



**Vice President's Guidebook**



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## **Support from Society Headquarters**

A regional Chapter Resource Consultant is ready to assist your chapter with ongoing development, resources, and needs. For more information, contact your consultant at Headquarters by calling 800-284-3167, or access Chapter Services Online at [www.kdp.org](http://www.kdp.org).

## **Section 1: Responsibilities**

### ***Responsibilities of the Vice President***

The Vice President is responsible for assisting the President with the duties of the chapter. Kappa Delta Pi Society Bylaws describe the responsibilities of the Vice President as follows:

- Preside in the absence of the president;
- Chair the program committee; and
- Assume the duties of the president should a vacancy occur in that office.

The Vice President also should:

- Oversee the implementation of chapter programs;
- Coordinate the evaluation of chapter programs;
- Attend all Executive Committee and chapter meetings;
- Assess the needs of chapter members; and
- Coordinate chapter public relations.

### ***Responsibilities of the Standing Committees***

The President, Membership Chair, and Vice President coordinate the following Standing Committees, respectively:

#### **Executive Committee**

The Executive Committee is composed of the elected officers—Counselor, President, Vice President, Membership Chair, Treasurer, Secretary, Historian, and Foundation Representative.

- Set goals for the chapter;
- Prepare calendar for the year;
- Vote on major issues of the chapter, including bylaws, budget, and local scholarship amount(s); and
- Oversee all chapter operations.

#### **Membership Committee**

- Generate list of potential members;
- Prepare and implement orientation program;
- Coordinate initiation ceremony;
- Work with Secretary and Treasurer to complete initiate list information; and
- Conduct Member Interest Survey that is included with the *Membership Chair's Guidebook* or at [www.kdp.org](http://www.kdp.org) in the Chapter Services section.

#### **Program Committee**

- Compile data from the Member Interest Survey conducted by the Membership Committee to plan annual calendar of programs;
- Coordinate fund-raisers, job-search preparation programs, service projects, speakers, and other creative ideas to provide new opportunities and

- experiences for chapter membership;
- Coordinate programs to recognize member accomplishments; and
  - Monitor progress; follow up with subcommittee chairs periodically.

## ***Overview of Officer Responsibilities***

The following officers are members of the chapter's Executive Committee. This suggested list of officer duties may need to be adapted to fit the chapter's structure.

### **President**

- Preside over all general membership and Executive Committee meetings;
- Organize officer elections and officer transition;
- Complete Annual Report after Treasurer has completed the financial section;
- Appoint committee members when necessary;
- Monitor performance of committees;
- Guide the Executive Committee in setting chapter goals and preparing the chapter calendar;
- Recognize membership accomplishments;
- Be familiar with governing principles of Kappa Delta Pi;
- Participate in chapter programs and activities; and
- Submit reports as required.

### **Vice President**

- Preside in absence of the President;
- Chair the Program Committee and conduct programs designed to maximize member retention; and
- Conduct all public relations for the chapter. Ideally, public relations should be conducted by an entire committee, with the Vice President serving as chair.

### **Membership Chair**

- Preside over meetings of the Membership Committee;
- Manage selection of members;
- Host recruitment efforts; and
- Create and implement ongoing methods for retaining membership.

### **Treasurer**

- Receive and record all new initiate documents;
- Keep accurate records of chapter funds;
- Complete the financial section of the Annual Report;
- Access university funding;
- Coordinate the budget preparation process; and
- Assist Vice President, Program Committee, and Foundation Representative with development of fund-raisers.

### **Secretary**

- Maintain minutes and attendance records at meetings;
- Formulate agenda, in conjunction with the President, to be used at meetings;

- Submit New Initiate Information Forms and fees within two weeks after the initiation;
- Conduct all chapter correspondence; and
- Maintain accurate records of active, inactive, and chapter membership.

### **Historian**

- Preserve all chapter documents and historical records;
- Develop a photographic history of the chapter;
- Call Headquarters at least four weeks prior to chapter's initiation for historical information (if not already obtained); and
- Document chapter activities and forward to Society Headquarters.

### **Foundation Representative**

- Develop fund-raising programs to motivate individuals to donate to Kappa Delta Pi's Educational Foundation;
- Promote Foundation scholarships; and
- Become the liaison between the chapter and the Kappa Delta Pi Educational Foundation.

### **Counselor**

- Install the officers of the local chapter;
- Serve as a member of the chapter's Executive Committee;
- Mentor chapter officers;
- Serve on the Membership Committee;
- Assist in planning chapter activities; and
- Act as a liaison between the chapter, college faculty, and administration to keep others informed of activities and events.

### ***Additional Committees and Chairs***

Once the three standing committees are established, additional committees and subcommittees may be formed depending upon the chapter's goals, traditional activities, and annual calendar. If the local chapter has many programs scheduled throughout the year, involving members in various subcommittees supports retention.

The Vice President may coordinate the following subcommittees of the Program Committee to meet the ongoing needs of the members:

- Service
- Professional Development
- Social
- Public Relations/Publicity

## **Section 2: Coordinating the Program Committee**

The Vice President is responsible for coordinating the Program Committee. The Program Committee designs and oversees the activities in which the chapter participates during the year. A Member Interest Survey should be given to all members prior to setting the calendar to understand the interests of the members. The Member Interest Survey is included in the *Membership Chair's Guidebook* or at [www.kdp.org](http://www.kdp.org) in the Chapter Services section. It may be changed as appropriate for your chapter.

Retention is important for a successful chapter. The Program Committee must strive to develop activities that interest members and get feedback on how programs have worked to ensure that the chapter continues to be of value to its members. The Program Committee also must be aware of the budget and chapter goals as set by the Executive Committee.

When arranging programs and activities for the chapter, the Program Committee must keep in mind the following items:

- Provide what members need by developing programs based on the results of the Member Interest Survey.
- Consider goals of the chapter as set by the Executive Committee.
- Involve members in the planning of programs; to increase the flow of ideas and create member commitment.
- Remember financial budget for programming set by the Executive Committee.
- Consider feedback about similar programs done in previous years.

Chapter programming ideas may be found at [www.kdp.org](http://www.kdp.org) in the Chapter Services section or by contacting your Chapter Resource Consultant at Headquarters.

### ***Committee Member Selection***

Careful selection of committee members, by matching member skills and interests to committee projects, will engage members in projects that excite them while putting their talents to work. Consider the skills needed to complete the Program Committee's assignment, and identify members who will best enable the committee to get the job done.

### ***Delegation***

Delegation is a critical strategy to involve members and get things done. Though a chair may hesitate to delegate, involvement by committee members is the best way to maintain member enthusiasm in the chapter. Following are strategies that will lead to successful delegation. Use the Project Planning Form in Appendix II to help committees organize their planning efforts, and the Project Budget Worksheet in Appendix V to help committees keep track of money. The Project Evaluation Form in Appendix III should be submitted to the chapter Secretary upon

project completion and referred to in future years to improve planning of the same projects.

### ***Keys to Delegation***

- Create clear job descriptions. Expectations and desired outcomes must be clear.
- Allow committees some autonomy to get the job done.
- Provide needed resources—human, financial, and material.
- Provide a timeline. Set deadlines and benchmarks.
- Provide constant encouragement and recognition. Publicly recognize members as the committee moves closer to goal completion.
- Monitor progress and follow up with committee chairs periodically.
- Address problems immediately.

## **Section 3: Public Relations**

Public relations are an important part of planning for any event. Widespread public recognition of Kappa Delta Pi on campus and in the community benefits the chapter in many ways. It builds pride in membership that leads to more active involvement and retention of members.

The goal of public relations is to increase awareness of a particular issue or to establish a positive image over a long period of time. Public relations must communicate to a targeted group of people—such as educators, college students, the service community, or business people. A long-term effort is necessary for a publicity campaign to develop campus and community awareness. It is suggested that a chapter create a “signature piece,” a program or service activity that the chapter holds and participates in each year without fail. Your time, effort, and commitment will result in a positive image for your Kappa Delta Pi chapter on campus and in the community.

### ***Publicity Strategies***

#### **Within the chapter**

- Acknowledge individual members for accomplishments.
- Foster morale through the chapter newsletter.
- Provide certificates of appreciation for service by members and the community.
- Create chapter T-shirts, or order shirts from Society Headquarters.
- Encourage members to wear their Kappa Delta Pi pins.

#### **On campus and in the community**

- **Distribute posters, flyers, table tents.** Be creative with slogans, logos, and bright colors. Ask a local pizza restaurant to allow you to tape flyers to the pizza boxes.
- **Place ads in campus and community newspapers and publications.**

Check with the local papers to see whether they give free ad space to student organizations. Keep the ad brief by answering the basic questions (who, what, where, when, why).

- **Print bookmarks.** Put them in the campus bookstore near the registers, or ask community bookstores to place them in books that are purchased.
- **Secure a proclamation from College President or City Mayor.** A proclamation is an endorsement by an official for an event or program sponsored by an organization. It can be used in publicity and displayed on campus. A sample template is available at [www.kdp.org](http://www.kdp.org) in the Chapter Services section.
- **Write a letter to faculty and community leaders.** Invite college faculty and staff, as well as community leaders, to upcoming events that are relevant to their work.
- **Use campus chalkboards.** Have students write event information on classroom chalkboards.
- **Cosponsor events with other organizations.**

### ***Planning a Public Relations Campaign***

- **Organize a public relations committee.** The committee can be part of the Program Committee or its own separate committee that works closely with the Program Committee to develop publicity for events.
- **Establish publicity goals for the year.** What does the chapter want to accomplish with publicity, what challenges has or will the chapter face, and what group do you want to target?
- **Create a strategy for implementing the public relations campaign.** A Project Planning Form is located in Appendix II and a Project Budget Form is located in Appendix IV of this guidebook. They can be photocopied and completed by the committee. Work together to brainstorm strategies and ideas that will have the most impact for achieving the designated goals.
- **Delegate responsibilities and create a calendar.** The committee should implement a calendar designating the assignments and dates by which they must be completed.
- **Evaluate whether the goal was achieved.** A Project Evaluation Form is included in Appendix III of this guidebook.

### ***News Releases***

- News releases are brief articles submitted to local media. They can highlight service projects, initiation, and other chapter events.

### **Some helpful hints for writing a news release:**

- The most important information should appear in the first paragraph.
- Sentences and paragraphs should be short and concise.
- Keep it to one page.
- Note community leaders' names who attended the event or were recognized.
- Create a short, catchy headline.
- Remember to include who, what, where, when, and why.

- Include the date for release of story.
- Place on letterhead with contact name and number on top.

A sample news release is located in the Chapter Services Resource section of KDP Online at [www.kdp.org](http://www.kdp.org). General facts about Kappa Delta Pi are included at the bottom of the sample news release.

An Event Promotion Checklist is located in Appendix IV of this guidebook. The checklist can be copied and used for each event to ensure smooth planning for all of the chapter's activities.

## **APPENDIX I: Vice President's Monthly Checklist**

The following checklist includes tasks that must be performed by the President and Vice President. *Items with an asterisk (\*) should be performed by the President.*

### **August**

- \* Conduct an Executive Committee meeting.
- Attend meetings for the chapter, Executive Committee, and Program Committee.
- \* Secure approval of yearly budget. More information about creating a chapter budget is located in the *Treasurer's Guidebook*. The Executive Committee should approve chapter budget at first meeting of the year.
- Schedule Program Committee meetings to discuss and plan chapter's programs and event calendar.
- Plan first chapter event with the Program Committee.
- Read *The Leader* e-newsletter from KDP Headquarters and assist the officers in communicating the news and implementing the ideas. *The Leader* is e-mailed to all chapter counselors and officers monthly. *Contact your Chapter Resource Consultant (800-284-3167) if any officers are not receiving The Leader.*

### **September**

- Coordinate public relations campaign to advertise first program.
- Review plans for first program.
- \* Review first newsletter. Information about creating a chapter newsletter is located in the *Secretary's Guidebook*.
- \* Plan initiation ceremony.
- Read *The Leader* and the *Regional Newsletter*; implement any ideas.

### **October**

- \* Conduct an Executive Committee meeting.
- Attend meetings for the chapter, Executive Committee, and Program Committee.
- \* Ensure rebate check has been deposited. The rebate check is mailed October 1. Further information is located in the *Treasurer's Guidebook*.
- \* Request from the Registrar's Office a list of individuals eligible for membership.
- \* Mail invitation letters to potential members.
- \* Conduct a chapter meeting to motivate members for the upcoming year.
- Read *The Leader* and implement any ideas.

## November

- Attend meetings for the chapter, Executive Committee, and Program Committee.
- \* Receive preliminary reports of chapter from committee chairs.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- Continue work with membership (programming).
- \* Review duties of all chapter officers.
- Read *The Leader* and the *Regional Newsletter*; implement any ideas.

## December

- Read *The Leader* and implement any ideas.

## January

- \* Conduct mid-year assessment during Executive Committee meeting.
- Attend meetings for the chapter, Executive Committee, and Program Committee.
- Schedule Program Committee meetings for the semester.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- \* Review plans for initiation, if holding one in the spring and/or summer.
- \* Plan to participate in Foundation Annual Appeal.
- Continue planning for RIF Week in April.
- \* Conduct Executive Committee meeting.
- Read *The Leader* and the *Regional Newsletter*; implement any ideas.

## February

- Attend meetings for the chapter, Executive Committee, and Program Committee.
- \* Conduct a new-member orientation to educate potential members.
- \* Conduct general membership meeting.
- Invite prospective members to join.
- \* Request a list of all students qualified for membership from the Registrar for the spring initiation, if completing one at that time.
- Read *The Leader* and implement any ideas.

## March

- Attend meetings for the chapter, Executive Committee, and Program Committee.
- Coordinate public relations campaign for next program.
- Review plans for next program.
- \* Initiate new members.
- \* Ensure rebate check has been deposited.
- \* Prepare for officer transition; meet with Executive Committee to discuss.
- \* Elect chapter officers for next academic year. More information about officer

- elections is located in the President's Guidebook.
- Read *The Leader* and the *Regional Newsletter*; implement any ideas.

### **April**

- \* Train incoming officers.
- Conduct Reading Is Fun Week Program.
- \* Review chapter's accomplishments for inclusion in a chapter summary to new officers and for inclusion in online Annual Report to be submitted to Society Headquarters. Contact your Chapter Resource Consultant for more information.
- Read *The Leader* and implement any ideas.

### **May–June**

- \* Establish the annual event calendar for next year.
- \* Form necessary committees and elect additional chairpersons as needed.
- \* Schedule summer session meetings or summer get-togethers, if applicable.

### **June–July**

- \* Complete and submit the online Annual Report to Society Headquarters at [www.kdp.org](http://www.kdp.org) in the Chapter Services section under "Forms and Brochures."

## **APPENDIX II: Project Planning Form**

*(Make copies of this form for all scheduled projects.)*

The following information should be completed at least two months prior to a project's intended date of execution. Completion of this form will allow the Planning Committee adequate time to coordinate the project details.

Committee Responsible for Project: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Purpose and Goals of Project: \_\_\_\_\_

Location of Project: \_\_\_\_\_ Time of Project: \_\_\_\_\_

List resources needed for project (people, money, expertise, etc.): \_\_\_\_\_

### **Project Planning Checklist**

*(Specify below the tasks that must be accomplished, the individuals responsible, and task deadlines.)*

<b>Type of Publicity</b>	<b>Who Is Responsible</b>	<b>Deadline</b>
Flyers, Table Tents	_____	_____
Newspapers	_____	_____
Ads	_____	_____
Posters	_____	_____
Brochures	_____	_____
Banners	_____	_____
Radio	_____	_____
Announcements	_____	_____
News Releases	_____	_____
Photographer	_____	_____
Chalking Blackboards	_____	_____
Creating a Display	_____	_____
Other	_____	_____

## **APPENDIX III: Project Evaluation Form**

Upon completion of your project, evaluate its success. Identify the strengths and weaknesses of the program, and list any ideas that may be helpful if sponsoring the same program in the future.

Committee Responsible for Project: \_\_\_\_\_

Title of Project: \_\_\_\_\_

Location of Project: \_\_\_\_\_ Time of Project: \_\_\_\_\_

Number of members who participated in project: \_\_\_\_\_

Project goals: \_\_\_\_\_

Were the goals of the project achieved? \_\_\_\_\_

Who did you expect to participate in the project (chapter members, students, faculty, members of the community, etc.)? \_\_\_\_\_

Who actually participated in the project? \_\_\_\_\_

### **Actual Budget**

Actual Income	_____
Actual Expenses	_____
Net Profit/Loss	_____

Specify the method(s) of publicity used: \_\_\_\_\_

Was the project publicized effectively? \_\_\_ Yes \_\_\_ No

List publicity suggestions for the future: \_\_\_\_\_

How would you rate the project overall?

Poor Fair Average Good Excellent

Would you recommend doing this project again in the future? Why or why not?

\_\_\_\_\_

List any program suggestions for this project in the future:

\_\_\_\_\_

## **Appendix IV: Event Promotion Checklist**

### **Six months prior to the event**

- Allocate money for promotion.

### **Three months prior to the event**

- Identify target audience.
- Determine desired outcome.
- Brainstorm and specify public relations strategies.

### **Two months prior to the event**

- Compile a media list.
- Invite faculty, administrators, and community leaders.
- Delegate responsibilities.

### **One month prior to the event**

- Submit news releases to media.
- Identify locations for publicity distribution.
- Invite media to cover the event.
- Distribute major recruitment pieces (posters, flyers, ads, etc.).
- Invite campus photographer to participate.

### **Three weeks prior to the event**

- Follow up on news releases.
- Continue distributing publicity.

### **Two weeks prior to the event**

- Advertise in newspapers.
- Disseminate table tents.
- Follow up again on news releases.
- Distribute more posters and flyers.

### **One week prior to the event**

- Follow up with reporters who have expressed interest.
- Finalize with photographers the locations that need to be covered.
- Distribute more posters and table tents.
- Advertise in newspaper.

### **Day of event**

- Confirm needs of photographer.
- Greet members of the media.
- Advertise in newspaper.

### **Within two weeks after the event**

- Write thank-you letters to the media and special participants.
- Evaluate the success of the promotion.

## APPENDIX V: Project Budget Worksheet

(Make copies of this form for all scheduled projects.)

<u>Income</u>		<u>Expenses</u>		
Fund-Raising	_____	Supplies	_____	
From Chapter Budget	_____	Printing/Postage	_____	
Cosponsorship Income	_____	Banquet/Lunch	_____	
Other	_____	Gifts/Contributions	_____	
		Travel	_____	
		Other	_____	
<b>Totals:</b>	<b>Total Income: \$_____ -</b>	<b>Total Expenses: \$_____ =</b>		<b>Net Profit/Loss \$_____</b>

<u>Income</u>		<u>Expenses</u>		
Fund-Raising	_____	Supplies	_____	
From Chapter Budget	_____	Printing/Postage	_____	
Cosponsorship Income	_____	Banquet/Lunch	_____	
Other	_____	Gifts/Contributions	_____	
		Travel	_____	
		Other	_____	
<b>Totals:</b>	<b>Total Income: \$_____ -</b>	<b>Total Expenses: \$_____ =</b>		<b>Net Profit/Loss \$_____</b>