



Mortar Board

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

ADVISOR NEWS

Get ready for Mortar Board Week: February 14-20, 2010

Mortar Board Week is the perfect time for chapters to hold events and celebrate the founding of Mortar Board. Depending on your chapter's size and local campus activities, you may choose to hold one event for the week or host daily activities.

Detailed assistance with both planning and publicity for the week, including an incredibly helpful Visibility Resources Folder complete with sample postcards, posters and press releases, is available at www.mortarboard.org/mbweek.



Gain campus visibility

- Create a Mortar Board display in the student union or popular campus location.
- Encourage current Mortar Board members to wear T-shirts or pins to classes.
- Post fliers or posters (if permitted) in the student union, residence halls, dining halls, classrooms, sorority and fraternity houses, athletic or fitness facilities, and club meeting rooms.
- "Chalk" sidewalks on your campus (if permitted) with information about Mortar Board Week.
- Have chapter members staff a table at the student union and provide informational brochures and applications to potential applicants.
- Use campus electronic message boards or social networking sites

Apply for visibility grants

Mortar Board is offering a special grant to chapters who hope to enhance their visibility during Mortar Board Week. This grant can be used to cover any visibility costs, from printing T-shirts to buying advertising space. Applications must be received by Tuesday, December 15.

Incorporate recruitment

Depending on your chapter's selections and recruitment schedule, the application deadline for membership may fall after the end of Mortar Board Week. If this is the case, Mortar Board Week can be an ideal time to promote Mortar Board membership.

Service projects

Honoring Mortar Board's ideal of service is a great way to commemorate the Society's founding. Here are a few service projects, large and small, in which a chapter can participate.

- Hold "Reading is Leading" literacy projects such as a book drive, living storybook or read-a-thon
- Host a food or clothing drive
- Read to students at a local elementary school, library, or day care service
- Work with Habitat for Humanity to help build a home
- Volunteer at a nursing home or church
- Cook a meal or clean at a local homeless shelter, soup kitchen, domestic violence shelter, Ronald McDonald house
- Participate in or help host a blood drive on campus or in the community

Social events

Mortar Board Week can be a great time for chapter members to bond and celebrate the Society's founding. Whether events are open to all students, alumni, prospective members or active members, social activities can be a great way to promote Mortar Board.

Mortar Board Lingo

Honorary member

Honorary membership, outlined on page 9 of the Membership Selection Handbook, is a unique recognition reserved for influential people who have made notable contributions both at and beyond the campus level.

Each chapter is encouraged to select up to three honorary membership candidates to be approved by the Mortar Board National Office each year.

Once approved, these candidates should be initiated alongside new collegiate members. They will receive membership pins and be considered full members of Mortar Board. There is no fee associated with honorary membership.

New Executive Director named

National President Daniel J. Turner recently announced that Mortar Board has named Jane A. Hamblin to serve as the Society's third executive director. Read more about Jane online.

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 if you would like to get involved.

Helpful resources

Mortar Board has created a compressed folder of materials that can help your chapter publicize Mortar Board Week. The Visibility Resources Folder contains:

- **Mortar Board Week logo** - The official event logo is available in a variety of resolutions in both color and black and white.
- **Posters** - Designs available in both color and black and white for 8 1/2" by 11" and 11" by 17" size fliers. These are great for posting in classrooms, dining halls and residence halls.
- **Electronic postcards** - Pre-made electronic postcards ready to be filled with your chapter's event information can be sent to campus media or students to help promote the week's events.
- **News release help** - Mortar Board has provided a template for Mortar Board Week news releases, a sample release for a fictional chapter, a handy Mortar Board Week fact sheet and a useful Mortar Board Stylebook for writing consistency.

Mortar Board's national dues have increased

At the 2009 Mortar Board National Conference, delegates from each active Mortar Board chapter voted to raise the national membership fee from \$60 to \$75 per member. Membership dues had not previously been increased since 2003. Had Mortar Board been gradually raising membership fees over the past six years, dues would now be at \$75. Mortar Board will now have the flexibility to build new programs and increase support with this increase.

Mortar Board operates very conservatively, and more than 82 percent of the budget is directed toward programs, like the National Conference, chapter support, and membership benefits. Approximately 18 percent is allocated to general overhead – such as staffing, occupancy, postage, supplies, audit or telephone.

We understand that this dues increase may make it more difficult for some members to pay dues in their full amount. Some chapters have already expressed interest in fundraising to help underwrite this increase.

If you have any questions about this increase, please contact Assistant Executive Director for Chapter Development Megan Stevens at mstevens@mortarboard.org.

Invest your funds with the Chapter Endowment Program

Is your chapter interested in establishing a permanent scholarship in the name of the chapter? Does it seem you endlessly fundraise just to keep the chapter going?

The Mortar Board National Foundation Fund has developed the Chapter Endowment Program which may specifically help to bridge that widening funding gap.

The Chapter Endowment Program encourages members, chapters, award recipients, friends and even chapters to easily make tax-deductible, substantial contributions to a permanently endowed fund in the name of your chapter. The Fund will be professionally managed and maintained, at no charge, within the larger Mortar Board National Foundation fund.

A few provisions of the Chapter Endowment Program:

- An initial gift of \$10,000 is preferred.
- One half of the balance of the fund will be added to the General Fellowship Fund, to be distributed in the name of Mortar Board. The earnings of the remaining balance will be distributed to the chapter as outlined in a signed agreement.
- Fund earnings will be distributed to the chapter on a semi-annual basis. Chapters may choose to have earnings reinvested to build principal.
- Contributions and additions must be directed to scholarships, awards and fellowships at either the national or chapter level to fully qualify as tax-deductible contributions.

For details, please contact National Foundation Chair Sally Steadman at foundationchair@mortarboard.org or Executive Director Jane Hamblin at jhamblin@mortarboard.org.

Please encourage members to apply for fellowships

Each year, the Mortar Board National Foundation awards fellowships to members to assist in financing their postgraduate education.

Thousands of dollars will be available for Mortar Board fellowships for the 2010-2011 academic year, with applications due by January 31, 2010.

Recipients are chosen for academic excellence, recommendation, promise, financial need and Mortar Board involvement.

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Important downloads for advisors

Officer & Advisor Handbook



Membership Selection Handbook



Advisor spotlight

Dr. David Whitman
University of Wyoming, Cap & Gown chapter

Dr. David Whitman has been serving Mortar Board as an advisor and role model for University of Wyoming chapter members for 16 years. However, Dave's deep commitment for Mortar Board and its members is not limited to the chapter level - he also serves as the section coordinator for Section 22 and often volunteers on a national level. At the 2009 Mortar Board National Conference, he was honored with the prominent Excellence in Advising Award for his outstanding service to Mortar Board.

In his time as an advisor at the University of Wyoming, Dave has helped the chapter in many ways. Whether it is attending officer meetings, communicating frequently with members, maintaining an incredible positive attitude, attending every chapter event, or helping to organize large-scale section and chapter events, Dave's passion for Mortar Board knows no bounds. In fact, his undying encouragement and support helped the chapter to obtain Mortar Board's highest chapter honor in 2008, the Ruth Weimer Mount Chapter Excellence Award.

With Dave's hard work, the chapter's recent 75th Anniversary Celebration was a truly memorable event for members and alumni. Going far beyond the call of duty, Dave jumped into the planning, contacting alumni, working closely with chapter officers, and sending out invitations to the event. His help and uplifting attitude for this particular event are just one example of his longstanding tradition of dedication and support.

Former chapter president Jennifer Syvertson explains that "Dave has gone above and beyond in contributing time and expertise to the chapter and its members." She went on to describe Dave as a role model who demonstrates leadership, professionalism and the spirit of service for the chapter. "Dave sets an example for the chapter for the high standards of excellence we are capable of achieving."

