

STUDENT ORGANIZATIONS

Promotion & Events Guide 2026-2027



E. J. Ourso College of Business

INTRODUCTION

Student organizations are an essential part of the college experience. Participating in these groups enables students to develop leadership skills, expand their professional networks, and form lasting friendships.

In the E. J. Ourso College of Business, we support student organizations through a 1) brief listing on the college website, 2) promotion of meetings and other activities, 3) publicizing organization highlights and achievements, and 4) reserving meeting rooms and table sits. This guide explains the available options and how to take advantage of them. For the comprehensive student organization handbook published by LSU Campus Life and other policy information, please visit the [Campus Life](#) or [LSU Student Advocacy & Accountability](#) website.

WEBSITE LISTING

Check out your [organization's listing on the college website](#). If updates are needed, [complete this form](#). *For the best user experience, descriptions are concise, with links to external sites for those who want more information.*

If your organization's description includes a link to an external website, we are happy to include that link. All registered student organizations can set up a website via [TigerLink](#) if one is needed. The E. J. Ourso College does not host individual student organization web pages on its website.

OURSO EXPERIENCE NEWSLETTER

Ourso College students receive the Ourso Experience newsletter each Monday during the fall and spring semesters. Student organizations can include meeting/event promotions and other news in this email.

Contact: Angela McBride amcbride@lsu.edu

Deadline: The submission deadline is noon on Thursday. *For example, to include your meeting notice in the Monday, October 13 newsletter, your email must be sent by noon on Thursday, October 9.*

Meeting and event promotions: To have a brief meeting or event notice included in the newsletter, send a message with your organization's name, the **event name, location, date,** and **time**. Graphics including QR codes and speaker bios will not be included; please do not send them. Instead, we can link to a site that contains this information.

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Example:

Getting Started in Digital Marketing with the Best Business Club

Jean Deaux, founder of Best Marketing Firm, will give insider tips on how to launch your career in digital marketing. Come prepared with your questions and resume!

Tuesday, Feb. 24 | 5-7 p.m. | BEC 1321

Refreshments will be served.

Recruitment drives/rush, elections, and new/reorganized groups: We can publish brief notices about your membership recruitment drive/rush, officer elections, and introductory messages about new/reorganized groups once each semester. Please provide all the necessary details, including relevant dates and eligibility requirements. You may submit a photo or organizational logo for inclusion. For officer elections, we will not publish lists of candidates.

The college sends undergraduate and graduate versions of the Ourso Experience. By default, your notice will only appear in the undergraduate newsletter, unless your org serves a graduate population. If you'd prefer to include your notice in both editions, make this request when submitting your information.

All submissions are subject to edits for length and style.

SOCIAL MEDIA

When possible, the Ourso College will help promote your activities via Instagram.

Meeting and event promotions: Does your organization have an Instagram account? In most cases, we can share a post to our Instagram stories. Tag @lsuoursocollege if you want us to spread the word about your meeting. For the best results, tag us in posts at least one day before the meeting/event. *We cannot reshare posts about fundraisers.*

Special campaigns: The Office of Communications, Marketing & Events (OCME) occasionally creates social media campaigns to promote student organizations or leaders. All organizations will be notified of these opportunities. Specific instructions and deadlines will be provided.

STUDENT ORG ACHIEVEMENT STORIES

Did your organization receive an honor? We want to share your success. Twice a year (spring and fall), the college will create a press release announcing student org honors. Look for an email from Angela McBride requesting your information. [Fall 2024 story](#) [Spring 2025 story](#)

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SHARING IMPORTANT COLLEGE NEWS

On occasion, the college will ask for your help with promoting activities or announcements that impact the college as a whole. Examples are scholarship application deadline reminders and professional development/career events. In most cases, we will tag your organization in a post with an implied request for a reshare. In other cases, you will receive an email request. Your group's participation is greatly appreciated, but not required.

TABLE SITS AND SPACE REQUESTS

Meet informally with your peers to promote your organization and build excitement.

Table sits are typically held in the Rotunda, outside the dining room, for 1 to 2 hours. Your table is provided by the college, but you must set it up and put it away.

Please fill out the [reservation request form](#). Events Manager [Leigh Ann Charles](#) will check calendar availability. Allow up to five business days for a response. You will receive a confirmation when your space reservation is confirmed. **Making a request does not guarantee space.** Table sits should be scheduled at least two weeks in advance.

IMPORTANT NOTE: For continuity and efficiency, please select one officer from your organization to make all room/table sit requests.

The OCME team's support for student org events is limited and does not include printing name tags, ordering catering, or arranging for speakers.

FAQs

Can I use the LSU or college logo in my materials? No. Please see the [Registered Student Organization Handbook](#) for specific guidelines on using university marks.

Will the college create a logo for my group? OCME does not create logos, fliers, or other graphics for student organizations.

Will the college create a promotional campaign or social media posts for my organization? OCME does not create custom plans or posts for student organizations. A great way to get promotion ideas is to check in with other student leaders to ask about their successes.

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Can you help us plan an event? Leigh Ann Charles can assist with room reservations. OCME does not assist student organizations with event planning or development. The team does not print name tags, order catering, or arrange for speakers.

How can I raise funds for my organization? The Registered Student Organization handbook provides guidance on policies. [Please review the guide](#). Your group may be eligible for funding from the Business Student Organizations Support Fund. [Learn more](#).