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