such as a project manager, graphics design artist, customer discovery interviewer, etcetera. Give them a deadline of a couple weeks to get it done and keep checking in with them. This project is to increase the total number freshman that stay active in the club.
- Emails to club for external events.
- Update any documentation for the school to remain a club (Mines Link Renewal Form)
- Update Constitution, Presidential Manual and any other documents.
- Write and send Annual Letter that will be sent out to donors at the end of each year.
- Write any required funding proposals / ensure the club has funding
 - Asking potential donors (speakers, RC Chamber of Commerce, etc.) for funding
- Train predecessor whom will be future President.

Vice President

The vice president of the chapter shall take the duties and title of the president if the president is unable to perform their duties. Their duties will include final approval of all events, membership inductees, membership requirements, and disciplinary actions. All actions must be in compliance with the constitution and can be overruled by the President, the Faculty Advisor, or a 2/3 majority vote of full members. At any point the Vice President maintains the ability to oversee and defer any responsibilities to committee leaders which they see fit. The Vice President will oversee all committee heads and project leaders, and the Vice President will be given the task of executing the required National Enactus documentation.

The core tasks of the vice president are as follows. First, the vice president will manage weekly meetings such as Innovation Days, Business Model Canvas (BMC) Workshops, Pitch Days and Socials. Though, recruitment events, public speakers and Saturday workshops will still be run by the president. Finally, the vice president will organize the Startup Weekend trips. Though, the president along with the other officers will vote on what Startup Weekends to attend. Everything else involved with organizing the Startup Weekend conferences will be completed by the vice president including any paperwork and member recruitment. For instance, the vice president will set up booths in lower Surbeck 4 weeks prior to each Startup Weekend to gather sign-ups.

The VP's tasks are simplified below:

- Manage/Run weekly club meetings (Not including public speakers, recruitment events, and workshops)
- Organize StartUp Weekends
 - Organize Lower Surbeck ticket sign-up booth 4 weeks prior to event.

- Organize Itinerary
- Complete all documentation (File Location: Team Drive>Year>Events>SW>To Do When Traveling.docx)
- Reserve Hotels and Rental Van
- Advertise Startup Weekends (4 Weeks Prior)
 - Email cheryl.dillon@sdsmt.edu with flier for Weekly What's Up
 - Email advertisement to all professional organizations on campus
 - PDI
 - IEEE
 - Etcetera
 - Email advertisement to jeff.mcgough@sdsmt.edu & daniel.dolan@sdsmt.edu
 - When walking through Surbeck or around on campus, tell people about the events (**THIS WORKS BETTER THAN ANYTHING ELSE**)
 - Email flier to ICE Club
- Manage ticket reimbursements

Treasurer

The treasurer shall have general oversight of the financial affairs of the chapter and shall have all the powers to perform the duties incident to the office of treasurer and such other duties as may, from time to time, be prescribed by the board of the president. The treasurer shall have charge and custody of and be responsible for maintaining the proper financial records of the chapter; provide for the safekeeping of the funds and other property of the chapter; receive monies due and payable to the chapter; deposit all such monies in the name of the chapter in such banks, trust companies and other depositories as selected by the chapter; and distribute funds authorized to be paid by the chapter. The treasurer is required to seek methods of distributing funds in a meaningful way towards the facilities used by the chapter.

The treasurer's core tasks include buying and picking up food for each of the meetings where food is served, and completing the documentation for any reimbursements that needs to be made through SOAP or the foundation. The treasurer will be in charge of managing all financial accounts: **Foundation Account: 14825** and **SOAP Account: 4SA101**. The treasurer must make sure the google sheets document containing all account and transaction information, is up to date every week. The location of this document is in the Google Drive Folder: ICE-Official>Year>Financials. Finally, the treasurer will be in charge of preparing the SOAP presentation each year. Treasurer's tasks are simplified below:

- Update google sheets financials document weekly
- Purchase and pick up food for every meeting
- Complete necessary reimbursement documentation and receipt collection.
 - Take pictures of receipts and add to google drive records

- Prepare and present the SOAP Presentation every year
 - Deadline for 1st draft of presentation: End of Fall Semester

Secretary

The secretary shall be responsible for preparing, recording and maintaining the official minutes of the proceedings of the board and of the members; for authenticating or certifying the records of the chapter; maintaining an official roster of the membership; keeping attendance at group events; and for ensuring that all notices are duly given by the college or by any applicable governmental law, rule or regulation.

The secretary's core tasks include sending reminder emails for each meeting the day before, and sending out advertising fliers for public speakers 2 weeks in advance. The secretary will also need to send out advertisement fliers for startup weekends 4 weeks in advance. This person will be in charge of preparing the meeting schedule for each semester, and uploading the schedules to google calendar and Mines Link. Finally, the secretary will be in charge of updating the Mines Link, LinkedIn and ICE website each semester. The Secretary's tasks are simplified below:

- Send meeting reminder emails the day before (Highly recommend setting up automatic reminder emails through gmail by writing all reminder emails at the beginning of each semester, and then setting them up to send automatically)
- Upload meeting schedule to Mines Link, Google Calendar and website.
- Update Mines Link, LinkedIn and ICE Website at the beginning and end of each semester.
- Take weekly meeting attendance at the beginning of each meeting.

Events

Internal

Internal events include any sort of meeting that ICE hosts including workshops and StartUp Weekends. The following lists include all of the following internal events that ICE directly participates in. We usually host about one meeting per week. Over time, we discovered that students are too busy generally to attend more than one meeting per week. In addition, we typically provide food (4 Little Caesar's Pizzas) every meeting payed for by the SDSM&T Foundation's EMGE Fund.

Introductory Meetings:

One Introductory Meeting will be held at the beginning of each semester to give new members an idea of what ICE is, and what we do throughout each semester, as well as give old members an update. In addition, an introductory meeting is used for connecting new and old members

through networking giving the new members an incentive to come back for future meetings. In addition, this meeting is to generate hype for this organization.

The meeting does not have to be held in the following way, but this style of meeting has worked well in the past. Specifically, the vice president and president can give a presentation at the first meeting of each semester. The first 15 minutes of the meeting will be for new and old members to network with each other by exchanging the following information in pairs: Name, Degree, Year, Where you are from, **Why you are here**, Find something you both have in common. Every 5 or 7 minutes, have students change partners. Emphasize that friends can't pair up with each other, and current members must pair up with new members. As President, it is your job to also find the new members whom are shy and make sure they get paired up with either yourself or someone whom can make them feel welcome. Following the networking, the officers will begin the presentation, and explain the history of the ICE, how we came to be and why we exist. Explain what concrete skills or knowledge members of this organization will gain from being with this organization in addition to more abstract skills. Then explain the resources that members have access to. Next, explain what specific internal and external events ICE participates in. Most importantly, explain what StartUp Weekends are, and generate hype for all these events. There needs to be a lot of energy in this first meeting. Please discuss the semester's schedule as well as goals and direction of the club with both new and old members. **Also, assign concrete tasks to the new members of ICE that will give them incentive to come back.** For instance, have them group up, exchange contact info and have them design a club t-shirt. At the end of the meeting, it would be a good idea to ask why new members came to this meeting so that you can get a good idea of what value students are looking for as well as possible ways to keep them coming back.

Socials:

We typically host 1-2 Socials per semester. Socials are meetings hosted by ICE during the times of the semester that we do not expect many members to show up. For example, we may host a social before spring break or before final exams. They are supposed to help students relax and network with other members of the club.

Innovation Days:

We host 2-3 Innovation Days per semester. These are informal meetings designed to generate business ideas. The goal of this meeting is to have members of the club generate business ideas that they can then use in the SDSM&T Student CEO Business Plan Competition and the Governor's Giant Vision Business Plan Competition.

The vice president will oversee the specifics of each of these meetings, but in the past, we have typically had one person start a meeting by asking if anyone had thought of any business ideas or problems since the last Innovation Day. If no discussion was started, then the leader of this meeting would start by asking everyone to start naming problems. On a whiteboard, all problems

would get written down. Problems could be for certain industries or inconveniences that people deal with every day. Problems could originate from a class or a sport. The point is that the leader would need to get people to generate problems. After getting a long list of problems written down, the leader would need to ask students what their expertise are. For instance, if someone had played competitive tennis for 10 years, they would be considered an expert of tennis. If a student had worked in 2 chemical plants, they would be an industry expert for chemical engineering. After writing down these two lists, start having students try and solve these problems and come up with solutions.

Another option is to have a field trip and take the members of the club to a company and ask people in those industries what problems they run into repeatedly. Either take a field trip or have a panel of industry experts come in to one meeting where we can throw questions at them.

Pitch Days:

We host 2-3 Pitch Days per semester. Pitch Days are designed to teach public speaking and pitching to members of ICE. Students are forced out of their comfort zones and give impromptu pitches.

Prior to each meeting the vice president will need to have a cup filled with slips of paper. These slips of paper will need to have three-word business ideas written on them. Pitch Outlines will also need to be handed out. A Pitch Outline is a reference for students so that they know how to set up their pitch. The forms are located in the Google Drive Folder: ICE-Official>Year>Events>Pitch Days. For instance, students must include the problem, solution, target market, go-to-market strategy, funding sources, market size and team. Then, everyone at the meeting will take a business idea and pitch outline and give a two-minute business pitch. Students will get 30 seconds to a minute to think before pitching. Then students must pitch. In addition, members in the audience are asked to raise their hand every time a filler word like “ummm...” is used. Finally, at the end of each student pitch, the students will be given constructive criticism regarding their public speaking and pitching abilities.

Public Speakers:

We host around 5 public speakers per semester. Within the first 3 years of this organization's existence, we have hosted over 20 public speakers cumulatively worth around \$1 billion. More information regarding Public Speakers is provided under the Officers and Presidential Tasks section.

Workshops:

We also host approximately 2 workshops per semester. The first workshop is the Business Model Canvas (BMC) Workshop, where the officers of the club teach ICE members about BMCs, and

how to use them using a PowerPoint located in the folder: ICE-Official>Year>Events>BMC Workshop.

The second type of workshop we host will be a public speaker. This speaker would typically conduct the workshop for 3- 5 hours on a Saturday afternoon. In the past we have hosted leadership workshops and Instagram marketing workshops. Other ideas could be graphics design workshops, google AdWords workshops, negotiations or public speaking workshops.

External

External events are events that ICE advertises to students and attends even though we do not directly host the events.

StartUp Weekends:

As a group, we also attend 3 StartUp Weekends per year. The first StartUp Weekend is in Rapid City during the Fall. The second is in Colorado during the fall, and the final one is in Colorado in the Spring. The reason we have chose to attend StartUp Weekends in Colorado rather than South Dakota and Wyoming is because we have found them to be much more valuable and serious. While we have attended StartUp Weekends in Wyoming and South Dakota, we have noticed that people we meet are not very serious about entrepreneurship, not to mention people we have met have been highly unprofessional and rude. Therefore, to guarantee that our members receive excellent value from these trips, we stick to traveling to Colorado where we have consistently met venture capitalists, amazing mentors with lots of experience, and teammates whom are very serious about entrepreneurship and building companies. More info: <https://startupweekend.org/>

The officers of ICE choose which StartUp Weekends to attend, but the Vice President organizes the trips to Colorado. There is a list of documents and forms that must be filled out and submitted two weeks prior to the event, and the VP is in charge of completing these forms. This list of forms is located in a Google Drive folder: ICE-Official>Documentation & Templates>Templates>Travel>To Do When Traveling.docx. The President is in charge of signing people up for these events as well as any other marketing required. In addition, ICE pays for 50% of everyone's ticket, and the VP/Treasure will need to make sure that reimbursements are completed in a timely manner.

Engineers Make Great Entrepreneurs (EMGE):

EMGE is a SDSM&T scholarship program that students must apply for within the first couple weeks of the fall semester. The \$250 scholarship is awarded to around 50 SDSM&T students, and then students must attend 4 Monday evening speaker sessions where they listen to local entrepreneurs talk about their entrepreneurial experiences. Every Monday evening comes with free food, and at the end of the program, scholars must pitch a business idea. Judges will be listening to all the pitches, and the top 3 pitchers will win prize money up to \$1000. Students may only participate in EMGE one time throughout their 4 years. We highly encourage members

of ICE to participate in EMGE. More info: <https://www.sdsmt.edu/Research/Economic-Development/Engineers-Make-Great-Entrepreneurs/>

Rapid City Innovation Expo & Pitch Competition:

In October, this event will be hosted by the Enterprise Institute. Regional business people and entrepreneurs come to this event to network and discuss business ideas. SDSM&T students get free admission through this pitch competition and have a chance to network with regional entrepreneurs as well as a chance to win \$500 through the pitch competition. We highly encourage students to participate in this event as well since we have had members of this club win this event. More info: <http://www.sdei.org/idea>

SDSM&T Student CEO Business Plan Competition:

The School of Mines hosts this business plan competition every fall giving students the opportunity to win up to \$3000 by writing a business plan and pitch the idea to a panel of judges. Through this competition, participants will be paired with personal mentors whom are EIR's for the school. We have had members of this club win this competition in the past. More info: <https://www.sdsmt.edu/Research/Economic-Development/SD-Mines-CEO-Program/>

SDSM&T Braun Student Inventor Award:

The School of Mines hosts this invention competition every spring giving students the opportunity to win up to \$5000 and a full-patent by completing a patent application. Through this competition, participants will be paired with personal mentors whom are EIR's for the school. More info: <https://www.sdsmt.edu/Research/Economic-Development/Braun-Student-Inventor-Award/>

Governor's Giant Vision Business Plan Competition:

After participating in the SDSMT competition, teams will enter this competition in the spring for a chance to win up to either \$5000 or \$25,000 in the Student and the Open competition respectively. We have also had teams win this competition as well in the past. More info: <http://www.southdakotagiantvision.com/business/> or <http://www.southdakotagiantvision.com/student/>