



Mortar Board

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

INK: Important news for chapter officers and advisors

Welcome to the 2010-2011 INK: Important monthly news for chapter officers and advisors

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

- National deadlines
- Reminders
- Chapter highlights
- Announcements
- Ideas for projects, fundraisers and more
- Monthly recruitment tips, icebreakers and ways to create buzz

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.

Getting started for your ideal year in Mortar Board

Being a Mortar Board officer or advisor is a privilege that will be both fun and challenging. Here are some planning suggestions that will help to guide your chapter throughout the year.

- Download, bookmark and READ these important documents:
 - **Officer & Advisor Handbook** - it has everything you will need to know for your term as a chapter officer
 - **Chapter leader checklist** - store it in your Mortar Board binder to help you stay on task
 - **Membership Selection Handbook** - the complete guide to recruitment and new member selection
- Subscribe to the national **Mortar Board Google Calendar** so you always meet deadlines and opportunities
- Bookmark the report forms site at www.mortarboard.org/forms
- Set goals! Review the Chapter Minimum Standards to know what you must achieve in the coming year
 - Plan events pertaining to Mortar Board's ideals of scholarship, leadership and service, and report them on the Chapter Planning Calendar due October 15.
 - Decide to receive at least one national award, review the criteria and work toward it
 - Need help in a particular area (such as fundraising or Web design)? Check out our **online help tools** for assistance.
- Hold regular meetings
 - Meet with your chapter's advisor(s)
 - Meet with your chapter's executive board
 - Schedule all of the chapter meetings for the fall or, if possible, for the entire academic year
 - Ask the official delegate to share what she or he learned at the national conference in July with the rest of the chapter. The 2011 Mortar Board National Conference will be held July 29-31 in Chicago.
 - Ask questions, get answers. Make a list of questions, concerns or ideas you have about 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.
- Use your chapter's **free mortarboard.org Google account** for sites, e-mail, a calendar and more

FEATURED DOWNLOADS



Deadlines and Reminders

Check your chapter files or contact the National Office to ensure that all reports from last year have been submitted to reports@mortarboard.org!

Due October 15

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

November 12

- Virtual Book Drive ends

Due December 15

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

Due January 31

- Applications for national Mortar Board postgraduate fellowships

February 13-19, 2011

- Mortar Board Week

Due March 15

- Excellence in Advising nominations
- Alumni award 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

- Step 1 - log in at <http://chapter.mortarboard.org>
 - *A complete list of chapter e-mail addresses is available online. Your e-mail password may have been passed down to you from a previous chapter officer or advisor, but if you are unable to locate it, please contact the National Office at mortarboard@mortarboard.org or 800-989-6266.*
- Step 2 - explore tons of great tools for your chapter, such as:
 - Google sites - Quickly create and publish a free Web site for your Mortar Board chapter
 - Gmail - Collect membership applications, distribute reminders, contact potential members and more
 - Google docs - Upload and share important documents, minutes and reports
 - Calendar - Subscribe to Mortar Board's national calendar and build your own, all in one easy-to-access location

Need a guide? Follow the model year outlined on page 34 of the Officer & Advisor Handbook.

Your to-do list

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.
- Create a Membership Recruitment and Selection Plan (MRSP) and submit by December 15. (Note: this plan requires getting facts and figures from your college or 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 13 - 19, 2011.
- Participate in campus activities.
- Complete the Official Membership Report (OMR) for the National Office before tapping new members.
- Tap new members in a memorable, public way.
- Orient your new members with a fun retreat or orientation meeting.
- Hold a special, meaningful initiation ceremony for your new members.
- Plan an effective transition process for outgoing/incoming officers.

Get to know your section coordinator

Your section coordinator, is an invaluable resource in chapter management, and your "go-to person" for everything Mortar Board.

You should get to know your SC well throughout the year, and feel comfortable approaching her or him with questions you may have and challenges you may face. Here are a few tips to get the most out of your relationship with your SC:

- Add your SC to your chapter listserv so she or he can receive meeting minutes and regular updates about your chapter activities.
- Reach out to your SC at least once month to check in. Set a reminder or recurring event on your calendar to help you remember.
- Ask your SC for advice on chapter programming, participation policies, member dismissal, identifying advisors and gaining university support for projects. SCs are a

section coordinator - a nationally-appointed volunteer who works directly with a group of Mortar Board chapters within a specified geographic region

Tips of the month

Icebreaker of the month

T.P. Tales

Supplies needed: One roll of toilet paper

Procedure:

1. Instruct each member that a roll of toilet paper will be passed around the room for an activity; they may take as much or as little as they think they may need.
2. Pass the toilet paper roll around the room.
3. Once every member has taken some toilet paper, explain that for each square of toilet paper in their possession, they must share a fact about themselves.
4. Allow everyone to share their facts.

Bonus: Give a prize for the person who took the most toilet paper.

Recruitment tip of the month

Mortar Board recruitment is a year-round process. Purchase Mortar Board t-shirts or other apparel to wear around campus at organized times to raise the profile of your chapter. If you don't have Mortar Board merchandise, consider dressing in business professional attire and wearing your Mortar Board pin.

"Buzz" tip of the month

Create or update an existing Facebook page or group to share information with existing members, potential members, campus officials and students. You'll be able to create events, post reminders, share photos and more. With most students using Facebook as a news and social networking tool, this is a great way to get the word out about your chapter.

valuable source of chapter history as well as national policy information.

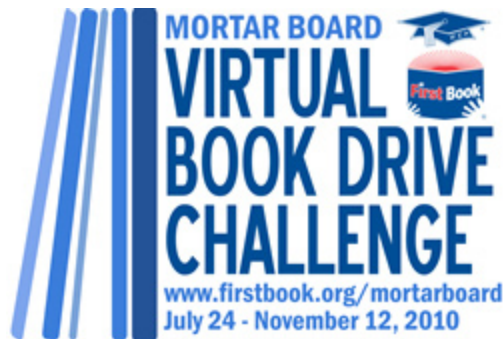
- Invite her or him to attend your initiation, faculty recognition banquet or other event.
- Share your successes as well as your struggles with your SC.
- Ask your SC to help facilitate idea-sharing within your section.

Support “Reading is Leading” by participating in the Virtual Book Drive challenge

For the third year, Mortar Board has launched the Virtual Book Drive held in conjunction with First Book.

Together, we can work toward a common goal consistent with the “Reading is Leading” national project – to give children across the country access to books.

This virtual drive is easily accessible, allowing anyone to donate funds online. Many chapters hold fundraisers or campuswide events, while others simply share the donation link as a way to widely promote literacy. A donation of just \$2 can provide a child with his or her first book, and contribute to the national goal of raising \$30,000.



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. You can make a difference today through First Book!

Take the challenge

1. Through November 12, raise funds for the purchase of books in your community using the Virtual Book Drive Web site at www.firstbook.org/mortarboard.
2. Identify a program serving children from low-income families to receive the funds you raised and notify First Book about applying store credits.
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!

Where do donations go?

Donations will allow a worthy program selected by each chapter to purchase books online in the First Book Marketplace. Even if your chapter is not planning a large event, share the link (www.firstbook.org/mortarboard) with your friends and family to ensure that children across the nation are given the opportunity to read.

Prizes, prizes, prizes

The top three fundraising chapters will receive bonus Marketplace credits for their Recipient Group. Bonus credits will also be awarded to chapters that raise more than \$500. Monthly prizes will be awarded for July/August, September, October, and November from a random drawing of chapters that submitted donations during those months.

Heard from the IRS? Don't panic, let the National Office help.

Mortar Board, Inc. is an “exempt organization” according to the Internal Revenue Service (IRS) of the United States. So is each of its chapters, which in IRS terminology are called “subsidiaries.” Exempt organizations may not pay income tax, but they are required to file a tax form each year, just like any other organization. To satisfy this requirement each year, without fail, the National Office staff files what is called a Group Return on behalf of all chapters* of Mortar Board.

Recently, because of new federal regulations designed to clean up records of defunct exempt organizations, the IRS' Exempt Organizations Department has increased its scrutiny of all exempt organizations to make sure that they have properly filed a return over the last three tax years. Although Mortar Board, Inc. has filed for all chapters for all of these years, it appears that the Exempt Organizations Department of the IRS may have missed recording

Start the new year with brushed gold nametags

Unify your chapter by ordering custom brushed gold nametags. With these badges personalized for chapter officers, advisors and members at just \$4.99 each, you are sure to make an impression on campus. Place a big order, as there is a minimum purchase of three nametags.



Conference highlights

Nearly 300 chapter delegates, members, advisors, national leadership members, award recipients, staff and guests gathered in Chicago for the 2010 Mortar Board National Conference, July 23-25 for leadership development, chapter training, networking and more.

- Award recipients
- Browse the photos

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 tables.

To request your brochures, simply e-mail 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 at www.mortarboard.org/chapter.

Connect with Mortar Board



some chapters or have some other question about a chapter's filing requirements. When this occurs, the IRS generates a notice to the chapter, not the Mortar Board National Office. If you receive such a notice, don't panic! Simply call the National Office and speak with Executive Director Jane Hamblin or scan the notice and send it to her in an e-mail at jhamblin@mortarboard.org.

As always, your chapter should not file any IRS forms on its own*. The National Office staff on behalf of Mortar Board, Inc. as the "parent organization" will handle the chapter's filing in the group return.

**There are few exceptions for chapters with earnings of more than \$25,000 on average. In that case, these chapters are required to file separately.*

Does your chapter need motivation? Kick off the year with PRIZES.

Now you can purchase 10 great gifts to use as prizes during icebreakers and as attendance incentives, all at one low price.

This huge savings gives you three stress stars, three simply elegant mugs, three MB Euro decals and one tote bag - all for \$19.99 (a 41 percent savings!).

Shop the Mortar Board store now at www.mortarboard.org/merch.



Chapter Spotlight: Hope College

After receiving Mortar Board's top honor for a collegiate chapter – the Ruth Weimer Mount Chapter Excellence Award – the Alcor chapter has naturally decided to set even higher standards for the 2010-2011 academic year, a quality that perhaps illustrates why the chapter stood above the other chapters that were considered for this prestigious award. The chapter will try to go even further than before, introducing some new projects, and hoping that publicity from the award will help with fundraising efforts in the community and on campus.

Of course, the chapter will continue to fill its calendar with popular annual events including the Last Lecture series, Disability Prom and Tanzanian Scholarships. As classes begin and students get settled, members will use some creativity to dream up new projects to support the campus of Hope College.

When it comes to creating buzz on campus and in the nearby community of Holland, Mich., the chapter's generous alumni help to create awareness by word-of-mouth. Proud of their affiliation with this award-winning chapter, former members come back for Homecoming each year, donating thousands of dollars to make the chapter's Virtual Book Drive fundraising efforts a success.

Selecting true leaders for membership, who are active in other campus organizations and have strong connections to students, faculty and staff helps enhance the influence the chapter is able to make on campus. As Dr. Dianne Portfleet, the chapter's advisor, explains, "Because we are so selective in electing the members each year, it is considered quite an honor to be a part of the organization."



Hope College representatives accept the Ruth Weimer Mount Chapter Excellence Award at the 2010 Mortar Board National Conference in Chicago.