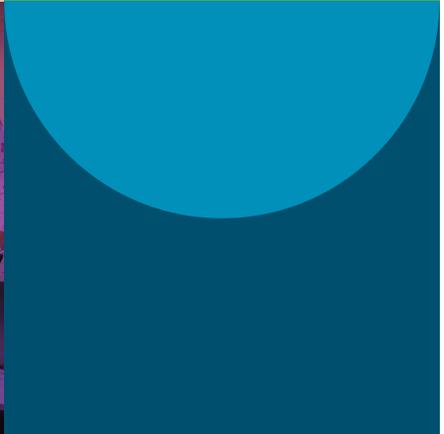
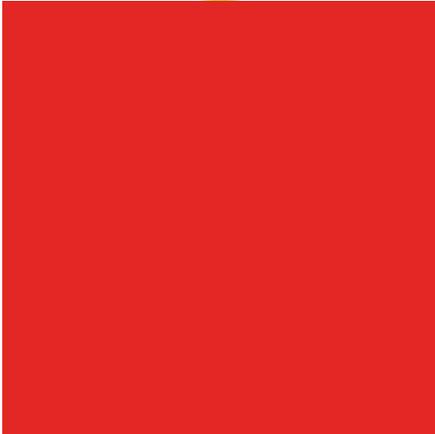
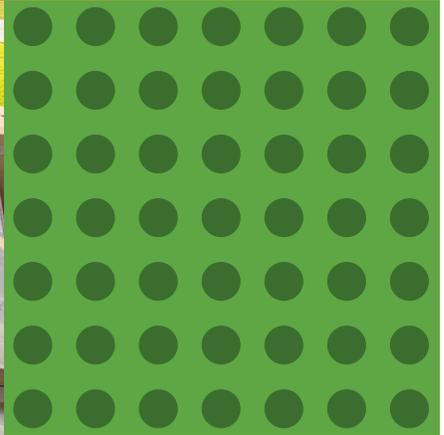
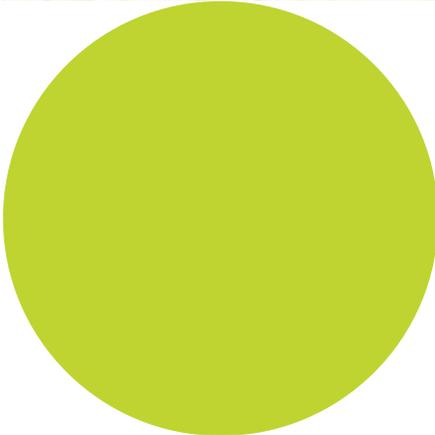
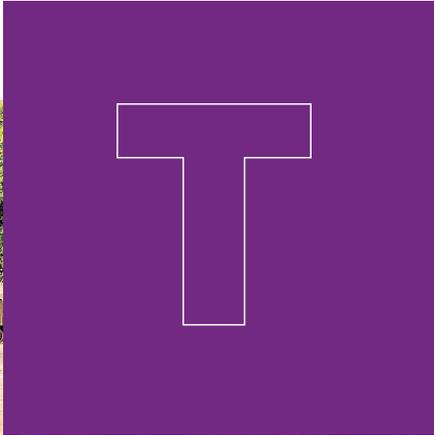
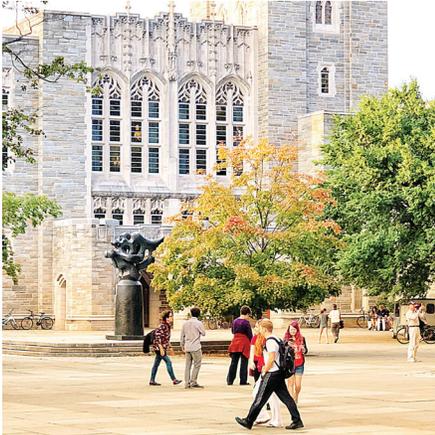


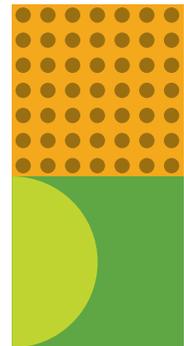
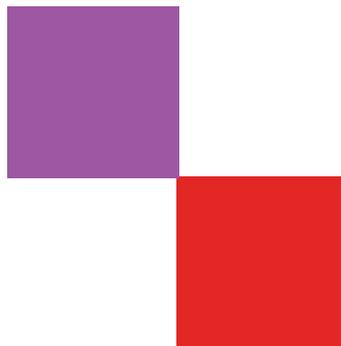
CompTIA

# STUDENT CHAPTER TOOLKIT



## TABLE OF CONTENTS

<b>Welcome Letter</b>	<b>3</b>
<b>CompTIA IT Professional and Student Membership Overview</b>	<b>4</b>
<b>Student Chapters</b>	<b>5</b>
Purpose of Student Chapters	5
Building a Student Chapter	6
Student Chapter Checklist	6
CompTIA Support for Student Chapters	7
Building a Student Chapter Board	8
Leadership Roles and Responsibilities	8
Marketing a Student Chapter	9
Running a Meeting	10
Event Planning	12
<b>Support &amp; Questions</b>	<b>13</b>
<b>Appendix</b>	<b>14</b>
Student Membership Types	14
Sample CompTIA Student Chapter Bylaws	14
Promotion Table: Promote Chapter Digitally and In-Person	17
Chapter Meeting Agenda Template	18
Event Guide Recommendations	19
Event Overview Outline Document	20
Event Speaker Topics & Sample Event Activities	21



## WELCOME LETTER

### Dear Chapter Leaders:

Welcome to CompTIA IT Professional and Student membership. We are committed to ensuring that the members of your student chapter have the resources they need to run a great chapter and successfully launch careers in tech. Student chapters are a great way to meet like-minded peers and boost student resumes with new experiences! And, because of your dedication to your student chapter, students at your institution will have the opportunity to take full advantage of CompTIA Student membership — through student chapter events, networking opportunities, benefits and more. (Not to mention ... chapter members will gain valuable leadership skills that will serve them throughout their career.)

Whether you're just starting a chapter at your institution or you want to continue to grow a long-standing chapter, we've designed this toolkit to provide you with the knowledge and resources you need for student chapter success.

### The toolkit includes information about:

- **Creating and building a standout student chapter**
- **Structuring your chapter's leadership and meetings**
- **Marketing membership and events**
- **Partnering with your local technology community and professionals**
- **And much, much more**

You'll also find examples of best practices, helpful hints and examples of ways other student chapters are engaging their members with meaningful and fun activities.

Remember: The staff at CompTIA is here to support you, and we hope you'll reach out to us with questions and feedback. In addition, we'll periodically update the toolkit with new resources to ensure we're consistently providing you with updated examples, ideas and recommendations. Do you have suggestions for helpful tools or examples to incorporate? Let us know!

*Now let's get started!*

### **Justin Valentine**

Manager, Member Relations  
Student Liaison  
[justin.valentine@comptia.org](mailto:justin.valentine@comptia.org)

## COMPTIA IT PROFESSIONAL AND STUDENT MEMBERSHIP OVERVIEW

### What is CompTIA IT Professional and Student Membership?

CompTIA is leading individuals pursuing placement or advancement in a technology career through continuing education, leadership opportunities and community. We serve everyone from tech students, tech educators, tech professionals and anyone who may be interested in a tech career.

**Our Mission:** Advance a community of professionals as they navigate ever-changing careers.

**Our Vision:** A pathway to a rewarding technology career for anyone.

We are the people behind the technology!

### Where did CompTIA Student Membership come from?

Individual membership, an association for IT Pros, has roots predating the microcomputer. Since the 1950's CompTIA IT Professional and Student membership has shaped the technology industry by bringing together tech professionals to share ideas and influence the evolution of technology.

**1949** — First group was organized and called the National Machine Accountants Association (NMAA)

**1962** — Adopted a more inclusive name, which was Data Processing Management Association (DPMA)

**1996** — Organization became known as the Association of Information Technology Professionals (AITP)

**2017** — CompTIA acquired AITP to become CompTIA AITP and ultimately set the base for CompTIA's IT Pro and Student memberships

### Who are CompTIA IT Professional and Student members?

There are two main membership types that makeup CompTIA IT Professional and Student membership:

#### Students

We prepare CompTIA Student members to launch successful careers in technology. From professional development resources and actionable career advice to certification discounts, competitions and networking opportunities. CompTIA Student members get access to the in-demand training and skills that help them land and succeed in their first tech jobs. There are two student memberships available, Basic Student (Free) and Paid Student (\$29). *See appendix A for more details on the two student membership options and their benefits.*

#### IT Professionals

We provide CompTIA Professional members with the resources they need to excel in their tech careers. If you are looking to connect with peers, share knowledge, expand your marketable skills, explore the next step in your career or learn a new technology, CompTIA Professional membership offers access to a community of like-minded professionals and an ever-expanding content library of technology resources. Two professional member types exist, CompTIA Certified (Free to those with an active CompTIA certification) and a CompTIA Store Club subscription type (\$49).



## **PURPOSE OF STUDENT CHAPTERS**

CompTIA has more than 120 established student chapters across the country giving students opportunities to play active roles in the association and its own chapter activities. By organizing tech talks, workshops, field trips and volunteer work, CompTIA Student chapters facilitate communication and collaboration within an institution's technology community on campus as well as the technology community at large. Through its support of student chapters, CompTIA enhances learning via the exchange of ideas among students, and between students and established professionals.

Student chapter members can also take advantage of numerous CompTIA activities and services. Opportunities include professional development resources and actionable career advice, to certification discounts, competitions and networking opportunities. Student chapters provide a natural setting to develop and demonstrate the leadership capabilities critical to students' career development.

## **BUILDING A STUDENT CHAPTER**

### **STUDENT CHAPTER BEST PRACTICES CHECKLIST**

#### Governance Structure and Leadership

##### **Develop Bylaws**

- Chapter has approved bylaws on file. Each chapter is responsible for creating their own bylaws and enforcing them. *Sample bylaws document can be referenced in appendix B.*
- Chapter operates under approved bylaws.
- New members are provided bylaws upon joining the chapter to help communicate chapter member expectations.

##### **Chapter Leadership Position(s) Filled**

- All chapter leadership positions are filled.
- Chapter actively recruits and trains volunteers to fill any vacant leadership positions.
- All chapter leaders have access to the student chapter web page.

##### **Election of New Leadership**

- Chapter holds elections of new leadership annually or biannually.

#### Membership

##### **Track Chapter Membership Numbers**

- Process is in place to track membership growth, engagement and retention on a semester basis.
- Create diversity among chapter members to include a variety of technology disciplines that represent various business specialties, racial and ethnic, age, religious and gender groups to help promote creative thinking, expand diversity worldliness and prepare students for the future. A process is in place to collect this information from members.

##### **Financial Wellness**

- Chapter fundraises to raise money for chapter activities.
- Create a chapter bank account.

#### Event Programming

##### **Partnership with Other Organizations**

- Chapter partners with businesses, professional tech organizations, and/or other student organizations to provide relevant and up to date content for its members and guests.

##### **Chapter Meetings**

- Chapter sends out all chapter meeting dates at the beginning of the semester.
- Meeting agenda is prepared for each meeting by a chapter leader.
- Guest speakers have been confirmed to speak at one-chapter meeting/event a semester to help promote member engagement and to grow professionally.
- Meetings are used to review the business of the chapter.

#### Marketing and Communications

##### **Chapter Website**

- Chapter has a website to keep members and prospective members abreast on the chapter's activities.

##### **Chapter Listserv**

- Chapter uses an email management platform (i.e. Constant Contact, MailChimp, etc.) to manage its directory of contacts for the chapter.

##### **Social Media Platforms**

- Chapter utilizes social media platforms (Facebook, Instagram, Twitter, Meetup, Eventbrite, etc.) to promote the chapter's activities, generate awareness and increase member engagement.

## COMPTIA SUPPORT FOR STUDENT CHAPTERS

CompTIA believes that strong student chapters are a vital part of our association and our mission to prepare and support individuals as they pursue a career in technology. And we want your CompTIA student chapter experience to be a great one, which is why we're here to support you as you start and grow your institution's chapter.

### FEW WAYS WE CAN HELP:

#### Marketing Materials

CompTIA provides you with access to logos and flyer templates that you can use to raise your chapter's profile and get the word out about your meetings and events. Flyer templates are an easy way to quickly put together promotional materials that can either be printed or saved as PDFs or JPGs and sent to other students electronically, posted to social media or emailed. The CompTIA logo can be used on all your student chapter's marketing materials, but we do ask that you follow our brand guidelines.

[Access our brand guidelines](#)

#### Member Relations Support

Justin Valentine, Member relations manager, is available to answer your questions. Email him at [justin.valentine@comptia.org](mailto:justin.valentine@comptia.org).

#### Connect with a Local Professional Chapter

In areas where there is a local CompTIA Professional Chapter, student members are welcome to attend their events often for free or at a discounted rate. Students can also tap into local chapter leadership to find speakers for meetings, set up networking opportunities or partner for specific initiatives like career fairs or volunteer opportunities.

Find out if there is a professional chapter near you by contacting Justin Valentine at [justin.valentine@comptia.org](mailto:justin.valentine@comptia.org).

#### Stay Tuned!

New content and resources are always being added. If you have ideas about what might be helpful for your student chapter or have questions about anything outlined here, please don't hesitate to reach out to Justin Valentine.

## BUILDING A STUDENT CHAPTER BOARD

Strong leadership is the key ingredient for a successful student chapter. Student chapter boards generally include multiple positions with specific roles and responsibilities. You can set up your chapter board however you'd like, but below are some typical roles and responsibilities to help guide you.

### LEADERSHIP ROLES AND RESPONSIBILITIES

Each member of the leadership team has specific roles and duties.

#### Faculty Advisor

The faculty advisor shall be a faculty member or full-time staff member of the higher educational institution. This advisor is generally responsible for the activities of the chapter.

- Helps provide continuity from year to year as student leadership and personnel change.
- Promotes good student-faculty relationships.
- Help maintain educational institution standards in all activities of the chapter.
- Exercises financial supervision, if necessary, by promoting the prompt payment of bills and collection of dues and overseeing the settlement of all accounts in the event of dissolution of the chapter.

#### President

- Developing and coordinating the activities and services of the chapter.
- Establishing and fostering positive relationships with the professional chapters and other relevant organizations.
- Work with the chapter membership to develop a strategic plan or to set SMART goals.
- Oversee the work of the vice-president, program director(s), or committee chair(s).
- Ensure there is ongoing communication with the chapter leadership and membership.
- Ensure that all campus required paperwork is completed in a timely manner.
- Ensure that there is ongoing communication between the chapter and CompTIA.

#### Vice-President

- Implements and manages the chapter's activities and services developed by the president.
- Maintains routine contact with the president and stand in for the president when necessary.
- Shall assume the duties of the president in his/her absence or if he/she is incapable of performing duties.

#### Treasurer

- Maintaining accurate records of the chapter's financial status.
- Promoting fundraising activities.
- Assisting other officers in determining budgets for events and meetings.
- Preparing budgets for funding proposals.

#### Secretary

- Coordinating office hours for officers and meetings.
- Handling all communications to be filed with the educational institution and other student and professional organizations.
- Writing and sending official thank you notes to speakers, presenters and sponsors.
- Drafting meeting agendas.
- Taking minutes for executive and regular business meetings.

## MARKETING A STUDENT CHAPTER

Student chapters grow and thrive with successful marketing that promotes the relevance, importance, and successes of the chapter and the association. CompTIA wants to help you create a demand for your institution's student chapter program so it can be as successful as possible not only in your first year of launch but the years to follow.

The key to having a prominent presence on campus is to be everywhere your future potential members are looking. Students in higher level education want to be involved. If you're in the right spots at the right time, those students who are looking for opportunities to get involved in tech will be able to consider your CompTIA student chapter as an option.

Recruitment activities go hand-in-hand with marketing because the only way to get a successful recruitment turnout is to get the word out. *Reference appendix C for the top recommendations to promote your student chapter digitally and in-person around campus.*





## **RUNNING A MEETING**

### The Meeting's Objective

An effective meeting serves a useful purpose. This means that you should achieve a desired outcome. For a meeting to meet this outcome, you must be clear about what it is.

Sample meeting objectives:

- Do you want a decision?
- Do you want to generate ideas?
- Are you getting status reports?
- Are you communicating something?
- Are you making plans?

Before you do any meeting planning, you need to focus on your objective.

## Use Time Wisely

Time is a precious resource, and no one wants their time wasted. With the amount of time we all spend in meetings, you owe it to yourself and your members to streamline the meetings as much as possible.

Starting with your meeting objective, everything that happens in the meeting itself should further that objective. If it doesn't, it should not be included.

To ensure you cover only what needs to be covered and you stick to relevant activities, you need to create an agenda. The agenda is what you will refer to in order to keep the meeting running on target and on time. *See appendix D for a sample meeting agenda template.*

To prepare an agenda, consider the following factors:

- Priorities — what absolutely must be covered?
- Results — what do you need to accomplish at the meeting?
- Participants — who needs to attend the meeting for it to be successful?
- Sequence — in what order will you cover the topics?
- Timing — how much time will be spent on each topic?
- Date and time — when will the meeting take place?
- Place — where will the meeting take place?

With an idea of what needs to be covered and for how long, you can then look at the information that should be prepared beforehand. What do the participants need to know in order to make the most of the meeting time? And, what role are they expected to perform in the meeting, so that they can do the right preparation?

If it's a meeting to solve a problem, ask the participants to come prepared with a viable solution. If you are discussing an ongoing project, have each participant summarize his or her progress to date and circulate the reports amongst members.

Assigning a topic of discussion to various people is another great way to increase involvement and interest. On the agenda, indicate who will lead the discussion or presentation of each item.

Use your agenda as your time guide. When you notice that time is running out for a particular item, consider hurrying the discussion, pushing to a decision, deferring discussion until another time or assigning it for discussion by a subcommittee.

An important aspect of running effective meetings is insisting that everyone respects the time allotted. Start the meeting on time, do not spend time recapping for latecomers, and, when you can, finish on time. Whatever can be done outside the meeting time should be. This includes circulating reports for people to read beforehand and assigning smaller group meetings to discuss issues relevant to only certain people.

## EVENT PLANNING

Elevate your CompTIA student chapter by hosting events. Events are a great way for your chapter to become the go-to source for technology information and insights at your institution of higher education. The event opportunities are endless whether it be service events, networking events, social events, etc. and can be as involved or simple as you want. Events have a lot of moving parts, but with the proper planning, you'll be able to pull it off. *View appendix E for an event recommendation guide to help you plan, promote and prepare for events.*

Chapter events are your chance to get people acquainted with CompTIA Student membership and to provide the students on your campus the opportunity to become familiar with your chapter, its members and the overall association. If you get a good process in place, event planning will only get easier and easier with the more events you put on.

When preparing your materials for an event, you need to put yourself in the shoes of a potential member. The key question attendees will be asking themselves is, "what is in it for me?" This is a question you must be prepared to answer by sharing the great benefits of membership and how joining the people behind the technology will not only add value to their student career but their career post-school.

There are plenty of additional resources to help you plan your event. *See appendix F for a sample event outline that will help you plan your events and appendix G for ideas of different speaker topics and event activities to consider.*





## **SUPPORT & QUESTIONS**

CompTIA's Professional and Student membership staff is here to help you implement a successful student program at your higher-level educational facility. We hope this Chapter Toolkit was helpful and allows your chapter to grow and flourish in its first year and the years to follow. If you need additional support or have any questions, please contact Justin Valentine at [justin.valentine@comptia.org](mailto:justin.valentine@comptia.org) or [studentmembership@comptia.org](mailto:studentmembership@comptia.org)

## APPENDIX

### Appendix A

#### STUDENT MEMBERSHIP TYPES

Basic Student Membership	Paid Student Membership
<p><b>Cost:</b> Free</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Ability to Join Student Chapters</li> <li>• Access to CompTIA resources and content</li> <li>• Events (Webinars, Local Events and More)</li> </ul>	<p><b>Cost:</b> \$29/Annually</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Scholarship Opportunities</li> <li>• Awards</li> <li>• Competition Programs</li> <li>• Academic Store Discounts</li> <li>• Workforce Communities</li> <li>• All the benefits outlined in the basic membership</li> </ul>

### Appendix B

#### Sample CompTIA Student Chapter Bylaws

##### ARTICLE I: NAME

This organization shall be known as the [Chapter/ Institution Name] student chapter of CompTIA. [Chapter/ Institution Name], hereinafter referred to as the chapter, shall be affiliated with CompTIA.

##### ARTICLE II: OBJECTIVES

To provide [Institution Name] students with the opportunity to gain knowledge and insight into the field of Information Technology through affiliation with the national CompTIA Professional and Student organization.

To promote the exchange of work-related experience of established business professionals with the theoretical academic perspectives of student and faculty members through open forums and information exchanges.

To encourage the acquisition, growth and continuation of our respective careers in Information Technology through expanded knowledge, camaraderie, respect and mutual support among chapter members and through our affiliation with national, sponsoring and other student chapters.

To achieve these purposes, there shall be no discrimination in individual membership or chapter affiliations because of race, religion, sex, age, sexual orientation or national origin.

**ARTICLE III: MEMBERSHIP**

Any student enrolled in classes at [Institution Name] may become a member of this chapter. Equal membership privileges will be given to all members of this organization. This chapter shall not discriminate against any member or potential member in any way.

Students wishing to join this organization must become a student member of CompTIA the semester they start attending meetings.

**ARTICLE IV: ORGANIZATION**

There will be an executive council composed of a faculty advisor, president, vice president, and secretary (constituting the executive committee), in addition to a Director of chapter information systems, Director of communication, Director of community relations and development, Director of corporate relations, Director of finance, and Director of student relations. This council will be the advising and coordinating body responsible to the general membership of the chapter. All officers of this chapter shall be responsible for maintaining the chapter as a formal entity.

Any proposed project or program shall be brought before the executive council, reviewed, and if approved, set up and directed by a committee formed for that specific purpose from the general membership on a voluntary basis. Committees shall coordinate their efforts with those of an appropriate executive council member, who will serve in an advisory capacity.

Officers shall serve as a liaison between this student chapter and CompTIA IT Professional and Student membership.

**ARTICLE V: EXECUTIVE COUNCIL**

Management of chapter practices, procedures and activities shall be vested in the executive council, which will consist of officers elected from this student organization. This chapter will decide qualifications of these officers, as necessary. These decisions must meet with the approval of the chapter faculty advisor(s). (General duties and stewardship of each executive position can be listed below).

As all members of the executive council perform specific administrative functions, all officers are to openly assist each other as needed in the efficient and professional performance of their respective duties.

**ARTICLE VI: OFFICER ELECTIONS**

Elections for all positions shall be held annually at a time designated by the executive committee but should allow enough time for a smooth transition and sharing of information between outgoing and incoming officers. Elections should be held no later than four weeks before the end of spring semester. Student officers, who wish to continue in their current position and run for a second or possibly third term, may do so with the advisor's approval. Elections will be conducted through private ballot. The faculty advisor and at least one graduating senior chapter member will count the votes.

If needed, the president shall fill a sudden vacancy on the executive council by appointing a temporary replacement. The matter shall then be brought to the attention of the general chapter membership. The membership will nominate and elect a fellow chapter member for the vacant position. In case of more than one candidate for a position, whomever captures the most votes is elected.

In the event membership becomes dramatically low and the electoral process becomes ineffective, the faculty advisor(s) may interview the remaining members of this general membership and appoint them to positions stated in these bylaws in which the individuals will then represent this student chapter accordingly.

If the faculty advisor(s) position becomes vacant, the general membership of this chapter will nominate a professor of the [Chapter/ Institution Name] computer sciences, information systems, etc. programs. An offer to fill the vacant position will then be presented to the professor for acceptance. The acceptance must be completely voluntary.

Any faculty advisor of the student chapter must register as a CompTIA Basic Student member through the online form and contact student membership at [studentmembership@comptia.org](mailto:studentmembership@comptia.org).

#### **ARTICLE VII: MEETINGS**

Notice of the time and place of each meeting shall be posted not less than seven (7) nor more than fourteen (14) days before the meeting.

Five (5) voting members present at any meeting shall constitute a quorum. Such quorum may, by majority vote of the members present, transact any business which may properly be brought before the meeting, except as otherwise indicated in these bylaws. A meeting may be adjourned or recessed by majority vote of the members present whether a quorum is present.

At all meetings of the members, the president, or if absent, the vice president, shall preside as chair. In the absence of said officers, the chair shall be elected by most of the members present.

Every regular member of the chapter in good standing shall be entitled to one vote on any matter of the chapter's business to be acted upon by vote of the membership.

#### **ARTICLE VIII: FINANCES**

In the event that a financial burden is placed on this chapter, establishment of a dues paying policy may be proposed and voted on by the executive council. Faculty advisor(s) must complete review of this matter before the decision can become part of the chapter's policy and bylaws.

#### **ARTICLE IX: PARLIAMENTARY PROCEDURE**

Robert's Rules of Order shall govern all parliamentary procedure unless otherwise specified.

#### **ARTICLE X: AMENDMENTS**

The bylaws of this chapter may be amended, at any time, by the deciding vote of the general membership. That is, two-thirds of the chapter must agree to any policy change. The officers of the executive committee shall be responsible for notifying all members of an upcoming amendment proposal and vote. The membership shall be notified at least two weeks prior to any amendment-voting meeting. The faculty advisor(s) will be required to attend and supervise any/all of these meetings.

## Appendix C

### Promotion Table: Promote Chapter Digitally and In-Person

Digital	In-Person
<p><b>Chapter Website</b> Develop a chapter website that showcases the following information:</p> <ul style="list-style-type: none"> <li>• Details and benefits of membership</li> <li>• Pictures of chapter activities and past events</li> <li>• Calendar for upcoming events</li> <li>• Contact information</li> </ul> <p><b>Educational Institution Website</b> Get listed on the main extracurricular page of your educational institution’s website. If your institution has separate websites for certain majors, ask to have your student chapter added to the program sites that would benefit from a CompTIA Student membership.</p> <p><b>Social Channels</b> Social media is a great medium to promote recruitment events, meetings and more. It’s also an easy way for future members to see what your chapter is about and if it’s something they want to be part of.</p> <p>Social channels we recommend:</p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• LinkedIn</li> <li>• Twitter</li> <li>• Instagram</li> </ul> <p>Please follow the following naming structure for your chapter’s social channels, “[name of your institution] CompTIA Student Chapter.”</p> <p>We recommend posting twice a week with your content or content that is shared from CompTIA’s social channels. No one likes an inactive social profile!</p> <p><b>Student Newsletter / Online Newspaper</b> Newsletters and online school news outlets are a great resource to announce recruitment events or chapter news, whether it be about an award your chapter won, a feel-good story, etc.</p>	<p><b>Freshman Orientation / Welcome Week</b> Set up tables at student activity fairs including Welcome Week, Freshman Orientation and Curriculum Nights, to promote your program to incoming students. These are prime opportunities on campus to get in front of potential members who are looking to get involved.</p> <p><b>In-Class Announcements</b> Prepare a two-minute talk on the value of joining CompTIA as a student member. Give your presentation to technology-related classes as well as majors that would benefit from becoming a member by either providing a handout or reference a link where the students can get more information on your chapter.</p> <p>Reach out to the professors ahead of time to schedule a date and time to speak in their class. Remember to speak with excitement and pride when describing your chapter and encouraging others to join.</p> <p><b>Word of Mouth</b> Ask professors and advisors, in related majors, to mention your CompTIA student chapter in their one-on-one advising sessions to get more students in the major involved and to invest in their career early.</p> <p>The chapters’ faculty advisor would be the perfect person to start this effort since they are directly involved with the chapter.</p> <p><b>Flyers</b> Flyers are a great way to highlight recruitment events. Flyers can be passed out on campus quads, during classroom presentations or be posted in entrances of campus buildings, on bulletin boards, lunchroom tables, etc.</p>

## Appendix D

### Chapter Meeting Agenda Template

**Meeting Purpose**

DATE [ADD DATE HERE]

TIME [ADD TIME HERE]

LOCATION [ADD LOCATION HERE]

FACILITATOR [ADD FACILITATOR NAME HERE]

SEGMENT/TOPIC	TIMING
Topic: <b>LEADER:</b> <b>OBJECTIVE:</b>	10 MINUTES
Topic: <b>LEADER:</b> <b>OBJECTIVE:</b>	20 MINUTES
Topic: <b>LEADER:</b> <b>OBJECTIVE:</b>	10 MINUTES
Topic: <b>LEADER:</b> <b>OBJECTIVE:</b>	15 MINUTES
<b>WRAP UP</b> <b>KEY TAKE-AWAYS</b>	5 MINUTES
<b>TOTAL</b>	<b>1 HOUR</b>

## Appendix E

### Event Guide Recommendations Plan; Promote; Prepare!

Month+ Before Event	Event
<ol style="list-style-type: none"> <li>1. Brainstorm event ideas.</li> <li>2. Finalize date, time, location.</li> <li>3. Create a registration link.</li> <li>4. Fill out the event overview outline (see below).</li> <li>5. Post event on the chapter website.</li> <li>6. Post event on social channels.</li> <li>7. Extend invites to classmates.</li> </ol>	<ol style="list-style-type: none"> <li>1. Arrive early for set-up.</li> <li>2. As attendees arrive, have them sign-in.</li> <li>3. Take pictures (used for an event recap and future event promotions).                             <ol style="list-style-type: none"> <li>a. Recommended Photos: Group Picture (preferably with event banner) and several action shots.</li> </ol> </li> </ol>
Week Before Event	Post Event
<ol style="list-style-type: none"> <li>1. Send reminders to those who RSVP'd.</li> <li>2. Gather materials for the event:                             <ol style="list-style-type: none"> <li>a. Sign-in Sheet (First Name, Last Name, Email, Phone Number, Major)</li> <li>b. Chapter Signs / Posters / Banners.</li> <li>c. Name Tags (Stickers or Labels).</li> <li>d. Print out flyers highlighting the benefits of membership and upcoming events.</li> </ol> </li> <li>3. Ensure you have all the required technology and audiovisual (AV) equipment needed for the event.</li> <li>4. If there will be food and beverage, make sure catering orders are placed and/or designate members to bring certain items.</li> <li>5. Create a post-event survey with a <a href="#">Survey Monkey Account</a> (It's Free!)</li> </ol>	<ol style="list-style-type: none"> <li>1. Email post-event survey to attendees.</li> <li>2. Post pictures/videos/live videos on chapter social channels with a one to two sentence recap of the event thanking everyone for attending.</li> <li>3. Fill out national event tracking form within two weeks post event.</li> <li>4. Recap the event at the next meeting to share highlights and any lessons.</li> </ol>

## Appendix F

### Event Overview Outline Document

1. Point of Contact for Event (First Name, Last Name, Email):
2. Event Title / Name:
3. Event Date:
4. Event Location:
5. Event Synopsis:
6. Event Goal:
7. Registration Link:
8. Estimated Number of Attendees (Cap for total # of attendees?):
9. Materials Needed for the Event?
10. Promotional Materials Needed?
  - a. Share on Social Channels?
    - i. LinkedIn? Y / N
    - ii. Facebook? Y / N
    - iii. Twitter? Y / N
    - iv. Instagram? Y / N
  - b. Event Flyer?
    - i. The person creating flyer:
    - ii. The Number of flyers to be printed:
    - iii. Members in charge of posting flyers around campus:
  - c. Add to chapter website? Y / N
  - d. Add to educational institutions website? (If applicable) Y / N
  - e. Send to school newspaper? Y / N
11. Other items needed?

## Appendix G

### Event Speaker Topics

#### Technical

- AI
- Drones
- Robotics
- Machine Learning
- Blockchain
- Cryptocurrency
- Virtual Reality
- Augmented Reality
- Virtualization
- Cyber Security
- IoT
- Smart Cities

#### Non-Technical

- Mentorship
- Internship
- Volunteering
- Building a Resume
- Interviewing for a job
- Diversity & Inclusion
- Customer Service and Sales
- Effective Communication

### Sample Event Activities

- Fundraising
- Community Service
- Membership Growth
- Holiday
- Networking social
- Tutoring
- Alumni Networking
- Freshmen Orientation
- Career Fair
- Study Groups
- Team Building
- Stress Relief