



# Mortar Board

Scholars...Chosen for Leadership...United to Serve

## INK: Important news for chapter officers and advisors

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### *Mortar Board Week is just one month away*

Mortar Board Week, held February 13 - 19, 2011, is the perfect time for chapters to hold events and celebrate the founding of Mortar Board. Depending on your chapter's size and local campus activities, you may choose to hold one event for the week or host daily activities.

Detailed assistance with Mortar Board Week planning and publicity is available at [www.mortarboard.org/mbweek](http://www.mortarboard.org/mbweek).

#### Gain campus visibility

Whether you choose to create a display in the student union, wear chapter t-shirts, advertise in the student newspaper, or "chalk" sidewalks, there are dozens of ways to improve your chapter's visibility on campus during Mortar Board Week - tools that can help improve recruitment efforts.

#### Incorporate recruitment

Depending on your chapter's selection and recruitment schedule, the application deadline for membership may fall after the end of Mortar Board Week. If this is the case, Mortar Board Week can be an ideal time to promote Mortar Board membership through information sessions, meeting with potential members or sharing application forms.

#### Campus service projects

Honoring Mortar Board's ideal of service is a great way to commemorate the Society's founding. Service projects, large and small, serve your alma mater.

#### Social events

Give members the chance to bond and celebrate Mortar Board's founding. Social events can be open to all students, alumni, prospective members or active members.

#### Helpful resources

Mortar Board has created a compressed Visibility Resources Folder of materials (including logos, fliers, press release templates and e-postcards) to help your chapter publicize Mortar Board Week.

### ***Tapping, orientation and initiation: keys to membership success***

Membership selection is vital to the success of your Mortar Board chapter. Beyond the selection meeting and submitting candidates to the National Office for approval, the events that follow are essential to future membership involvement:

#### Tapping

Tapping is a time-honored tradition, dating back before the birth of Mortar Board to the founding of its oldest chapter at Cornell University. The term, taken from the literal act



### *Deadlines and reminders*

**All reports can be submitted to [reports@mortarboard.org](mailto:reports@mortarboard.org)!**

Due January 15

- [Alumni award nominations](#)

Due January 31

- Applications for national Mortar Board postgraduate fellowships

February 13-19, 2011

- [Mortar Board Week](#)

Due March 15

- [Excellence in Advising nominations](#)
- [Conference assistant application](#)
- [Forum submissions](#)
- [Conference registration opens](#)

Due May 15

- [Chapter Annual Report](#)
- [Chapter Finance Report](#)
- [Final Official Membership Report \(OMR\)](#)
- [Officer Address Information Form](#)
- [Advisor Annual Report](#)
- [Chapter Project Grant application](#)
- [Conference registration closes](#)
- [Historian Annual Report](#)
- [Annual chapter award nominations](#)
- All fees

of tapping a new member with a mortarboard, has become synonymous with membership in the organization. For many alumni, one of their fondest Mortar Board memories is how they were publicly tapped.

- [Helpful tips and sample videos](#)
- [Membership Selection Handbook](#)
- [Sample tapping script](#)

### Orientation

Orientation, a step required in the national [Bylaws](#), helps to educate potential members and transition your chapter year after year. Your orientation should inspire, motivate, instill pride and inform new members of chapter obligations. Refer to the orientation portion on page 11 of the [Membership Selection Handbook](#) when planning your orientation agenda.

### Initiation

Initiation should be a special, memorable ceremony that members and their families can look back on fondly for many years to come. The [Initiation Ceremony Booklet](#), complete with sheet music for Mortar Board's songs and a script of the national initiation ceremony, will guide your chapter to success.

*Complete resources and information related to the membership selection process can be found at [www.mortarboard.org/membership](http://www.mortarboard.org/membership).*

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## Use your national @mortarboard.org e-mail address

Mortar Board works with Google in order to provide chapters with a reliable, free e-mail service as well as several other Google applications, including Google Calendar, Docs and Sites. With 7 GB of storage, your Mortar Board Gmail allows your chapter to store important data, newsletters and minutes to pass down from one year to the next. Simply log in at <http://chapter.mortarboard.org> to access your chapter's account.

Google services available through Mortar Board

- Google Sites - Use this free application to quickly create and publish a site for your Mortar Board chapter.
- Google Docs - Help with chapter transition from year to year by uploading important documents, minutes and reports to pass on to subsequent chapter officers.
- Google Calendar - Subscribe to Mortar Board's national calendar to see important deadlines and reminders, and store your chapter's upcoming meetings, campuswide events and activities in one safe and easy-to-access place.
- Google Talk - Call or send instant messages to your contacts, Mortar Board's leaders, friends from the Mortar Board National Conference and others by downloading Google Talk or using the Google Talk Gadget.

Finding your username and password

Each chapter's username is the first portion of the [chapter@mortarboard.org](mailto:chapter@mortarboard.org) e-mail address ("chapter") listed at [www.mortarboard.org/chapter/list.html](http://www.mortarboard.org/chapter/list.html). Your e-mail password may have been passed down to you from a previous chapter officer or advisor. If you do not know your chapter password, please contact the National Office at Mortar Board or [mortarboard@mortarboard.org](mailto:mortarboard@mortarboard.org).

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## National Mortar Board brochure: a great tool

Mortar Board brochures are available, free of charge, to each chapter. These are great for displaying at informational

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For Mortar Board e-news

### FEATURED DOWNLOADS



### Alumni awards: nominations sought

Do you know an outstanding alumna or alumnus? Mortar Board is currently accepting nominations for the Alumni Achievement Award and Distinguished Lifetime Membership Award. [Learn more](#) about specific qualifications for each award or [nominate an member here](#).

### Tips of the month

#### Icebreaker of the month: New Year Pennies

Supplies:

- Pennies (enough for each chapter member and advisor to have one) with recent years, none before 1996

- A small sheet of paper with the text below and attached penny.

*Happy New Year! Here is your Mortar Board penny for 2011. Whether you keep it in your pocket, purse, wallet, or at home, it will always bring you strength and courage. Each of your fellow Mortar Board members has a penny too – combined we all make 25 cents*

tables.

To request your brochures, simply e-mail [mortarboard@mortarboard.org](mailto:mortarboard@mortarboard.org) with the following information:

- School name
- Mailing address
- Quantity requested
- Name of chapter representative requesting brochures



Don't have time to request the shipment? Print a [high-resolution version](#) yourself or [take a peek](#) at what you're ordering online today.

## Apply for a postgraduate fellowship on or before January 31

Planning to go to graduate school? Each year, the Mortar Board National Foundation awards [fellowships](#) to members pursuing further study in graduate or professional school. Thousands of dollars will be available for Mortar Board fellowships for the 2011-2012 academic year, with [applications](#) due on or before January 31, 2011.

The Mortar Board Fellowship Selection Committee has designed applications to provide for a streamlined, yet thought-provoking application process that allows each applicant to showcase her/his accomplishments and plans. This committee reviews all completed applications.

**A completed application** for a Mortar Board National Foundation fellowship consists of three parts, outlined below. The deadline for receipt of the completed application (*all three parts*\*) is January 31, 2011.

1. A Microsoft Word application form ([available for download here](#)), completed in full, and sent as an e-mail attachment to [fellowships@mortarboard.org](mailto:fellowships@mortarboard.org);
2. A current, official transcript from every institution of higher education that you have attended, postmarked by January 31, 2011, and mailed to:

Mortar Board National Office  
1200 Chambers Road, Suite 201  
Columbus, OH 43212

3. Two recommendations as described [here](#).

*\*An incomplete application will receive no consideration.*

## Chapter Spotlight: University of Washington

The Tolo chapter is full of rich history and traditions. In fact, it is the university's oldest honor society, founded locally in 1909 (it was chartered as a Mortar Board chapter in 1925).

Over the past few years, the chapter has fine-tuned its recruitment and selection procedure in order to maximize the Mortar Board experience for incoming and outgoing students. The chapter has found that by selecting new members in early February, they are able to allow for an extended transition and let each class to get to know three



*Tolo chapter members pose with University of Washington Interim President Phyllis M. Wise.*

*(or the equivalent amount for your chapter) – It is important to remember during this year that each of us is only a penny, but together we are always more valuable!*

Procedure: Have members and advisors introduce themselves (name, major, any Mortar Board offices or committees) and tell a brief story from the year on their penny.

## Recruitment tip of the month

With the start of a new term, you have an opportunity to catch students' enthusiasm and remind them about becoming involved with Mortar Board. Make sure you spread the word about membership in a variety of ways including e-mail, chalking, fliers, word-of-mouth, campus mail and more.

## "Buzz" tip of the month

Every chapter member is a potential walking billboard for Mortar Board. Encourage members to wear Mortar Board [t-shirts](#) or [hoodies](#).

classes – their own, the class before and the class after. This, coupled with strong alumni relations and support of Mortar Board's ideals of scholarship, leadership and service, has built a strong foundation for the chapter.

The 2009 recipient of Mortar Board's highest chapter honor, the Ruth Weimer Mount Chapter Excellence Award, the Tolo chapter is well-known on campus for a number of celebrated traditions. For faculty, the most popular custom is undoubtedly the Mortar Board Excellence in Teaching Award, presented to an outstanding professor who has gone above and beyond. Chapter members enjoy the important connections they are able to make as a result of being in Mortar Board. One reward in particular is the ability of the chapter to have an intimate brunch with the university president nearly every year. At the most recent brunch held this fall, a sincere discussion with Interim President Phyllis M. Wise revealed some initiatives the chapter may want to take on to support higher education during a distressed economy.

While the chapter devotes service to the university, members also find time to be actively engaged in Mortar Board projects such as the national project, "Reading is Leading," and will hold an event to support literacy in underfunded Seattle schools during Mortar Board Week. Throughout the week, the Tolo chapter will also provide students with free coffee and spread the word about Mortar Board membership.

"Every successful chapter relies on the participation and support of its members to thrive. In order to have a really strong chapter, it is necessary to not only support the diversity of interests and strengths of your members, but also create a unified group of people," Chapter President Margaux Blich advised.

She continued, "Taking time to get to know each other is key to a cohesive group, and a cohesive group is key to success."

*Having problems viewing this e-mail? View it as a [Web site](#) or download a [printer-friendly version](#).*

You are being sent this e-newsletter because you have been reported as an officer or advisor for your chapter of Mortar Board. If you are no longer a chapter officer or advisor and have already reported this to your local chapter, you may unsubscribe from this newsletter.

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