

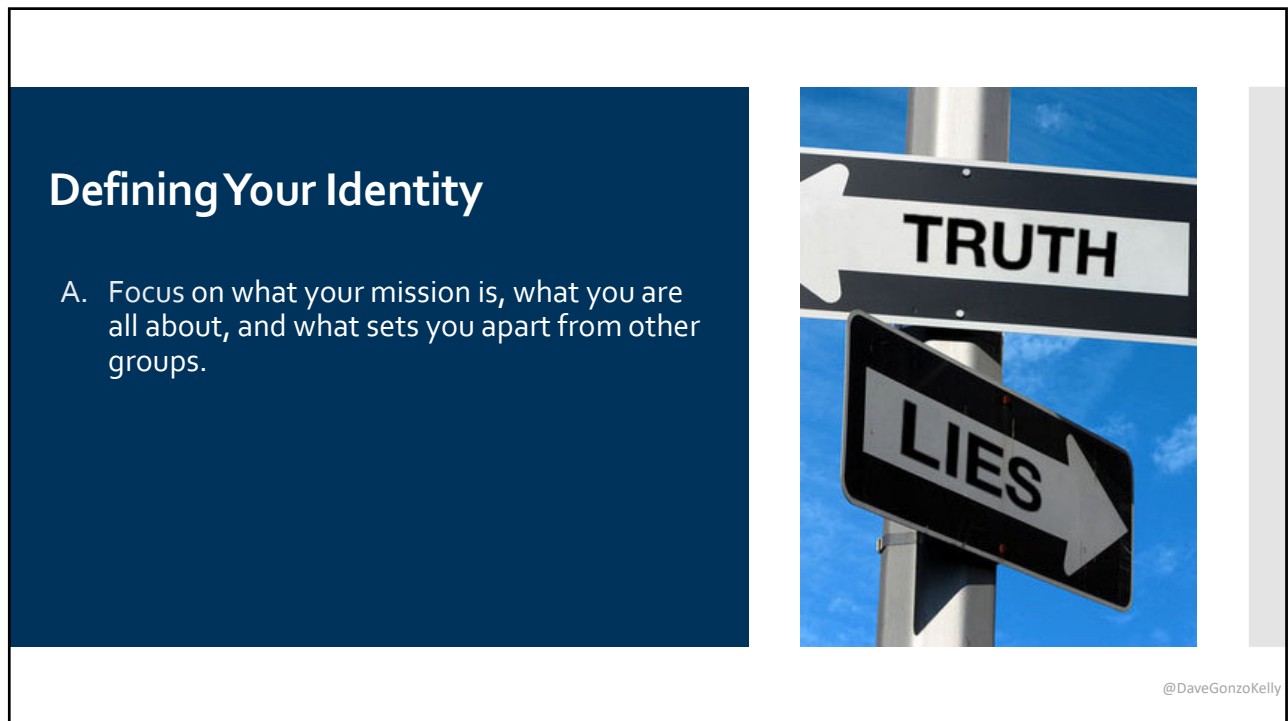


Paradise Valley Community College
Club Advisor Training

September in January: New Year, New Opportunities

Dave Kelly
America's Student Leadership TrainerSM

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Defining Your Identity

- A. Focus on what your mission is, what you are all about, and what sets you apart from other groups.



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Defining Your Identity

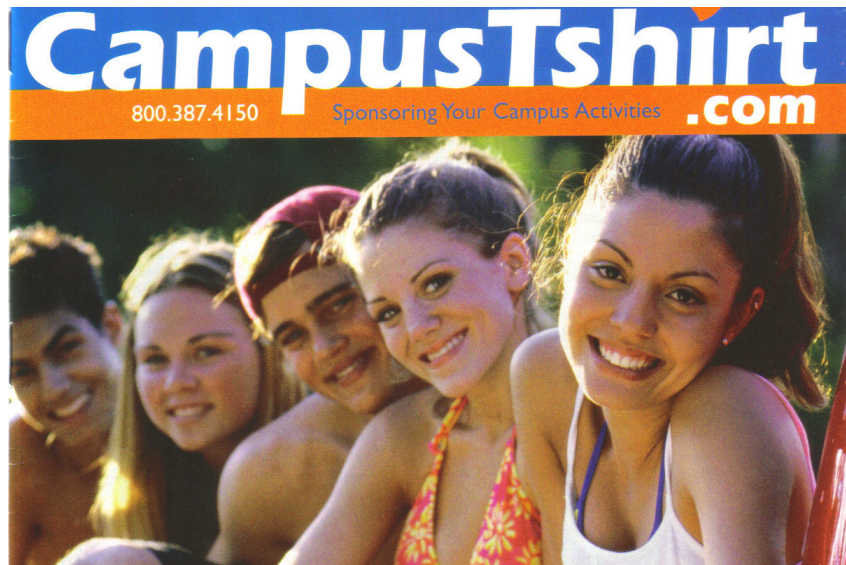
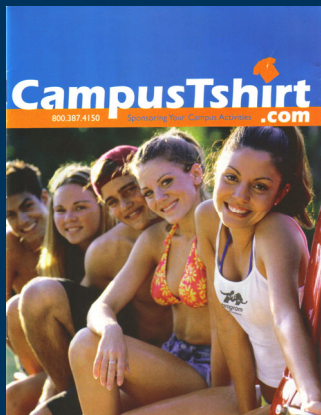
- A. Focus on what your mission is, what you are all about, and what sets you apart from other groups.
- B. Be honest and upfront regarding what the club/organization is about.

(substance over image!)



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THESE DOCTORS ARE AMONG THE BEST DOCTORS IN NEW YORK

Each doctor has been included in the "Best Doctors" issue of *NEW YORK*

ORTHOPAEDIC SURGERY
Joseph Zelicof, MD
 Joint Replacement
 Sound Shore Center for Arthritis and Joint Reconstruction
 600 Mamaroneck Avenue, Harrison, NY 914-686-0111 www.ZelicofMD.com

HAIR TRANSPLANTATION
Robert M. Bernstein, MD
 Center for Hair Restoration
 110 East 55th Street, New York, NY 212-826-2400 www.BernsteinMedical.com

PLASTIC SURGERY
John E. Sherman, MD
 1016 Fifth Avenue, New York, NY 212-535-2300 www.ShermanPlasticSurgery.com

SPORTS MEDICINE
Jonathan L. Glickman, MD
 140 Bergen Street, Newark, NJ 973-972-0071 www.njoi.com

ORTHOPAEDIC SURGERY
Steven B. Zelicof, MD
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Is this your club or organization?

Have you ever seen this...?

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Have you ever seen this...?



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Is this your club or organization?

Have you ever seen this...?



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Recruitment Opportunities

A. No chairs! Work the table between 11 am – 1 pm.



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Recruitment Opportunities

- A. No chairs! Work the table between 11 am – 1 pm.
- B. Show off your club (tri-boards, scrapbooks, videos).



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Recruitment Opportunities

- A. No chairs! Work the table between 11 am – 1 pm.
- B. Show off your club (tri-boards, scrapbooks, videos).
- C. Wear proper attire (t-shirts)



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Recruitment Opportunities

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- D. Several members should participate, at least 3.



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Recruitment Opportunities

- A. No chairs! Work the table between 11 am – 1 pm.
- B. Show off your club (tri-boards, scrapbooks, videos).
- C. Wear proper attire (t-shirts)
- D. Several members should participate, at least 3.
- E. Have a defining statement or question:



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Elements of a Successful Digital Marketing Video

- A. It should contain the following:
1. Description of the organization
 2. List of activities, programs, and ways to be involved.
 3. List of typical members
 4. List of contacts within the organization (including the advisor)
 5. Web-site/social media addresses
 6. Meeting day, time, and place/platform



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Elements of a Successful Digital Marketing Video

- B. Display banner or flag.



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Elements of a Successful Digital Marketing Video

- B. Display banner or flag.
- C. Use a virtual background to display a logo, picture of members, etc. Anything that shows who you are!



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Elements of a Successful Digital Marketing Video

- B. Display banner or flag.
- C. Use a virtual background to display a logo, picture of members, etc. Anything that shows who you are!
- D. Have decorations, balloons, slides, even use filters and reactions.



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Elements of a Successful Digital Marketing Video

- B. Display banner or flag.
- C. Use a virtual background to display a logo, picture of members, etc. Anything that shows who you are!
- D. Have decorations, balloons, slides, even use filters and reactions.
- E. Make it fun! If your club/organization does not appear to be fun, who will want to become involved with it?



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The Five (5) "R's" of Retention

1. Give them a responsibility.



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The Five (5) "R's" of Retention

1. Give them a responsibility.
2. Enforce requirements.



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The Five (5) "R's" of Retention

1. Give them a responsibility.
2. Enforce requirements.
3. Give out rewards.



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The Five (5) "R's" of Retention

1. Give them a responsibility.
2. Enforce requirements.
3. Give out rewards.
4. Assign them a role-model.



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The Five (5) "R's" of Retention

1. Give them a responsibility.
2. Enforce requirements.
3. Give out rewards.
4. Assign them a role-model.
5. Help build relationships.



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Virtual Tips and Tricks

1. Check all the technology before you start:
 - a. Run an audio check – is there an echo? [Up arrow next to mute/unmute microphone]
 - b. If using a clicker, test it. You may have to click the cursor on the first slide for the platform to advance the power point.
 - c. Use an ethernet cable for better internet connection.

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Virtual Tips and Tricks

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 - a. Run an audio check – is there an echo? [Up arrow next to mute/unmute microphone]
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 - c. Use an ethernet cable for better internet connection.
2. Provide an emergency contact number for people to call if they cannot access the meeting. [Many platforms provide a call-in number]

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Virtual Tips and Tricks

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2. Provide an emergency contact number for people to call if they cannot access the meeting. [Many platforms provide a call-in number]
3. Record the session so members who could not attend live can watch it later – even after you go back to in-person meetings.

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Virtual Tips and Tricks

1. Check all the technology before you start:
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 - c. Use an ethernet cable for better internet connection.
2. Provide an emergency contact number for people to call if they cannot access the meeting. [Many platforms provide a call-in number]
3. Record the session so members who could not attend live can watch it later – even after you go back to in-person meetings.
4. Suggest everyone keep their video on for accountability and personal connection

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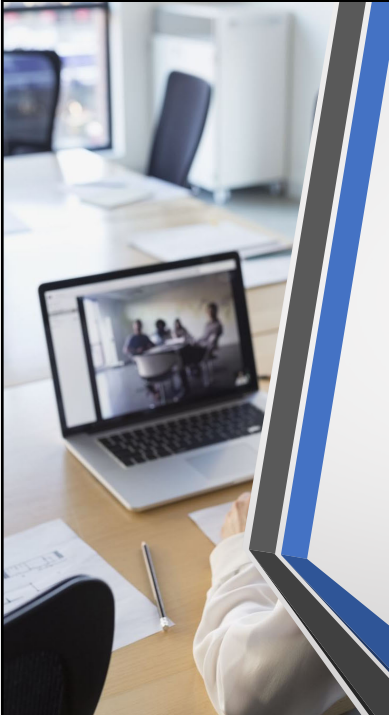


Virtual Tips and Tricks

5. Use the tools:
 - a. Fun with filters!

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Virtual Tips and Tricks

5. Use the tools:
 - a. Fun with filters!
 - b. Encourage different backgrounds.

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Virtual Tips and Tricks

5. Use the tools:
 - a. Fun with filters!
 - b. Encourage different backgrounds.
 - c. Participant icons:
 - i. Use for voting (yes/no)
 - ii. Meeting speed (go slower/faster)
 - iii. Need a break? Coffee cup (click "more")

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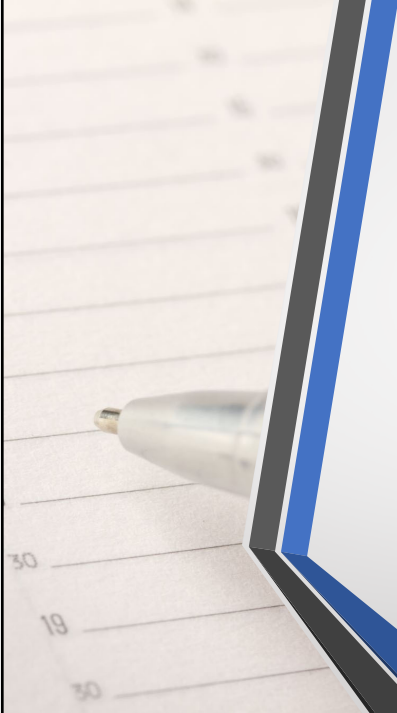


Virtual Tips and Tricks

5. Use the tools:
 - a. Fun with filters!
 - b. Encourage different backgrounds.
 - c. Participant icons:
 - i. Use for voting (yes/no)
 - ii. Meeting speed (go slower/faster)
 - iii. Need a break? Coffee cup (click "more")
 - d. Engagement through:
 - i. Polling
 - ii. Breakout rooms
 - iii. Responding in the chat
 - iv. Slides to tell a story using "screen share"

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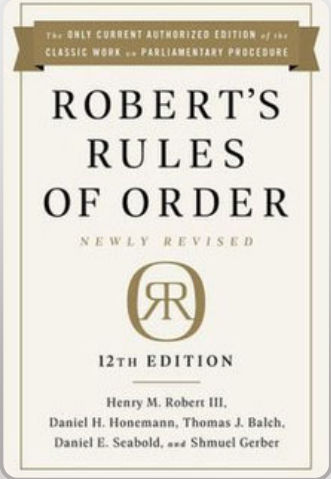


Running Meetings | Basic Agenda

- A. Call to Order – Start of the meeting
- B. Quorum – The number that must be present to hold a meeting
- C. Reading of the Minutes – Record of the previous meeting
- D. Officer Reports – Officers report on their activities, concerns, needs, etc.
- E. Committee Reports – Committees report on their activities, concerns, needs, etc.
- F. Old Business – Items left over from previous meetings
- G. New Business – New items for consideration
- H. Announcements – Information for the benefit of the organization
- I. Adjournment – End of the meeting

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Meetings

Robert's Rules of Order, Newly Revised is typically defined as the resource for anything not covered in the governing documents.

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Parliamentary Procedure | Basics


Members can:

- A. Present motions: "**I move.**"
- B. Second motions: "**I second.**"
- C. Debate motions: "**I think...**"
- D. Vote on motions: "**Aye/Nay/Abstain**" (or "Yes/No/Meh")

Motions are how things get done!

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Parliamentary Procedure | Proposals

To get a proposal on the floor:

- A. The chair recognizes the speaker.
- B. The speaker says, "I move."
- C. The chair calls for a second.
- D. Someone says, "I second."
- E. The chair calls for discussion.
- F. The motion is discussed.
- G. The chair calls for a vote.

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Parliamentary Procedure | Tips

- A. A motion should be made before discussion of a topic.

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Parliamentary Procedure | Tips

- A. A motion should be made before discussion of a topic.
- B. Only one motion can be considered at a time.

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Parliamentary Procedure | Tips

- A. A motion should be made before discussion of a topic.
- B. Only one motion can be considered at a time.
- C. The person making the motion gets to talk about it first, then the person who made the second.

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Parliamentary Procedure | Tips

- A. A motion should be made before discussion of a topic.
- B. Only one motion can be considered at a time.
- C. The person making the motion gets to talk about it first, then the person who made the second.
- D. Motions can be amended if members want to make changes to it. Amendments are done the same way as motions. Once a motion is amended, you can only talk about that part of the motion.

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Parliamentary Procedure | Tips

- E. Amendments to the motion must be voted on before going back to the main motion. If the amendment is passed, then it becomes part of the main motion. If defeated, then you go back to the original, main motion.

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Parliamentary Procedure | Tips

- E. Amendments to the motion must be voted on before going back to the main motion. If the amendment is passed, then it becomes part of the main motion. If defeated, then you go back to the original, main motion.
- F. After all of the discussion, take a vote: usually a majority vote passes the motion.

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Parliamentary Procedure | Tips

G. There are three common ways to move to a vote:

- a. By unanimous consent
- b. By seeing no further discussion, the Chair calls for a vote

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Parliamentary Procedure | Tips

G. There are three common ways to move to a vote:

- a. By unanimous consent
- b. By seeing no further discussion, the Chair calls for a vote
- c. By ending debate:
 - i. "Calling the question": requires there to be no objection to ending debate. If there is even a single objection, debate must continue.
 - ii. "Moving the previous question": requires a second, there is no debate on the motion, and takes a 2/3 majority to approve

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