



# Mortar Board

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

## ADVISOR NEWS

### **Congratulations to Mortar Board's inaugural class of LEAD certified organization advisors**

In July, Mortar Board introduced its first-ever certification and enrichment program for chapter advisors at the 2010 Mortar Board National Conference in Chicago.



This year's certified participants in the Leadership Excellence and Advisor Development (LEAD) program piloted by Mortar Board's Advisor Task Force are:

- Kellie Briggs, Washington University in St. Louis
- Jonathon Ferguson, Northern Illinois University
- Emily Gamble, Northern Illinois University
- La Donna De Geldere, North Dakota State University
- Candice Hironaka, Kansas State University
- Judith Lewis Logue, University of San Diego
- Shalon Malone, Vanderbilt University
- Howard Mooers, University of Minnesota, Duluth
- Dianne Portfleet, Hope College
- Julie Smith, University at Buffalo
- Paula Stuetzgen, University of Wisconsin - Eau Claire
- Douglas Van Gundy, West Virginia Wesleyan College
- Dayle Wilson, The University of Miami
- Jeffrey Wright, Lenoir-Rhyne University

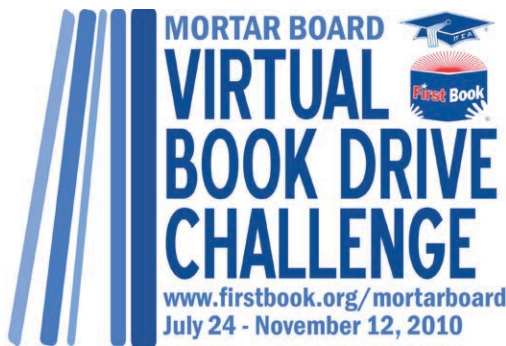
### **Third annual Virtual Book Drive underway**

[www.firstbook.org/mortarboard](http://www.firstbook.org/mortarboard)

Mortar Board's third annual Virtual Book Drive challenge, held in conjunction with First Book, launched on July 24 and runs through November 12.

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 12, 2010, 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.
3. Help the program purchase books with their First Book Marketplace credit.
4. Incorporate the arrival of the books in a "Reading is Leading" project or chapter event with the children. Have fun!
5. For complete details, please download the Virtual Book Drive packet.

### **Prizes!**

Increase the number of books for your Recipient Group by earning prizes! The top three fundraising chapters will receive bonus Marketplace credits for their Recipient

## Mortar Board Lingo

### Chapter probation

All chapters should strive to remain in good standing nationally. In order to be in good standing, the chapter should have a "cleared account," which indicates that the chapter has submitted all vital reports and fees.

A chapter that fails to clear its account may be put on national probation. For one year, the chapter will be closely monitored by the National Office. If the chapter fails to clear its account status or commit additional infractions, it may be placed on the inactive chapter list. The National Council may recommend disaffiliation for the chapter at the following national conference, at which point the delegates will vote on the issue.

Chapters with more than 30 days of past due accounts will be assessed a finance charge of 1 percent. We urge chapters to call the National Office to work out a solution.

### Join the national Advisor Task Force

Are you interested in serving on the national Advisor Task Force? Mortar Board needs your experience and suggestions to help improve advisor relations. Please e-mail Megan Stevens at [mstevens@mortarboard.org](mailto:mstevens@mortarboard.org) if you would like to get involved.

### Connect with Mortar Board



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.

Please encourage your chapter to help Mortar Board unite nationally to raise \$30,000 so that children can be provided with their very own first books. Detailed information can be found in the Virtual Book Drive packet.

## Preparation tips for the start of the academic year

### Build an advisory team

Could you use a hand? Mortar Board recommends that each chapter build a team of three advisors and one administrative liaison (who may serve a dual role). This strategy helps to build shared responsibility and balance time and duties. If you are looking for an addition to your advisory team, check with your campus' student activities office or Mortar Board for list of prospective advisors.

### Foster relationship building within the chapter

Make sure all members in the chapter have a chance to get to know each other and bond as a team. Start by encouraging officers to involve all chapter members by asking them serve on at least one committee, and encourage camaraderie by opening each chapter meeting with an icebreaker.

### Help chapter officers to plan ahead

Remind your chapter's executive board that Mortar Board has a detailed list of deadlines, as well as a published Google Calendar of all reporting deadlines. Using the Chapter Planning Calendar due October 15, your chapter can plan ahead for all of the year's events.

### Refer to the chapter president to his or her "leader checklist"

At the 2010 Mortar Board National Conference, each participant received a chapter leader checklist. With important dates to schedule now, opportunities to share with members and a list of deadlines to meet, it can help guide the way to an award-winning year.

### Meet with the membership chair early

Overseeing the chapter's recruitment and selection procedures is an extensive chapter position. Take time in the fall to meet with your chapter's membership chair to review the timeline and procedures outlined in the Membership Selection Handbook.

## Advisor spotlight

**Susan Herndon Caples, M.A.**  
The University of Alabama, Hypatia chapter

Before she became a section coordinator and National Council representative, Susan Herndon Caples joined the advisory team of the Hypatia chapter of Mortar Board. Over the past six years, she has become the perfect example of an ideal advisor – effortlessly exhibiting organization, commitment and enthusiasm. Susan gives students the means to succeed without usurping their ability to lead. She always goes above and beyond, initiating brainstorming sessions and social outings, allowing members to go beyond simply doing their jobs and enjoy the privilege of membership in this prestigious society.



## Important downloads for advisors

### Officer & Advisor Handbook



### Membership Selection Handbook



Introducing the...  
**CHAPTER  
MOTIVATION SET**  
*Perfect for icebreakers*

**10 GREAT GIFTS  
1 LOW PRICE  
\$19.99**

