



# Mortar Board

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

## **INK: Important news for chapter officers and advisors**

### **Welcome to the 2009-2010 INK: Important monthly news for chapter officers and advisors**

The Mortar Board INK, distributed September through May from e-mail address [enews@mortarboard.org](mailto:enews@mortarboard.org), serves as a resource for officers and advisors of Mortar Board. This important newsletter includes:

- National deadlines
- Important reminders
- Chapter highlights
- Important announcements
- Ideas for projects, fundraisers and more

Officers and advisors reported in the Officer Address Information Form receive this newsletter. Please forward this to others who you believe would benefit or ask them to subscribe.

### **The Mortar Board model year**

Being a Mortar Board officer or advisor is a great responsibility that will be both fun and challenging. Below are things that will help to guide your chapter throughout the year.

#### **Getting started**

- Download and read the Officer & Advisor Handbook - it has everything you will need to know for your term as a chapter officer
- If you are the chapter's membership chairperson, advisor or president, you must download an additional guide, the Membership Selection Handbook
- Review the Chapter Minimum Standards online or as outlined in the Officer & Advisor Handbook to help you plan for the upcoming year
- Ask the official delegate to share what they learned at the national conference in July with the rest of the chapter. The 2010 Mortar Board National Conference will be held July 23-25 in Chicago, Ill.
- Follow up with selected candidates who refused Mortar Board membership (for reasons such as financial difficulty). The National Office will be reminding them that they will be able to join and be re-instated upon dues payment by October 15. If you would prefer that members who originally refused not be given the opportunity to actively participate in your chapter, please contact the National Office immediately.
- Make a list of questions, concerns or ideas you have regarding the upcoming year. Search for answers online at the conference resource page or chapter resources page. For more help, contact your section coordinator or a national representative.
- Be sure to set up your chapter's mortarboard.org e-mail address using these instructions, update your local chapter Web site and consider creating a public calendar, such as a Google Calendar, to share events.
- Review chapter award opportunities here and set goals accordingly.
- Plan early for all scholarship, leadership, service and fundraising events that will occur throughout the year. These plans must be submitted to the National Office in the Chapter Planning Calendar by October 15.
- Bookmark the Mortar Board calendar and report forms site - you need to be sure to meet all deadlines throughout the year.

#### **First half of the year (August - December)**

- Set membership meeting times, selecting a time and location that most, if not all, members and advisors can attend. You may have to change meeting times each semester to accommodate your group. General membership meetings should be held monthly as soon as school starts.
- Participate in fall campus activities.
- Submit your chapter success stories and photos by the 15th of each month for a chance to be featured in the INK newsletter or by October 15 to be included in the national magazine, the *Mortar Board Forum*.

#### **Deadlines & Reminders**

**Check your files and with the National Office to see that all reports from last year have been submitted to [reports@mortarboard.org](mailto:reports@mortarboard.org)!**

##### **October 15**

- Chapter Planning Calendar due
- Chapter Project Grant application due
- *Forum* submissions due

##### **November 16**

- Virtual Book Drive ends

##### **December 15**

- Membership Recruitment and Selection Plan (MRSP) due
- Mortar Board Week Visibility Grant application due

##### **January 31**

- Applications for national Mortar Board post-graduate fellowships are due

##### **March 15**

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

##### **May 15**

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

- Create a Membership Recruitment and Selection Plan (MRSP) and submit by December 15. (Note: this plan requires getting facts and figures from your university, so get started early!)
- Have fun! Plan a social event or two, and have icebreakers at each meeting so chapter members can get to know each other.

## Second half of the year (January - graduation)

- Use your MRSP to begin the membership selection process.
- Celebrate national Mortar Board Week, held February 14 - 20, 2010.
- Participate in campus activities.
- Complete the Official Membership Report (OMR) for the National Office
- Tap new members in a memorable, public way.
- Hold a special, meaningful initiation ceremony for your new members
- Orient your new members with a fun retreat or orientation meeting.
- It is important to plan an effective transition process for outgoing/incoming officers.

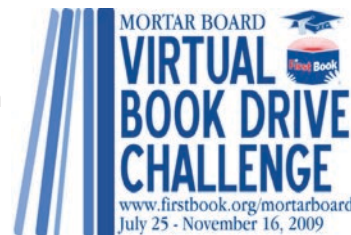
## Mortar Board launches second annual Virtual Book Drive

Mortar Board members continually work together to promote literacy with the society's national project, "Reading is Leading."

For the second year, the Virtual Book Drive held in conjunction with First Book will kick off the year's "Reading is Leading" initiatives.

With a donation of just \$2, a child from a low-income family can be provided with their very first brand-new book. Nationally, Mortar Board hopes to raise \$30,000 to give children across the country access to books.

Detailed information can be found in the Virtual Book Drive packet available at [www.firstbook.org/mortarboard](http://www.firstbook.org/mortarboard).



## Why does literacy matter?

Illiteracy is linked to nearly every major socioeconomic crisis today. Children who cannot read are statistically more likely as adults to suffer poor health, struggle in the job market, rely on government assistance, and find themselves in the criminal justice system.

- More than 85 percent of all youth in the juvenile court system are functionally illiterate;
- In several states, third-grade literacy rates are used to project prison capacity needs;
- Healthcare costs for people with low literacy are statistically four times higher than for the general population.

Please help to uphold the Mortar Board ideals of scholarship, leadership and service by making a difference today through First Book!

## How your chapter can participate

1. Through November 16, raise funds for the purchase of books in your community using the Virtual Book Drive Web site at [www.firstbook.org/mortarboard](http://www.firstbook.org/mortarboard). (Find helpful fundraiser ideas in the Virtual Book Drive packet on page 3.)
2. Identify a program serving children from low-income families to receive the funds you raised and notify First Book about applying store credits to be used in the First Book Marketplace.
3. Help the program purchase books with their Marketplace credit.
4. Incorporate the arrival of the books in a "Reading is Leading" project or chapter event with the children. Have fun!

For complete details, please download the Virtual Book Drive packet.

## Top donor chapters are eligible for monthly and overall prizes

Monthly prizes will be distributed to the top fundraisers for August, September, October and November. The chapters with the highest amount of donations in the given month will receive a \$100 Borders gift card\*. Click here to see the current amount of donations.

Overall, the top three chapters, plus five "honorable mention" chapters, will receive bonus Marketplace credits for their recipient group at the end of the drive.

*\*This gift card should be given to a qualified recipient group (a program that serves low-income families or children). It may be the same group the chapter is using as their recipient group for the drive, or it may be an additional group*

## Ways to donate

- Online at [www.firstbook.org/mortarboard](http://www.firstbook.org/mortarboard) - Simply fill out an easy online form, select the amount you would like to donate and credit your collegiate chapter with the donation.

## Icebreaker of the month Autograph Bingo

Let your chapter members get to know each other by learning interesting (and humorous) facts about other members.

First, create a table with 5 rows and 5 columns and fill it in with interesting facts or statements like those on this sample card. These facts can be easy such as "has blond hair" or more out of the ordinary such as "knows a martial art." Remember, you want someone to actually win, so mix and match easy statements with more difficult ones.

Distribute writing utensils and the bingo cards you created to members. Be sure to let the group know that they should mingle and find other members to sign squares with facts that apply to them. Members can only sign each card once, and cannot sign their own card. The first member to get a complete row of 5 autographs (horizontal, vertical or diagonal) and shout "BINGO!" wins!

For an extra get-to-know you benefit, you can ask everyone to introduce themselves after the game. They can stand and say their name, major(s) or minor(s), chapter office (if they hold one) and one square they were able to sign on the bingo cards.

Consider giving a prize to the winner, such as a Mortar Board gift item or gift certificate to a local restaurant.

## Recruitment tip of the month

### Get campus visibility early

Being highly visible on campus can supplement recruitment efforts greatly.

A few great ways to gain early campus visibility are to design chapter t-shirts for members to wear throughout the academic year, print chapter business cards and participate in campus-wide events with a chapter booth.

Often, many colleges and

Parents, friends, individual members and the chapter as a whole can donate online before the book drive ends on November 16.

- Check or money order - Complete an online donation form and mail your donation to First Book, Campus Advisory Boards, 1319 F Street NW, Suite 1000, Washington DC, 20004. To ensure proper credit of donations, please indicate your desired collegiate chapter and location.

## Mortar Board announces “10 in ‘10” initiative

For the 2009-2010 academic year, chapters are being presented with a “10 in ‘10” challenge to make a goal that will increase the number of applicants for each chapter by 10 percent.

While this goal is related to membership, it is also closely affiliated to campus visibility. By utilizing various publicity tactics, from holding more campus events to publicizing the chapter on Facebook, campus visibility can be attained in a number of ways. For visibility tips, please review the Officer & Advisor Handbook or view this help page.

Based on the numbers reported by your chapter in 2009, Mortar Board hopes that your chapter will make it a local goal to increase campus visibility and membership recruitment, and therefore receive 10 percent more applications. If you do not know the number of applications received in 2009, please contact your section coordinator or the National Office.

- Increase 50 applications to 55
- Increase 75 applications to 83
- Increase 150 applications to 165
- Increase 200 applications to 220

According to Article VI, Section 1.2 of the Mortar Board *Bylaws*, “the maximum membership of a collegiate chapter shall be 50 members or 1.5 percent of the student body with junior standing, whichever is greater.” Your chapter is encouraged to calculate its maximum number to use as a goal. You may also decide to petition to exceed that membership goal\*\*.

*\*\* If receiving more applications means that your chapter feels comfortable selecting a larger class, please be sure to submit the Petition for Chapter Size Exception.*

## Chapter Spotlight: University of Washington

The Tolo chapter at the University of Washington is the 2009 Ruth Weimer Mount Chapter Excellence Award recipient. The group truly embodies a tradition of chapter excellence and is consistently devoted to Mortar Board’s ideals of scholarship, leadership and service.

To support scholarship on campus, the chapter established the “Mortar Board Excellence in Teaching Award” in 2002 to recognize and engage faculty. This tradition is incorporated with Mortar Board Week each year to heighten the awareness of Mortar Board on campus. Additionally, the chapter fundraises to contribute to a scholarship endowment used to provide scholarships to students at their university.

The chapter provides leadership by supporting many highly visible projects on campus and awarding students and faculty for their achievements. They consistently collaborate with their local alumni chapter for brunch events, educational forums and service projects. They even had the university president establish an additional Mortar Board Week on campus to coincide with their new member tapping.

The group’s service is outstanding. Members support the community by cleaning up university district areas, volunteering at shelters and food banks, and supporting national literacy initiatives by partnering with First Book and the Mortar Board Virtual Book Drive, as well as Better World Books.

With strong historical roots, the chapter has been in existence even longer than national Mortar Board. The Tolo chapter was first established as an honor club for women in 1909, making this year the chapter’s centennial.

***Your chapter can be in the spotlight too!*** Nominate your group by sending your chapter name, university, e-mail address and what makes your chapter unique to [enews@mortarboard.org](mailto:enews@mortarboard.org).



2009-2010 Chapter President Doug McManaway, Advisor Margot Smith and 2008-2009 Chapter President Nicole Fernandez pose with John T. Mount and his granddaughter Amy Giles as they accept the Ruth Weimer Mount Chapter Excellence Award at the 2009 Mortar Board National Conference.

universities have student organization and activity fairs at the beginning of the academic year or term. By creating and staffing a booth for your Mortar Board chapter, you can share information about your chapter with prospective members of all ages.

Mortar Board can provide complimentary national brochures for you to distribute. To request these brochures, please call 1-800-989-6266 or e-mail your name, chapter, shipping address (not a P.O. Box) and desired quantity to [mortarboard@mortarboard.org](mailto:mortarboard@mortarboard.org).

## Advisors: ACHS offers advising grants

ACHS has announced a grant program that will offer six \$500 grants to pilot projects that achieve one of the following objectives:

- Conduct initiative or pilot project related to social responsibility, or
- Strengthen current social responsibility or sustainability initiative of individuals and the campus.

### This project must also:

- Address one of the elements of the Seven Wonders of the Socially Responsible World, outlined in this grant information packet
- Include two or more honor societies on campus – other student organizations may be included in addition to at least two honor societies
- Report on the plans and outcomes of the project conducted during the 2009-2010 academic year

Advisors interested in submitting a proposal should download this information packet provided by ACHS. Proposals must be received by October 15, 2009. Projects and advisors awarded in 2008-2009 are not eligible. All questions should be directed to ACHS Executive Director Dr. Dorothy I. Mitsufer at [dmitsufer@achsnatl.org](mailto:dmitsufer@achsnatl.org).