



VICE-PRESIDENT'S GUIDEBOOK

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RESPONSIBILITIES OF THE VICE-PRESIDENT

Kappa Delta Pi Bylaws state the duties of the vice-president as follows:

- preside in the absence of the president;
- chair the program committee; and
- assume the duties of the president should a vacancy occur in that office.

In addition to the above responsibilities, the vice-president should also:

- oversee the implementation of chapter programs;
- coordinate the evaluation of chapter programs;
- attend all Executive Committee and chapter meetings;
- assess the needs of the chapter members; and
- coordinate chapter public relations.

The vice-president is responsible for assisting the president with the duties of the chapter.

Overview of Officer Duties

The following officers are members of the chapter's Executive Committee. This suggested list of officer duties may need to be adapted to fit the chapter's structure.

President

- preside over all general membership and Executive Committee meetings;
- organize officer elections and officer transition;
- complete Annual Report after treasurer has completed the financial section;
- appoint committee members when necessary;
- monitor performance of committees;
- guide the Executive Committee in setting chapter goals and preparing the chapter calendar;
- recognize membership accomplishments;
- educate yourself about governing principles of Kappa Delta Pi;
- participate in chapter programs and activities; and
- submit reports as required.

Treasurer

- receive and record all new initiate documents;
- keep accurate records of chapter funds;
- complete the financial section of the Annual Report;
- access any university funding;
- coordinate the budget preparation process; and
- assist vice-president, program committee, and Foundation representative with development of fundraisers.

Secretary

- maintain minutes and attendance records at meetings;
- formulate agenda in conjunction with the president to be used at meetings;
- submit New Initiate Information Forms within two weeks of the initiation;
- conduct all chapter correspondence; and
- maintain accurate records of the active, inactive, and chapter membership.

Historian

- preserve all chapter documents and historical records;
- develop a photographic history of the chapter;
- call Headquarters at least four weeks prior to chapter's initiation for historical information (if not already obtained); and
- document chapter activity and forward to the Society.

Foundation Representative

- develop fundraising programs to motivate individuals to donate to the Kappa Delta Educational Foundation;
- promote international scholarships; and
- become the liaison between the chapter and the Kappa Delta Pi Educational Foundation.

Officer Elections and Transition

One of the duties of the chapter is to coordinate the election of chapter officers each year. A chapter might use two approaches.

- A. If the chapter holds an orientation meeting prior to the initiation, officers can be elected at that time and then may be installed during the initiation ceremony. This timeline would allow more time for the incoming officers to meet with the outgoing officers and conduct training.
- B. A second option is to elect the officers during a meeting immediately following the initiation ceremony.

Officer Election Planning Checklist

4 Months Prior to Officer Elections

- Current officers begin identifying members with potential to fill leadership positions.

Note: It is recommended that officers be elected by April 1st of each academic year so that officer transition and training can occur before summer break. Summer may then be used by officers for additional planning.

Create a structure whereby 100% of officers don't turnover each year. Ideally, younger officers should move into new positions in subsequent years of membership. This enables continuity and momentum from year to year.

Note: Elect officers one month prior to expiration of outgoing officer's term. This will enable hands-on training by the outgoing officers.

2 Months Prior to Officer Elections

- Begin promotion of openings and encourage members to run for office.
- Post job descriptions and nomination forms.
- Accept nominations. Any member may nominate himself, herself, or another member for a chapter officer position. These nominations should be done in writing. The chapter should create a form that notes the name, address, telephone, and e-mail address of the individual nominated. Both the nominator and nominee should sign the form. The nominee's signature signifies acceptance of the nomination.

1 Month Prior to Officer Elections

- The Executive Committee approves slate of candidates.

3 Weeks Prior to Officer Elections

- Slate of candidates is approved by membership.

2 Weeks Prior to Officer Elections

- Executive Committee develops a ballot.
- Candidates present speeches.

Week of Officer Elections

- Member voting.
- Create press releases announcing new chapter officers and give to the local and school newspapers.

Standing Committee Job Descriptions

Executive Committee

The Executive Committee is composed of the elected officers—president, vice-president, secretary, treasurer, historian, Foundation representative, and counselor.

- Sets goals for the chapter.
- Prepares calendar for the year.
- Votes on major issues of the chapter, including bylaws, budget, and local scholarship amount.
- Oversees all chapter operations.

Membership Committee

- Generates list of potential members.
- Prepares and implements orientation and commitment program.
- Coordinates initiation ceremony.
- Works with secretary and treasurer to complete initiate list information.
- Conducts member interest survey that is included with the New Initiate Information Form.

Program Committee

- Compiles data from member interest survey to plan annual calendar of

- programs.
- Coordinates fundraisers, job hunt preparation programs, service projects, speakers, and other creative ideas to provide new opportunities and experiences for chapter membership.
 - Coordinates programs to recognize member accomplishments.
 - Monitors progress. Follows up with subcommittee chairs periodically.

COORDINATING THE PROGRAM COMMITTEE

The vice-president is responsible for coordinating the Program Committee. The Program Committee designs and oversees the activities in which the chapter participates during the year. A Member Needs Assessment should be given to all members prior to the setting of the calendar to understand the interests of the members. A copy of the Member Needs Assessment is included in this booklet and is also included with the New Initiate Information Form. It may be changed as appropriate to your chapter.

When members are involved, they will continue to be active members even after they graduate. Retention is a key for a successful chapter. The Program Committee must strive to make activities of interest to members and get feedback on how programs have worked to ensure the chapter continues to be of value to its members. The Program Committee must also be aware of the budget and chapter goals as set by the Executive Committee.

When arranging programs and activities for the chapter, the Program Committee must keep in mind the following:

- Provide what members need by developing programs based on the results of the Member Needs Assessment.
- Consider goals of the chapter as set by the Executive Committee.
- Involve membership in the planning of programs; involving members in the Program Committee will increase the flow of ideas and create member commitment.
- Remember financial budget for programming set by the Executive Committee.
- Consider feedback about similar programs done in previous years.

Chapter programming ideas may be found on the Web site or by contacting the field staff at Headquarters.

Committee Member Selection

Careful selection of committee members by matching member skills and interests to committee projects will engage members in projects that excite them while putting their talents to work. Therefore, consider the skills needed to complete the program committee's assignment, and identify members who will best enable the committee to get the job done.

Delegation

Delegation is a critical strategy to involve members and get things done. Though a chair may hesitate to delegate, involvement by committee members is the best way to maintain member enthusiasm in the chapter. Below are strategies that will lead to successful delegation. Utilize the project planning form in this chapter to help committees organize their planning efforts. The evaluation form should be submitted to the chapter secretary upon project completion and referred to in future years to improve planning of the same projects.

Keys to Delegation

- Create clear job descriptions. Expectations and desired outcomes must be clear.
- Allow committees some autonomy to get the job done.
- Provide needed resources—human, financial, and material.
- Provide a timeline. Set deadlines and benchmarks.
- Provide constant encouragement and recognition. Publicly recognize members as the committee moves closer to goal completion.
- Monitor progress. Follow up with committee chairs periodically.
- Address problems immediately.

KAPPA DELTA PI

Member Needs Assessment

As you think about your future in the field of education, consider the type of affiliations and activities you might need to engage in throughout your career to develop further your network, skills, and opportunities. As a beginning step, complete the following survey. This Kappa Delta Pi chapter will refer to your feedback when planning chapter programs.

Name: _____

Campus Address: _____

Home Address: _____

Campus Phone: _____

Home Phone: _____

Birth date: _____

List other organizations you belong to: _____

List your hobbies and interests: _____

List awards or honors you have received: _____

My part-time/full-time job is: _____

I am interested in Kappa Delta Pi membership because: _____

What skills and expertise do you possess that could benefit the chapter? _____

What do you hope to gain from membership in an honor society that promotes your lifelong professional development? _____

Personal and Professional Development Needs

Check five of the following topics you would be interested in learning more about through chapter meetings and activities.

- _____ Resume Writing
- _____ Student Teaching
- _____ Conflict in the Classroom
- _____ Marketing Your Leadership Experience
- _____ Time Management in the Classroom
- _____ Creativity in the Classroom
- _____ Other _____
- _____ Other _____

- _____ Stress Management
- _____ Job Interviewing
- _____ Planning for the Future
- _____ Assertiveness
- _____ Ethical Decision Making
- _____ Personal Goal Setting
- _____ Other _____
- _____ Other _____

Community Service Interests

Check the type of service projects that would interest you.

- _____ Reading Is Fundamental
- _____ Mentoring
- _____ Child Health and Fitness
- _____ Homelessness
- _____ Literacy

- _____ Child Advocacy
- _____ Other _____
- _____ Other _____
- _____ Other _____
- _____ Other _____

Social Interests

Check the type of social activities that would interest you.

- _____ Sporting Events
- _____ Conferences
- _____ Recreational Trips
- _____ Concerts
- _____ Lectures
- _____ Movies
- _____ Dances

- _____ Plays or Musicals
- _____ Field Trips
- _____ Other _____
- _____ Other _____
- _____ Other _____
- _____ Other _____

PUBLIC RELATIONS

Public relations are an important part of planning for any event. Widespread public recognition of Kappa Delta Pi on campus and in the community will benefit the chapter in many ways. It will build pride in membership that leads to more active involvement and retention of members.

The goal of public relations is to increase awareness of a particular issue or to establish a positive image over a long period of time. Public relations must communicate to a targeted group of people—such as educators, college students, the service community, or business people. A long-term effort is necessary for a publicity campaign to develop campus and community awareness. It is suggested that a chapter create a “signature piece,” a program or service activity that the chapter holds and participates in each year without fail. Your time, effort, and commitment will result in a positive image for your Kappa Delta Pi chapter on campus and in the community.

Note: Through publicity, activities will draw prospective members, increase name recognition, and heighten community awareness.

Publicity Strategies

Within the chapter

- Encourage members to wear their Kappa Delta Pi pins.
- Create chapter T-shirts, or order shirts from Society Headquarters.
- Acknowledge individual members for accomplishments.
- Foster morale through the chapter newsletter.
- Provide certificates of appreciation for service by members and the community.

On campus and in the community

- **Distribute posters, flyers, table tents.** Be creative with slogans, logos, and bright colors. Ask a local pizza restaurant to allow you to tape flyers to the pizza boxes.
- **Place ads in campus and community newspapers and publications.** Check with the local papers to see if they give any free ad space to student organizations. Keep the ad brief by answering the basic questions (who, what, where, when, why).
- **Print bookmarks.** Put them in the campus bookstore near the registers, or ask community bookstores to place them in books that are purchased.
- **Secure a proclamation from College President or City Mayor.** A proclamation is an endorsement by an official for an event or program sponsored by an organization. It can be used in publicity and displayed on campus.
- **Write a letter to faculty and community leaders.** Invite college faculty and staff as well as community leaders to upcoming events that are relevant to their work.

- **Use campus chalkboards.** Have students write event information on class room chalkboards.
- **Co-sponsor events with other organizations.**

Planning a Public Relations Campaign

1. **Organize a public relations committee.** The committee can be part of the program committee or its own separate committee that works closely with the program committee to develop publicity for events.
2. **Establish publicity goals for the year.** What does the chapter want to accomplish with publicity, what challenges has or will the chapter face, and what group do you want to target?
3. **Create a strategy for implementation of the public relations campaign.** A project planning form is located in this booklet. It can be photocopied and completed by the committee. Brainstorm strategies and ideas together to have the most impact to achieve the designated goals.
4. **Delegate responsibilities and create a calendar.** The committee should implement a calendar designating the assignments and dates by which they must be completed.
5. **Evaluate whether the goal was achieved.** A project evaluation form is included in this booklet.

Recommendation: Chapter should create a Public Relations Committee that is overseen by the Vice-President.

News Releases

News releases are brief articles submitted to local media. They can highlight service projects, initiation, and other chapter events.

Some helpful hints for writing a news release:

- The most important information should appear in the first paragraph.
- Sentences and paragraphs should be short and concise.
- Keep it to no more than one page.
- Note community leaders' names who attended the event or were recognized.
- Create a short, catchy headline.
- Remember to include who, what, where, when, and why.
- Include the date for release of story.
- Place on letterhead with contact name and number on top.

General facts about Kappa Delta Pi are on the bottom of the press release form located in this chapter.

Event Promotion Checklist

Six months prior to the event:

- Allocate money for promotion.

Three months prior to the event:

- Identify target audience.
- Determine desired outcome.
- Brainstorm and specify public relations strategies.

Two months prior to the event:

- Compile a media list.
- Invite faculty, administrators, and community leaders.
- Delegate responsibilities.

One month prior to the event:

- Submit news releases to media.
- Identify locations for publicity distribution.
- Invite media to cover the event.
- Distribute major recruitment pieces (posters, flyers, ads, etc.).
- Invite campus photographer to participate.

Three weeks prior to the event:

- Follow-up on news releases.
- Continue distributing publicity.

Two weeks prior to the event:

- Advertise in newspapers.
- Disseminate table tents.
- Follow-up again on news releases.
- Distribute more posters and flyers.

One week prior to the event:

- Follow-up with reporters who have expressed interest.
- Finalize with photographers the locations needing to be covered.
- Distribute more posters and table tents.
- Advertise in newspaper.

Day of Event:

- Confirm needs of photographer.
- Greet members of the media.
- Advertise in newspaper.

Within two weeks after the event:

- Write thank you letters to the media and special participants.
- Evaluate the success of the promotion.

Project Planning Form

(Make copies of this form for all scheduled projects.)

The following information should be completed at least two months prior to a project's intended date of execution. Completion of this form will allow the planning committee adequate time to coordinate the project details.

Committee Responsible for Project: _____

Title of Project and Brief Description: _____

Purpose of Project: _____

Time of Project: _____

Location of Project: _____

List resources needed for project (people, money, expertise, etc.): _____

Project Planning Checklist

(Specify below the tasks that must be accomplished, the individual responsible, and task deadlines.)

Type of Publicity	Who is Responsible	Deadline
Flyers, Table Tents _____		
Newspapers _____		
Ads _____		
Posters _____		
Brochures _____		
Banners _____		
Radio _____		
Announcements _____		
Press Releases _____		
Photographer _____		
Chalking Blackboards _____		
Creating a Display _____		
Other _____		

Project Budget Worksheet

Income

Fundraising Money _____
 From Chapter Budget _____
 Co-Sponsorship Income _____
 Other _____

Expenses

Supplies _____
 Printing/Postage _____
 Banquet/Lunch _____
 Gifts/Contributions _____
 Travel _____
 Other _____

Total Income _____

Total Expenses _____

Net Gain/Loss _____

Project Evaluation Form

Upon completion of your project, evaluate its success. Identify the strengths and weaknesses of the program, and list any ideas that may be helpful if sponsoring the same program in the future.

Committee responsible for project: _____

Name of project: _____

Date of project: _____

Time of project: _____

Location of project: _____

Number of members who participated in project: _____

What were the goals of the project? _____

Were the goals of the project achieved? _____

Who did you expect to participate in the project (chapter members, students, faculty, members of the community, etc.)? _____

Who actually participated in the project? _____

Actual Budget

Actual Income _____

Actual Expenses _____

Net Profit/Loss _____

Specify the method(s) of publicity used: _____

Was the project publicized effectively? ____ Yes ____ No

List publicity suggestions for the future: _____

How would you rate the project overall? Poor Okay Fair Good Excellent

Would you recommend doing this project again in the future? Why or why not? _____

List any program suggestions for this project in the future. _____

4 chapter

VICE PRESIDENT TO DO LIST

The following to do list includes tasks that must be performed by the president and vice-president.

Items with an asterisk() should be performed by the president.*

August

- Attend all chapter, Executive Committee, and Program Committee meetings.
- *Secure approval of yearly budget. More information about creating a chapter budget is located in the Treasurer's Guidebook. The Executive Committee should approve at first meeting of the year.
- Schedule Program Committee meetings.
- Plan semester calendar of activities with the Program Committee.

September

- Coordinate public relations campaign for first program.
- Review plans for first program.
- *Review first newsletter. Information about creating a chapter newsletter is located in the Secretary's Guidebook.
- *Plan initiation ceremony.
- *Read *The Leader* and implement any ideas.

October

- *Conduct an Executive Committee meeting.
- Attend all chapter, Executive Committee, and Program Committee meetings.
- *Ensure rebate check has been deposited. The rebate check is mailed October 1. Further information is located in the Treasurer's Guidebook.
- *Receive list of eligible potential members from the Registrar's Office.
- *Mail invitation letters to potential members.
- *Conduct a chapter meeting to get members excited about the upcoming year.

November

- Attend all chapter, Executive Committee, and Program Committee meetings.
- *Receive preliminary reports of chapter from committee chairs.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- Continue work with membership (programming).
- *Review duties of all chapter officers.
- *Conduct an Executive Committee meeting.
- *Read *The Leader* and implement any ideas.

December

- Attend all chapter, Executive Committee, and Program Committee meetings.

January

- *Conduct mid-year assessment during Executive Committee meeting.
- Attend all chapter, Executive Committee, and Program Committee meetings.
- Schedule Program Committee meetings for the semester.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- *Review plans for initiation.
- *Plan to participate in Foundation Annual Appeal.
- Continue planning for RIF Week in April.
- *Conduct Executive Committee meeting.
- *Read *The Leader* and implement any ideas.

February

- Attend all chapter, Executive Committee, and Program Committee meetings.
- *Hold Orientation Program to inform potential members.
- *Conduct general membership meeting.
- Invite member prospects to join.
- Request from the registrar a list of all students qualified for membership.

March

- Attend all chapter, Executive Committee, and Program Committee meetings.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- *Initiate new members.
- *Ensure rebate check has been deposited.
- *Conduct Executive Committee meeting.
- *Elect chapter officers for next academic year. More information about officer elections is located in the President's Guidebook.

April

- *Conduct the Officer Transition.
- Conduct Reading Is Fun Week Program.
- *Review chapter's accomplishments for inclusion in chapter summary and for Headquarters.
- *Read *The Leader* and implement any ideas.

May - June

- *Establish a yearly calendar.
- *Make necessary committee and other appointments.
- *Schedule summer session meetings or special summer get-togethers.

June - July

- *Complete annual report and mail to Headquarters.



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