



Utica College

Certified Advisor Training

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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.

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.
 1. Look for members you think have _____ potential
 2. Give them a _____ and encouragement
 3. Suggest they _____ and interact with the current officer
- 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

A. Conducting a Successful Recruitment Session

1. _____ your club (scrapbooks, display boards, videos, slides, chat links, social media)
2. Wear proper _____ (t-shirts)
3. Several _____ should participate.
4. 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 Recruitment Session

1. Make it fun! Have _____, balloons, _____, and/or a _____.
2. _____ sheet information:
 - a. Student name
 - b. Class Status
 - c. Phone number
 - d. Email address
 - e. Areas of interest
3. Create an informational _____. 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 _____.
- 5. _____!

C. Follow-up on the 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 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 in a virtual session.
- 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.)
- 7. _____!

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

- 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. [A cell phone video is fine!]
 5. _____ report on their activities and items of interest.
 6. Have the greeter introduce other guests and meeting _____.
 7. _____ report on their area of responsibility and upcoming activities.
 8. Recognize _____, big accomplishments, milestones.
 9. 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, maybe virtual.
 - 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.)
- 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? [Write ideas in the space below]