



# Mortar Board

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

## ADVISOR NEWS

### **Many chapters presented with national awards at the conference**

Each year, Mortar Board honors outstanding chapters with a number of awards at the annual national conference:

- **Silver Torch Award** - Awarded to chapters meeting chapter minimum standards
- **Golden Torch Award** - Awarded to chapters meeting all the requirements for the Silver Torch Award who excel beyond the minimum, exemplifying scholarship, leadership and service.
- **Ruth Weimer Mount Chapter Excellence Award** - This highest possible chapter achievement is awarded based on chapter operations, participation, selections, advising, visibility and communications.
- **Most Improved Chapter Award** - This award recognizes chapter success during the year while re-establishing and re-invigorating programming and membership.
- **Project Excellence Awards** - Chapters or sections with excellent events exhibiting Mortar Board's ideals of scholarship, leadership and service are honored.

*To see if your chapter was honored with an award at the 2009 Mortar Board National Conference, please check the list at [www.mortarboard.org/conference](http://www.mortarboard.org/conference).*

Learn more about national awards at [www.mortarboard.org/chapter/award.html](http://www.mortarboard.org/chapter/award.html)

View a list of all the 2008-2009 recipients online at [www.mortarboard.org/conference](http://www.mortarboard.org/conference)

### **Virtual Book Drive underway**

Nationally, Mortar Board has launched the second annual Virtual Book Drive challenge, held in conjunction with First Book. This initiative, held as a part of the "Reading is Leading" national project, is a great way for chapters, alumni and supporters to unite nationally while working toward a common goal – to give children across the country access to books.

With a donation of just \$2 toward the national goal of \$30,000, a child can be provided with their very first book. Detailed information can be found in the Virtual Book Drive packet. Please note that the Virtual Book Drive will end on November 16, 2009.

### **How your chapter can participate**

The Mortar Board Virtual Book Drive is a fundraising challenge in which chapters compete to raise funds in order to bring new books to local programs serving children from low-income families.

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 online.

### **Chapters with the most donations will receive prizes**

If providing brand new books to children wasn't enough, there are prizes too! The top three chapters, plus five "honorable mention" chapters, will receive bonus Marketplace credits for their recipient group. Monthly prizes will also be distributed to the top fundraisers for August, September, October and November.

### **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

### **Mortar Board Lingo**

#### **"Reading is Leading"**

"Reading is Leading" is Mortar Board's national project, which is honored by chapters across the nation throughout their year in Mortar Board.

Mortar Board members have unified to promote literacy as a part of this national initiative since 2002. Collegiate members chose this project from a list of numerous prospective national initiatives because of its versatility.

When honoring "Reading is Leading" with chapter projects, members can work with people of any age, such as children or adult non-native English-speakers to learn English as a second language (ESL).

"Reading is Leading" is very rewarding, giving Mortar Board volunteers the ability to build fulfilling relationships with their reading partners. This project is adopted nationally, but is executed on various levels by members, chapters and regional sections. For example, some members will tutor students on their own time or even click-to-give on sites like The Literacy Site. Some chapters hold read-a-thons, book drives, literacy workshops, donate books and more to promote literacy. Mortar Board sections can join together for statewide literacy initiatives.

You can learn more about "Reading is Leading" online at [www.mortarboard.org](http://www.mortarboard.org).

donate and credit your collegiate chapter with the donation. 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.

### Get ready to kick off your year as a Mortar Board advisor

Fall is just around the corner, and advisors can wrap up some details while students are away from campus before the busy season begins.

- **Ensure that all chapter forms and payment have been submitted** - It is important to check your chapter's records and know whether all reports have been submitted. You should know that the Official Membership Report (OMR) and corresponding payment are the most important forms at this time. If this form is not submitted, your chapter may be put on probation. Please contact Mary Cay Kuder at [mkuder@mortarboard.org](mailto:mkuder@mortarboard.org) or 800-989-6266 ext. 103 to discuss your chapter's account status if you have any questions.
- **Seek out additional chapter advisors** - Mortar Board recommends that each chapter have an advisory team to help balance responsibilities for an even workload, if possible. Your university's student activities office, which often keeps a record of faculty or staff who are interested in getting more involved as advisors on campus, may be able to help you in finding additional advisory assistance.
- **Review Mortar Board handbooks** - Mortar Board strives to make valuable information available to advisors so that they can fully understand the society and best assist chapter members. The Mortar Board National Office recently updated the Officer & Advisor Handbook and the Membership Selection Handbook, which contain everything you need to know about Mortar Board and being an advisor.
- **Take time to meet with your chapter's official conference delegate** - The 2009 Mortar Board National Conference was held at the end of July, and each chapter was required to send a delegate. Try to meet with this delegate to discuss his or her conference experience, ideas and goals, chapter strengths and weaknesses, and a timeline for the academic year.
- **Get in touch with your section coordinator** - Mortar Board's section coordinators are your liaisons to the National Office, happy to help with any problems or provide Mortar Board advice. We recommend that if you are not already in touch with your section coordinator, you e-mail them to introduce yourself and build a strong relationship for the coming academic year.

### Advisors attended Mortar Board National Conference

This summer, Mortar Board advisors joined collegiate and alumni members at the annual national conference July 24 - 26 in Chicago. Advisors had the opportunity to attend targeted advising workshops where they could learn about risk management, conflict resolution, how to become a successful advisor and more.

With the help of national leaders and interactive advisor panels, advisors present were able to learn more about chapter operations, share their experiences, and gain valuable advice from other advisors (including Margot Smith, the Ruth Weimer Mount Chapter Excellence Award recipient advisor and Dr. David Whitman and Dr. Jane K. Smith, 2009 Excellence in Advising Award recipients). Specific discussion topics included creating signature campus events, managing chapter finances, how advisors can directly affect chapter success, membership recruitment and selections, event planning, officer transition and more.

Be sure to look for advisor attendance specials for the 2010 National Conference to be held in Chicago July 23 - 25!

### Advisor spotlight: Sally Cobb, University of South Alabama Azalea chapter

Prior to her retirement this summer, Sally Cobb had become a vital part of the University of South Alabama community. She devoted herself to the campus for more than 20 years, serving as advisor to more than a dozen student organizations in her time at USA. In her several years as an advisor to Mortar Board, she left a lasting imprint and helped the chapter continue to grow each year. At the 2009 Mortar Board National Conference, she was honored with the prominent Excellence in Advising Award.

As advisor, she has helped the chapter to set (and consistently achieve) goals, helping them every step of the way. Always filled with a wealth of ideas, creativity, and seemingly endless energy, Sally enveloped herself fully in each Mortar Board event and activity. Nominator and former chapter president Sonia Savani explained Sally's devotion best, calling her "the very essence of leadership, professionalism and service." Sonia went on to explain that "Not only does she encourage every student in her power to give back to the university and to the campus, she shows it with her everyday actions."

One of Sally's numerous impressive characteristics is the time she committed to Mortar Board. Sonia explained that "She could get by doing the bare minimum quite easily: come to meetings, nod her head at our ideas, and go home and not give it a second thought. But she does not. She is more active than any member (myself included)."