



Mortar Board

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

INK: Important news for chapter officers and advisors

Message from Mortar Board's Executive Director - Growing your chapter's leaders

Every morning, the National Office staff excitedly looks at the quantity and quality of members our exceptional Mortar Board chapters are reporting on their Official Membership Reports. We are especially eager to see how chapters have responded to the charge set out in this year's 10 in '10 Initiative, which is to increase each chapter's application numbers by 10 percent. When the 10 in '10 Initiative is followed, the number we are presented with often reflects the fact that chapters have received a record number of qualified applicants, and in turn were able to select a high number of campus leaders.

I want to share with you just how thrilled I am when I see that your membership selection process has led you to select the best and brightest on your campus, and especially when your chapter has grown as a result.

For those chapters who have already selected, congratulations on welcoming the Mortar Board Class of 2011 into this esteemed league of scholar-leaders. For those of you who are yet to select the successors who will lead the Mortar Board legacy at your alma mater, I look forward to seeing the excellent class of members you will bring to our Society. Please go to www.mortarboard.org/membership for helpful resources, and don't hesitate to contact us with any membership questions you may have.

Best,

Jane A. Hamblin, J.D., CAE
jhamblin@mortarboard.org



Mortar Board introduces Google accounts for all chapters

In February, Mortar Board launched a free new service for Mortar Board chapters to help manage data and transition from year to year. By logging in with a chapter username and password at <http://chapter.mortarboard.org>, your Mortar Board chapter can take advantage of:



- **Google Mail** - Use your e-mail address to collect membership applications, send out chapter minutes, contact potential members and more.
- **Google Sites** - This free application can be used to quickly create and publish a site for your Mortar Board chapter, which can help with visibility and recruitment efforts.
- **Google Docs** - Make your year-to-year chapter transition go smoothly by uploading important documents, minutes and reports to pass onto chapter officers who follow you.
- **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 or more by downloading Google Talk or using the Google Talk Gadget.

All chapters are required to consistently log in to their Google account and regularly check e-mail. If you do not know your username or password, please contact the National Office at mbforum@mortarboard.org or 1-800-989-6266.

Deadlines & Reminders

All report forms are available online and should be submitted to reports@mortarboard.org!

March 15 deadlines

- Excellence in Advising nominations
- Alumni award nominations
- Conference assistant applications
- *Forum* submissions
- Conference registration opens

May 15 deadlines

- Chapter Annual Report
- Chapter Finance Report
- Final Official Membership Report (OMR)
- Officer Address Information Form
- Chapter Project Grant application
- Conference registration
- Historian Annual Report
- Annual chapter award nominations
- All fees due

Icebreaker of the month Question of the Meeting

This idea comes from a fun tradition held during attendance for each chapter meeting at Otterbein College.

Prior to each meeting, come up with an entertaining question to ask all members. Examples are:

- If you could have any super power, what would it be?
- If you could visit any location in the world, what would it be?
- If you could meet any person, dead or alive, who would it be?

While responding to roll call at the start of the meeting, each member answers the question and adds the name of his or her chapter positions.

Connect with Mortar Board



Continue your chapter legacy: hold an effective transition

Chapter transition is best accomplished by involving both the new and past members of the chapter in transition activities. Officer training and transition directly affects the success of Mortar Board and is crucial as a result of the yearly turnover of members. One year of poor transition could mean the downfall of your chapter.

A full transition summary and assistance are included in the Membership Selection Handbook beginning on page 14.

Chapter transition suggested agenda

- Hold a group development discussion of the greatest challenges of the past year, both positive and negative.
- Share suggestions from outgoing officers and advisors for improvement in the coming year.
- Elect officers for the coming year. Review the positions, titles and duties of officers in the *Bylaws*, Article VI, Section 1.26 as well as in the Officer & Advisor Handbook. Many chapters may select numerous additional officers not listed in Mortar Board's *Bylaws* to assist in balancing the workload of officers.
- Have members exchange phone numbers and e-mail addresses to stay in contact over the summer and throughout the upcoming academic year.
- Set goals. Some examples are expanding visibility of your chapter on campus, participating in more service projects, holding a leadership seminar or selecting more members.

Officer transition suggested agenda

- Host individual meetings of outgoing officers and advisors with their successors (each outgoing officer and advisor should keep a binder, folder, data CD or flash drive of their work to pass on to the new officer)
- Ask each incoming and outgoing officer to download the Officer & Advisor Handbook and use it as a guide during the transition meeting.
- Allow time for new officers and advisors to ask questions.
- Inform the incoming chapter president that they must register to attend the annual national conference and invite other chapter officers and advisors to attend for the \$245 registration fee. The deadline to register is May 15.

Other end-of-year tasks

- The outgoing officers should verify that all membership fees have been sent to the National Office on or before May 15.
- Report contact information for new officers to the National Office to help national Mortar Board leaders keep in touch with your chapter.
- As they become alumni, outgoing members should fill out a change of address form available online to continue their lifelong membership in Mortar Board.
- A new chapter advisor might also be selected or added at this time. Review the requirements for advisors and thank your current advisor(s).

2010 National Conference registration opens March 15

Mortar Board's biggest annual event, the Mortar Board National Conference, is scheduled to take place from Friday, July 23 through Sunday, July 25 in Chicago.

Each chapter's newly elected chapter president is presented with an almost fully-funded invitation to attend this revered annual event as the official chapter delegate. This invitation includes travel, accommodations and meals. Other chapter officers and advisors are encouraged to attend with payment of the \$245 registration fee*.

The conference will feature many opportunities to share new ideas, learn about Mortar Board, and network with chapters from across the country. Some highlights:

- Delegates from more than 200 chapters can get to know each other and learn about other chapters from across the country
- New Mortar Board members are given the opportunity to learn everything they need to know about the Society's history, leading a Mortar Board chapter, national reporting and more.
- Each member is sent home with a helpful Mortar Board binder to get them through the year.
- Nationally-renowned speakers. including 12-time National Speaker of the Year award

Recruitment tip of the month

Remember this year's **10 in '10 initiative!** Work with your section coordinator to research your application numbers from past years and strive to collect at least 10 percent more applications than you did the year before.

If receiving more applications means that your chapter feels comfortable selecting a class larger than the maximum calculated above, please submit the Petition for Chapter Size Exception alongside the OMR.

Stay involved in Mortar Board: apply to become a conference assistant on or before March 15!

Each year, Mortar Board invites outgoing chapter members to apply to be conference assistants. If you enjoy pulling off large events, have great attention to detail, are willing to jump in where help is needed, and are enthusiastic about Mortar Board, we would love to have you!

Applications should be submitted to the National Office on or before March 15. Candidates must be available to participate in the conference from July 22 - 25. Additionally, your chapter advisor or administrative liaison must submit a recommendation form on your behalf.

Have questions about being a conference assistant? Contact Megan Stevens at mstevens@mortarboard.org.

Members invited to submit governance recommendations

One of Mortar Board's unique qualities is that all members may submit Bylaws recommendations to be considered by the national Governance Committee.

All proposed amendments must be submitted to the Governance Committee on or before March 15 at governance@mortarboard.org. Proposed amendments are reviewed by the committee, which

recipient David Coleman, will address members.

- Members are able to network with esteemed alumni, national leaders and other collegiate chapter officers.
- The traditions of Mortar Board will be celebrated at an exquisite candlelight banquet.
- Members can socialize with wonderful evening entertainment events.
- National alumni award recipients will be honored.

Each chapter must send an official delegate in order to remain in good standing nationally. If possible, this delegate should always be the newly elected chapter president, but can be another chapter officer or member in his/her absence. Please remind candidates for chapter president that they should be free for travel from Friday, July 23 through Sunday, July 25.

Registration opens March 15 at www.mortarboard.org/conference. Please share this information with your chapter's new president or official delegate in a timely manner. The deadline to register is May 15. Registrations received after the May 15 deadline will incur a late penalty fee of \$75 to be paid by the attendee.

**Chapter delegates choosing additional options, such as single rooms or optional entertainment options, are responsible for those fees. Chapter and advisor attendees are responsible for arranging their own travel and covering associated travel costs.*

Chapter merchandise solutions: tapping gifts, sport shirts, nametags and more

Based on feedback from chapters, Mortar Board has introduced new gift sets and merchandise items that we hope you find beneficial:

- Need a budget-friendly welcome gift for new members? Consider purchasing the introductory **Mortar Board starter set** with a ceramic coffee mug, t-shirt, magnet and ink pen in a Mortar Board bag for just \$9.99 each.
- Maintain a professional appearance when meeting with deans and university administration by wearing classic **sport shirts** priced at only \$14.99 each.
- Unify with **brushed gold nametags**, personalized for chapter officers, advisors or members for \$4.99 each.
- Rainy campus? Snag a few **Mortar Board umbrellas** that fold into a compact size to fit in a backpack, briefcase or purse, for \$12.99 each.
- With several **t-shirt styles** priced from \$7.99 and new colors available for **hooded sweatshirts** at \$24.99, there are many ways for your chapter to have stylish campus visibility.

Raise up to \$2,000 in a single day's work with graduation flower sales

Mortar Board's longtime partner for graduation flower sales, Blossom Express, makes it easy for your chapter to hold a graduation flower sale as a fundraiser.

- The company offers quality rose bouquets in a variety of colors, already wrapped and ready to distribute.
- Chapters are not required to pay any up-front expenses - payment follows the fundraiser, and flowers are shipped at no cost.
- Groups are provided with high-quality flowers. In fact, if the flowers aren't up to snuff, Blossom Express will ship replacements.
- A chapter can earn up to \$2,000 for less than a day's effort.
- Blossom Express provides sales support, suggestions and tips every step of the way.

Special incentive for new participating chapters only

Blossom Express has agreed to donate \$250 to each new chapter that signs up this year to sell flowers. The grant can go a long way to help support the great things your chapter is already doing. If you think you may be interested in selling Blossom Express flowers at your university's commencement ceremony, contact Lori Taylor by phone at 800-332-7421.

submits final recommendations to be voted upon at the 2010 Mortar Board National Conference.

Helpful recruitment brochures available

Mortar Board brochures are available, free of charge, to each chapter. These are great for displaying at informational tables during the selections process!

To request your brochures, simply e-mail mortarboard@mortarboard.org with the following information:

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

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 alumnus online.

Nominate your advisor for an Excellence in Advising Award by March 15

Chapters are encouraged to nominate outstanding advisors to be recognized for their contributions and ongoing dedication to Mortar Board with the annual Excellence in Advising Award.

Chosen recipients provide outstanding service, guidance and support to a collegiate chapter and are honored at the annual Mortar Board National Conference. Nominate your advisor on or before March 15. A complete list of previous recipients is available online. If your advisor has received the award in the past five years, they are ineligible to receive the award this year.

Mortar Board starter set - \$9.99



Professional sport shirts - \$14.99



Brushed gold nametag - \$4.99



Mortar Board umbrella - \$12.99



Hooded sweatshirts - \$24.99



Payment of national fees

Membership dues make it possible for Mortar Board to provide valuable support and services as well as the honor of lifetime membership in one of the most prestigious national senior honor societies. All chapters are required to monitor payment of individual members and submit their chapter conference fee to the Mortar Board National Office following the submission of Form III of the OMR:

Fee	Amount	Paid by
National new member fee	\$75*	Member to chapter
Continuing senior fee	\$25	Member to chapter
Local new member fee	Varies**	Member to chapter
Conference fee	\$200	Chapter from funds

**Based on financial need, each chapter is permitted to waive one new member fee annually. The Coral V. Stevens Gift Membership is selected confidentially, and may be awarded to one new member or a few, up to a maximum value of \$75.*

***Some chapters charge local fees in addition to the \$75 national membership fee, in order to support local initiatives. If your chapter charges a local fee, it does not need to be submitted to the National Office.*

Chapter Spotlight: University of Northern Colorado

The Gold Key chapter at the University of Northern Colorado, chartered in 1972, continues to grow and evolve as an award-winning Mortar Board chapter. Among their keys to success are a strong recruitment process, effective chapter transition and embracing technology with a useful chapter Web site.

With the help of Selection Chair Adriane Zachary and Communications Chair Alicia Smith, the chapter mailed more than 500 applications to eligible students. Strategically-placed fliers across campus and informational tables set up in the university center add to visibility and recruitment efforts.

The chapter also designed Mortar Board t-shirts, which all members wear weekly. Chapter president Stephanie Wolfram explains, "I have challenged each of our members to make eye contact, smile and greet random people on the days they are wearing their Mortar Board t-shirts." She continued, "I feel strongly a random smile can make someone take notice of who you are and what you represent. Sometimes, the smallest act can make the biggest impression on someone!"

By recruiting through Mortar Board Week and selecting members in late February, the chapter will have plenty of time to pass along its wisdom to the new class, leading to a lengthy and thorough chapter transition. Stephanie explained, "When it is time for the old members to graduate in May, the new members will have a vision of the legacy they want to leave the University of Northern Colorado. Theodore Hesburgh once said, 'The very essence of leadership is

that you have to have vision. You cannot blow an uncertain trumpet.'"

Several joint events for outgoing and incoming members, including social activities, will complement the transition process and ensure that new initiates will get to know each other and become motivated as a team.

Stephanie explains that a meticulous officer transition will also take place to guarantee their chapter legacy continues. She pointed out that if the chapter has a rocky transition, chapter officers would be forced to build from the ground up. "We want the new officers to feel confident in leading their members throughout the year, and will be sharing our own experiences from this past year with them in hopes that it will better prepare them for the challenges they may face," Stephanie said.

To help with the officer transition, each chapter officer is required to pass necessary materials on to their successors. Each current officer has created a notebook to pass along to the incoming officer, and will work with them directly until graduation.

By electing Web Chair Kyrsten Wright, the chapter has a go-to member who works directly with campus staff to update the Web site on a regular basis. All chapter events are listed online, including locations and times for the events. This year, the chapter was able to put the membership application online for easy access by students. Additionally, the chapter has integrated the use of a Facebook page to have open discussions between bi-weekly full chapter meetings, share photos, post ideas and get in touch with everyone on Facebook – not just chapter members.

When asked if she could give one piece of advice to other chapters, Stephanie stated that chapters should take the interests of members into consideration, by planning a calendar of events based on what members find rewarding so Mortar Board represents the chapter as a whole, not the few executive board members who scheduled events. "Ultimately, teamwork is the ability to work together toward a common vision and the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results. By making your year as unique as the members, your chapter will have a personal stake in the success it achieves."



University of Northern Colorado chapter members at the 2009 Garden of the Gods Section 22 Project in Colorado Springs