

Chapter Volunteer Forum – Program Agenda

Thursday, February 27, 2020

8:30 a.m. **Welcome and Introductions**

9:00 a.m. **2020 Membership – Surf’s Up and So Is Membership**

2020 Membership – Jennifer Boyd, CEBS

- Poll: In general—how do you feel your chapter is doing and why?
- Share your best recruitment stories
 - Describe your best “ah ha!” conversation with a potential member.
 - What is the biggest driver to get returning members to renew?
 - *Table exercise:* “sell” your chapter to your table mates.
 - What is your favorite selling point to a new member? (no duplicates)

Employer Engagement (*table and large group discussions*)

- What can you say to employers who support the CEBS designation but not ISCEBS and chapter membership?
- Ways to overcome “My employer won’t pay for membership.”

10:00 a.m. **Break/Networking**

10:30 a.m. **Sharing Positions** (*large group discussion*)

Board Members/Directors

- Your role in the chapter and how to make the most of your time.
- Preparing for the next steps.

Treasurers

- Making budgets less.... Budget-y. Tips and tricks for keeping the finances in order.
- Annual filings – set your reminders now.

Secretaries

- Minutes and you – tips for capturing a board meeting in written form
- Utilizing chapter rosters in your chapter communication

Vice Presidents

- Ways to avoid being a “lame duck”
- Preparing to lead

Presidents

- Running a chapter – resources available to you.
- Succession planning – how are you starting today?

11:00 a.m. **Professional Development – Selling the Value Statement**

CEBS Compliance – Career Long Engagement – Carey Wooton, CEBS

- How do you describe CEBS Compliance: *(table and group discussions)*
 - To graduates?
 - To CEBS students?
 - To nonmembers?
- Education vs. Champion *(table and group discussions)*
 - Describe ways your chapter educates program attendees about CEBS Compliance.
 - How to be a Champion of CEBS Compliance.
 - Using your role to advance CEBS Compliance

CEBS Compliance Alliance

- Chapter Compliance Toolkit (Swag Box) – Jennifer Mathe, CEBS and Hannah Loppnow
- Logging CEBS Compliance credits

ISCEBS Fellow – Best Total Value Proposition EVER – Mary Amend, CEBS and Brad Mandacina, CEBS *(table exercise)*

- Why are you a Fellow? Or what has stopped you from becoming a Fellow?
- Ways your chapter makes ISCEBS Fellow a “must have” distinction
- How ISCEBS Fellow is different from CEBS Compliance
 - What’s your elevator pitch?

11:45 a.m. **Back to School – Connecting with Gamma Iota Sigma Chapters**

- Outreach and education – Sandy Tellefson, CEBS
- Alumni Chapters

12:15 p.m. **Lunch**

1:30 p.m. **Keep Calm and Contact the Society**

Chapter Virtual Assistant – Jennifer Mathe, CEBS and Hannah Loppnow

- Services offered through the virtual assistant program to chapters
- Additional chapter “wish list” for VA assistance

Wild Card Ideas

- What are the chapter's blue sky projects?
- *If the Society could do ____ this year, it would make it the best year ever for my chapter."*

2:00 p.m. **Open Forum – Ask Questions and Get Answers**

2:30 p.m. **Conclusion and Evaluation
Building Tour**

3:00 p.m. **Shuttles to Airport**