

ASID STUDENT CHAPTER REFERENCE MANUAL

What You Need To Know to Run a Successful ASID Student Chapter



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THE BASICS: WHAT'S A STUDENT CHAPTER, EXACTLY?

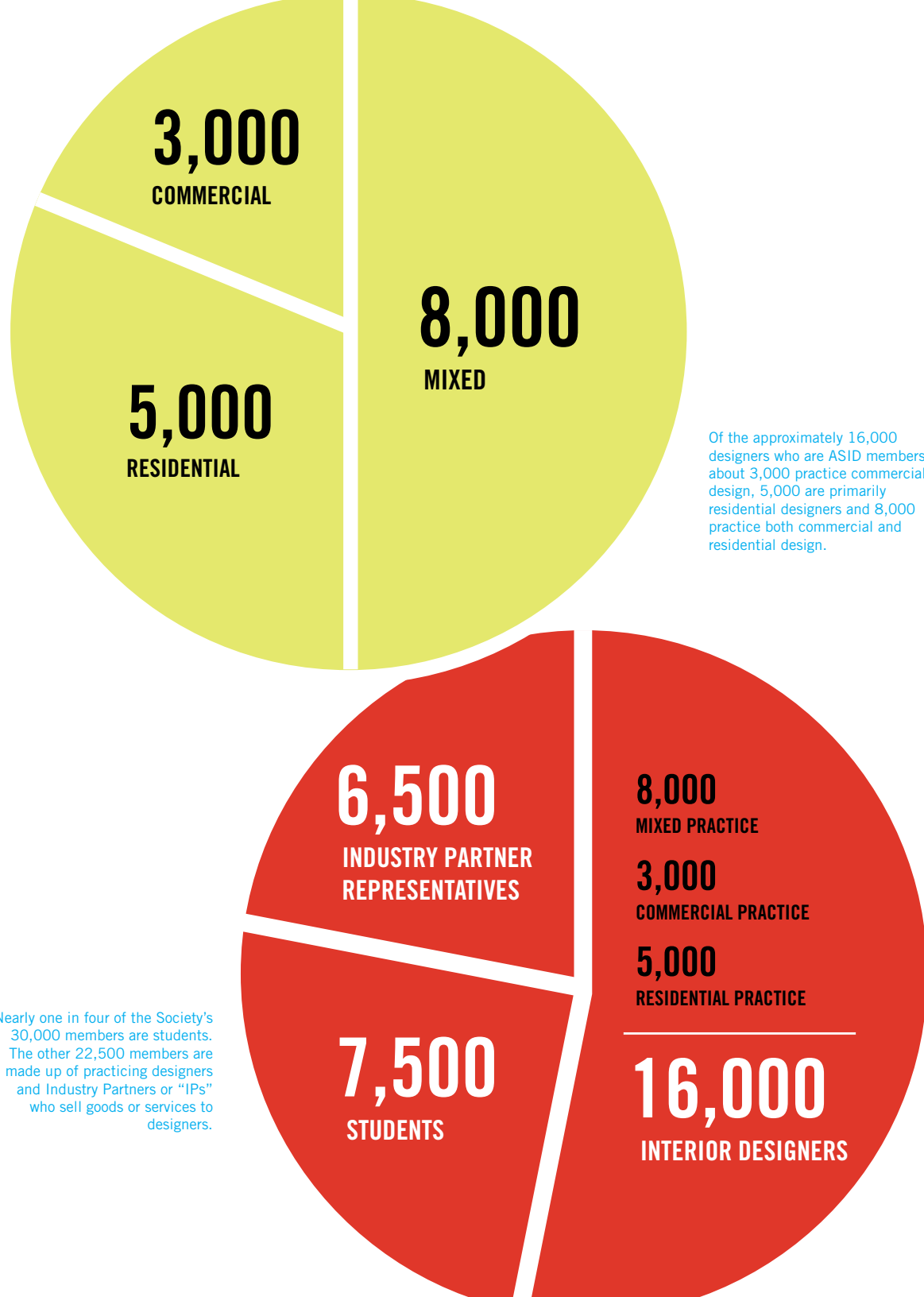
OVERVIEW

ASID (always pronounced as A-S-I-D, not as a word) is a community of people committed to the profession of interior design. It's also the oldest and largest organization representing the interests of professional interior designers. ASID supports and represents the Interior Design Industry.

Student members belong to three entities, each one a part of the next larger one:

ASID Student Chapter > Local ASID Professional Chapter > ASID as a national organization

If the student's school does not have a student chapter, then the student can still join ASID as a student member. The student member will belong to the local professional chapter and the ASID national organization.



WHO CAN JOIN?

You're a candidate for a degree or certificate in interior design or interior architecture

Your program requires at least 40 semester hours or 60 quarter hours in interior design to graduate

You can be at any stage of the program (i.e., you're not required to have completed a certain number of classes in order to join ASID)

All students and officers must join with ASID national in order to participate with the student chapter on campus

WHEN CAN I JOIN?

ASID accepts and processes applications year-round

Once your application is submitted, approved and processed, your membership is valid for a complete year from the date you join. (e.g., if you join in October of 2012, your membership will expire on September 30, 2013.)

HOW DO I JOIN OR RENEW?

The easiest way to join or renew is online. You'll need a debit or credit card to do so. Log in to www.asid.org, then click the Student Membership Join Online button if you are a renewing member. If you are a new member, go to www.asid.org/members/join and select "click here to sign up for a login."

You'll be able to print out a temporary membership ID card right on the spot. You can also download and mail in a paper application and pay by check or credit card, but it will take several weeks to process. Make sure you notify your student chapter that you've joined so you can start participating in its activities right away.

HOW MUCH DOES MEMBERSHIP COST?

Basic student membership costs \$45 per year and must be renewed annually. These fees are collected by ASID headquarters. Your particular student chapter might charge additional dues and/or event fees to support its activities. If so, these dues are kept in the student chapter's own bank account.

WHAT DO I GET FOR MY STUDENT MEMBERSHIP?

IMPORTANT: A student is not an official ASID student member unless he/she is a national dues-paying member. Only national members may use the "Student ASID" appellation behind their name.

From the Student Chapter

1. On-campus seminars and lectures to supplement classroom learning and aid career development
2. Off-campus tours and trips to vendors, museums, etc.
3. Charity/volunteer opportunities, such as Habitat for Humanity
4. Networking with other students and local design professionals
5. Social events
6. Leadership opportunities and training

From the Professional Chapter

1. "Getting To Know You" mixer (every fall; all chapters)
2. Career Day (once a year in the fall, winter or spring; every chapter)
3. RealWorld DesignWeek mentoring and professional development event (fall; all chapters)
4. Graduating Senior Receptions (once a year in the late winter or early spring; all chapters)
5. Online and/or print newsletter (varies by chapter)
6. Other learning/mentoring/networking opportunities such as tours, CEU classes, product showcases, volunteer activities, social events (varies by chapter)
7. Opportunity to participate in state legislative efforts (varies by chapter)
8. Scholarships & competitions (varies by chapter)

From ASID Headquarters

1. Student programming and job fairs at national ASID conferences and events
2. A series of regional events in metropolitan cities around the country. Each city will host affordable one-day events multiple times a year, allowing members to get the programming they need without the distant travel and expense of a longer multi-day national conference
3. ASID *ACCESS* student magazine, published in an interactive PDF biannually
4. *ASID ICON* magazine, covering design industry-related research, trends and other topics
5. Electronic newsletters covering global industry news and ASID offerings for members
6. Emerging Professional Town Halls. Rising designers sound off on key issues
7. The Annual Student Design Competition, which challenges students to compete nationally for the top project. This is now hosted via an online platform and has a \$2000 cash prize
8. The Student Lounge on www.asid.org containing news and leadership resources for members and chapters.
9. RealWorld DesignWeek - a national job shadowing program. Students self-select ASID professionals to shadow on site at work locations
10. Online Job Bank
11. Online social networking communities
12. Study Abroad Grants - for London and Milan interior design programs
13. National scholarships from the ASID Foundation

Can I call myself "Jane Doe, ASID" after I join?

After your membership is processed, you should use the appellation Student ASID, e.g., "Jane Doe, Student ASID."

STARTING A STUDENT CHAPTER

IF YOUR SCHOOL ONCE HAD A STUDENT CHAPTER THAT'S NO LONGER OPERATING AND YOU WANT TO REVIVE IT

- Enlist a faculty advisor, ideally an ASID professional member, to help you get started.
- Gather at least two other students who are interested in, and committed to, reactivating the student chapter.
- Follow the guidelines and tips in Section 3 of this manual.

IF YOUR SCHOOL HAS NEVER HAD A STUDENT CHAPTER AND YOU WANT TO START A NEW ONE

- Check that your interior design program is accredited by a recognized accreditation body such as NASAD and CIDA and requires at least 40 credit hours or 60 quarter hours in interior design-related courses.
- Gather at least 10 interested students to help build and manage the chapter. Each student must become an ASID Student Member in order to participate.
- Enlist a faculty advisor, ideally an ASID professional member, to help you get started.
- Contact ASID headquarters for an application and instructions on starting up a new student chapter.

Visit www.asid.org for a student chapter application and instructions on starting up a new student chapter

- Read and follow the instructions in Section 3 of this manual.

ADVANCING FROM STUDENT TO ALLIED MEMBERSHIP

A key goal of ASID is to promote advancement from student to allied membership upon graduation, so that students immediately become fully active members of their local professional chapter.

< [Go online to complete the interactive Student Advancement Application.](#)

By transitioning directly from student to allied membership, new graduates receive the following benefits:

SAVINGS OF OVER \$500 IN DUES AND FEES THEIR FIRST TWO YEARS

Immediate use of the coveted appellation, '**Allied ASID.**' This identifies you as a practicing designer and no longer a student.

Uninterrupted subscriptions to ASID print and online publications

Access to ASID marketing tools, insurance plans and other resources

Immediate access to all professional chapter programs and services

Use of the ASID Referral Service as a marketing tool

You have six months after graduation to take advantage of the student advancement pricing.*

Student chapters should distribute this information and applications to all graduating members, usually in early November and April.

*A monthly installment payment plan is available.

THE PLAYERS: WHO'S WHO AT ASID?

THERE ARE KEY PLAYERS IN EACH OF THE THREE CATEGORIES TO WHICH EVERY STUDENT MEMBER BELONGS

- The school or interior design program's student chapter
- The geographic region's professional chapter
- ASID as a national organization

STUDENT CHAPTER

Board of Directors

President, President-elect, Secretary and Treasurer

Committee Chairs

Head up the chapter's operations

Faculty Advisor

Provides guidance to the Board

PROFESSIONAL CHAPTER

Professional Development Director

Sits on the Board; oversees student-related programs

Student Representative to the Board (SRB)

This is the highest position a student member can hold; sits on the professional chapter board with vote; represents students from all regional schools

Student Affairs Committee (SAC)

Organizes and runs student-related programs such as Student Career Day

Professional Student Chapter Liaisons

Professional members assigned to each student chapter in the region

Emerging Professional Affairs Committee

Provides resources, networking and programs for designers within their first five years of practice.

ASID NATIONAL

Student Advisory Council (SAC)

Supports student chapters and SRBs via programs and guidance

Headquarters Support Team

Provides resources and tools for student chapter boards; manages national student programs

Emerging Professional Advisory Council (EPAC)

Supports emerging professionals in their first five years of practice through resources and networking

STUDENT CHAPTER

PRESIDENT

Attends the ASID Leadership Training Program modules for Student Chapter Presidents

Leads student chapter

Runs chapter meetings and events

Represents student members and communicates directly with SRB, SAC and ASID headquarters

Works with ASID headquarters to ensure that all chapter members have paid membership dues. A chapter roster can be requested at anytime.

Delegates responsibilities to Board members and committee chairs

Oversees Strategic Planning effort and reports to SRB and SAC

PRESIDENT-ELECT

Supports and works closely with president in all areas

Prepares for and becomes president the following year

Focuses on chapter internal and external communications

Attends the ASID Leadership Training Program modules for student chapter presidents

Participates in strategic planning

SECRETARY

Keeps records of all meetings and events

Works with ASID headquarters to ensure that all chapter members have paid membership dues. A chapter roster can be requested at anytime.

Coordinates logistics of meetings and events

Participates in strategic planning

Submits newly elected officer names to headquarters each term

TREASURER

Receives and deposits all chapter funds into student chapter bank account

Prepares chapter budget and makes financial reports to members

Maintains accurate accounts of chapter events

Participates in strategic planning

Works with faculty advisor on allocation of chapter rebate funds if any are earned

FACULTY ADVISOR

Selected by the student chapter board or by the school; ideally, but not required to be, an ASID member

Serves as advisor to the student chapter board; does not run the chapter, supervise the Board or control chapter funds

Promotes student chapter activities to the faculty and administration

Suggests chapter programs by introducing industry professionals to the students and keeping students informed of industry trends and issues

Assists Board with strategic planning

Attends meetings/events and makes himself/herself accessible to Board

COMMITTEE CHAIRS

Appointed by board or elected by student members

Committees may include, but are not limited to: hospitality, programs, competitions, publicity, membership, fundraiser, newsletter, travel

Committees may be added or eliminated as the student chapter board sees necessary

PROFESSIONAL CHAPTER

PROFESSIONAL DEVELOPMENT DIRECTOR

Voting member of professional chapter board

Elected by professional chapter members

Oversees student affairs committee and all student-related programs

Promotes advancement of students to Allied Membership

Attends the ASID Leadership Training Program modules for student affairs

Communicates with SAC

STUDENT REPRESENTATIVE TO THE BOARD (SRB)

Voting member of professional chapter Board

Nominated by student chapters and selected by professional chapter Board

Keeps in regular communication with all student chapters in the region

Reports on student chapter activities to the professional chapter board

Attends all student-related events hosted by professional chapter

Attends the ASID Leadership Training Program modules for SRBs

Communicates with SAC

STUDENT AFFAIRS COMMITTEE

Reports to professional development director

Organizes annual student events: Getting To Know You Mixer, RealWorld DesignWeek, Career Day and Graduating Senior Reception

Produces other student programs such as scholarships, competitions, internships, mentoring, etc.

Designates professional liaison for each school

Committee chair communicates with SAC

PROFESSIONAL STUDENT CHAPTER LIAISON

Reports to student affairs committee

Allied or professional member, ideally an alumnus or alumna, who serves as direct contact between professional members and students

Encourages student participation in professional chapter events

Participates in student chapter events and recruits other professional, allied and Industry Partner members to participate in student chapter events

Assists student chapter with strategic planning

Keeps in close contact with SRB

ASID NATIONAL

STUDENT ADVISORY COUNCIL (SAC)

10-member council made up of ASID educator members, practitioner members, student members and headquarters staff

Supports students by developing Society-wide programs that enrich their educational experience and prepare them for careers after graduation

Acts as personal advisors to student chapter leaders, SRBs and faculty advisors

Works with other ASID councils and staff to promote student interests

MEMBER ENGAGEMENT DEPARTMENT (Headquarters Staff)

Works closely with the SAC

Promotes student-to-allied advancement and develops programs for emerging professionals

Provides support for chapter leaders including professional development directors and student affairs committee chairs

Organizes and runs the ASID Leadership Training Program

Oversees national student programs such as RealWorld DesignWeek and NeoCon Career Exchanges

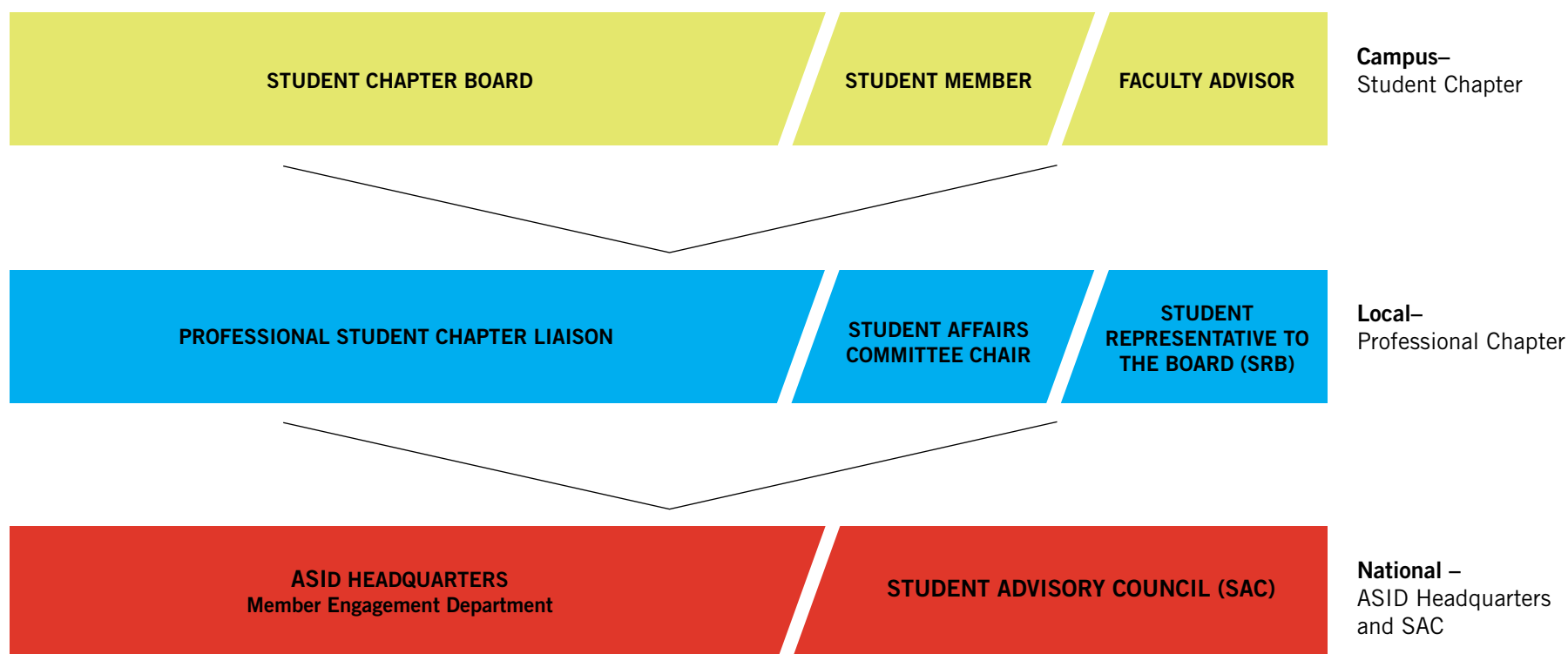
Oversees *ACCESS* student magazine, the ASID website and student awards

Oversees student chapter membership rosters and information, ASID student awards, annual student design competition questions, student member benefits and resources, general member research

Oversees student chapter membership formation and provides support to student chapters

STUDENT HELP CHART

WHO CAN YOU TURN TO WHEN YOU HAVE QUESTIONS?



Find more information on the leadership roles included in this infographic under Student Chapter Resources at www.asid.org.

Email emergingleaders@asid.org with any additional questions.

WHAT DO WE DO NOW?

IMPORTANT THINGS TO KEEP IN MIND

WHILE AN ASID STUDENT CHAPTER IS A STUDENT ORGANIZATION AFFILIATED WITH A COLLEGE OR UNIVERSITY, IT IS ALSO AN OFFICIAL ASID ENTITY THAT REFLECTS THE SOCIETY AS A WHOLE.

ASID student chapter boards must operate in the same manner as ASID professional chapter boards and follow ASID policies at all times.

ASID student chapters are chapters of professional associations, not social clubs.

The mission of a student chapter is the same as that of the Society as a whole: “to inspire and enrich its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships.”

EACH STUDENT CHAPTER IS AS UNIQUE AS ITS STUDENT MEMBERS AND THEIR COLLEGE OR UNIVERSITY.

In order to be successful, each student chapter must tailor its program to fit the particular needs and interests of its members.

Students vary in what they want to learn, when they are available, how they like to meet, etc.

STUDENT CHAPTER BOARD MEMBERS EACH HAVE A PARTICULAR ROLE; THE PRESIDENT’S JOB IS TO GUIDE AND MOTIVATE THE BOARD, NOT TO TAKE EVERYTHING ON HIMSELF/HERSELF.

The best boards are comprised of people with varied and complementary skills.

The best leaders delegate the tasks, share the credit and retain authority at all times.

KNOW YOUR AUDIENCE AND MAKE A ROAD MAP (A.K.A. “STRATEGIC PLANNING”)

There's no “one size fits all” approach to running a student chapter, because every chapter is unique. You must tailor your chapter to fit your school's students.

Don't assume that everyone is interested the same things you are. (This is why a group of close friends doesn't necessarily make the best board!)

Review an example strategic plan to help your chapter get started. Go to asid.org/chapter/studentresources and click on the “Student Chapter Manual and How-to Guides”

1. Conduct a member survey. This can be as simple or as involved as you like, from a few questions sent via e-mail to lengthy interviews. See the student chapter survey template for ideas.
2. Refer to feedback from previous year's events and talk to past student chapter leaders.
3. Once you've assembled a wish list of your members' requests, rank your chapter's top goals. After all, there are never enough resources (time, money, volunteers, etc.) to do everything you want!
4. Brainstorm ways to accomplish those goals, starting with the big steps and breaking them down into bite-sized chunks. Then set a schedule for completing those tasks.
5. Last step: assess your progress regularly throughout the year. Do you need to adjust your tactics or revisit the goals themselves? If you've veered off course, figure out where you went wrong and get back on track. Remember, goals are useless if you lose sight of them and/or if they are no longer practical.

Guess what? You just produced a strategic plan! Strategic planning is simply a methodical way of setting and achieving goals. For a more in-depth look at this important management tool, refer to the Strategic Planning Guide.

CALENDAR

One of the first steps to take is to plan the year's activities. Take out a calendar and fill out the major academic deadlines – when school is in session, when final exams take place, etc.

Then fill in the ASID events that all student chapters have in common.

SEPTEMBER

MEMBERSHIP DRIVE –
NEW MEMBER
RECRUITMENT

NOVEMBER

1. REALWORLD
DESIGNWEEK
2. DISTRIBUTE
ADVANCEMENT TO
ALLIED MEMBERSHIP
APPLICATIONS
TO GRADUATING
MEMBERS

DECEMBER

HOST A HOLIDAY
SOCIAL OR COMMUNITY
SERVICE EVENT

JANUARY

STUDENT DESIGN
COMPETITION ENTRIES
DUE

MARCH

1. STUDENT CHAPTER
BOARD ELECTIONS
2. SRB NOMINATIONS
3. *SEND ALL STUDENT
LEADER NAMES
TO ASID AT
futureofdesign@asid.org

APRIL

DISTRIBUTE
ADVANCEMENT TO
ALLIED MEMBERSHIP
APPLICATIONS TO
GRADUATING MEMBERS

MAY

STUDENT CHAPTER
AWARDS APPLICATIONS
DUE

AUGUST

STRATEGIC PLANNING &
BUDGETING

ASID LEADERSHIP
TRAINING
PROGRAM BEGINS

Now decide the when and how many events to hold each month. Keep your chapter's students needs in mind. For example:

- Part-time and evening students who have full-time jobs may prefer monthly events on alternating weeknights
- Residential students may find it convenient to meet at lunch time with activities on weekends.
- Consider varying the locations and times of the meeting to maximize attendance; if members have varying class schedules and live in different areas, they will appreciate the scheduling flexibility.

Ask your faculty advisor and SRB look over the calendar for potential conflicts with school and/or ASID professional chapter events.

Post the calendar prominently, both electronically (on the chapter website, Google Calendar, blog, etc.) and in print, where appropriate—see Media, Communications & Publicity. Send out and post reminders of upcoming events.

NEW MEMBER RECRUITMENT

Successful student chapters recruit new student members year-round and encourage them to join ASID online. **For each member who joins or renews on the ASID website, ASID sends \$5 back to the student chapter in bi-annual installments via the Student Chapter Rebate Program.**

While you should always be on the lookout for new members, the beginning of the school year is a prime time to conduct a full-out membership drive.

Get face time with students where they tend to gather, by hosting booths in student unions and cafeterias, making announcements in class, speaking at open houses, visiting dormitories, etc.

Make sure all board members are familiar with benefits of student membership and have the student chapter website URL memorized!

Use the kick-off package promotional materials that ASID headquarters sends to the school in August.

Convince instructors of the value of joining ASID, and ask them to encourage their students to attend student chapter events.

Contact your professional chapter's Student Affairs

Committee chair for help. Perhaps he/she can arrange a visit by professional chapter board members and local professional designers, which can spur student interest.

Open up events to non-members. Consider charging nonmembers an event fee while members get in at a discount or for free; once students experience the value of a student chapter event, they'll want to join. Make sure you bring applications to each event and/or direct them to webpage for joining online.

MOTIVATE STUDENT CHAPTER MEMBERS

Below are best practices from ASID Student Chapters, these tips may help in motivating student chapter members and increasing participation levels.

1. **Consistency** – Keep student chapter meetings consistent on date, time, location and structure. Once established, there will never be confusion from members as to where or what's going on.
2. **Relate student chapter meetings and events to school projects** – Schedule your student chapter calendar around topics that relate to school projects. Reach out to educators in fall semester to determine topics and invite guest speakers with expertise in those areas to your campus. Set up a Speaker Series Chair position on your student chapter board who is responsible for working with your ASID professional chapter to help you locate speakers.
3. **Communication** – Keep open and varied communication with student chapter members through the interior design department hall bulletin board, facebook, email, chapter website, etc. You can also set up 'Skype' accounts for accessibility.
4. **Field Trips** – Plan field trips to showrooms, design project sites and professional chapter or industry events to network and have experiences off campus. Plan a consistent monthly event such as "First Fridays" where your student chapter organizes an afternoon tour of a local design related space (historic landmark, museum, restaurant, hotel, etc.) and then heads out for food and drinks afterwards.

STUDENT CHAPTER ELECTIONS

ASID requires that all student chapters hold annual elections for President, President-elect, Secretary and Treasurer. Other officers may be appointed or elected as the student chapter sees fit. The newly elected officers' names and contact information should be reported to:

Your Student Representative to the Board (SRB)
Your professional chapter's Student Affairs Committee
ASID headquarters (futureofdesign@asid.org)
Student Advisory Council

Elections should be held in March, with results reported to your SAC Advisor and ASID headquarters no later than April 15. This allows for an organized transition from the outgoing to the incoming boards, assuming the new term will begin in September. However, depending on the school's academic calendar, the elections may take place at other times of the year so long as they occur every 12 months.

Officer candidates must be current ASID student chapter members in good standing who will be enrolled during the upcoming term.

For more information on how to run a student chapter election, please review the [ASID Student Chapter Election Guide](#).

It's important to have clearly written job descriptions

for each position. This makes it easier when talking to potential candidates, plus it gives everyone a clear reference once they've taken office.

Succession planning should be ongoing. For the chapter to function properly, there must be continuity from one board to the next. Board members should identify, cultivate and recruit potential successors as early as possible, and strive for a mix of class levels. Many successful student chapters have collapsed because there was no one waiting in the wings to continue the momentum.

The actual election can be held by ballot or by raising hands, but in either case, the faculty advisor needs to witness the elections and make sure everything was conducted fairly.

Rather than hold a special meeting just for the elections, it's better to hold it at the beginning of a regular event so you'll get more attendees. Be sure to publicize it and, ideally, the backgrounds of all the nominees so that if members can familiarize themselves ahead of time if they want.

STUDENT CHAPTER PRESIDENT REPORTS

STUDENT CHAPTER PRESIDENTS AND/OR THEIR MEDIA/COMMUNICATIONS CHAIRS SHOULD KEEP IN REGULAR CONTACT WITH THEIR SRB AND SAC ADVISOR VIA E-MAIL (AT LEAST ONCE A MONTH), REPORTING ON THE CHAPTER'S ACTIVITIES, NEWS, ISSUES, ETC.

This communication is designed to do the following:

Provide ASID with your student chapter leadership slate (i.e. names and contact information for each student chapter board member)

Inform ASID of your activities, issues, progress, etc.

Publicize your triumphs. Don't be shy about trumpeting your accomplishments! Send in articles, photos, etc.

Get help for student chapter management issues and alert others of potential problems

Provide customer service feedback to ASID (i.e., if students need their customer information/website login or update their personal information)

These e-mails do not have to be lengthy; simple bullet points are just fine. The important part is to communicate regularly!

The student chapter secretary or communications chair should add the SAC Advisor and the professional chapter's student affairs chair to the mailing list so that they'll be kept in the loop with student chapter events and announcements.

PROGRAMMING

Determine the content and types of events based on your student members' needs and interests, and keep the content varied and fresh.

Alternate on- and off-campus events.

Vary the format and content of the meeting: mix up hands-on workshops with informative lectures; visit trades-people, museums, galleries and up-and-coming developing areas; tour a variety of spaces, from residences and restaurants to offices and studios; undertake both large and small group projects.

Invite an interesting assortment of guest speakers, from different specialties, at different stages in their careers, with different backgrounds.

For each event, articulate exactly what's in it for the students? What will they gain by attending the event that they wouldn't get otherwise? Then articulate these benefits over and over again, in all promotional pieces for the event.

While every meeting begins with ASID business, make sure each event has a "hook," something that draws people to attend and stay through the business portion.

Take advantage of all constituencies when planning events.

Upperclassmen can share their experiences with various classes (AutoCAD vs. REVIT) and present their studio projects.

Get faculty and administration involved when undertaking community service or school improvement projects (refurbishing the school library; designing a nursery for a women's shelter).

Enlist professional members to conduct portfolio reviews and judge design competitions.

Invite new graduates and alumni to share job hunting tips and talk about their career choices.

Seek out Industry Partners who will teach students how to best work with them and what products & services they offer.

Remember professionals in related industries such as contractors, real estate agents, etc. Designers also work with them and many have great insights to share with students.

Attend professional chapter and other industry events, and collect business cards for future programs.

Career Day is an annual regional event organized by the professional chapter for all of the students in its geographic area. It often features roundtable discussions on various design specialties, keynote speakers, door prizes, showroom tours, panel discussions, etc.

The annual ASID National Conference at NeoCon offers a plethora of student programming, unique seminars, networking opportunities and social events.

PLANNING AND RUNNING THE EVENT

The first step is to set specific goals for the event.

Is it to build awareness of the student chapter? Sign up X number of new members? Raise Y dollars?

Adequate staffing is vital to an event's success or failure.

How many people will it actually take to plan and run this event?

Develop a detailed but realistic schedule for each event.

Make sure you've given yourself enough time for each step of the process, and that you haven't omitted any steps (booking venue; securing the speakers, arranging the transportation, publicizing the event, confirming the plans, collecting the funds, documenting the attendance, etc.).

Publicity and promotion are absolutely crucial.

After all, what good is it to plan an event if no one knows about it? Get the word out in a variety of media, over a couple of weeks. After all, advertising research has proven that it takes several exposures to a message, in a variety of formats, before it sinks in.

Take advantage of e-tools such as Evites and PayPal, which not only make it easy to track attendance and collect money, but also provides a record that you can refer to after the event, which leads to one of our most important tips...

DOCUMENT EVERYTHING!

Everyone involved in planning and running an event must keep detailed records of what they did. That way, others can learn from your experience and don't have to waste time re-inventing the wheel. This means documenting the following:

How you planned the event (schedules, sign-up sheets, e-mails between committee members, contact information for guest speakers, print and electronic copies of posters, etc.).

Who attended the event (sign-in sheets, print and electronic copies of Evite responses, print-outs of PayPal receipts).

What business transpired at the event (the secretary should take minutes during each meeting and distribute them to all board members afterwards).

How the event went. What went well, what lessons have you learned and would do differently next time? These "post-mortems" should be written by the student chapter president very soon after each event takesplace, and form an excellent journal for future presidents.

A final important but often overlooked step is to thank those who made the event possible. Write a thank-you note to the guest speaker, acknowledge the committee members in an e-mail blast to student members, send a \$5 Starbucks gift card to the Industry Partner who hosted your event.

MEDIA, COMMUNICATIONS AND PUBLICITY: THE “IF A TREE FALLS IN THE FOREST” FACTOR

At the most basic, sign up for a chapter e-mail account from Hotmail, Gmail or Yahoo!. If you have a large student population (not just current members), make sure the account allows you to send lots of e-mails, because you will be targeting not only current members but also potential ones. Make the most of the service's address & database capabilities.

Get a Web presence for your chapter. This usually means putting up a student chapter website, having a Facebook page or a design blog, or both.

Decide who will host the website. Your school may have space, but will they allow you easy access and full editing capabilities? Companies such as Homestead charge an annual fee but offer professional-looking graphic templates and easy editing without having to know HTML. Internet service providers often provide free sites but their bandwidth may be limited.

Decide who will design the website. It needs to be clean, attractive and easy to navigate. Consider hiring a graphic design student if you don't possess these skills in-house. A good website is worth the investment!

Appoint someone to maintain the website and/or write the blog and update the content at least once a month. If your site is easy to edit, then the person who's writing your newsletter can be the same one who writes and uploads the content to the website.

Check out past award-winning student chapter websites such as Rhodex International and UCLA Extension for ideas.

Publicize the website's URL on every single e-mail, newsletter, poster, flyer, article, etc. to drill it into people's awareness. Ask related websites such as the professional chapter, the alumni network and other student design associations to link up with yours, and vice versa.

Send out regular (biweekly or monthly) newsletters. E-mail blasts should be easy to read and eye-catching, with short summaries that link to detailed information on the student chapter website. Print newsletters can be distributed in classes and in areas where students congregate, but they are much more expensive and time-consuming to produce.

You can't underestimate the impact of an eye-catching poster!

What's in it for them? Make it crystal clear why students should take the time to attend this event and what they will get out of it.

The graphic presentation must be consistent and polished. People make instant judgments about an event's value after only a quick glance.

It is required that chapters use the new student brand guidelines in all outlets. This will address instructions including size, orientation, color, etc.

Always pay attention to how the ASID logo/brand mark is used. A copy of the student brand guide and cheat sheet has been sent to each chapter and is available to view on www.asid.org.

Make announcements in class, with the permission of the instructor, of course.

Brag about your chapter to everyone: the professional chapter, your SRB, the SAC, Headquarters Support Team, the design community at large! Write short pieces for *ACCESS* and the professional chapter newsletter, talk up the chapter at every opportunity. It pays!

BUDGET AND FINANCES

The ASID student chapter needs its own bank account.

Follow your school's rules for student organizations. There may be an on-campus bank that all campus groups must use. Checks may require faculty advisor's authorization.

The student chapter's funds must be kept separate from the funds of all other student organizations. Share signing authority (and online access, if available) among two or three officers, usually the treasurer, president and faculty advisor.

Maintain accurate accounts at all times. Make deposits promptly after the funds are received. Pay expenses as soon as they are due.

CREATING A BUDGET

List assets – this is what you have to work with

- Start with the opening balance in the account already
- Subtract any minimum balance requirements
- Add projected student chapter membership dues, if you already charge them (these are separate from national dues)

List estimated expenses

- Printing costs (hand-outs, posters)
- Website maintenance
- Postage for thank-you notes and other mailings, miscellaneous

Subtract expenses from assets. If there's a shortfall, you'll have to charge fees and/or raise funds to make up the balance.

- Keep adding projected fees and fundraising proceeds to your assets and looking for ways to cut expenses until you're no longer "in the red"
- Ideally, you'll end up with more in the bank account than you started with at the beginning of the year, meaning you'll leave the next board with a healthier financial position. At the very least, your income for the year should equal your expenses so that you don't end up with less money than you started with.

FUNDRAISING AND FEES

The simplest way to increase your assets is to charge students additional dues on top of the basic \$45 national membership.

This needs to be collected separately so that the \$45 can go to ASID headquarters and the rest be deposited to the student chapter bank account.

When deciding how much to charge, take into account what type of students you have.

Explore various fee structures, which may or may not be in addition to dues.

If you already charge annual dues, consider allowing non-members to attend for an additional fee

Or, rather than charging dues, let people choose between paying an "annual event fee" that gets them into all events for free, or paying a fee per event (say, \$5 – \$10 per event).

Position certain events as special fundraisers and charge more for those. This would be applicable to, say, a full day of skill-building or job-hunting workshops, or a special tour of some property.

Offer a pre-payment discount to encourage people to sign up early. People are more likely to show up for an event if they've already forked over registration money.

Traditional fundraisers (bake sales, wreath sales, etc.) may also work, depending on your school.

No matter what the fee structure, make it clear exactly what people will get for their money—show the "value proposition."

Follow campus rules about collecting cash.

Take advantage of PayPal or have an off-campus drop location if your school restricts cash collection on campus.

Apply for funds from school's student activities office, if offered.

Take advantage of freebies from ASID Industry Partner members

HOW TO RUN A MEETING

President calls meeting to order.

Secretary reads summary of minutes from the previous meeting.

Treasurer gives financial report—bank balance, what was earned and spent since last meeting.

Review any old business matters.

Announce any new business as well as upcoming events.

Program guest speaker.

President adjourns meeting.

TRANSITIONING TO A NEW BOARD

After elections are held, each board member should get together individually with his/her successor to hand over their info (binders, CDs, e-mail account information, etc.), review the job responsibilities, etc.

For the next few months, until the new board takes over, each officer should copy his/her successor on all e-mails, so that the new person gets a feel of the day-to-day nature of the job.

All officers should attend the online web events under the national ASID Leadership Training Program. These events are free and are also recorded.

In late summer, the entire new board along with the outgoing president, faculty advisor and professional liaison, if there is one, should get together for strategic planning and to make plans for the new year.

Every August, ASID headquarters mails out kick-off packages to each student chapter. To request your Student Chapter's Kick-off Kit, email emergingleaders@asid.org with the subject line 'Request for ASID Student Chapter Kick-off Kit' and provide the best mailing address to ensure a safe delivery.

The outgoing president should contact the new professional board members, especially the president and professional development director, to introduce the new board. Find out from them when and where the "Getting to Know You" mixer will be held and make plans to attend.

Remember there are many, many people at all levels of ASID to help you make the new year a success. Take advantage of the resources and don't be shy about contacting them! See the Help Chart for who's who.

THE NITTY GRITTY

DON'T RE-CREATE THE WHEEL, CHECK OUT THESE RESOURCES, TOOLS AND GUIDES TO MAINTAIN A STRONG ASID STUDENT CHAPTER.

Student Membership Application

Student Advancement Application

Student Chapter Awards Applications

Outstanding Student Chapter of the Year

Outstanding New Student Chapter of the Year

Student Leader of the Year

Student Rep to the Board (SRB) of the Year

Faculty Advisor of the Year

Fundraiser of the Year

Community Service Project of the Year

Media and Communications Award

Student Chapter Management Samples/Templates

Action Items List

Board Meeting Agenda

Events Calendar

Events List

Event Exit Survey

Event Logistics

Portfolio Workshop Guidelines

Post-mortem Evaluation

Strategic Plan

ASID Student Advisory Council (SAC) Contact Information

ASID Headquarters Staff Contact Information

Strategic Planning Guide

Student Chapter Election Guide

Student Chapter Survey Template

Faculty Advisor Guide

Student Affairs Chair Guide

Professional Student Chapter Liaison Guide

Student Chapter Budget Guide

Student Chapter President Guide

Student Representative to the Board Guide

“The Value of ASID Student Membership” Ppt. Presentation

ASID Student Leadership Removal Policy

Student Recruitment Videos

Student Help Chart

Student Affairs Committee Toolkit

Student Chapter Fundraiser Toolkit

Student Member Recruitment Cheat Sheet

Visit the Student Chapter Resources section of the ASID website to access all the above: www.asid.org/chapter/studentresources/