



The Manual

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## *The Manifesto*

We believe in music as a form of entrepreneurship; a complex network of manufacturers, brands, and service providers working tirelessly to support the economy of our country via the monetization of intellectual property.

Therefore, composers, producers, engineers, artists, and all those responsible for providing our society with its music, should be respected as not just storytellers, but also as innovators and business leaders.

This National Collegiate Entertainers Group was founded with one fact in mind: “We can not expect the music industry to reach its full potential if we don’t both encourage and support the next generation of leaders in the space.”

As such, our vow is to take action in the following ways:

We shall invest in the infrastructure of this industry by investing in its future leaders.

We shall lift the veil of mystery and misinformation that discourages our best and brightest.

We shall provide education and opportunity so that our youth can find success in its various forms.

## *The Purpose*

This book is meant to serve as an official guide for all those seeking to learn about the music industry in accordance with the National Collegiate Entertainers Group (NCEG) program.

This includes, but is not limited to, members of our collegiate chapters, chapter coaches, and official NCEG partners.

Use this book, its ideology and instructions, as a manual to learn the applicable skills required to find success in the industry.

Regardless of your choice in major or degree specialization, this book offers guidance, based on years of research and experimentation, into the various milestones necessary to build your music career while in college.

As you read this document in its entirety, we hope to offer clarification and guidance about your role in the organization and how you can use our program, and its methods, to expand your fundamental understanding of how the music industry works.

## *How does the NCEG program work?*

Success, in general, is subjective; meaning that different people would define it in different ways. Success in the music industry is arguably even more so. Does a record deal define success? What about record sales? Could fame be the defining factor?

Depending on who you ask, any of these things could define personal success. However, for the sake of clarification, we will define success along entrepreneurial guidelines: via profitability.

We recognize that the goal of most people is to make a living within their career and, hopefully, enjoy what they do. Therefore, finding their dream job is the primary reason that millions of students continue to enroll in college every year.

For that reason, our program is designed to help students realize this dream by providing them with the opportunity to have their music career become profitable enough to cover their cost of living.

We teach entrepreneurial methodology as it relates to the music business. Thus, students are taught to use their environment to build and scale their business.

NCEG chapters act as music business incubators. Our scale-model-equivalency system is structured to represent the various aspects of the music industry so that our student members can learn about how these pieces coincide with one another.

In other words, The music industry is made up of different people, with various specialties, from across the world, making music for the world.

So our chapters are made up of different students, with various specialties, from across the campus, making music for the campus.

### **What it means to be a chapter:**

Chapters are subsidiaries of NCEG that are housed on college campuses as official student organizations. These organizations abide by NCEG rules and regulations, allowing their activity to be monitored and accessed by music industry leaders. Being apart of an NCEG chapter means to be apart of a team, and your team exists with a large network of independent professionals that are all working to build their skills and reputations.

Since NCEG is a 501c3, education based, nonprofit organization, official chapter subsidiaries share many of the same tax exempt privileges as the central organization.

### **What is expected of chapters**

All official chapters are required to follow the standards of industry professionalism as determined by the central organization. This manual is meant to outline what those standards are and how to achieve them.

Additionally, chapters are expected to participate in all national campaigns including, but not limited to: surveys, competitions, reporting, and community service.

It should be the goal of each chapter to work with its members to complete the tasks outlined in this manual to the best of their abilities.

Chapter leadership should strive to be consistent, competitive and innovative as they lead their members to the top of the national ranking system.

### *How to create a chapter*

Any small group of currently enrolled college students can start their own chapter.

It is our policy that all NCEG chapters must be started with at least 7 founding members. Those 7 students will file a single group application via the NCEG website.

After a brief screening process and interview, the group will receive an official NCEG organization charter to complete and file with their college or institution.

Upon receiving official receipt of acceptance, the chapter's status will become active.

#### **Understanding your rights**

This manual represents a call to action.

We encourage students from across the continental United States to work with us to build a better music industry.

By unifying with your peers and leveraging your resources, you can create a safe space to grow and build together.

If you attend a publicly funded college or university, your school likely has a policy similar to the following:

“Students are free to form, join, and participate in groups or organizations that promote student interests, including but not limited to groups or organizations that are organized for intellectual, religious, social, economic, political, recreational, or cultural purposes.

In accordance with state and federal Constitutions and university policies, universities recognize the rights of all students to engage in discussion, to express thoughts and opinions, and to assemble, speak, write, publish or invite speakers on any subject without university interference or fear of university disciplinary action.”

In other words, your ability to participate in this movement is a first amendment right that was upheld in the Supreme Court case: *Healy v. James 1972. I.e. : Rights of Association and Assembly.*

#### **Administration and oversight**

Most chapters will have two administrative contacts.

The first will be a faculty advisor from the school where the organization is housed. This is to help the organization remain compliant with all university rules, regulations, and codes of conduct.

The second, will be an official representative from the national organization who will operate as the head coach of the chapter. This individual's role is to help make sure the chapters are compliant with the organization's standards and codes of conduct.

## **The official charter**

Use this template for creating your official chapter's charter. A link to the editable charter template can be found on the NCEG website.

## [proposed NCEG chapter name] Constitution

### Article I – Name

This organization is to be officially known as [CHAPTER NAME]. However, it may also be referred to as the [CHAPTER NAME] at [UNIVERSITY NAME] or [CHAPTER ABBREVIATION].

### Article II – Purpose Statement

The purpose of this organization is to help prepare students for careers in the music industry by utilizing various skill sets to facilitate music, culture, community, self-expression, and freedom of speech on campus.

### Article III – Membership Requirements

- A. To be eligible for membership, candidates must be enrolled students on the [CITY NAME] Campus of [UNIVERSITY NAME].
- B. A cumulative grade point average of 2.00 is required for membership.
- C. Honorary members shall have demonstrated outstanding support of the purpose of the organization.
- D. Honorary members shall have all the privileges of membership with the exception of voting and holding office.
- E. Removal of Membership of an eligible member:
  - 1. Even if a member maintains eligibility for membership, they may be removed from the group due to disruptive or harmful behavior.
  - 2. A member of the Executive Board or an active member may initiate the removal process.
  - 3. The Executive Board will review any information regarding the member in question. To continue the removal process, there must be a 2/3 vote of the Executive Board affirming the membership removal.
  - 4. If the Executive Board votes to remove a member, it must be presented for final approval to the general membership at the next scheduled meeting. A 2/3 vote of the general body present at the meeting is required to remove the member.

### Article IV – Officers

- A. The officers of the organization shall be:
  - 1. President
  - 2. Vice President
  - 3. Treasurer
- B. The cabinet positions of the organization shall be:
  - 4. Head A&R
  - 5. Head of PR
  - 6. Head Engineer
  - 7. Event Coordinator
- C. The collection of these positions shall be known as the Executive Board. Officer duties are to be found in Article V.
- D. All officers must have a minimum GPA of 2.5. In addition, they must anticipate being a full-time student during their entire tenure.
- E. Officer tenure is from May 1<sup>st</sup> to April 30<sup>th</sup>.
- F. Removal from Office:

1. Removal from office can be for failure to execute duties or for behavior that is inconsistent with being a leader of a student organization.
2. A member of the Executive Board or an active member may initiate the removal process.
3. The officer will be given a 14 day notice that their position is being reviewed. The officer may present any information or evidence to the Executive Board at the scheduled meeting. A 2/3 vote of the remaining Executive Board is needed to continue the removal process.
4. If the Executive Board votes to continue the removal at their meeting, it must be presented for final approval to the general membership at the next scheduled meeting. A 2/3 vote of the general membership in attendance is needed to remove the officer.

#### **Article V – Officer Duties**

- A. Executive Board duties and power of control:
  1. The Executive Board can set procedures for the organization that do not infringe upon the rights of the members.
  2. The Executive Board shall meet prior to every meeting of the organization to set the agenda and discuss any issues.
  3. At Executive Board meetings, a quorum of 3/5 is necessary to conduct business.
- B. President
  1. Will be the public voice of the organization.
  2. Authorized to enter into contracts on behalf of the organization.
  3. Lead all meetings of the organization.
  4. Ensure compliance with all policies and procedures.
  5. Appoint cabinet (Head A&R, Head of PR, Head Engineer, and Event Coordinator).
  6. May adjust committee membership as needed to maintain balance and continuity within the organization.
- C. Vice President
  1. Serve in the absence of the president.
  2. Will collaborate and sign transactions along with Treasurer for checks and balances.
  3. Maintains minutes of the executive board meetings and general meetings.
  4. Takes role at all meetings.
  5. Creates all official correspondence.
- D. Treasurer
  1. Maintain finances
  2. Reports monthly to the executive board all transactions – including copies of bank statements
  3. Authorized to enter into contracts on behalf of the organization.
  4. Work with the appropriate fee council regarding funding.

#### **Article VI - Elections**

- A. Election of officers shall take place as needed to fill officer positions.
- B. The outgoing officers, not seeking reelection, and the advisor will conduct elections.
- C. The process of elections shall be:
  1. Applications and/or nominations are submitted by the deadline established by the Executive Board.
  2. Grades will be checked.
  3. The order of elections are as follows: President, Vice President, Treasurer
  4. Candidates for each position will be given a maximum of two minutes to speak.
  5. Once all candidates speak for a position, the full membership will vote via secret ballot.
  6. The candidate receiving the most votes will be elected.

- D. Should a position become vacant during the year, the following process will be followed:
  - 1. Notice will be given to the membership that there is an open position and voting will take place at the next scheduled meeting.
  - 2. Nominations will come from the floor. Each candidate will have a maximum of two minutes to speak. Voting will be by secret ballot.

#### **Article VII – Meetings**

- A. There will be a minimum of four general meetings each fall and spring semester.
- B. Meetings shall be governed by Roberts Rules of Order.
- C. Decisions affecting the membership will be voted on by the membership.
- D. Two-Thirds (2/3) of the active membership shall constitute a quorum.
- E. Simple majority of the active membership is needed to pass any motion unless otherwise stipulated in the constitution or bylaws. The President votes only in a tie.
- F. The Executive Board can call a Special or Emergency meeting, if the membership is given a minimum of 48 hours notice. A member may appeal to the Executive Board to schedule an emergency meeting.

#### **Article VII – Finances**

- A. A per semester membership fee will be determined by the Executive Board each semester.
- B. The membership fee will be collected by the second meeting of the semester.
- C. No fees shall be levied upon honorary members.
- D. The Executive Board shall make all financial decisions on behalf of the organization.
  - 1. The Executive Board will present a budget to the general members each semester at the first general body meeting.
  - 2. The general membership will have an opportunity to review and approve the proposed budget.
  - 3. The Executive Board must present any expenditure to the general membership for approval if:
    - a. The expenditure is not listed in the approved budget, AND
    - b. The expenditure is \$500 or more.
- E. If the organization dissolves, any non-university-owned assets will be retained by the organization for two (2) years in case the organization re-establishes. After two (2) years, any assets will be donated to a charity with a mission similar to this organization, as determined by the Executive Board.

#### **Article IX – Governance**

- A. The organization and its members agree to abide by University policies and all federal, state, local laws.
- B. Non-Discrimination: Membership, leadership and participation in the organization must be open to all students without regard to race, color, sex (unless exempt under Title IX), age, religion, national origin, sexual orientation, gender identity, marital status, disability, or status as a U.S. veteran.
- C. Hazing Policy: This organization prohibits its members, both individually and collectively from committing any acts of hazing as defined in the Student Code of Conduct.
- D. Organization Agreement: This organization agrees to abide by the [UNIVERSITY NAME] Student Code of Conduct. Furthermore, agrees to abide by all Student Activities policies, to check the organization's relevant accounts, mailbox, communicate via email upon request, update the organization's records, and maintain the organization's chartered status.

#### **Article X – Advisor**

- A. Faculty/Staff Advisor
  - 1. The faculty/staff advisor must be at least a part-time employee of [UNIVERSITY NAME].
  - 2. The faculty or staff member that serves as the advisor needs to be voted on by the membership every year, prior to renewing the organization.

- B. Alumni/Community Advisor
  - 1. One or more persons may serve as an alumni/community advisor.
  - 2. The general membership must vote to approve any alumni/community advisor.
  - 3. Their election and tenure would run the same schedule as the officers.

**Article XI – Amendments**

- A. This constitution should be reviewed and updated every two (2) years.
- B. Any member can propose an amendment to the Executive Board for review.
- C. Any amendment presented by the Executive Board can be approved by a two-thirds (2/3) vote of the active members present at the meeting.

## Chapter Structure

There are 5 categories that every member/affiliate of this organization will fall into:

- Administrator
- Chapter Board Member
- Department Head
- Member
- Recruit

Your position will determine your responsibilities. As such, it is paramount that every member of an NCEG chapter fully understand, and commit to memory, the responsibilities of their role(s).

### **Administration**

NCEG administration handles oversight and compliance of the chapters. It is the job of the administration to hold Chapter Board Members accountable for the actions of their chapter while simultaneously offering resources and guidance to help the chapters succeed in their mission.

### **The Organization**

The National Collegiate Entertainers Group consist of industry executives and policy makers that will collaborate to write the policies and procedures that all chapter subsidiaries are to follow. This includes, but is not limited to, curriculum updates, recruitment & membership policies, technology implementation, competitive scoring guidelines, intellectual property management, etc.

This organizational structure is also tasked with providing financial assistance to chapters and overseeing the organization's scholarship program.

As such, all competitions and fundraisers are subject to national oversight for the purpose of ensuring that the overall mission of the nonprofit is not jeopardized.

NCEG executive staff will communicate directly with coaches and faculty advisors.

### **The Coach**

NCEG chapter coaches are certified affiliates with substantial experience in the music industry.

These individuals serve as strategic partners and defacto A&Rs to help NCEG locate and train talent.

Chapter coaches are tasked with formalizing a team's roster and helping to prepare the students for events and competitions.

Additionally, these individuals will oversee the production of content by NCEG chapters and submit all necessary documentation to the central organization for approval, national recognition, and distribution.

### **The Faculty Advisor**

Faculty Advisors must be employed by the college or university where their chapter is held.

These individuals are responsible for maintaining favorable relations between our organization and the university institutions.

As such their primary role is to make sure that their chapter organization remains compliant with university rules and regulations. Therefore, they have the right to shut down any and all activity conducted by the chapter or the coach.

## **Executive Board Members**

The executive board positions are student positions that empower students to make decisions regarding the activities, strategies, and priorities of their organization on their campus.

These positions must be filled by active student NCEG members and are subject to oversight from both the head coach and faculty advisor.

### **President**

This is an elected position subject the nomination procedure outlined in the chapter's official charter.

The president of an NCEG chapter is responsible for creating a yearly plan of action for said chapter. This individual sets the priorities of the chapter and is responsible for building and maintaining a strong, positive, reputation with the student body and university administration.

This position comes with the ability to appoint members to cabinet positions that will be trusted to carry out the vision of the president and his/her mission.

### **Vice President**

This is an elected position subject to the nomination procedure outlined in the chapter's official charter.

The vice president of the chapter is responsible for departmental oversight and quality control procedures. In other words, this individual is responsible for ensuring that presidential orders are carried out in a timely manner, and that work is completed at a quality level that meets or exceeds chapter expectations.

This position comes with the ability to approve or reject the membership applications of incoming recruits.

### **Treasurer**

This is an elected position subject the nomination procedure outlined in the official charter.

The treasurer of the chapter is responsible for the financial oversight of the organization. This includes the right to formalize membership dues (at or above the national minimum) and overseeing the collection of said dues. Additionally, the treasurer is responsible for submitting purchase orders, requests for additional funding, and/or requests for reimbursement.

This position comes with the power to revoke or freeze membership privileges for nonpayment.

## **Department Heads**

Department heads are cabinet positions appointed by the president of a chapter to oversee specific areas of focus.

These individuals must be active NCEG student members of the college or university where their position is held.

### **Head of A&R**

This department head member is responsible for overseeing the development of the chapter's roster of certified entertainers. Certified Entertainers, or CEs, are student members that have been chosen by the chapter administration to represent the organization as performance artists. As such, they should represent the very best talent that the chartering university has to offer. The Head A&R will work most closely with the head coach to ensure that the chapter's CEs look, sound, and act the part of public advocates.

This individual is also responsible for overseeing the networking process of aspiring songwriters and music producers within the chapter.

To more effectively serve a growing membership base, this department head may elect to delegate certain responsibilities to other chapter members. However, individual responsibility can never be delegated.

### **Head or PR**

This department head member is responsible for overseeing the development of the chapter's brand recognition on campus. He or she will work to build relationships with publications and influencers to generate awareness about what the chapter does, who is apart of it, and how others can get involved.

This individual is also responsible for overseeing the creation of certain, basic, digital assets such as headshots, photoshoots, artist interviews, etc.

To more effectively serve a growing membership base, this department head may elect to delegate certain responsibilities to other chapter members. However, individual responsibility can never be delegated.

### **Event Coordinator**

This department head member is responsible for ensuring that the chapter is active and engaged on campus. Hosting events requires consistent communication between venues, personnel, and talent. Therefore, he or she will be responsible for making sure that all necessities are in place to carry out said events.

This individual is also responsible for overseeing collaborations with other student organizations and pursuing such relationships.

To more effectively serve a growing membership base, this department head may elect to delegate certain responsibilities to other chapter members. However, individual responsibility can never be delegated.

### **Head Engineer**

This department head is responsible for ensuring that all NCEG chapter resources, equipment, and technology are properly used and maintained. As such, he or she will work to oversee the education of chapter members toward the use of said equipment by hosting training sessions and workshops

This individual is also responsible for the development of music producers and live sound engineers within the organization.

To more effectively serve a growing membership base, this department head may elect to delegate certain responsibilities to other chapter members. However, individual responsibility can never be delegated.

## **Members**

To be a member of NCEG, you must first be enrolled at a college or university with an active NCEG chapter. Only students can be members of NCEG. However, non students can become volunteers or strategic partners.

Aside from the educational component, members enjoy the added benefits of access to exclusive workshops and panel events, mentorship and coaching from active industry professionals, and potential placement and distribution opportunities.

We help students understand the business behind their musical interests and get started on turning those interests into future income.

Typically, the vast majority of chapter members are not performers or recording artists. A well balanced NCEG team requires songwriters, producers, engineers, marketers, managers, journalists, event coordinators, curators, and multimedia specialists.

### **National connection (membership ID)**

Our national directory and credit system allows for all active members to be seen and for their contributions to be counted.

Your membership ID number will follow you and be attached to all bodies of work reported to the central organization.

This will allow all members to have a detailed account of the projects that they have helped on; for resume and copyright purposes.

### **Certified Entertainers (roster)**

Among the official members of a NCEG chapter, few are selected to represent their chapter as performing artists.

These members are referred to as “Certified Entertainers” or “CEs” and the entire collection of them makes up a chapter’s roster.

Traditionally speaking, these individuals are chosen based upon their performance abilities, in the following areas, as outlined by official NCEG judging criteria:

- |                              |  |
|------------------------------|--|
| 1. Preparation               | - well rehearsed; shows dedication           |
| 2. Technique Mastery/Quality | - talent proficiency, shows practice         |
| 3. Energy/Confidence         | - comfort level, shows consistency/stability |
| 4. Creativity & Appearance   | - presentation, shows innovation             |
| 5. Audience Engagement       | - communication, shows flexibility           |
| 6. Song Selection            | - self awareness                             |
| 7. Transitions               | - showmanship                                |
| 8. Difficulty of Routine     | - desire to take risks                       |
| 9. Creative Range            | - ability to switch it up                    |
| 10. Emotive Ability          | - ability to make people believe             |

### **Membership Dues**

In order for any NCEG member to be considered active, he or she must be current on all payments of dues implemented by both the chapter and the central organization.

National dues are collected by the central organization and used to provide infrastructural support to all NCEG members such as exclusive access to resources and other benefits. The price of national dues is subject to change as the organization continues to grow. However, members can expect that newer organizations will have a lower national price than well established chapters.

Furthermore, individual chapters may charge higher dues to cover the cost of their own additional resources that are available to their members.

For example, if national dues are set at \$100 per year, a chapter may choose for their dues to be \$200 with half of their money collected being allocated to cover their national fee and the other half to be used for chapter activities.

Chapter Dues are set by the treasurer.

National Dues are set by the NCEG board of directors.

### **Recruits**

Interested persons who have applied to be apart of a chapter, but have not yet been accepted are referred to as recruits.

In order to preserve the quality of the organization as we pursue our mission, we highly encourage every chapter to implement a vetting process for admittance into the individual chapters.

Recruits that enter this vetting process should be taught the ways of the organization and tested for competency, dedication, and compatibility.

The recruitment process should always be in line with the chartering university's code of conduct and should not exceed 21 days for any individual recruit.

### **Anti hazing policy**

No chapter, student, coach, advisor, or other persons associated with an NCEG chapter shall conduct or condone any activity which can be described as "hazing."

NCEG defines hazing as "any action, situation, activity or complicity in activity, which recklessly or intentionally endangers the mental, emotional, and/or physical health or safety of a student or alumnus or which willfully destroys or removes public or private property for the purpose of initiation or admission into or affiliation with, or as a condition for continued membership in any NCEG chapter"

The term "hazing" shall include, but not be limited to:

1. Any brutality of a physical nature, which may include but is not limited to: whipping, beating, branding, paddling, kicking, striking, pushing, shoving, tackling, forced calisthenics, and exposure to the elements.
2. Any forced physical activity which could adversely affect the mental, physical, and/or emotional health of an individual, and any activity which is or has the potential to be physically or mentally harmful, painful, or injurious, such as the forced or required consumption of any food, drink, liquor, drug, or other substance.
3. Any activity which could subject the individual to extreme mental stress, such as sleep deprivation, forced exclusion from social contact, forced conduct which could result in extreme embarrassment or degradation. Examples include, but are not limited to: promoting servitude, berating or verbally harassing individuals, throwing items at or on individuals, forcing individuals to carry items or wear apparel which is undignified, requiring public stunts such as forcing individuals to yell when entering or departing a physical structure or in the presence of designated individuals, forcing individuals to use "pledge" entrances or exits, requiring individuals to run personal errands, intentionally creating labor or clean-up work, requiring individuals to wear scant clothing or to be nude; any other forced activity which could adversely affect the mental or emotional health or dignity of the individual.
4. Any activity which has the potential to be frightening, morally compromising, degrading, and/or unduly deceptive, including deception designed to convince the individual of impending pain, injury, or non-initiation.
5. Any activity which endangers or has the potential to endanger the academic performance of the individual, such as not allowing adequate time for, or interfering with academic commitments; activities conducted between the hours of midnight and 8:00 a.m., and forced exclusion from social and/or verbal contact with any other individual.

6. Any willful destruction or removal of public or private property for the purpose of initiation or admission into or affiliation with, or as a condition for continued membership in a University organization.

7. Any violation of federal, state, or local law or rule or university policy, as directly or indirectly relates to the initiation or admission into, affiliation with, or continued membership in an NCEG chapter.

## *The Playbook*

This section of your manual contains step-by-step instructions for time-tested activities that can be carried out by any NCEG chapter. However, these activities are merely suggestions based on our research and experience. This lists, in no way, limits the possibilities of what your chapter could do. Instead, it should be used as a starting point for new chapters, and a template for creating plays that are unique to your chapter.

Start by using our plays to test yourself and your organization. Then, use our format to create your own plays. Finally, pass those plays down to the next generation of your chapter's leadership so that they may learn from, and expand upon, your legacy of work.

### **Hierarchy of plays**

Many different individuals are responsible for calling plays. However, our hierarchy system establishes the priority level of said plays.

#### **“Y Series” - aka: Year One Plays**

Y Series plays have top priority because they are necessary for the basic infrastructure of a new chapter. If these activities have not been carried out, your organization will not have the resources or data to conduct the other plays in this play book.

#### **“A Series” - aka: National Plays**

A Series plays are instructions/ activities that will come directly from the national chapter. NCEG policy prevents the central organization from getting involved with the daily operations of the chapters. Therefore, these types of plays will be rare and will have ample notice. Traditionally, A Series plays will affect multiple chapters, across a state or region, simultaneously.

#### **“B Series” - aka: Administrative Plays**

B Series plays determine the type of interaction that chapter leaders should expect from their NCEG coach or faculty advisor. The scope of these plays are purposely narrow and can not be expanded upon. Administrative Plays are designed for the sole purpose of framing how faculty and the coach should assist in the education of the members.

#### **“C Series” - aka: Presidential Plays**

C Series plays should be the second most frequent type of plays called for a chapter. Traditionally, a chapter president will make his or her priorities known to the rest of the e-board, and department leaders will call plays based on said priorities. However, This particular list of plays give the president the power to establish priorities based upon what he or she deems is most necessary for the chapter.

#### **“D Series” - aka: Departmental Plays**

D Series plays, though having the lowest priority level, should be the most frequent plays called. Unless otherwise instructed by the president, D Series plays should only apply to members of the department from which the play was called. Furthermore, in the case where one D Series play may interfere with another, the president will establish priority between the two.

## Year One

### Starting a chapter

Play Code Y1001

Step #	Task	Responsible Party	Chapter Specifics
1	find at least 7 members to start your organization (or register a pre-existing organization)	n/a	
2	visit the nationalceg.org website to fill out the application to register your organization with NCEG	n/a	
3	pending approval, complete (or update) your organization's charter according to NCEG guidelines	n/a	
4	submit official charter, along with advisor information and member roster	President	

### Auditions

Play Code: Y2001

Step #	Task	Responsible Party	Chapter Specifics
1	pick times/dates to hold auditions; schedule as many dates as needed	coach > president > head A&R	
2	reserve a central location on campus where auditions can be held	event coordinator	
3	create a promotional flyer for auditions advertising perks of membership/ CE status, etc	head of PR	
4	distribute flyer via social media	pr & marketing department	
5	distribute flyer via printed materials (flyers, posters, or banners)	events department	
6	conduct auditions. Take notes and videotape every audition for review. DO NOT PICK ANY FINALISTS UNTIL ALL ACTS HAVE BEEN SEEN.	coach + president + head of A&R	
7	use official NCEG judging criteria to help you pick the best of the best to represent your organization as CEs. 9 - 12 artists, depending on the size of your organization, is the absolute max.	coach > president	if you only have one or two artists audition that are truly good enough to compete, do not be discouraged. Avoid the

	Anything more than that will spread your organization's resources too thin.		temptation to fill your roster will as many artists as possible. Instead, use it as an opportunity to focus exclusively on the few artists that you do have.
8	Issue acceptance/rejection letters to all students that auditioned	Vice president	
9	commence artist confirmation process by allowing each department head to interview the proposed CEs. Accept those that pass with a majority vote	president	
10	submit final artist roster to NCEG	coach > president	

### Getting new members

Play Code: Y3001

Step #	Task	Responsible Party	Chapter Specifics
1	create a promotional flyer for recruitment including perks of membership and sign up instructions	pr & marketing department	
2	distribute flyer via social media	pr & marketing department	
3	distribute flyer via printed materials (flyers, posters, or banners)	events department	
4	meet with applicants to answer questions about the organization, determine their goals, gauge their level of interest, and assign an ideal department.	Vice President	optional: collect non-refundable application fee to filter for serious candidates
5	commence orientation/ recruitment process (2 week trial period)	Vice President	
6	collect dues	treasurer	
7	add to official membership roster	Vice President	

### Sound of campus survey

Play Code Y4001

Step #	Task	Responsible Party	Chapter Specifics
1	locate link for NCEGs official "Sound of Campus" google forms survey.	head engineer	

	This survey is used to gain insight into what kinds of music & music events that your peers would like		
2	organize a group of members to meet in a high traffic area of campus to collect student responses.	event coordinator	
3	collect email addresses of students interested in learning more about your chapter's activities	events department	
4	utilize survey to start conversation and recruit members for your chapter	events department	
5	use survey data to create music playlist based on students' favorite artists	audio department	
6	share playlist via email & social media	pr & marketing department	

## National Plays

### Surveys

Play Code            A1001

Step #	Task	Responsible Party	Chapter Specifics
1	NCEG may issue an official request for your chapter to participate in data collection campaigns. These requests will go straight to the head coach on your chapter.	NCEG	
2	review the terms of the activity with the chapter leadership.	Coach	
3	organize a group of members to meet in a high traffic area of campus to collect student responses.	Event coordinator	

### Lineup announcements

Play Code            A2001

Step #	Task	Responsible Party	Chapter Specifics
1	after [THE ROSTER DEADLINE], NCEG may issue an official challenge for all collegiate chapters to produce and upload footage of their new CEs.	NCEG	
2	call a play (or create a play) that allows your entire CEs roster to showcase their abilities publically	President	

3	share the play with your team and carry it out in the time allotted.	president	
4	record video footage of the event. Upload to YouTube and share on social media with hashtags #NationalCEG & #FindYourStage	head of pr	
5	submit url links of video footage for a chance to be featured on NCEG pages	president	

### Competitions

Play Code            A3001

Step #	Task	Responsible Party	Chapter Specifics
1	NCEG will create and distribute a schedule of competitions that includes all chapters that have been cleared to compete. These chapters will include those with updated registrations and rosters.	NCEG	
2	Decide who from your chapter will represent your school as early as possible	Head A&R	
3	Work with selected artists to plan out setlists, props, clothing, choreography, etc.	Coach	
4	Promote the event on your campus to ensure that your team receives support from your student body	Head of PR & Event Coordinator	
5	Judges will be announced at least 7 days in advance of the event	NCEG	

### Panels

Play Code            A4001

Step #	Task	Responsible Party	Chapter Specifics
1	NCEG will crate and distribute a schedule of panel events discussing our 6 curriculum topics on various campuses where an NCEG chapter is present	NCEG	
2	If your chapter is chosen, work with your chapter leadership to make the necessary reservations	coach	
3	Promote the event on your campus via	Event coordinator	

	social media.		
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## Administrative Plays

### Auditions

Play Code            B1001

Step #	Task	Responsible Party	Chapter Specifics
1	pick times/dates to hold auditions; schedule as many dates as needed	coach > president > head A&R	
2	reserve a central location on campus where auditions can be held	event coordinator	
3	create a promotional flyer for auditions advertising perks of membership/ CE status, etc	head of PR	
4	distribute flyer via social media	PR & marketing department	
5	distribute flyer via printed materials (flyers, posters, or banners)	events department	
6	conduct auditions. Take notes and videotape every audition for review. DO NOT PICK ANY FINALISTS UNTIL ALL ACTS HAVE BEEN SEEN.	coach + president + head of A&R	
7	use official NCEG judging criteria to help you pick the best of the best to represent your organization as CEs. 9 - 12 artists, depending on the size of your organization, is the absolute max. Anything more than that will spread your organization's resources too thin. Issue acceptance/rejection letters to all students that audition.	coach > president	if you only have one or two artists audition that are truly good enough to compete, do not be discouraged. Avoid the temptation to fill your roster with as many artists as possible. Instead, use it as an opportunity to focus exclusively on the few artists that you do have.
8	commence artist confirmation process by allowing each department head to interview the proposed CEs. Accept those that pass with a majority vote	president	
9	submit final artist roster to NCEG	coach > president	

### Surveys

Play Code B2001

Step #	Task	Responsible Party	Chapter Specifics
1	Evaluate what additional information is needed to be effective in your campus activities	Coach	
2	Search the NCEG survey database for projects that may be relevant to you chapter's situation.	Coach	
3	review the terms of the activity with the chapter leadership.	Coach	
4	organize a group of members to meet in a high traffic area of campus to collect student responses.	Event coordinator	

Field trips

Play Code B3001

Step #	Task	Responsible Party	Chapter Specifics
	Research music industry related business in your area and add them to your chapter's contact list (Google)	Coach > president	
	Meet with chapter leadership to decide which location(s) would be the most relevant to your chapter's situation	Coach > President	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	Coach > President	
	Wait 24 hours for a response	Coach > President	Do not skip this step
	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	Coach > President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from chapter members to get a final head count on who will be attending	Event Coordinator	
	Arrange transportation for chapter members (if needed)	Treasurer	
	Visit facility and, if permitted, take pictures/video of the outing	<all>	
	Post media content to social sites and tag the business and/or business owner	Head of PR	

	as a thank you.		
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### Workshops

Play Code          B4001

Step #	Task	Responsible Party	Chapter Specifics
	Meet with chapter leadership to discuss which industry specialties would best benefit your organization	Coach > President	
	Utilize NCEG directory to find contact information for vetted professionals fitting your criteria.	Coach > President	Research and reach out to other professionals if a required specialists is not listed in your area
	Pick a date to hold workshop training event	Event Coordinator	
	Contact service provider	Coach > President	
	Ensure all necessary equipment is available on the proposed day	Head Engineer	
	Capture photo & video of workshop	Head of PR	
	Post media content to social sites and tag the service provider as a thank you.	Head or PR	

### Rehearsals

Play Code          B5001

Step #	Task	Responsible Party	Chapter Specifics
	Pick date(s) and location(s) to hold performance rehearsal	Coach > President > Head A&R	
	Make necessary reservations	Event Coordinator	
	Verify availability of necessary equipment	Head Engineer	
	Invite your chapter's certified entertainers (CEs) to attend	Head A&R	Rehearsals can be made mandatory. Non CEs may attend at the discretion of leadership
	Have each CE practice performing and offer constructive critiques	Coach	

### Executive reviews

Play Code B6001

Step #	Task	Responsible Party	Chapter Specifics
	Review activity and/or plays called by chapter leadership over the past 14 days	Coach	
	Meet with chapter leadership (individually or as a group) to discuss strengths, weaknesses, and goals	Coach	

## Presidential Plays

### Surveys

Play Code C1001

Step #	Task	Responsible Party	Chapter Specifics
1	Evaluate what additional information is needed to be effective in your campus activities	President	
2	Search the NCEG survey database for projects that may be relevant to you chapter's situation.	President	
3	review the terms of the activity with the chapter leadership.	President	
4	organize a group of members to meet in a high traffic area of campus to collect student responses.	Event coordinator	

### Field trips

Play Code C2001

Step #	Task	Responsible Party	Chapter Specifics
	Research music industry related business in your area and add them to your chapter's contact list (Google)	president	
	Meet with chapter leadership to decide which location(s) would be the most relevant to your chapter's situation	President	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	President	
	Wait 24 hours for a response	President	Do not skip this step

	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from chapter members to get a final head count on who will be attending	Event Coordinator	
	Arrange transportation for chapter members (if needed)	Treasurer	
	Visit facility and, if permitted, take pictures/video of the outing	<all>	
	Post media content to social sites and tag the business and/or business owner as a thank you.	Head of PR	

Workshops

Play Code C3001

Step #	Task	Responsible Party	Chapter Specifics
	Meet with chapter leadership to discuss which industry specialties would best benefit your organization	President	
	Utilize NCEG directory to find contact information for vetted professionals fitting your criteria.	President	Research and reach out to other professionals if a required specialists is not listed in your area
	Pick a date to hold workshop training event	Event Coordinator	
	Contact service provider	President	
	Ensure all necessary equipment is available on the proposed day	Head Engineer	
	Capture photo & video of workshop	Head of PR	
	Post media content to social sites and tag the service provider as a thank you.	Head or PR	

Concerts

Play Code C4001

Step #	Task	Responsible Party	Chapter Specifics
	Schedule meeting with Head A&R to get recommendations on a potential line up based on performance at rehearsals	President	
	Create concert theme	President + Head A&R	
	Schedule meeting with chapter leadership to plan	Vice President	
	Verify budget	Treasurer	
	Propose concert date & verify location availability	Event Coordinator	
	Verify equipment availability	Head Engineer	
	Verify performer(s) availability	Head A&R	
	Create/commission promotional material	Head PR	
	Invite VIPs	Vice President	
	Promote via all necessary & available mediums	PR department	
	Organize volunteers	Event department & Engineering department	
	Verify artist preparation	Head A&R	
	Capture photo & video of event	PR department	
	Post media to social sites and tag relevant subjects	PR department	

### Collaborations

Play Code C5001

Step #	Task	Responsible Party	Chapter Specifics
	Reach out to another student organization (or university department) to offer event production assistance.	President	
	Obtain contact information for the organization's event coordinator	President	
	Send samples of artists' EPKs and performance highlights	Head of A&R	
	Find opportunities for chapter CEs to perform	Head of A&R	
	Create customized setlist(s) to fit the event	H&R department	

	Capture photo & video of event	PR department	
	Post media to social sites and tag relevant subjects	PR department	

Pop ups

Play Code C6001

Step #	Task	Responsible Party	Chapter Specifics
	Find common areas on campus (or inside local businesses) where your chapter could host small, intimate, showcases	President + Event Coordinator	
	Reach out to the manager of the venue	President	When reaching out to businesses, be specific. Make sure to indicate that you are NOT looking to rent out the venue a private event, but merely offering a give students from your school another reason to stop by.
	Schedule event days and make reservations as needed	Event Coordinator	
	Verify availability of equipment	Head Engineer	
	Organize volunteers	Event department & engineering department	
	Create / commission promotional material	Head or PR	
	Promote via all necessary and available mediums	PR department	
	Verify artist preparation	A&R department	

Recruitment

Play Code C7001

Step #	Task	Responsible Party	Chapter Specifics
	Schedule a meeting with leadership to discuss which roles need to be filled	President	
1	create a promotional flyer for recruitment including perks of membership and sign up instructions	PR department	

2	distribute flyer via social media	PR department	
3	distribute flyer via printed materials (flyers, posters, or banners)	events department	
4	meet with applicants to answer questions about the organization, determine their goals, gauge their level of interest, and assign an ideal department.	Vice President	optional: collect non-refundable application fee to filter for serious candidates
5	commence orientation/ recruitment process (2 week trial period)	Vice President	
6	collect dues	treasurer	
7	add to official membership roster	Vice President	

### General meetings

Play Code C8001

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Event Coordinator to schedule days for open meetings to allow for team building, new member introductions, and cross-departmental conversations/networking	President	
	Add dates to calendar and make necessary reservations	Event coordinator	
	Contact all members via email or other forms of official communication	Vice President	
	Review budget for food and supplies	treasurer	optional
	Take attendance at meeting	Vice President	

### Album reviews

Play Code C8002

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Event Coordinator to discuss which new album(s) would fit the discussion & schedule best day	President	
	Add date to calendar and make necessary reservations	Event coordinator	
	Contact all members via email or other forms of official communication	Vice President	

	Review budget for food and supplies	treasurer	optional
	Verify availability of necessary equipment	Head engineer	
	Promote via all necessary and available mediums	PR department	
	Take attendance at event	Vice President	
	Play selected music at event	Engineering department	
	Collect feedback	A&R department	
	Send follow up emails to all non-member attendees	Vice President	

*Matchmaking*

Play Code C8003

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Event Coordinator, Head A&R, and Head Engineer to schedule best day	President	
	Add date to calendar and make necessary reservations	Event coordinator	
	Contact all members via email or other forms of official communication	Vice President	
	Review budget for food and supplies	treasurer	optional
	Verify availability of necessary equipment	Head engineer	
	Promote via all necessary and available mediums	PR department	
	Take attendance at event	Vice President	
	Moderate event to connect members with one another	Head A&R	
	Collect feedback	A&R department	
	Send follow up emails to all non-member attendees	Vice President	

*Game night*

Play Code C8004

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Event Coordinator to discuss logistics (what kinds of games and where to get them) and schedule best day	President	
	Add date to calendar and make necessary reservations	Event coordinator	
	Contact all members via email or other forms of official communication	Vice President	
	Review budget for food and supplies	treasurer	optional
	Verify availability of necessary equipment	Head engineer	
	Promote via all necessary and available mediums	PR department	
	Take attendance at event	Vice President	
	Collect feedback	A&R department	
	Send follow up emails to all non-member attendees	Vice President	

### Leadership meetings

Play Code C9001

Step #	Task	Responsible Party	Chapter Specifics
	Schedule a meeting with the chapter leadership to discuss updates. Collaborations, opportunities, etc	president	
	Make necessary reservations	Event coordinator	
	Take meeting notes	Vice president	

### Executive Reviews

Play Code C9002

Step #	Task	Responsible Party	Chapter Specifics
	Review activity and/or plays called by chapter leadership over the past 14 days	President	

	Meet with chapter leadership (individually or as a group) to discuss strengths, weaknesses, and goals	President	
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## Departmental Plays

### A&R Plays

Code Series D1

#### Workshops

Play Code D1101

Step #	Task	Responsible Party	Chapter Specifics
	Schedule meeting with coach/president to discuss which industry specialist is needed for your proposed workshop	Head A&R	
	Utilize NCEG directory to find contact information for vetted professionals fitting your criteria.	Coach > President	Research and reach out to other professionals if a required specialists is not listed in your area
	Pick a date to hold workshop training event	Head A&R	
	Contact service provider	President	
	Ensure all necessary equipment is available on the proposed day	Head A&R	
	Capture photo & video of workshop	Assign to department member	
	Send to PR department	Assign to department member	

#### Branding

Play Code D1102

Step #	Task	Responsible Party	Chapter Specifics
	Schedule meetings with each CE to discuss ideas for their personal brand	Head A&R	Consider reaching out to President/Coach to find specialists in this area.
	Have artists create vision boards in order to properly express their styles	Head A&R	

	Share information with PR department	Assign to department member	
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Field Trips

Play Code            D1201

Step #	Task	Responsible Party	Chapter Specifics
	Meet with your chapter coach or president to discuss which location(s) you'd like for your department to visit	Head A&R	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	Coach > President	
	Wait 24 hours for a response	Coach > President	Do not skip this step
	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	Coach > President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from department members to get a final head count on who will be attending	Head A&R	
	Meet with your treasurer to arrange transportation for department members (if needed)	Head A&R	
	Visit facility and, if permitted, take pictures/video of the outing	A&R department	
	Send media content to PR department	Head A&R	

Pop ups

Play Code            D1301

Step #	Task	Responsible Party	Chapter Specifics
	Find common areas on campus (or inside local businesses) where your chapter could host small, intimate, showcases	Head A&R	
	Verify calendar availability with event coordinator	Head A&R	

	Reach out to the manager of the venue	Head A&R	When reaching out to businesses, be specific. Make sure to indicate that you are NOT looking to rent out the venue a private event, but merely offering a give students from your school another reason to stop by.
	Verify availability of equipment with head engineer	Head A&R	
	Organize volunteers	A&R department	
	Create / commission promotional material	A&R department	
	Send promotional material to PR department	Assign to department member	
	Verify artist preparation	A&R department	

*Team building meetings*

Play Code            D1401

Step #	Task	Responsible Party	Chapter Specifics
	Set meeting date(s) for members of your department	Head A&R	
	Contact all members via email or other forms of official communication	Head A&R	
	Meet with members to allow for exchange of ideas, team building, and goal setting	Head A&R	
	Take attendance at meeting	Head A&R	

*Matchmaking*

Play Code            D1402

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Head Engineer to schedule best day	Head A&R	
	Contact members in both departments	Head A&R + Head	

	via email or other forms of official communication	Engineer	
	Verify availability of necessary equipment	Head engineer	
	Take attendance at event	Head A&R	
	Moderate event to connect members with one another	Head A&R	

**Demonstration shows**

Play Code            D1501

Step #	Task	Responsible Party	Chapter Specifics
	Pick 3 of your chapter's CEs	Head A&R	
	Have each CE create a 10 minute setlist	Head A&R	
	Contact event coordinator to determine the best possible day for a private showcase	Head A&R	
	Schedule time with your chapter's President/ Coach to rehearse sets	Head A&R	
	Hold rehearsals on agreed upon date(s)	A&R department	
	Meet with chapter leadership to put together a guest list of special contacts	Head A&R	
	Verify availability of equipment and volunteers with events and engineering departments	Head A&R	
	Invite leaders of other student organizations, university departments, industry professionals, journalist, etc. (no more than 30 people)	Vice President	
	Hold private concert	A&R department	
	Follow up with attendees to discuss opportunities for CEs	Head A&R	

**Weakest link**

Play Code            D1601

Step #	Task	Responsible Party	Chapter Specifics
	Contact coach / president to suggest performance rehearsal dates	Head A&R	
	Contact events department to make necessary reservations	Head A&R	
	Contact engineering department to verify availability of necessary equipment	Head A&R	
	Contact all of your chapter's certified entertainers (CEs) to let them know that attendance is mandatory	A&R department	
	Work with chapter leadership to invite all other members of your chapter	A&R department	non-CE member attendance is voluntary, not mandatory.
	Have each CE perform a 5 minute set	Head A&R	
	Have each non-CE vote for both their favorite and least favorite performer of the night.	Head A&R	Option: the "weakest link" will lose their CE status

### Cover songs

Play Code            D1701

Step #	Task	Responsible Party	Chapter Specifics
	Scan the Billboard Top 40 charts for a popular commercial song	Head A&R	
	Pick a CE of your choice and have them write their own rendition of that song within 72 hours	Head A&R	Option: report missed deadlines to recommend revoking CE status
	Schedule studio time with the engineering department to record the song	Head A&R	
	submit audio (and possibly video) to the PR department for release via social media	A&R department	

### Rehearsals

Play Code            D1801

Step #	Task	Responsible Party	Chapter Specifics
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	Contact coach / president to suggest performance rehearsal dates	Head A&R	
	Contact events department to make necessary reservations	Head A&R	
	Contact engineering department to verify availability of necessary equipment	Head A&R	
	Invite your chapter's certified entertainers (CEs) to attend	A&R department	Rehearsals can be made mandatory. Non CEs may attend at the discretion of leadership
	Have each CE practice performing and offer constructive critiques	Coach	

## PR Plays

Code Series D2

### Workshops

Play Code D2101

Step #	Task	Responsible Party	Chapter Specifics
	Schedule meeting with coach/president to discuss which industry specialist (photo, video, or graphic design) is needed for your proposed workshop	Head PR	
	Utilize NCEG directory to find contact information for vetted professionals fitting your criteria.	Coach > President	Research and reach out to other professionals if a required specialist is not listed in your area
	Pick a date to hold workshop training event	Head PR	
	Contact service provider	President	
	Ensure all necessary equipment is available on the proposed day	Head PR	
	Capture photo & video of workshop	Assign to department member	
	Post content to social media	Assign to department member	

### Field Trips

Play Code

D2201

Step #	Task	Responsible Party	Chapter Specifics
	Meet with your chapter coach or president to discuss which location(s) you'd like for your department to visit	Head of PR	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	Coach > President	
	Wait 24 hours for a response	Coach > President	Do not skip this step
	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	Coach > President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from department members to get a final head count on who will be attending	Head of PR	
	Meet with your treasurer to arrange transportation for department members (if needed)	Head of PR	
	Visit facility and, if permitted, take pictures/video of the outing	PR department	
	post media content to social site	Assign to department member	

*Team building meetings*

Play Code

D2301

Step #	Task	Responsible Party	Chapter Specifics
	Set meeting date(s) for members of your department	Head of PR	
	Contact all members via email or other forms of official communication	Head of PR	
	Meet with members to allow for exchange of ideas, team building, and goal setting	Head of PR	
	Take attendance at meeting	Head of PR	

### Photoshoots

Play Code            D2401

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Coach/President to discuss options & resources for conducting photoshoots.	Head of PR	
	Set date(s) for photoshoot	Head of PR	
	Find / commission a photographer	PR department	
	Utilize official communication channels to invite chapter members to attend	PR department	Prioritize chapter CEs
	Collect RSVPs	PR department	
	Conduct photoshoot	PR department	

### Recruitment (papering)

Play Code            D2501

Step #	Task	Responsible Party	Chapter Specifics
	Identify at least 10 high foot traffic areas on your campus.	Head of PR	
	Visit those areas to find potential locations to display posters, banners, or flyers. Be sure to abide by your campus policies with regards to this process	PR Department	
	Take pictures of proposed locations to share with your department	PR Department	
	Mark those locations on a map to share with your department	PR Department	
	Create / commission a flyer to promote open positions within the organization. Include perks and benefits of membership along with sign up instructions.	PR department	
	Print flyers/posters to distribute via the predetermined locations	PR department	

Interviews

Play Code D2601

Step #	Task	Responsible Party	Chapter Specifics
	Contact the Head A&R to identify 3 CEs that are available for interviews.	Head of PR	
	Review the artists' EPKs and bodies of work to draft at least 10 questions	PR department	
	Schedule date(s) to film individual interviews with the selected CEs	PR Department	Consider reaching out to campus' media publications to have them conduct the interview instead. Then, use your drafted questions as practice questions.
	Edit footage	PR department	
	Post via social media	Head of PR	

Project reviews

Play Code D2701

Step #	Task	Responsible Party	Chapter Specifics
	Contact the Head A&R to find out which CEs have content (music or music videos) expected to be released soon.	Head or PR	
	Get exclusive access to the content prior to its release	Head of PR	
	Assign a member of your department to write an honest review of the content. Give them 72 hours to complete the first draft.	Head of PR	
	Review the article and suggest any necessary edits	Head of PR	
	Share the final article with campus publications prior to the song's release	Head of PR	

**Event Plays**

Code Series D3

Field trips

Play Code D3101

Step #	Task	Responsible Party	Chapter Specifics
	Meet with your chapter coach or president to discuss which location(s) you'd like for your department to visit	Event Coordinator	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	Coach > President	
	Wait 24 hours for a response	Coach > President	Do not skip this step
	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	Coach > President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from department members to get a final head count on who will be attending	Event Coordinator	
	Meet with your treasurer to arrange transportation for department members (if needed)	Event Coordinator	
	Visit facility and, if permitted, take pictures/video of the outing	events department	
	Send media content to PR department	Assign to department member	

Pop Ups

Play Code D3201

Step #	Task	Responsible Party	Chapter Specifics
	Find common areas on campus (or inside local businesses) where your chapter could host small, intimate, showcases	Event Coordinator	
	Verify artist availability with head A&R	Event Coordinator	
	Reach out to the manager of the venue	Event Coordinator	When reaching out to businesses, be specific. Make sure to indicate

			that you are NOT looking to rent out the venue a private event, but merely offering a give students from your school another reason to stop by.
	Verify availability of equipment with head engineer	Event Coordinator	
	Organize volunteers	events department	
	Create / commission promotional material	events department	
	Send promotional material to PR department	Assign to department member	

Parties

Play Code            D3301

Step #	Task	Responsible Party	Chapter Specifics
	Contact your Head of A&R to reach out to any and all CEs that are Djs	Event coordinator	
	Work together to create a setlist and party theme suitable for your campus	Event Coordinator + Head A&R	
	Set a date that allows for ample promotional time, considering the size of the event	Event Coordinator	
	Book a venue on campus	Event Coordinator	
	Contact Head Engineer to verify availability of necessary equipment	Event Coordinator	
	Verify availability of volunteers	Events department	
	Contact treasurer to discuss options for food	Event coordinator	optional
	Create / commission a promotional flyer	Events department	
	Share flyer with PR department	Events department	
	Collect RSVPs (including email addresses)	Events department	

Team Building Meetings

Play Code D3401

Step #	Task	Responsible Party	Chapter Specifics
	Set meeting date(s) for members of your department	Event Coordinator	
	Contact all members via email or other forms of official communication	Event Coordinator	
	Meet with members to allow for exchange of ideas, team building, and goal setting	Event Coordinator	
	Take attendance at meeting	Event Coordinator	

Collaborations

Play Code D3501

Step #	Task	Responsible Party	Chapter Specifics
	Reach out to another student organization (or university department) to offer event production assistance.	Event Coordinator	
	Obtain contact information for the organization's event coordinator	Event Coordinator	
	Send samples of artists' EPKs and performance highlights	Event Coordinator	
	negotiate opportunities for chapter CEs to perform	Event Coordinator	

Surveys

Play Code D3601

Step #	Task	Responsible Party	Chapter Specifics
1	Meet with President to evaluate what additional information is needed to be effective in your campus activities	Event Coordinator	
2	Search the NCEG survey database for projects that may be relevant to you chapter's situation.	President	
3	review the terms of the activity	Event Coordinator	

4	organize a group of department members to meet in a high traffic area of campus to collect student responses.	Events department	
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Distribution (papering)

Play Code D3701

Step #	Task	Responsible Party	Chapter Specifics
	Identify at least 10 high foot traffic areas on your campus.	Event Coordinator	
	Visit those areas to find potential locations to display posters, banners, or flyers. Be sure to abide by your campus policies with regards to this process	Events department	
	Take pictures of proposed locations to share with your department	Events Department	
	Mark those locations on a map to share with your department	Events Department	
	Create / commission a flyer to promote upcoming events or opportunities for students	Events department	
	Print flyers/posters to distribute via the predetermined locations	Events department	

**Engineer Plays**

Code Series D4

Field Trips

Play Code D4101

Step #	Task	Responsible Party	Chapter Specifics
	Meet with your chapter coach or president to discuss which location(s) you'd like for your department to visit	Head Engineer	
	If you can find a business phone number, email address, or social media account, contact the business to request a tour for educational purposes	Coach > President	
	Wait 24 hours for a response	Coach > President	Do not skip this step

	Visit the facility to speak with an owner or facility manager to get information about setting up the tour. Pick a date and time.	Coach > President	Even if you do not receive a response, do not be discouraged. Instead, visit the facility in person to ask for the tour.
	Collect RSVPs from department members to get a final head count on who will be attending	Head Engineer	
	Meet with your treasurer to arrange transportation for department members (if needed)	Head Engineer	
	Visit facility and, if permitted, take pictures/video of the outing	engineering department	
	Send media content to PR department	Assign to department member	

Workshops

Play Code          D4201

Step #	Task	Responsible Party	Chapter Specifics
	Schedule meeting with coach/president to discuss which industry specialist is needed for your proposed workshop	Head Engineer	
	Utilize NCEG directory to find contact information for vetted professionals fitting your criteria.	Coach > President	Research and reach out to other professionals if a required specialists is not listed in your area
	Pick a date to hold workshop training event	Head Engineer	
	Contact service provider	President	
	Ensure all necessary equipment is available on the proposed day	Head Engineer	
	Capture photo & video of workshop	Assign to department member	
	Send content to PR department	Assign to department member	

Team building meetings

Play Code          D4301

Step #	Task	Responsible Party	Chapter Specifics
	Set meeting date(s) for members of your department	Head Engineer	
	Contact all members via email or other forms of official communication	Head Engineer	
	Meet with members to allow for exchange of ideas, team building, and goal setting	Head Engineer	
	Take attendance at meeting	Head Engineer	

*Listening Events*

Play Code          D4302

Step #	Task	Responsible Party	Chapter Specifics
	decide which new album(s) would fit the discussion & schedule best day	Head Engineer	
	Contact event coordinator to make necessary reservations	Head Engineer	
	Contact department members via email or other forms of official communication	Head Engineer	
	Verify availability of necessary equipment	Head engineer	
	Take attendance at event	Head engineer	
	Play selected music at event	Engineering department	
	Discuss components of music	Engineering department	

*Matchmaking*

Play Code          D4304

Step #	Task	Responsible Party	Chapter Specifics
	Meet with Head A&R to schedule best day	Head Engineer	
	Contact members in both departments via email or other forms of official communication	Head A&R + Head Engineer	

	Verify availability of necessary equipment	Head engineer	
	Take attendance at event	Head A&R	