



Atlantic Cape Community College

**Advisor Orientation
September 15, 2020**

Dave Kelly | America's Student Leadership Trainersm

I. The Big Question #1!? Should we even have clubs and organizations right now?

_____!!!

- Clubs and organizations provide _____ for students
- Students that are active are more likely to be _____ to the college
- Retention statistics show engaged students are _____ students
- The members you work with need to work, engage, and connect with _____ in order to remain motivated and dedicated in this virtual world

II. Advisor Roles and Responsibilities

- A.** Be knowledgeable about _____ policies, procedures, guidelines, regulations, and procedures.
- B.** Attend meetings and events but _____ run them.
- C.** Give ideas and _____ about programs, projects, and the direction of the organization. Teach them how to program effectively.
- D.** Allow the students to _____ mistakes.
- E.** Ensure students are prioritizing _____.
- F.** Manage the _____ Board.
- G.** Encourage all _____ to be involved and engaged.
- H.** Be a _____!
- I.** You are the _____ for the club/organization
 - 1. Maintain all _____ (minutes, budgets, by-laws, etc)

2. Keep a _____ of important contacts and connections
3. Store _____, such as banner and gavel, and awards

III. Membership Recruitment in the Virtual World

A. Conducting a Successful Virtual Recruitment Session

1. Know the date and time! **Coming soon!**
2. _____ your club (slides, chat links, social media)
3. Wear proper _____ (t-shirts)
4. Use a virtual _____ to display a logo, picture of members, etc. Anything that shows who you are!
5. Several _____ should participate
6. Have a defining _____ statement or question: What is the organization all about, rather than just the name. Some names do not really tell the whole story.

B. Elements of a Successful Virtual Recruitment Session

1. Make it fun! Have _____, balloons, _____, even use _____ and reactions in Zoom.
2. Sign-up information:
 - a. Student name
 - b. Class Status
 - c. Phone number
 - d. Email address
 - e. Areas of interest
3. Create an informational _____. Have a _____ to post in the chat. Send it later during follow-up. It should contain the following:
 - a. Description of the organization
 - b. List of activities, programs, and ways to be involved.

- c. List of typical members
 - d. List of contacts within the organization (including the advisor)
 - e. Website/social media addresses
 - f. Meeting day, time, and place/platform
4. Display _____ or _____.

C. Follow-up on the Virtual Recruitment Session

1. Everyone who signed up should receive a _____ that same night with your _____ attached.
2. Invite them to an _____ meeting.
3. Before information meeting, _____ to remind of meeting date, time, place, and to _____ them to attend

D. The Virtual Informational Meeting

Campus organizations that show a real interest in obtaining a student's _____ are better poised to get them as a _____.

1. Have dedicated people handle the _____ aspects.
2. _____ all attendees as they _____ the meeting.
3. Pair them with a _____ member(s), perhaps use a _____ room.
4. All _____, advisors, and members introduce themselves.
5. Have an _____ - _____ to get people mingling, virtually.
6. Get _____ and background information through an _____ or similar format. (All sources of contact: home phone, cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)

E. The Membership Invitation Program

1. Ask faculty (or high school counselors for incoming students) to _____ students for certain types of clubs and orgs, or even specific groups like student government
2. Send a _____ to the student letting them know they have been nominated and invite them to join

3. Download a free template at <https://bit.ly/3ovZYXD>

IV. Membership Retention in the Virtual World

- A. Meetings are _____ or _____.
 1. Make the meeting fun and interesting with lots of _____.
 2. A _____ welcomes people to the meeting.
 3. Have _____ to give the attendees a chance to meet other people.
 4. Call the meeting to order on _____!
 - a. Have _____ playing.
 - b. _____ the meeting and post it so members can access it later if they could not attend live.
 5. Give members an _____ to talk about what is going on with them, _____ concerns, and _____ how they feel.
 6. _____ report on their activities and items of interest.
 7. Have the greeter introduce other guests and meeting _____.
 8. _____ report on their area of responsibility and upcoming activities.
 9. Recognize _____, big accomplishments, milestones.
 10. End the meeting on _____
- B. The organization is not what the student _____ it to be.
 1. Be _____ and upfront regarding what the club is about.
 2. Be clear regarding expectations about _____ attendance and how much _____ is required!
 3. Have a varied _____ of activities, some of which can include other _____ members and friends, such as _____ projects.
- C. Challenges _____ members from being _____.

1. _____ for the student have changed:
 - a. _____ with work or class schedules.
 - b. Another _____ meets at the same time.
 - c. Academic _____ may be heavier than expected.
 2. Employ:
 - a. All available _____!
 - b. Have more than ____ meeting per week, at a different time and day, perhaps led by the vice-president.
 - c. Participation in _____ and activities even if they cannot make meetings.
 3. _____ issues
 - a. Consider the _____ that someone should have to pay to be involved.
 - b. Use an _____ for financial commitments.
 - c. Conduct _____ - _____. (You must clearly state the purpose of the activity and what the money is for.)
Virtual fundraising ideas: <https://bit.ly/311YZyj>
 4. Members miss a lot of _____.
 - a. _____ to let them know they were missed
 - b. Send a _____ note
 5. Make the club or organization fun to be a part of by making membership in the organization _____.
 - a. Conduct an induction _____.
 - b. Give a _____ of membership or a name badge. Give value to membership in the group through _____ (scholarships, conventions, networking, etc.)
- D. Officers don't know how to _____ their members.
1. Identify the _____ and what you are trying to accomplish.
 2. Determine _____ you want to motivate.

3. Find that person's _____.
4. _____ that person for what you want: Never fear _____!

E. The 5 “R’s” of Retention”

1. Give them a _____.
2. Enforce _____.
3. Give out _____.
4. Assign them a _____.
5. Help build _____.

V. **The Big Question #2!?** What is the value of our club/organization to the campus community of Atlantic Cape Community College? [Write ideas in the space below]