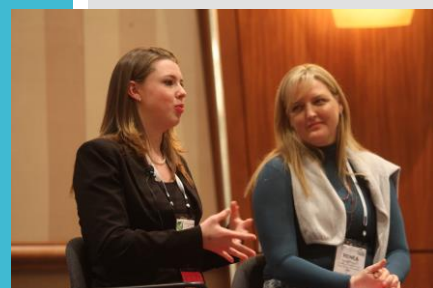




Student Chapter Manual

A resource for starting, growing and continuing student chapters of PCMA at local colleges and universities.



About PCMA

Vision:

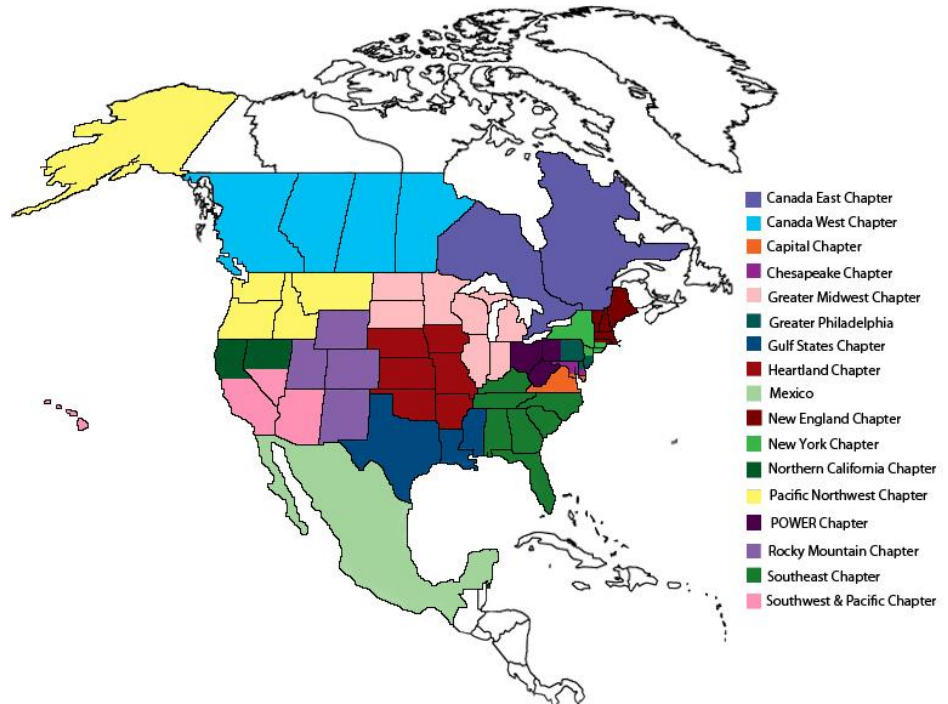
The leading organization for meeting and event professionals.

Mission Statement:

To deliver superior and innovative education and promote the value of professional convention management

About PCMA Members

Headquartered in Chicago, PCMA represents more than 6,000 meeting industry leaders from 17 chapter in the United States, Canada and Mexico.



PCMA membership is nearly an even split between suppliers and professionals (47% professional, 53% supplier). Both types of members are comprised of people at all levels within their organization.

For more information on membership, please visit

<https://www.pcma.org/pcma-defined/membership#.Ufla5G3t7ew>

Student Chapters

Though starting and maintaining a student chapter requires a significant amount of work from student leadership and chapter members, many students feel that the experiences gained, contacts made and education received, make the experience worthwhile!!

BENEFITS OF STUDENT CHAPTERS

- **Networking Opportunities:**

Networking is always cited as one of the top benefits of PCMA membership. Student members have many opportunities to network with faculty members and industry professionals, virtually and at various PCMA events.

- **Career Preparation:**

To help students explore career paths in the hospitality industry, student chapters often invite industry professionals to speak about their career path and current role within the industry as well as the pros and cons about their current specialty. Your local PCMA chapter is a great resource to make connections. Additionally, PCMA offers access to an online Career Center to assist with your internship or job search.

- **Leadership Growth:**

Serving as an officer, on a committee or task force and participation in regional chapter projects are just a few of the ways that you can participate with PCMA. These experiences will help you gain leadership skills and knowledge that will assist you not only in your personal growth but in preparing you for a job within the industry

- **Education:**

The cornerstone of PCMA is our exceptional education. Student members can receive discounts and scholarships to attend educational programs at both the national and regional chapter levels. At Convening Leaders, we program a session specifically for our students!



Mindy Halpert, Program Coordinator, The Optical Society

"As a student, the mentor program is a great link to the world of PCMA and an introduction to the association meetings industry. My mentor provides me with insight from her own years of experience and introduces me to very knowledgeable industry professionals at PCMA events. This has helped me tremendously in my job search and the launch of my career as a meetings professional. I look forward to continuing my mentorship as I know it will help me to continue to grow." (JMU 2010)



STARTING A STUDENT CHAPTER

In order to qualify as a student chapter, you must have the following:

- At least 6 student members of national PCMA
- A Faculty Advisor (does not need to be a PCMA member)
- Recognition from College/University as an official student group
- Review and accept PCMA Bylaws
- Complete and signed Student Chapter application form

Student Chapter are required to submit this application by September 15th and will receive confirmation of acceptance within two weeks of receipt of application. Only student chapters who have met the above criteria will be officially recognized by PCMA Headquarters.

Completed applications can be sent to:

Email: students@pcma.org

Mail: PCMA

ATTN: Student Membership
35 E. Wacker Drive, Suite 500
Chicago, IL 60601



STUDENT CHAPTER OFFICER DUTIES

In the next few pages you will find the suggested duties for student chapter leadership positions. Use this information as a guide to assist you in the planning for the year. Feel free to add and adjust items as deemed necessary for your chapter.

CREATING YOUR EXECUTIVE BOARD

Student Chapter members must hold annual elections or applications to determine the president, vice president, secretary, treasurer, PCMA HQ representative and the Program Chair.

■ PRESIDENT:

The president shall serve as the spokesperson for the chapter and shall preside at all meetings of the membership. The president will appoint any committee officers as required and may propose action items and procedures that will promote the general welfare of the student chapter

Suggested Duties:

- Set annual chapter goals
- Schedule, plan, attend and facilitate chapter meetings
- Work with student chapter board to accomplish annual goals
- Oversee any chapter committees and monitor activities
- Manage election for following year and work with incoming board to ensure a smooth transition.

• VICE PRESIDENT

In the absence of the president, the vice president will serve as the presiding officer for the chapter and will be responsible for all assigned duties of the president as well as any other regular chapter responsibilities.

Suggested Duties:

- Perform duties of president in their absence
- Work closely with president to plan student chapter meetings
- Assist president with committee guidance

• SECRETARY

The secretary shall be responsible for keeping accurate chapter records, including member rosters and minutes of each meeting. These records shall be shared with the incoming board at the completion of each school year

Suggested Duties:

- Take minutes of all student chapter and board meetings and distribute them to your chapter within seven days of meeting.
- Send out ALL chapter communication, including event/meeting reminders and any correspondence on behalf of your chapter.
- Maintain up to date records to be shared with incoming boards.
- Manage and track all student chapter membership

• TREASURER

The treasurer shall be responsible for all funds of the chapter and shall present reports at chapter meetings as needed. The treasurer will be responsible for collecting any additional dues as required by the Chapter. Additionally, the treasurer must reconcile and provide accurate reports when transitioning the board.

Suggested Duties:

- Reconcile all chapter financial records and present to Board on a regular basis
- Keep track of expenses, fees and donations received
- Maintain student chapter bank account

• PCMA HQ REPRESENTATIVE

This person is responsible for maintaining ALL communication with PCMA HQ and your regional chapter.

Suggested Duties:

- Submit annual application for student chapter recognition
- Keep track of college/universities national membership
- Respond to chapter inquiries from PCMA website
- Connect with regional chapter for education and volunteer opportunities

- PROGRAM CHAIR

The Program Chair shall be responsible for the full execution of student chapter events, including but not limited to: fundraising programs, community service programs, social activities and special events.

Suggested Duties:

- Program at least one social, fundraiser, and/or educational program a month for membership
- Act as the lead and onsite logistics for student chapter programs

- FACULTY ADVISOR

The faculty advisor is a valuable component to each student chapter. Faculty advisors are responsible to provide continuity as student members change, and to work with leaders to counsel the chapter on goals and strategies.

Suggested Duties:

- Assist chapter with initial set-up, including submitting paperwork and achieving official recognition from the university and PCMA HQ
- Guide chapter in developing their annual procedures and meeting agendas as needed
- Act as an official advocate for student affairs
- Attend chapter meetings when available
- Assist with the yearly transition of board members, including maintaining complete records of chapter activities.

Hospitality Student Conference

"At JMU, we've hosted a conference for the students at our university and those across Virginia, D.C. and Maryland. We bring in speakers from our local Capital Chapter to discuss difference topics in the industry like CVBs, Hotel Sales, Technology and much more! It's a great way for the students to get a broader perspective of the meetings industry and everything it has to offer!"

- Femke Morelisse,
President, JMU
Student Chapter of
PCMA

GROWNING YOUR STUDENT CHAPTER

In order to have a fully functioning and active student chapter, it is essential to recruit an active advocate at your university. Keep in mind that new member recruitment should take place throughout the year, though most members should join at the beginning of the school year.

Student membership dues for PCMA are \$40 annually.. Student chapters can elect to charge an additional fee, collected separately to support chapter activities. (*Some student chapters charge an additional \$10 - \$20 per student member.*)

Many college campuses have a large variety of clubs and activities available. It is important to establish your student chapter so it is a visible and contributing part of your student community. Here are some ideas to assist you with chapter growth:

- Participate in University career fairs or activity fairs. This can be one of your best sources for recruiting new members. Additionally, you can have a sign-up sheet of prospective members and follow up with them by inviting them to your next meeting via email.
- Hold a joint event meeting with a related student group. Be sure to bring plenty of PCMA information and applications.
- Hold an open house for prospective members to meet current members and advisors. You can even invite local professionals to help you recruit.
- Reach out to the local PCMA chapter for assistance with recruiting and volunteer opportunities. Check out who to contact at [\[LINK\]](#)
- PCMA HQ can be a great resource for recruitment materials. This includes student brochures, product and service guides, program and event calendars, etc. To request materials, have your chapter rep contact students@pcma.org



CHAPTER MEETINGS

Successful meetings are a fundamental part of an active student chapter. These meetings can have multiple functions, which include conveying information, planning future activities, and creating a feeling of camaraderie among your members. The most essential aspect of the meeting is to engage all members of your chapter and ensuring they remain active.

In order for students to continue to participate, it is important that your meetings are as productive as possible. It is important to:

- Set a regularly scheduled meeting. It will be impossible to find a time that works for everyone, but take all schedules into consideration when setting a regular meeting time..
- Ensure that the meeting is held the same day and time each month to avoid confusion.
- Have the board create an agenda that is distributed prior to the meeting. Reach out to members of the chapter for agenda item.
- During the meeting be sure to assign members to address any action items and provide updates to the chapter within a timely manner (usually at the next meeting).
- Be sure to send an email to all members within a few days after the meeting. Include action items and assignments in the body of the email and attach more thorough notes. This is the responsibility of the secretary. Many times the action items will become agenda items for your next meeting!



Social
Events

Fundraisers

Vineyard
tours

Create your
own
conference

Even a bake
sale!!

CHAPTER MEETINGS CONTINUED...

It is also recommended that you use your chapter meeting times as learning opportunities for the members of your chapter. Some ideas include:

- **Invite a special speaker.** Use your regional chapter as a resource for finding volunteers who are available to come speak about the industry and their specific sector.
- **Etiquette Dinner.** Many universities have etiquette classes or etiquette dinners hosted through the career center. Utilize any local or university contacts to find out how you can go about scheduling an etiquette dinner on your own.
- **Convening Leaders.** Convening Leaders occurs every January and presents an amazing opportunity for students to attend, network and learn from veteran industry professionals. Many chapters fundraise throughout the previous year to allow their chapter to bring as many students as possible. Host a meeting to review the schedule, housing and other important information for students attending.
- **Volunteer in Your Community.** Many universities or college towns have a need to helping hands. With the growing concern about Corporate Social Responsibility (CSR) in the hospitality industry, what better way to establish camaraderie and have fun!!

CATALYST

PCMA's new social community where you can share ideas, ask questions or collaborate with your peers. There is a special Student Central community just for our student members! Login as a member and begin sharing your ideas!!

<http://catalyst.pcma.org/Home/>

CHAPTER RESOURCES

PCMA Provides many resources to assist with running a student chapter.

- PCMA Headquarters is available to answer any questions about student chapters or PCMA. Contact students@pcma.org to request membership lists, recruitment materials, local chapter contacts or to provide feedback on your membership experience.
- The PCMA Career Center can help connect you with the best jobs available in the industry today. Posting your resume is FREE to all PCMA members.
- The PCMA Membership Directory is available to all PCMA members and can be one of the most valuable benefits of your membership. You can search through the directory to find members by city, state, organization or name – use this tool to reach out to potential volunteer speakers for your student chapter
- Scholarships are available exclusively to student members two time throughout the year. Some scholarships are tuition-based, while others provide students the opportunity to attend PCMA events, including Convening Leaders.