

Building an Enduring Chapter

1. **President-Elect/Succession Plan**

-Continuity of Leadership is ABSOLUTELY VITAL!! Having a President Elect identified and serving at least one year before taking over keeps chapters alive and enduring. Length of service on the Board builds understanding of the history and the mission of the local chapter as well.

-Chapter Excellence Plan for the year keeps your Board focused. Your President-Elect is a good person to hold the Board accountable for that. The Chapter of Excellence was created by identifying successful chapter boards and what they did to perform well. Notice in the Chapter of Excellence Plan there are built in requirements. Those requirements, like attending quarterly regional calls, keep the chapter tied to the Global growth and mission as well.

-Length of Service for chapter President varies, but make sure it is understood by incoming Presidents the length of their service as President Elect, President and Past President.

-One challenge Executive Boards may have especially post Provo Leadership Conference is enthusiasm to get started, make changes and progress. Those are good! We need to feel that drive to do good. However, once back in the trenches and working, that enthusiasm may start to wane. The President Elect will not be running the day to day of your Executive Board, so the support and drive of the President Elect on your currently selected areas of growth and improvement, can help keep the enthusiasm ball rolling.

2. **Executive Board Members**

-Your Executive Board Members are the workers. They are the “in the trenches” people who handle the operations of your chapters needs. Executive Board members execute the plans. There are some key things these board members need to understand and do.

Here are a few:

-Willingness to serve and be accountable for duties—if not replace them.

-Organized and understand responsibilities—Clearly understood responsibilities of board members helps the chapter to function more effectively

-An understanding that “THIS IS WORK.” With anything worth doing, they will have to devote their time and energy to be most effective. However, to keep from feeling overwhelmed, like anything else, doing things in small chunks keeps Board Members participating. Find out what motivates them or their passion. Board members who work on something they really enjoy keeps the momentum for working/serving alive.

-Organizational Leadership Chart helps board members see their value to the group effort.

-Continuity of Leadership is absolutely vital to an enduring chapter. Ask your Executive Board members to serve for specific lengths of time, and as they complete their term, have them help you find a replacement at least 3 months out so that they can help you train the next person coming in. (Some chapter leaders rotate positions or onto committees because they truly believe in the mission and value of the Management Society. This is nice because they help keep things organized and alive.)

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-Consistent and regular contact (meetings/emails/texts etc) sent from the President or President-Elect helps the board members feel included and valued. They are “teammates” trying to achieve the success together.

-Monthly Executive Board Meetings

-sometimes more based on how you set up your Executive Board

-handles the day to day to make you move forward.

-Seek and gain quality people who have a particular passion you can tap into to serve on your Executive Boards/make sure incoming members know their assignments and duties.

-Chapter Presidents should hold all Board members accountable for their duties.

3. **Annual Strategy Plan/Leadership Training for Executive Board**

-President (or President-Elect) should come with an organizational leadership chart and general overview of calendar plan for the upcoming year).

-Key questions to help your strategy plan:

-What has been done in the past? How did it work? Was it successful for your chapter? What do we need to do to move forward the chapter this coming year?

-Discuss goals and focus of upcoming year. (This is one place as a team you will hold each other accountable.)

-Identify positions on the board that need filling/ or committees that could be formed/ identify and discuss individuals who could fill those positions/ assign a member of the Executive Board to reach out and invite those persons to fulfill those positions while also explaining those positions and responsibilities (If this can be done prior to your Annual Strategy Training, your new members will benefit more understanding your plan and purpose.)

-Outline your basic calendar for the year assigning specific dates or months and events for those dates-the calendar helps maintain momentum and will keep your Board focused throughout the year

-Consider how to co-join with the following groups and increase the efficiency of you efforts —Self-Reliant Services, Pathways Connect, JustServe, Launching Leaders— if you tap into these groups you can become a resource to your Bishops and Stake Presidents and build alliances with them as well. THESE RESOURCES CAN BE YOUR SERVICE OPPORTUNITIES AND CAN BECOME YOUR REPUTATION

-Be creative in offering services or benefits of your chapter (Ex: pair with a local university offering an Ethics Breakfast or Ethics training or CPE credits —or ask your Executive Board, “What other resources can we offer to build our community?” Be creative and innovative for your area. What your chapter is good at producing may be very different than another chapter.)

-Marketing—constantly marketing to keep you fresh and approachable is both a challenge and a blessing. While meeting at your Strategic Planning meeting, discuss how each Board member is influenced by marketing then apply those types of marketing to your membership. Drip marketing keeps your events at the top of people’s minds that is your email approach and often your social media approach. But personal marketing,

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where Board members specifically target someone and brings or invites them to an event is usually how you introduce the Management societies benefits to people who are still not sure of the value and mission of the BYU Management Society. You will find that you will use both types of marketing. Remember that it is in your marketing that you let the people in your area know who you are and what you stand for.

4. Advisory Board: How do and should Advisory Boards support the local chapter?

-The Advisory Board members have been often referred to as “the Rolldex”. They are the Executive Boards connections to speakers, leadership principles, fund raising etc. They should have contacts and associates who they can call to help meet the needs of the Executive Board.

-Have an an Advisory Board Chairman. This would be someone who can attend Executive Board meetings, participate in the annual strategy meeting, and offer sound advice and connections. The Advisory Board chairman should be someone who believes in the vision and value of BYUMS and who will “go to bat” to make things happen for the Executive team. The Advisory Board Chairman does not run the Executive Board meeting, he/she is a resource.

-Advisory Board members can be Stake Presidents, members of the NAC, Community leaders or CEO’s in the area. The Advisory Board like the Executive Board will experience turn around. This turn-around will actually help to keep your area vibrant and growing.

5. Service

-This is what you give to the community -can be Ethics alone, can be combined with an Initiative of the Church of Jesus Christ of Latter Day Saints, can be scholarships or mentoring programs, or other worthwhile causes.

-Service builds community involvement and trust.

-Could it be that people are attracted to BYUMS because of the service you offer?

6. VISION to WISDOM: the ability to look forward and backward and find meaning and future growth.

-To feel successful we often have to remember our vision and then in wisdom, look back and see our successes because the grind of continually striving to perform can wear on the Executive Board.

-It will take INITIATIVE, WORK, CREATIVITY and PERSISTENCE to find your success.

-Stages of success: Mentally developed plan. Plan goes from thought to paper with strategic ways to put the plan into action. Finally, take time to feel your success. Define your own success from the realistic chapter goals you set and worked for. Applaud yourself for your efforts and your successes, and don’t compare yourself to other chapters. Each chapter area is unique. Build on what works for you in your area.

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7. Attend the Provo Leadership Conference and use the BYUMS web page for Leader Resources when home.

-The Provo Leadership Conference will connect you to other leaders and new ideas on chapter growth and sustainability. You will also create lasting friendships from networking that can be additional resources.

-There are great insights on the webpage to help build and sustain your chapter. Reviewing a resource at each monthly Executive Board meeting can be a constant training tool for your Board.