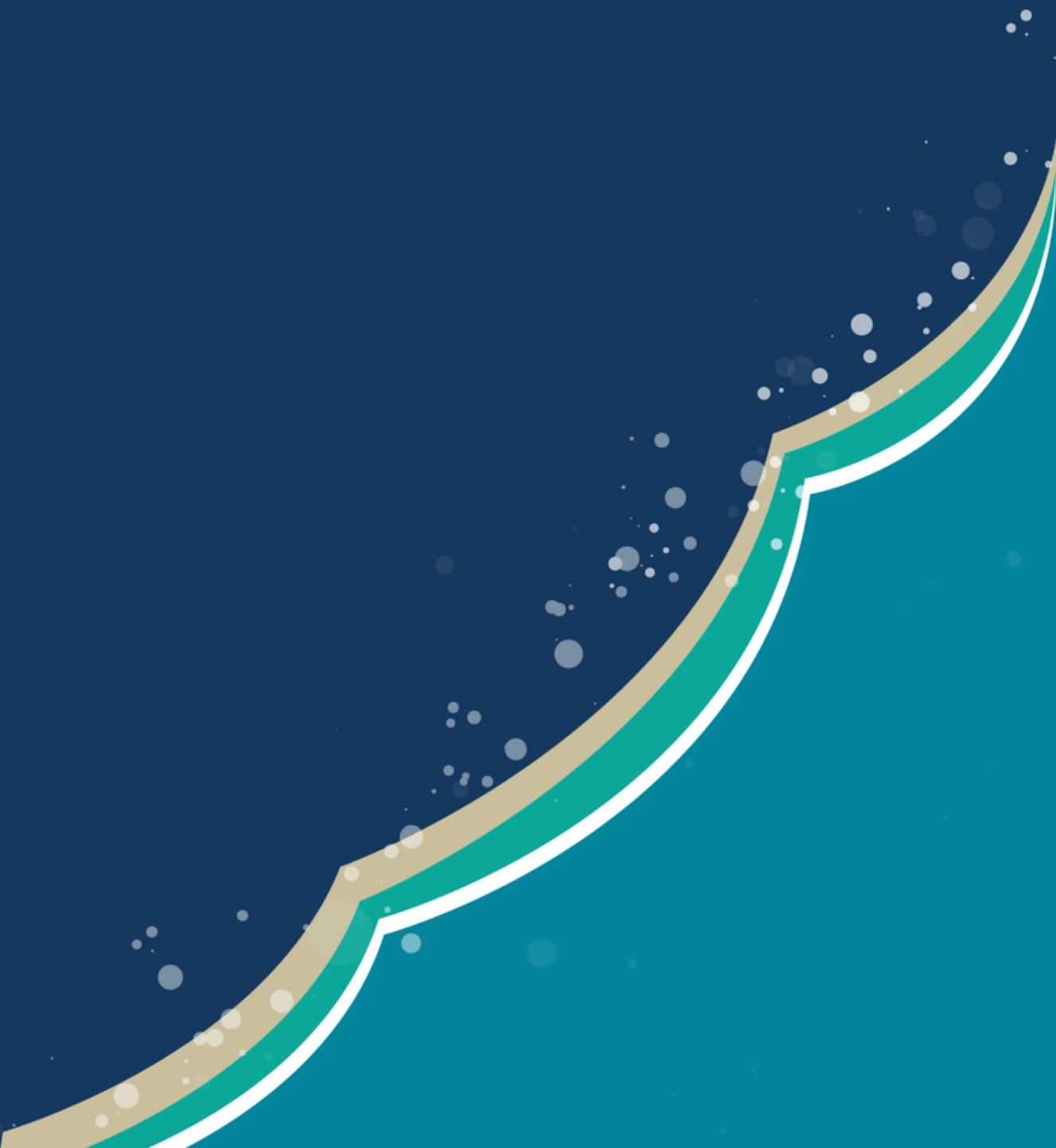Student Engagement & Leadership
# SHORELINE MANUAL

UC **SANTA BARBARA** | Shoreline

Student Engagement & Leadership

# SHORELINE MANUAL

# Table of Contents

# Shoreline 101

## STEP ONE

Complete your profile! Start by adding your profile picture and cover photo.

## STEP TWO

Start joining Registered Campus Organizations (RCOs) and Departments that interest you!

## STEP THREE

Download the "Shoreline UCSB" App on your mobile device.

## STEP FOUR

Subscribe to your favorite events calendar feed from your UCSB Google account.

## STEP FIVE

Register and attend events you are interested in or curious about. Don't forget to add these event to your calendar.

## Update Your Profile

### STEP ONE

Click on your profile picture in the top-right corner.



### STEP TWO

When the menu drops down, click "Edit Profile".

### IMPORTANT!

Make sure to update your social media and bio. This is UCSB's official community engagement tool and it's a way to connect with new/continuing students, faculty, and staff. If you are an RCO leader, new members may be hoping to contact you to join your organization.
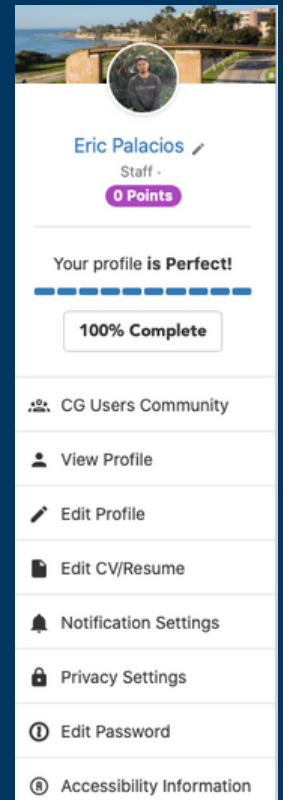


## Notification/Communication Settings

### STEP ONE

Click on the notification bell in the top-right corner.



### STEP TWO

When the menu drops down, click "Notification Settings."
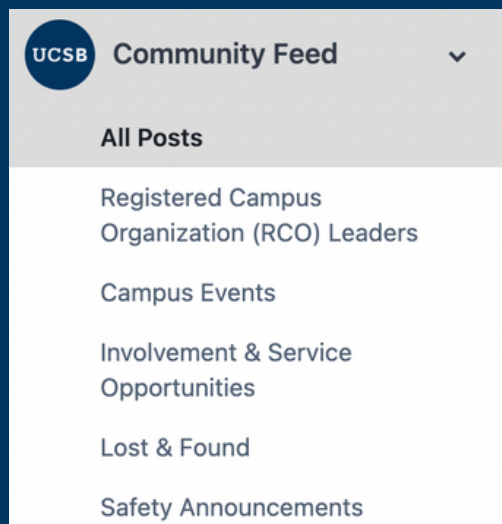
# SHORELINE MANUAL

## Community Feed

Shoreline is UCSB's official community engagement tool and it's a way to connect with new/continuing students, faculty, and staff. This is a way to engage with our community by participating in conversations and sharing news, events or general announcements.

### STEP ONE
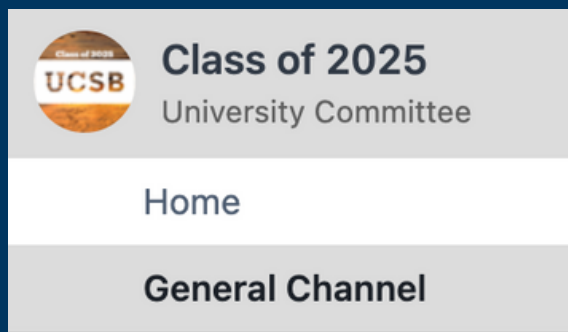Click on the Feed icon on the left-hand side of the page.

Feed

### STEP TWO

**Community Feed**

All Posts

Registered Campus Organization (RCO) Leaders

Campus Events

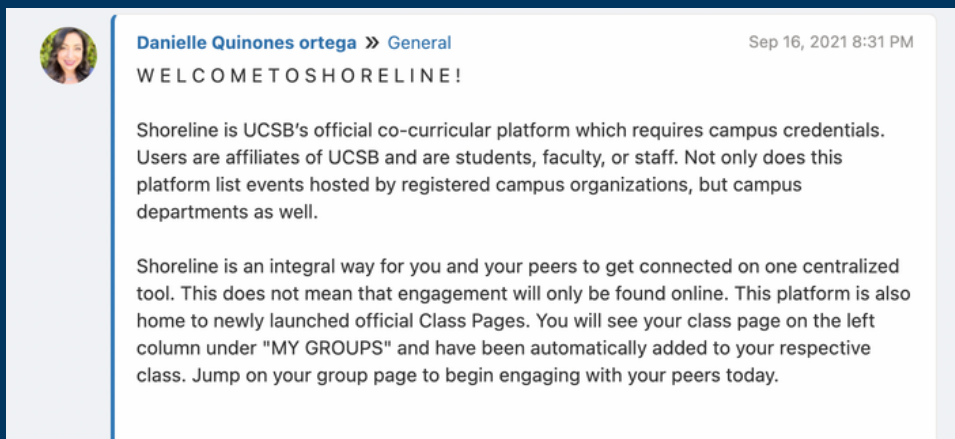Involvement & Service Opportunities

Lost & Found

Safety Announcements

Expand the icon to view and engage in specific topics as well as feed within groups you a member of (i.e. Class of 2025)

## Your Group Page's Feed

**Class of 2025**
University Committee

Home

**General Channel**

You can engage in your group's community feed channel all in the same space!

**Danielle Quinones ortega** » General                     Sep 16, 2021 8:31 PM
W E L C O M E T O S H O R E L I N E !

Shoreline is UCSB's official co-curricular platform which requires campus credentials. Users are affiliates of UCSB and are students, faculty, or staff. Not only does this platform list events hosted by registered campus organizations, but campus departments as well.

Shoreline is an integral way for you and your peers to get connected on one centralized tool. This does not mean that engagement will only be found online. This platform is also home to newly launched official Class Pages. You will see your class page on the left column under "MY GROUPS" and have been automatically added to your respective class. Jump on your group page to begin engaging with your peers today.

## Chat Function

Click on the Chat icon at the top of the page.



## NOTE

Make sure to update your social media and bio. This is UCSB's official community engagement tool and it's a way to connect with new/continuing students, faculty, and staff. If you are an RCO leader, new members may be hoping to contact you to join your organization.

## How to check your inbox

To view your Inbox, click on "More" on the left-side column. Here, you will find emails sent from your Registered Campus Organizations (RCOs), Student Engagement & Leadership (SEAL), and other campus departments.
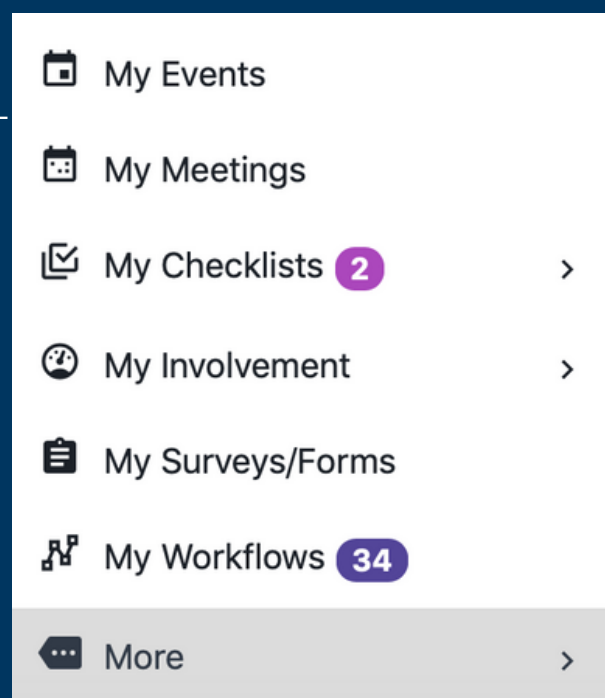
# SHORELINE MANUAL

## How to get Involved

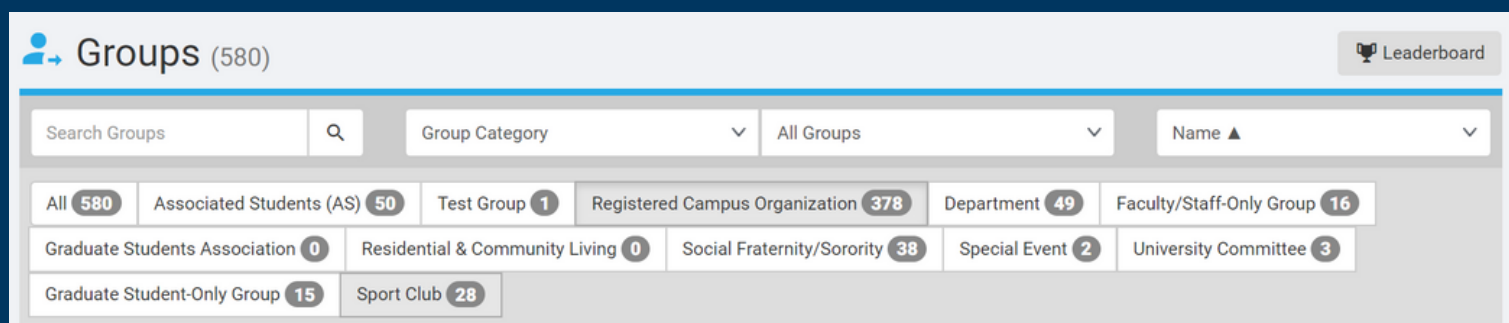## STEP ONE

Click on the Group icon in the top-left corner.

## STEP TWO

When the menu drops down, click on "All Groups" for a more optimal view.
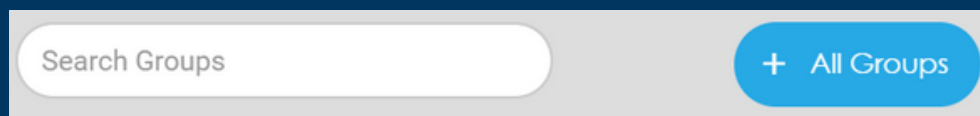
## STEP THREE

Scroll down to see the group categories.

## STEP FOUR

Click on "Registered Campus Organization" and happy searching!

## NOTE

As you join a RCO, check with leadership to see how each organization communicates with their members. Many will likely be using Shoreline!
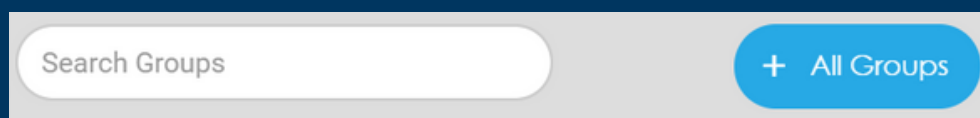
# How to Recruit/Find New Members

## STEP ONE
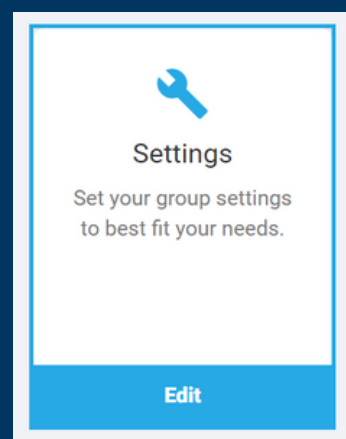
Click on the Group icon in the top-left corner.



## STEP TWO

When the menu drops down, search for your group and click on it to access your dashboard.



## STEP THREE

Scroll down until you see Settings.



## STEP FOUR

Fill out information about your organization, membership, and how to stay updated on future events in your Mission under the Basic Information tab. We advise filling out your Social Networks information as well.

## NOTE

You can reach out to us on Instagram at @ucsbseal and we can help publicize events about your Registered Campus Organization.

# How to Recruit/Find New Members

## INVOLVEMENT FAIRS

Student Engagement & Leadership (SEAL) hosts involvement fairs highlighting Registered Campus Organizations (RCO).

These are large-scale tabling opportunities for all student organizations. It serves as a place where new and current Gauchos can learn more about the vast variety of campus organizations, what they do, and how they can become involved.

You must be a currently registered organization with SEAL or AS entity to participate -- organizations that are not up-to-date with their registration will not be eligible ro participate in these events.

More information about these fairs will be sent via Newsletter!

## TIPS

Host virtual and in-person events with your RCO and promote through Shoreline!

Many departments are already using Shoreline to publicize events. This platform provides a space for students to explore what they are interested in and learn about new areas they may not have known they were interested. Publishing all RCO-sponsored events on the platform can increase interest, membership, and engagement.
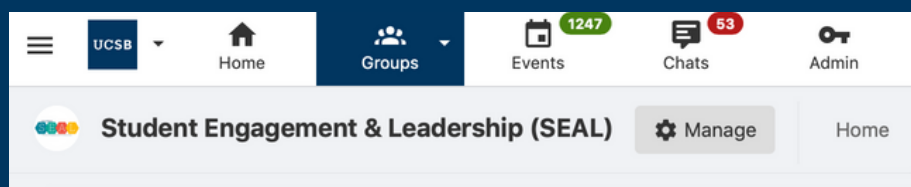
## How to Use the Email Function

## STEP ONE

Click on the the three lines on the top left corner, scroll down and click "my groups".
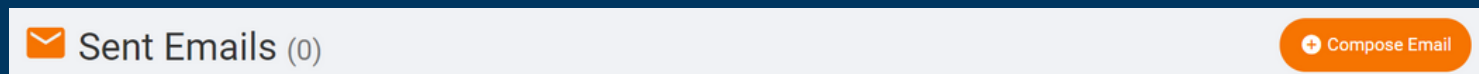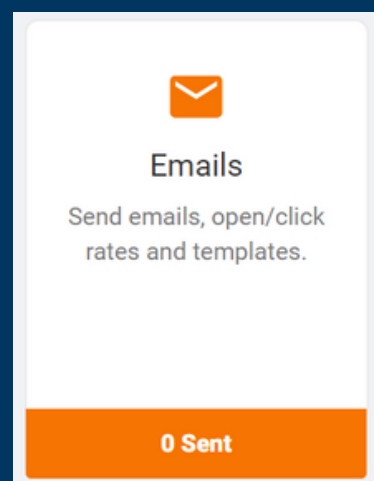
## STEP TWO

Once you select your group, click "manage"

## STEP THREE

Scroll down until you see Emails. Click on the box.

## STEP FOUR

Click on "Compose Email". You can send an email to all members on your roster, or specialize emails for certain categories of members as you have listed in your membership settings.
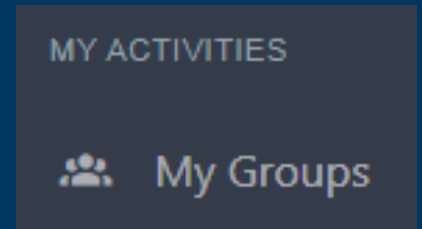
## NOTE

To see this function in further detail including how to target and write detailed emails, review our video tutorials on Shoreline and our website.
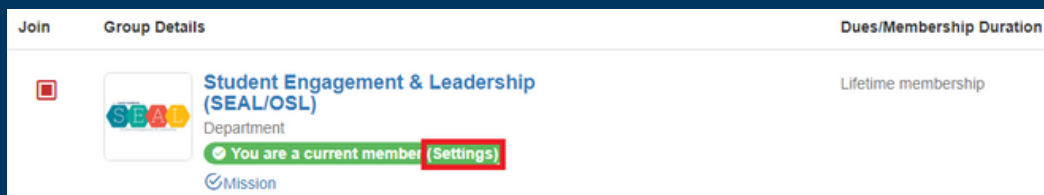
# How to Remove Yourself from Group

## STEP ONE

Under "My Activities" review "My Groups" on the left side of the page.
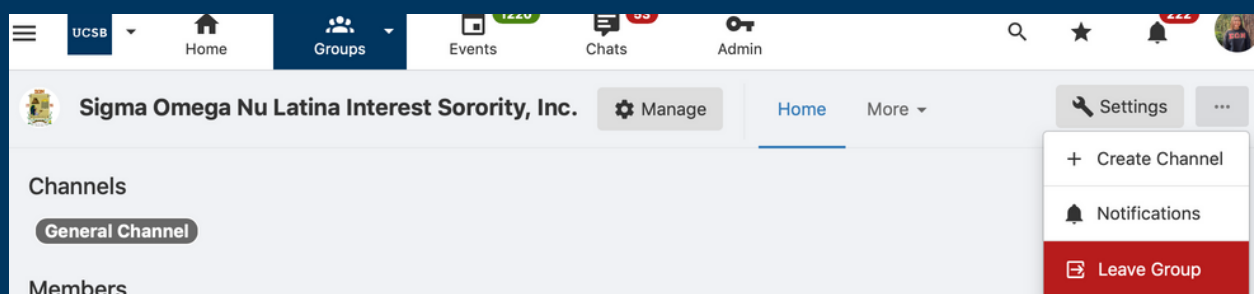


## STEP TWO

Click on "Settings" next to the group you wish to leave.



## STEP THREE

Click on the three dots next to settings and here you will find the button highlighted in red to leave the group.
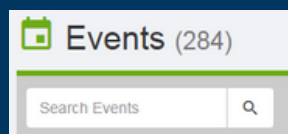
## How to Find Events

## STEP ONE

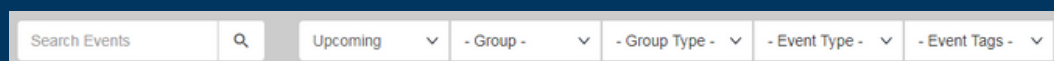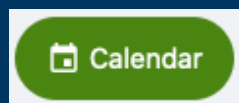Click on the "Calendar" icon in the top-left corner.



## STEP TWO

Use the search bar on the Events page to look for a specific event!



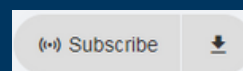It's also helpful to use the filter tools to find events that fit your interests.



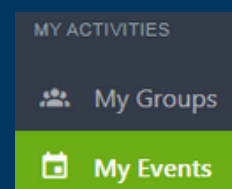If you prefer to see events in a monthly format, click "Calendar".



## STEP THREE

Subscribe to receive notifications for upcoming events!



To find a list of events you're registered for, click on "My Events" on the left-hand column.

## How to Use Checklist

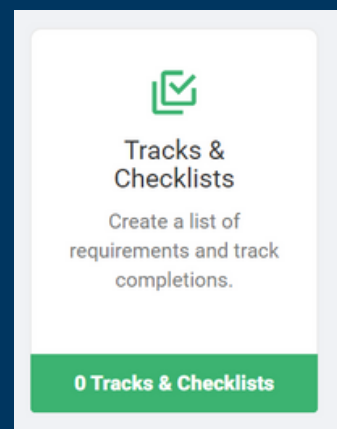## STEP ONE

Click on the Groups icon in the top-left corner.



## STEP TWO

On the drop-down menu, click on "All Groups" for a more optimal view OR search for the group you would like to add a checklist for.



## STEP THREE

Scroll down until you see Tracks & Checklists.
Click on the box.



## STEP FOUR

Click "Create Checklist" on the top-right.



## TIPS

Use Tracks and Checklists to delegate tasks to officers and complete assignments in a timely manner. To see this function in further detail including how to delegate checklists, review our video tutorials on Shoreline and our website.

# Co-Curricular Transcript

## EXPLORE THE POSSIBILITIES

Keep track of your campus involvement and experiences outside of the classroom through your Co-Curricular Transcript (CCT) on Shoreline! Use your CCT for reference when building your resume, asking for letters of recommendation, and applying for graduate programs!

## STEP ONE

To view your CCT, click on "My Involvement" on the left-hand column and select "My CCT" from the drop-down list.
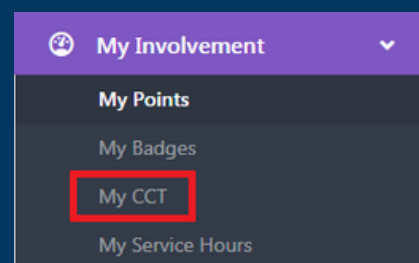
## STEP TWO

Review your CCT and make any changes you'd like to see reflected on the document. You can edit your brief intro by clicking "Edit Profile" under your account settings.
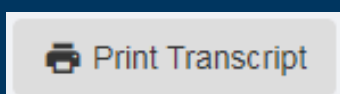
## STEP THREE

Add experiences based on your membership in Registered Campus Organizations. Edit the experience to highlight important skills.
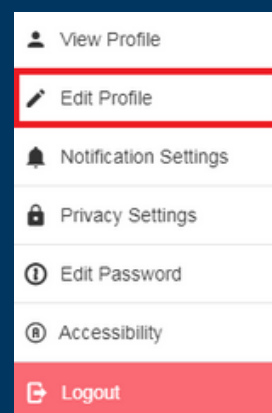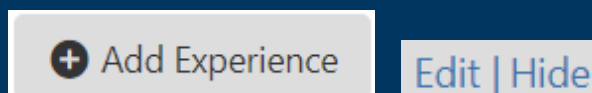
## STEP FOUR

Download an unofficial copy (PDF) of your CCT or print it by clicking "Print Transcript".

# SHORELINE MANUAL

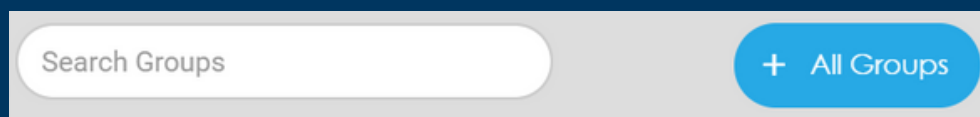## Submitted Surveys & Forms

### STEP ONE

Click on the Groups icon in the top-left corner.

### STEP TWO

When the menu drops down, search for your group and click on it to access your dashboard.
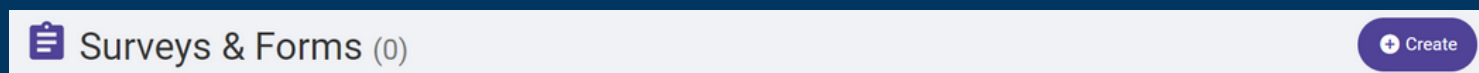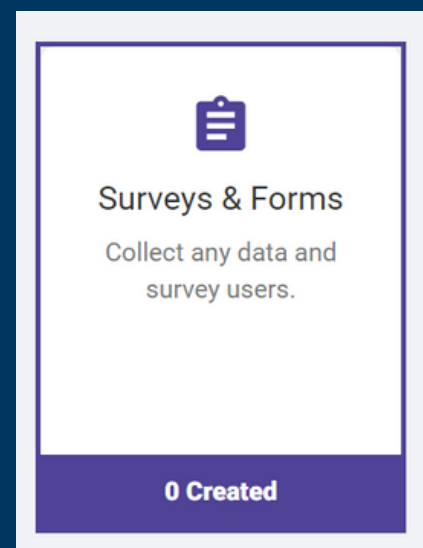
### STEP THREE

Scroll down until you see Surveys & Forms.
Click on the box.

### STEP FOUR

Click "Create" on the top-right.

## How to Review Surveys & Forms

### STEP ONE

Click on the Groups icon in the top-left corner.

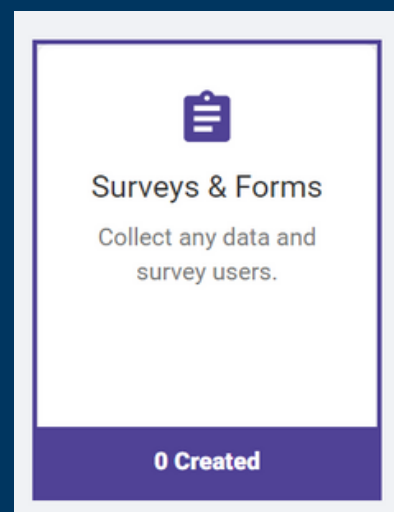When the menu drops down, search for your group and click on it to access your dashboard.

### STEP TWO

Click on "Surveys & Forms" square.

### STEP THREE

Select the survey or form you'd like to review by clicking on the title.

**Surveys & Forms**
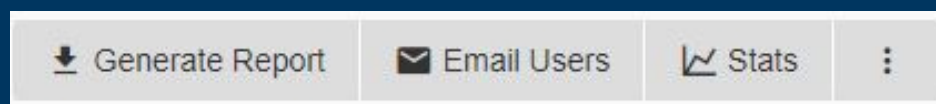Collect any data and survey users.

**0 Created**

### STEP FOUR

Utilize the toolbar near the top, left of the page.
Generate Report = Download Excel sheet of responses
Email Users = Email all respondents
Stats = Track statistics, answers ratios, date/time of response.

Generate Report    Email Users    Stats

# SHORELINE MANUAL

## How to Update Your Membership Roster

## STEP ONE
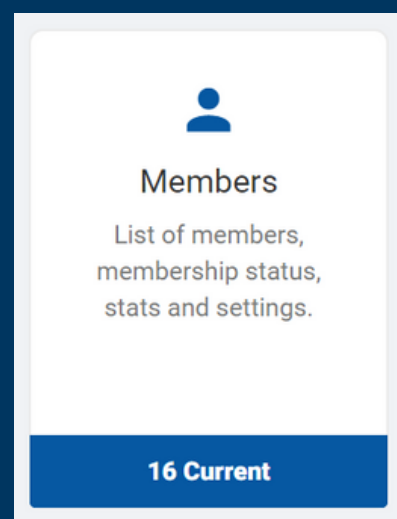Click on the Groups icon in the top-left corner.



## STEP TWO
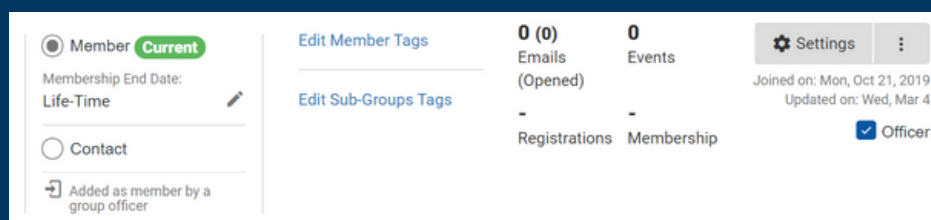When the menu drops down, search for your group and click on it to access your dashboard.



## STEP THREE
Scroll down until you see Members.
Click on the box.

## STEP FOUR
Add all organization members to your page. Next to each member name, you can customize their tags, officer status, and more. Their involvement will be reflected in their Co-Curricular Transcript (CCT).
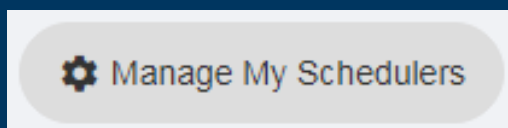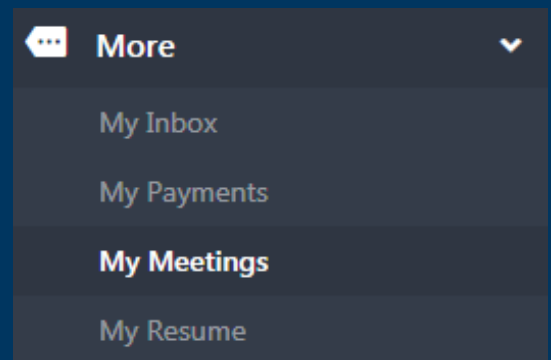
## How to Use the Meeting Scheduler
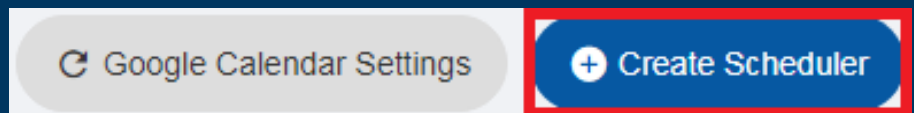
### STEP ONE

Under "More" on the left-side of the page, click on "My Meetings".

Click on "Manage My Schedulers".

### STEP TWO

Connect your UCSB Google Calendar, then click "Create Scheduler".

### STEP THREE

Make sure to add your availability after creating your scheduler! Include your meeting scheduler in your email signature or share it with folks hoping to set up a meeting with you!
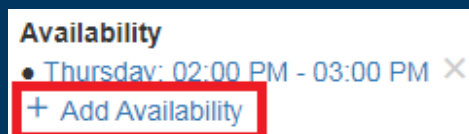
### STEP FOUR

The scheduler will only reflect time you have listed as "free" on your Google calendar. If you block off time for RCO business, make sure to leave it as "free" for the tool to work. This tool also will automatically add scheduled meetings to your calendar, send reminders on your behalf, and send an email reminder with a notes section that you can use during meetings.

## How to Host Events

## STEP ONE

Click on the Group icon in the top-left corner.





**Events**

All your events, registrations, sales and attendance.
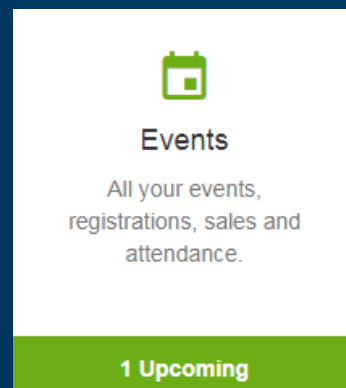
**1 Upcoming**

## STEP TWO

When the menu drops down, search for your group and click on it to access your dashboard. Click on the Events icon.
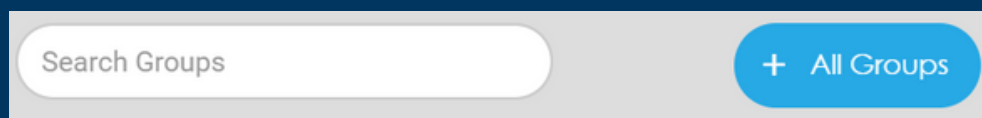


## STEP THREE

Click on "Create Event" up on the left hand side. Only officers can see this feature.

## STEP FOUR
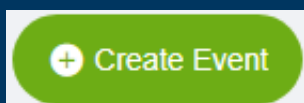


Add event details and make sure you click "Create Event" at the bottom!

## STEP FIVE

Once you have created event, Shoreline will redirect you to continue filling out the 360 form. The 360 form is meant to give us more information about your event and whether you will be needing to attend a minor events committee meeting, a food permit, or if it is a general body meeting.

17

# How to Create a Department Page

## STEP ONE
Log on to Shoreline using your UCSB credentials.

Sign in

**UCSB Accounts**
Use your school login

Sign in with UCSB Net ID

All others: Sign in below

## STEP TWO
Click on the Groups icon
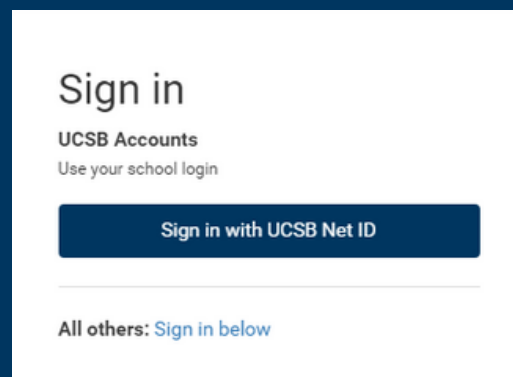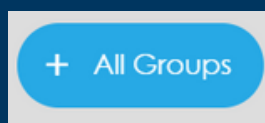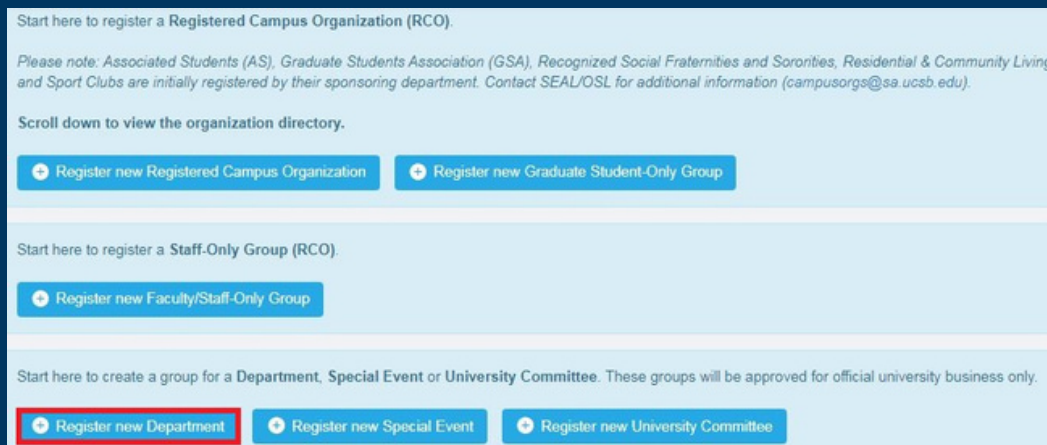
Shoreline

289

## STEP THREE
Click on "All Groups"

+ All Groups

## STEP FOUR
Scroll down and click on "Register new Department"

Start here to register a **Registered Campus Organization (RCO)**.

Please note: Associated Students (AS), Graduate Students Association (GSA), Recognized Social Fraternities and Sororities, Residential & Community Living and Sport Clubs are initially registered by their sponsoring department. Contact SEAL/OSL for additional information (campusorgs@sa.ucsb.edu).

Scroll down to view the organization directory.

⊕ Register new Registered Campus Organization    ⊕ Register new Graduate Student-Only Group

Start here to register a **Staff-Only Group (RCO)**.

⊕ Register new Faculty/Staff-Only Group

Start here to create a group for a **Department**, **Special Event** or **University Committee**. These groups will be approved for official university business only.

⊕ Register new Department    ⊕ Register new Special Event    ⊕ Register new University Committee

## STEP FIVE
Add your information, submit your registration, SEAL will review & approve within 2 business days.

## STEP SIX
Once you're approved, feel free to create and publicize events on Shoreline! Many departments are using the email and scheduling function.