Greetings:

We know this email finds you at a time of uncertainty and anxiety as we head into a fall semester unlike any other. While we are all embarking on new territory, we hope to lean on lessons learned from the spring semester and continue to provide a meaningful student experience for all new and returning students. Critical to that experience is the engagement of our nearly 700 registered student organizations! This email is FULL of critical information related to group re-registration, updated branding guidelines, and the rules for student group operation for Fall 2020. Please be sure to read it carefully. The Office of Student Affairs staff is here to help support you and your group and welcome any questions you may have as we move into the semester.

If you are receiving this email and are no longer a contact for your student organization, PLEASE FORWARD THIS IMPORTANT MESSAGE to the group’s current leadership. [Replies to this sender address will not remove your contact email from the database]. Group contact information MUST BE updated during the registration process by current officers of the group.

- The Office of Student Affairs (OSA) has opened its annual student group registration process for the 2020 – 2021 school year. As a reminder, to be considered an active student group you must be registered with the University through this office.
  - The Groups Online at Penn(GO PENN) student group management system has been retired. Student group registration will be processed through the PennClubs database. Since this information is being distributed through various listservs and methods, please communicate with your entire executive board BEFORE registering your club. ONLY ONE officer of the club should be designated to register the group.

- In accordance with the University’s updated branding standards, we have reviewed and updated the branding guidelines for student organizations. Please review the Student Group Brand Guidelines providing fuller explanation and guidance on the following:
  - Groups may no longer use the Penn Shield in their logo designs. We realize many groups use the Shield in some form, often in a manner inconsistent with University guidance, and that this will require a redesign of your logo.
  - Insignia like the Split P, Penn Seal and Athletic “PENN” also remain off-limits for student group use.
  - Groups may use “Penn” but not UPenn or U of Penn in their names or logos.
  - There is reaffirmed guidance and examples of the ways in which groups can most clearly state their affiliation as a student organization at the University.
  - Group logos will be approved through the Office of Student Affairs as part of a groups re/registration process annually. Groups run the risk of being unregistered if they fail to update their logo in accordance with the branding guidance.
• We will be hosting a Zoom Session to answer questions about the branding guidelines on Wednesday, August 19th at 7:30pm (EDT). Please register here.

• Fall 2020 Rules for Student Group Operations are available in full in our website. As the latest announcement from the University has prohibited “physical activities on campus” groups will not be able to host in-person activities. While we appreciate this is disappointing news for many, virtual engagement will continue to be your most inclusive tool given that many students will be spread across the globe. All schools will be providing students with individual Zoom Pro accounts which will support your academic and co-curricular activities.

• We will be hosting a Zoom Session to answer questions about student group operations for Fall 2020 on Wednesday, August 26th at 7:30pm (EDT). Please register here.

• The Fall Activities Fair, organized by the Student Activities Council, will be hosted virtually through the Penn Clubs platform. SAC-recognized organizations will receive an email with more details. Their website will also provide details as they become available.

• In light of the announcement to continue remote operations, many students are choosing to defer coming to Penn or taking a leave of absence from the University. As a reminder, students on leave or not enrolled at the University are ineligible to participate in student organizations, this includes holding leadership positions. We advise all groups to explicitly ask members to confirm their status as a student at the University for the Fall 2020 term.

Questions may be directed to vpul-pennosa@pobox.upenn.edu.

We look forward to working with you this year,

The Office of Student Affairs