FCSI – THE AMERICAS STUDENT CHAPTER MANUAL

About Foodservice Consultants Society International (FCSI)

How to Start or Reactivate a Student Chapter

If you are a Student

If you are a Faculty Member

Running a Successful FCSI Student Chapter

The Planning Meeting

Attracting New Members and Maximizing Attendance

Strategies for Effective Use of Social Media

The Orientation Meeting

Record Keeping

Strategies for Effective Chapter Management

Chapter Activities

Chapter Checklist

Suggested Officer and Director Job Descriptions

How to Raise Funds for Your Chapter

How to Hold Speaker Programs

How Students can Join FCSI

Frequently Asked Questions
About Foodservice Consultants Society International (FCSI) The Americas

Foodservice Consultants Society International (FCSI) is the premier association promoting professionalism in foodservice and hospitality consulting. With over 1,300 members in over 46 countries, FCSI members offer a wide range of consulting services including concept development, feasibility studies, food safety, design, marketing, operations and training.

FCSI - The Americas encompasses the geographical areas of Canada, Mexico, South America, the Caribbean and the United States of America. The Division hosts many educational programs and events annually in addition to publishing the DirectConnection, its monthly e-newsletter. FCSI The Americas has 8 chapters in its division, each of which holds at least one networking event annually.

For over 50 years, The Americas has helped its members enhance their professionalism by keeping them informed of the latest developments and trends in the foodservice industry, by providing continuing education and serving as a vital link to the various retail and non-commercial (institutional) industry components. It is because of this standard of excellence that our members are recognized throughout the industry for their integrity, expertise, ethics and commitment to professionalism.

There are three levels of consultant membership: Associate, Senior Associate (for those pursuing Professional Membership) and Professional Members. We also have student members, and corporate members.
How to Start or Reactivate a Student Chapter

If you are a student...

interested in starting/reactivating a FCSI Student Chapter at your school, simply follow these steps:

• **Step 1**—Contact the FCSI The Americas Headquarters. We will send you all the information that you need.

  Foodservice Consultants Society International - The Americas
  5004 Francesco Lane
  Bloomington, IL 61705
  Phone: (309) 808-2165 Fax: (309) 585-2992
  Email: kimberly@fcsi.org

• **Step 2**—Find a faculty member that is interested in sponsoring or supporting the chapter. He/she will be the FCSI Faculty Advisor for your chapter. If this is a new chapter to FCSI, the Faculty Advisor will need to assist you in filling out the Application to Charter. If your school or university had a chapter in the past, you do not need to fill out the Application to Charter but you do need a Faculty Advisor for your chapter. **Please note:** FCSI may even be able to help you find a faculty member who will help you start a chapter at your school.

• **Step 3**—Find other students that are interested in becoming officers for the chapter—make announcements in your classes, talk with faculty, and invite your friends. See the “Suggested Officer and Director Job Descriptions” section of this manual for positions and descriptions of each. If this is a new chapter to FCSI, read over the Constitution and By-Laws carefully and fill it out. If you’ve had a chapter in the past, you do not need to fill out the Constitution and By-Laws. Agree on who the officers will be. (In starting a chapter, you may want to appoint temporary officers to serve until the chapter’s membership is ready to elect officers for the term or academic year.)

• **Step 4**—Submit the Application to Charter, Constitution and By-Laws, and Chapter Information Sheet to the FCSI The Americas Headquarters (available on the website). It’s also good to submit officers’ student membership applications in order to establish their memberships. We will send you a full promotional packet of support materials to use in promoting and managing your chapter (brand new chapters receive charter certificates as well).

• **Step 5**—Meet with the officers to plan activities (see “Planning and Organizing Meetings” section of this manual) for the upcoming term. Refer to the “Strategies for Effective Chapter Management” section of this manual for help in running a successful FCSI student chapter.

• **Step 6**—Begin recruiting members (see the “Attracting New Members and Maximizing Attendance” section of this manual). Announce (in classes and by posting notices, etc.) that you are sponsoring this new club. Consider setting up an information/recruiting table in the college during various times of day.

• **Step 7**—Plan and hold the orientation meeting. The orientation meeting is designed to inform new and prospective student members about the chapter, its activities, the benefits of membership, how they can make the most out of chapter membership, and how they can help. Begin collecting or submitting online student applications and fees to be processed.

• **Step 8**—Continue membership development activities. Set up a meeting schedule for members and officers. Enjoy your FCSI Student Chapter and its activities! Contact us anytime if you have questions.
How to Start or Reactivate a Student Chapter

If you are a faculty member...

interested in sponsoring a FCSI Student Chapter at your school...
or if you are taking over the chapter from another FCSI Advisor...

• **Step 1**—Contact the FCSI The Americas Headquarters. We will send you all the information that you need.

Foodservice Consultants Society International - The Americas  
Phone: (309) 808-2165 Fax: (309) 585-2992  
Email: studentchapters@fcsi.org

• **Step 2**—The FCSI office will send you a packet with an application to charter and a blank Constitution. Read over the Constitution and By-Laws carefully and fill them out. Please note: We are providing suggested text for the constitution—you may modify it as necessary.

• **Step 3**—Find students that are interested in becoming officers for the chapter. See the “Suggested Officer and Director Job Descriptions” section of this manual for positions and descriptions of each. Agree on who the officers will be. (In starting a chapter, you may want to appoint temporary officers to serve until the chapter’s membership is ready to elect officers for the term or academic year.) Submit officer membership applications to FCSI as early as possible. Remember, faculty involvement can be as little or as much as you like because FCSI provides step-by-step information that student leaders can easily follow on their own. These steps can be very simply divided among officers and student members. The FCSI office will send you a Chapter Information Sheet (electronically) to complete and return.

• **Step 4**—Meet with the officers to plan activities (see “Planning and Organizing Meetings” section of this manual) for the upcoming term. Refer to the “Strategies for Effective Chapter Management” section of this manual for help in running a successful FCSI Student Chapter.

• **Step 5**—Have students begin recruiting members (see the “Attracting New Members and Maximizing Attendance” section of this manual). Announce in classes and by posting notices, etc. Consider setting up an information/recruiting table in the college during various times of day.

• **Step 6**—Plan and hold the orientation meeting with the appointed officers. The orientation meeting is designed to inform new and prospective student members about the chapter, its activities, the benefits of membership, how they can make the most out of chapter membership, and how they can help. Begin processing student applications and fees. Start planning next meeting.

• **Step 7**—Continue membership development activities, and planning meeting activities. Set up a meeting schedule for members and officers. Relax and watch your students enjoy the chapter activities and benefits! Contact us anytime if you have questions.
RUNNING A SUCCESSFUL FCSI STUDENT CHAPTER

The Planning Meeting

Chapter planning is one of the most important tasks for the upcoming year. Without a good plan, the chapter is likely to flounder, lose members, and offer poor programs/activities for members. Some keys to effective planning are discussed below.

Prior to the beginning of the school year, the faculty advisor and designated officers should meet to plan the chapter calendar for the upcoming academic year. The faculty advisor may advise chapter leaders on events, topics for guest speakers, workshops and panel discussions, professional development programs, ideas for community activities, etc.

One of the best ways of maintaining an active and successful chapter is to have meaningful events and to hold those events at times when the largest number of chapter members can participate. It is desirable to maintain a good balance between business meetings, professional activities, social activities, and service activities.

Set Goals

What does the chapter want to accomplish? What message does the chapter want to communicate? Each chapter should design its activities based on the needs of chapter members. Consider providing students any of the following opportunities:

- To find out about various careers in foodservice consulting.
- To develop leadership skills.
- To develop presentation and marketing skills.
- To learn how to network.
- To socialize and relax.
- To improve their knowledge of foodservice.
- To serve the university.
- To demonstrate academic excellence to potential employers.

Develop strategies to accomplish your goals

How should the chapter accomplish its goals? What strategies are likely to lead to attaining the goals?

- Membership development activities to create a critical mass of members.
- Educational programs that expand members' knowledge base, prepare them to enter the real world and allow program organizers to develop leadership and organizational skills.
- Social programs that encourage networking and promote collegiality.
- Service programs to assist the department or college or university.

Develop tactics to carry out your strategies

If you already have an active chapter, find out what activities your chapter conducted last year and how successful they were. Consider creating a poll to send to current members to find out what they would like to do and would find useful. Review the chapter activities section of this manual, visit the student chapter section of FCSI’s website, and contact other chapters (see the chapter directory, or contact FCSI) for ideas.

- What resources are needed to plan and implement the activities?
  - Officers and committees (Who will be effective leaders for officers in the chapter?).
  - Funds.
  - Facilities.

Attracting New Members

Although there is no one way to have an energetic and prosperous chapter, there are several steps that are vital to its success. Membership recruitment is essential since members are the chapter and recruiting members is an ongoing process—remember, graduation will take its toll every few months. Concentrate on the steps below and repeat them often to keep your chapter thriving.

1. Identify the Target Market
Who are the students that would make good members and derive the most out of membership? Some possible market segments include:

- Culinary majors.
- Hospitality majors.
- Hotel Management majors.
- Interior Design majors.
- Architect majors.
- Freshman and sophomores.
- Junior and seniors.
- First-year graduate students.

2. Identify what the chapter has to offer students

The chapter is a bundle of activities—speakers, workshops, socials, etc.—and people. Remember, this is a professional organization and many of the benefits of membership are intangible. Refer to the FCSI website to give you some ideas. Also, talk with members and focus on your chapter’s past accomplishments and future plans. For example, prospective members can benefit from:

- The career advice provided by speakers.
- The opportunity to develop leadership skills.
- Networking.
- Career information provided by publications and the FCSI website.

3. Define the message you want to communicate

To gain new members, this message must be communicated. The message should make clear:

- What the benefits are,
- How it can help you, and
- How to join.

4. Promote the Chapter

Relay the “message you want to communicate” to potential members.

- Distribute brochures and flyers during peak activity times in peak activity areas.
- Post signs in heavily trafficked areas of the college and in classrooms.
- Set up an information/recruiting table in the college during various times of day.
- Ask professors and teaching assistants to make announcements—or to let chapter members do so—about the chapter and to distribute flyers in classes.
- Work with the university bookstore and see if they will allow chapter members to stuff brochures in textbooks. Get chapter members to do the stuffing.
- If your campus has a radio or television station, see if they do cost-free public service announcements.
- Send press releases to all local newspapers (including your campus paper) of all chapter activities.
- Try to hold at least one unique event each semester (e.g., golf tournaments, contests, game shows, career fairs, or career panels, etc.) with prizes donated by local merchants.
- Contact the Dean’s office to find out what they do to help student organizations.
- Contact student government to find out what they do to help student organizations.
- See if your computer lab advisor will allow chapter members to advertise meetings through e-mail.
- Social media outlets such as Facebook, Twitter, or LinkedIn.

Keeping Participation High

1. Continually market the message

Chapter leaders need to constantly market the message:

- What the benefits are
- How it can help you
- How it has already helped you
Emphasize examples of things you have already done and how it has helped. Publication of a chapter newsletter is useful in enforcing this. Remember, repetition aids thoughts and ideas to “sink in” and be remembered. Promote the message at every meeting and other relevant chapter events.

2. Focus on your members
Keep focused on what the members want from the chapter. Make sure the chapter activities are fun, interesting, educational, and all-around worthwhile in the eyes of the members. Always keep in mind you want members to be satisfied with the chapter and “word of mouth” is one of the best promotional tools for membership.

3. Get members involved
Give members an opportunity to help with chapter activities and make it a point to ask them to help. Offer free tutoring that they can assist with or utilize themselves. Ask them to serve on committees or assign them other tasks to do. This will build their commitment and make them feel like they are contributing and are “counted on.” This builds ties and commitment within the chapter.

4. Have an office and office hours
When members know they can meet easily with officers or other members about chapter activities and issues, they’ll feel a higher level of commitment from the chapter and be more likely to dedicate their time with participation in the chapter.

5. Hold meetings when a majority of members can attend
If there is a conflict on meeting times, to keep members active, find a way that all members can participate. Example; if you meet every week, alternate days and times every other week. If you have trouble with member participation, require them to be at a certain number of meetings each month/semester and make it mandatory in order for them to participate in other chapter activities. Use a point system if helpful or survey all members.

Strategies for Effective Use of Social Media

Connecting with Members:
Utilizing social networking sites like Facebook, Twitter and LinkedIn will help you stay connected with current members of your chapter as well as potential new members. Social networking sites can give existing members and potential new members opportunities to connect with the chapter on a more personal basis for access to important chapter information including:

- Meeting times, locations and dates
- Contact information for chapter officers, advisors and fellow members
- Event and activity reminders

Social networking sites can also provide an excellent tool for enhanced communications between chapters and their members. Chapters can utilize social media to:

- Solicit member feedback on chapter events, activities and more
- Determine availability of chapter members
- Discuss membership benefits
- Answer questions
- And much more!

Connecting with FCSI:
Chapters are encouraged to have accounts on Facebook, Twitter and/or LinkedIn, not only to maintain contact with chapter members and potential new members, but to receive the most up-to-date information from FCSI including:

- Online conference reminders
- Career articles and advice
- Chapter support
- Membership support
- And much more!

If your chapter is interested in having a student chapter social media account, please contact FCSI TA Headquarters
The Orientation Meeting

The orientation meeting is designed to inform new student members (and prospective members) about the chapter, its activities, the benefits of membership at the local and national level, how they can make the most out of chapter membership, and how they can help. Hold the orientation meeting at a time that will be convenient for most members (survey members via email to decide on a time most convenient). If your campus is primarily a commuter campus, schedule the meeting earlier in the day; primarily residential campuses can schedule their meetings in the early evening.

One approach to an orientation meeting is to have several speakers talk about different aspects of the chapter. For example:

Faculty Advisor

The advisor could discuss the educational and professional side of chapter membership as well as the importance of career planning.

Chapter President

The President could talk about planned activities, including both the professional and social aspects of chapter membership, and the need for members to get involved in planning and implementing chapter activities. One point of importance could be to point out how much value extracurricular activities can add to a student’s resume.

Professional Member

The orientation meeting is the ideal time to invite a chapter alumnus or local foodservice consultant (access the FCSI membership directory right off the homepage – Click on ‘Find a Consultant’ to find a foodservice consultant in your area) to address the chapter to talk about careers in foodservice and how his/her college experiences relate to his/her current position.

Other Tips

If helpful, survey members for needs and suggested activities. A social gathering after the orientation meeting is a good way to allow students to meet other students. Let potential members know of the next meeting and future scheduled meetings. If students are ready to sign up, you can direct them to sign up for membership on the FCSI website at http://www.fcsi.org/?page=TAConsultantMembers#Student.

Follow-Up Contact with Potential Members

An effective follow-up is as important as an effective orientation meeting. Have prospective members sign a guest book (or simple sign-up sheet) with their address, phone number, and email at the meeting and then follow-up with a note or letter within a few days after the meeting to reiterate the benefits, activities, and opportunities they will have access to with membership.
Record Keeping

Individual Memberships

Each chapter should maintain records of all chapter memberships (both new and continuing) and make sure these records are passed on to future chapters, especially to keep track of alumni. This can be done most easily through a spreadsheet or database. Chapter officers may also contact FCSI for the most up-to-date listing of FCSI members. The most important information to maintain is:

- Name.
- Address (local)
- E-mail address
- Phone (local)
- Address (permanent)
- Phone (permanent)
- Anticipated Date of Graduation
- Date of Application
- Type of Membership

Chapter Activities

So information can be passed on to future chapter leaders, each chapter should:

1. Maintain records of past activities (what they did, where, when, etc.)
2. Maintain a contact list for conducting various activities (who participated and/or helped with the event)
3. Record procedures used to carry out the activities (how was it done).

The following activities (and more if applicable) should be recorded in this way:

- Chapter fundraising (i.e., obtaining funds from the school or corporate sponsors, fundraising events)
- Speakers, Panel Discussions, Workshops, etc.
- Banquets
- Newsletter publication
- FCSI website maintenance
- Field trips
- Resume book
- Conference attendance
- Competitions
- Community service activities

The success or lack-of-success should also be documented so the chapter can be improved upon each year. Even some notes on regular meetings should be kept so future leaders can look back and see what was working and what wasn’t. Also, pass on any tips or ideas that you have too.

Keeping Records Current with FCSI

FCSI requests that all its student chapters complete and return the “FCSI Student Chapter Information Sheet” each time officers and/or faculty advisors change (minimum completion of once a year). This online form is available at https://fcsi.site-ym.com/?StudentChapterUpdate.

Individual members can contact FCSI directly to update their personal records, or via the website.

Working Together with FCSI

Once a year or more, FCSI will ask you to provide us with information about your chapter, student members, activities, or other relevant data through surveys or questionnaires that we send out. This is done so FCSI can keep a close relationship with chapters and assist them in the best way possible.
Strategies for Effective Chapter Management

One of the main benefits of sponsoring a student chapter of FCSI is the opportunity it provides students to develop effective organizational, communication, leadership, and people skills. This opportunity comes about only through effort, commitment, and planning.

Successful FCSI chapters are successful because they are well managed—by their student leaders. Some tips on the essentials of chapter management follow.

- **Leadership.** In any organization, effective leadership is essential for it to succeed and prosper. Your chapter will be only as good as its officers. Choose effective leaders who will work hard and do what is in the best interests of the chapter and its members.
- **Get (and stay) organized.** Maintain officers with well-defined roles.
- **Establish an annual budget.** Determine what funds are available for speaker programs, workshops, and field trips. Raise funds by contacting University/College/Department administration, holding fund-raisers, and charging local dues for membership.
- **Planning and Teamwork.** Plan for upcoming semester’s/quarter’s/year’s activities, programs, and committees. Officers of the chapter must meet regularly to make sure that everyone is doing their job.
- **Motivate.** Motivate members, as well as faculty and business contacts, to participate in the affairs of the chapter by reminding them that the chapter is there to serve its student members.
- **Market aggressively.** There is no substitute for getting the word out to potential members. Understand the importance of communication and targeting the right audience. Use personal selling, visual presentations, banners, posters, signs, etc. to inform people of the benefits of being a member of the chapter.
- **Succession Planning.** Finish the job. Plan for the long-run survival of the chapter by electing “junior officers” who will become next year’s leaders or restrict certain offices to members who will return the following year. Also, keep good records to pass on to the next leaders.
Chapter Activities

To be successful, always keep in mind to center the activities of the chapter around the needs and desires of the members.

Keep members and faculty informed of all meetings and other scheduled activities. Some easy ways to keep members informed are by: announcements at meetings, distribution of flyers, email notices, chapter newsletter publication, posters, chapter website, or social media outlets.

Keep track of your chapter’s activities (e.g., collect press releases, save a copy of the promotional flyer/newsletter) and make notes on the level of success after completion, before you forget. This will help keep your chapter successful and will assist future leaders as they run the chapter.

Meetings: Always keep in mind the purpose of the meeting, and have an outline of the meeting ready beforehand. Keep on schedule as much as possible with the outline (try not to start late), and on target with the reason for the meeting. Keep your chapter on a consistent meeting schedule and make sure to meet at convenient times. If there is a conflict on meeting times, to keep members active, find a way that all members can participate. Example; if you meet every week, alternate days and times every other week.

Meetings are the best time to:

1. Remind members of upcoming local meetings and events
2. Get ideas from member of what they want to do and feedback on what you’ve already done
3. Schedule activities
4. Recruit volunteers for help with activities (committee sign up)
5. Inform members of upcoming FCSI activities for individual members and chapters
6. Promote membership
7. Remind students about submitting membership applications and dues
8. Vote on new officers
9. Update/collect information from members for chapter records

Keep a sign-up sheet at each meeting to keep track of attendees and also keep a record of what was accomplished/discussed at the meeting for future reference.

Fund Raising: You may need to raise funds for your chapter in order to cover expenses for chapter activities (e.g., workshops, field trips, etc.). See “How to do Fund Raising” to determine your chapter’s budgetary needs and to find examples of various fund raising activities.

ACTIVITY SUGGESTIONS

Chapter Newsletter Publication: This is a perfect way to let members and potential members know what you have been doing or plan to do. It is also useful to present to speakers and business contacts to familiarize them with your FCSI student chapter. A newsletter can be easily created using computer software and can be as simple or elaborate as you desire. Appoint a committee to be in charge of the newsletter and keep on schedule with the publication.

Chapter Website: This is a good way to: keep members informed of chapter activities, promote your chapter to students and the business community, and network with FCSI members around the world. Appoint a committee to be in charge of the website and contact the computer department at your school about setting it up. Let FCSI know when the site is complete so it can be linked to the FCSI website, and make sure to keep the site up-to-date.

Speaker Programs: One of the main attractive features of a FCSI chapter is its speaker program. Also, for networking opportunities, invite other student organizations to your speaker programs.

Panel Discussions: Panel discussions are less formal and more interactive than speaker programs.

Professional Workshops: Find out what student members need help with (e.g., resumes, computer skills, job searching, interviewing techniques) and focus on that topic. Have a professional in that area lead the workshop or contact your university career resource center.

Social Gatherings: Social events are an important part of chapter activity and helps keep members interested. It’s also a great time to network, find common interests, etc. You can keep it is simple or fancy as you want by bringing refreshments in to the meeting to serve afterwards or by reserving space at a restaurant for a luncheon.
Field Trips: Decide where your chapter is interested in going and contact the business about a tour. Most businesses are excited to help and this builds the chapter’s network.

Conferences: Get chapter plans together early to participate in the FCSI Biennial Conference and/or other conferences or trade shows in which FCSI participates. Many schools give financial support for attendance. Contact your school’s administration early so arrangements can be made if funding is available. In addition, FCSI frequently offers financial support to students and/or consultants to attend conferences and shows.

Resume Book Publication: A great way to help students get a job! Have each student submit their resume; compose a cover, table of contents, and chapter information page; then take it to a local printer to compile the book. Distribute copies to local businesses. You can also do this activity as a fundraiser. See the “Fund Raising” section of this manual for details.

Community Service Activities: Contact charitable organizations in your local area and see what your chapter can do to help. This is great public relations for your chapter and school!

Tutoring/Help Sessions: Talk with faculty and students to see what the needs are; which topics, models, and concepts students need help with; and what types of problems exist. Talk with members to find out who knows what and has the ability to tutor. Work with faculty to get an office or area in a work room and staff it with members on set hours. Make announcements in classes and consider offering the service near mid-terms especially. If your chapter needs to raise funds, this service could be offered for a fee to non-members, and for a reduced price or free to members.

Career Days: Get together with local businesses and other student organizations, and give students a chance to network with potential employers.
Chapter Checklist

Use this checklist as a guide for chapter activities

AUGUST
- Hold the first meeting with new officers and Faculty Advisor
- Complete the FCSI Chapter Information Sheet ([https://fcsi.site-ym.com/?StudentChapterUpdate](https://fcsi.site-ym.com/?StudentChapterUpdate)) *(A chapter can be formed anytime throughout the year, so this can really be done anytime of the year)*
- Contact FCSI for organizational and promotional materials
- Form a committee for the Monthly Chapter Newsletter
- Start contacting potential speakers
- Schedule the next meeting – Orientation Meeting (described in detail in the Student Chapter Manual)

SEPTEMBER
- Promote your chapter – distribute FCSI brochures and flyers, visit foodservice classes, etc.
- Hold the Orientation Meeting (include faculty advisor, chapter officers, and alumni members as speakers)
- Keep members informed of FCSI upcoming events
- Start plans for member attendance to the FCSI Biennial Conference
- Plan a field trip
- Contact potential speakers and set up dates (publish event in upcoming newsletter)
- Form a website committee

OCTOBER
- __________________________________________

NOVEMBER
- Collect resumes from members for a Chapter Resume book
- Distribute the Chapter Resume book to corporations/speakers
- Hold a fundraiser
- Continue collecting and/or processing membership applications online

DECEMBER
- Hold a formal induction ceremony for new NHS members (banquet)
- Collect press releases from fall activities
- Continue collecting and/or processing membership applications online

JANUARY
- Submit a new FCSI Chapter Information Sheet (if changes have been made from the fall semester)
- Keep members informed of FCSI upcoming events such as online conferences (check the student chapter website for current information)
- Promote your chapter – distribute brochures and flyers for any new potential members, visit finance classes, etc.
- Continue collecting and/or processing membership applications online

FEBRUARY
- Continue plans for member attendance at the Finance Leaders’ Conference
- Gather registrations for the FCSI Finance Leaders’ Conference
- Continue collecting and/or processing membership applications online

MARCH
- Look for the FCSI E-Newsletter to be published and distributed via email
- Attend the FCSI FINANCE LEADERS’ CONFERENCE
- Continue collecting and/or processing membership applications online
APRIL
- Plan a second field trip to a financial institution/corporation
- Collect resumes from new members for the Chapter Resume book and distribute
- Elect the Outstanding Financial Executive and Professional Honor Society recipient(s)
- Elect your chapter’s FCSI Collegiate Fellow recipient(s) for the academic year
- Remind NHS members about the option to purchase NHS sashes for graduation
- Continue collecting and/or processing membership applications online

MAY
- Elect new Chapter Officers for the upcoming academic year – submit a new FCSI Chapter Information Sheet
- Hold a formal induction ceremony for new NHS members (banquet)
- Collect press releases from spring semester
- Gather all required information and prepare a report for the Superior Chapter Designation
- Remind officers to pass along information and procedures to new officers for guidance in running the chapter next year
- Inform graduating seniors that they can renew their FCSI membership as a professional (complimentary*)
- Continue collecting and/or processing membership applications online

*Must provide FCSI with updated contact information

Suggested Officer and Director Job Descriptions

There is no one organizational structure that will fit each chapter. However, certain offices and job descriptions are essential for a smooth functioning chapter.

Faculty Advisor

The faculty advisor’s role should generally be that of an advisory nature. Effective faculty advisors help students plan programs, guide chapter activities, pass on information regarding past successes, and ensure competent leadership and leadership succession for next year. At key times during the year, closer supervision and more active participation may be necessary. Historically, these times are prior to graduation, when new officers are elected, and the period of time prior to mid-term and final exams. The faculty advisor is also the contact person for the FCSI The Americas Headquarters.

- Chapter finances
- Initial contacts between the chapter and local business executives
- Program/activity design
- Maintaining the relationship between the chapter and college/university administration

Board of Directors

The officers of the chapter (President, Vice-President, Secretary, Treasurer, etc.) constitute the Board of Directors (or Board). The Board of Directors is responsible for governing the chapter per the Constitution and By-Laws of the chapter. If a constitution or By-Laws are needed, contact the FCSI office.

Chapter President

The chapter president is the chief executive officer of the chapter. Specific responsibilities include:

- Serving as a liaison between the chapter and faculty advisor.
- Appointing committee chairpersons and calling for the resignation of ineffective chairpersons (with majority approval of the chapter’s Board of Directors and faculty advisor).
- Establishing chapter objectives for the year and coordinating specific goals and programs.
- Analyzing the extent to which the needs of the chapter members are being served and keeping accurate records of these needs for future Board of Directors.
- Working with the chapter Treasurer to prepare the annual budget.
- Working with the chapter's marketing committee to ensure a healthy membership.
• Effectively communicating all past activities, chapter objectives, and chapter needs to the president-elect.

Vice President

The vice president should be the primary assistant to the president. Specific responsibilities may include:

• Assumption of the duties of the president in the event he/she is unable to complete the term of office.
• Working with the program coordinator to acquire speakers and plan functions centered around the speakers' areas of expertise.
• Coordinating and directing the activities of committees.

Secretary

The secretary conducts all correspondence with chapter members and the FCSI office. Specific responsibilities may include:

• Maintaining the chapter’s constitution and by-laws
• Preparing and maintaining the minutes of all meetings
• Arranging for the distribution of announcements to chapter members, the board of directors, faculty, and business contacts
• Conducting the chapter elections
• Attending all chapter meetings
• Recording attendance at all meetings

Treasurer

The treasurer is responsible for receiving and disbursing funds and managing the financial affairs of the chapter. Specific responsibilities include:

• Reporting to the chapter’s Board of Directors on all matters regarding the financial status of the chapter.
• Maintaining accurate records of chapter dues and submitting the online applications and fees to the FCSI student website in a timely manner. Contact FCSI for a current list of members and local dues, if applicable.
• Securing signature cards and all necessary papers for opening (or maintaining) the chapter’s bank account.
• Preparing a tentative budget for presentation to the chapter’s Board of Directors.
• Preparing an annual and bi-annual financial statement for presentation to the chapter’s Board of Directors.

Some other positions to consider include:

Program Chair

Chairs a committee of members that is responsible for identifying speakers/panelists and scheduling presentations.

Director or Vice President of Marketing and Membership

Chairs a committee of members who promote membership in the chapter and inform students of upcoming activities.

Nominating Committee Chair

Chairs a committee of members (to include the faculty advisor) to select candidates for office for the next semester/quarter/year.

Chapter Historian

The Historian is responsible for maintaining records of the chapter’s yearly activities and functions.

• Creating/maintaining a database of speakers and other chapter supporters (including alumni).
• Keeping samples of marketing materials for guest speakers, luncheons etc.
How to Raise Funds for your Chapter

The following suggestions will help you with fundraising.

Determine the chapter’s budgetary needs for:

- Social activities (including banquets and receptions).
- Awards.
- Field Trips (including travel to FCSI conferences).
- Resume book publication.
- Other chapter activities.

Exploring funding sources at the University/College level. Contact:

- Student government.
- University/College administration.
- Department administration.

When contacting University/College departments, determine:

- How much funding is available/needed?
- The requirements for funding.
- The application procedure.
How to Hold Speaker Programs

Many students join chapters to participate in speaker programs and career-related symposiums. Addressing the needs of the chapter is the most important point to keep in mind when scheduling speakers and special programs.

Planning the Speaker Program

1. Consider surveying your chapter members to identify what topics are generally of most interest (i.e.: corporate finance, investment banking, etc.).

2. Isolate approximately 6 - 8 topics of primary interest to chapter members.

3. Identify a potential speaker for each topic. Sources of potential speakers include:
   - Chamber of Commerce list of companies in your area—contact the human resources department.
   - Foodservice equipment manufacturers or foodservice consultants with local offices.
   - Head hunters and employment agencies.
   - College advisory boards—talk to the department chairs and the Dean’s office.
   - State or federal government agencies.
   - Faculty members.
   - Chapter alumni.
   - FCSI Membership Directory (the FCSI Membership Directory is accessible right on the homepage by clicking on ‘Find a Consultant’)
   - Authors of articles in FCSI’s magazine or other trade publications.

4. Contact potential speakers as early as possible. A sample of a “Letter of invitation to potential speakers” follows this section in this manual and can be used as a guide for your chapter. The invitation to speak should contain:
   - Time, date, and location of the program.
   - An indication of any flexibility in scheduling that exists (e.g., alternative dates).
   - Type of meeting (luncheon, late afternoon, followed by a reception etc.).
   - Brief description of the chapter and the FCSI.
   - Policy statement regarding honorariums.
   - Suggestion for preferred topic.

5. Once a speaker has accepted the invitation, a letter of confirmation should be sent immediately. At the same time, request the following from the speaker:
   - Biographical information.
   - Promotional photograph (black and white).
   - A draft copy of his/her presentation.
   - Permission to record and/or video-tape the presentation (if applicable).
   - A list of the speaker’s colleagues in the area that should be invited to the presentation.
   - His/her travel itinerary.

6. If the speaker is arriving by air or train, arrange to have a chapter representative meet him at the airport/train station. If the speaker is driving to the program, provide him/her with a city and campus map with all routes clearly indicated. If the speaker is staying at an area hotel (and the chapter is not paying for his/her accommodations), arrange to have a gratuity basket delivered to his/her room. Arrange parking privileges.

7. Prior to the arrival of the speaker at the program site:
   - Check the room set-up.
   - Check any audio/visual equipment that the speaker and/or chapter will be using.
8. Arrange to have a chapter representative meet the speaker and accompany the speaker to the program site. The formal introduction of the speaker should be brief; limit it to no more that three minutes. Briefly describe the speaker’s background, his/her current position and a brief synopsis of what the presentation will address.

9. Accepting questions from the audience is the speaker’s prerogative. Check his/her willingness prior to the presentation to avoid any awkward moments.

10. A personal thank you letter should be sent immediately after the presentation, with a separate thank you letter sent to the speaker’s superior. The chapter should maintain a speaker listing for use by future chapter officers. The listing should contain:
   - Speaker’s Name, Title, Contact Information.
   - Topic.
   - Date of presentation
   - Audience Reaction.
   - Personal Comments.
Use FCSI Electronic Letterhead

Date

Mr. John Doe
Vice President, Finance
XYZ Corporation
123 Main St.
Anytown, US 12345

Dear Mr. Doe:

Your name has been suggested by (either an individual's name or the chapter's name) as a potential speaker for (chapter name). Your expertise in (area of expertise) is well-known throughout the finance community and we would appreciate the opportunity to share some of your experiences with our chapter.

The (chapter name) consists of (chapter size) representing finance, accounting, and economics majors at (university name). This audience shares an interest in your profession and would appreciate any insight you could give us regarding your career path.

We would like you to join us on (date) to talk about (suggested topic). We would appreciate it if your talk is about 30 minutes, with approximately 20 - 30 additional minutes for audience participation. (Add information about audio/visual equipment available here).

(Information about travel, funding, expenses should go here).

I hope your schedule will permit you to visit our chapter. Our members will look forward to your presentation.

Sincerely,

Mary Smith
Vice President, Programs
(Chapter name)
How Students Join FCSI

Joining FCSI as a student member is easy.

1. Go to FCSI’s website, www.fcsi.org to begin the membership process.
2. To access the printed application, hover over Divisions, and select Consultant Membership from The Americas Division.
3. Print and complete the application, and return it to FCSI The Americas Division Headquarters.
4. Annual membership dues are $55 for students.
5. Students at accredited schools of higher education may join FCSI as student members for as long as they remain enrolled as a student.
6. Once you are approved as a student member, FCSI will notify your school’s student chapter of your membership.

Student Membership Benefits

Students receive many intangible benefits from participation in local FCSI chapters and from FCSI. The transition from the classroom to the workforce is not easy. It requires a thorough, systematic approach to a variety of complex, interrelated tasks. Getting an interview, getting a job, succeeding on the job—networking and people skills are essential elements of all of these activities. FCSI’s student chapters offer student members the opportunity to develop and practice the networking and leadership skills that are so important on the job. FCSI continues its commitment to serving students throughout the world by providing its student members with the most comprehensive and current guidance available about careers in foodservice consulting.

For students to become successful it requires a strong base of knowledge and a willingness to continue learning after graduation. The more you know, the more successful you will be. As a FCSI member, students gain access to the knowledge necessary to succeed in their educational and professional pursuits.

The Student Chapter Website

All of the student benefits are available online at the student chapter website (http://www.fcsi.org/?TAStudentChapters). Student members are given a password (FCSI account number) to access the member only sections of the website. Other areas are also available that do not need a password.

Below is a list of benefits FCSI student members receive from FCSI:

- The FCSI monthly e-newsletter, called the DirectConnection, highlights members, upcoming events, industry news, educational opportunities and FCSI news.
- The Foodservice Consultant App is available on your smart phone and tablet at no cost to students. The App offers intelligence and insight for foodservice industry professionals everywhere. Once you have downloaded the App, the latest issue of Foodservice Consultant will automatically appear in your Newsstand as soon as a new issue is available. To log into the App on your tablet/smart phone device please use your email as listed in your FCSI database profile and your Constituent ID (if you need this information please contact FCSI The Americas Division).
- Foodservice Consultant Magazine is a quarterly publication for worldwide members of Foodservice Consultants Society International (FCSI), and is also distributed to an additional audience of 50,000 senior decision makers from the hospitality, leisure and construction sectors. The magazine features interviews with leading FCSI consultants, hoteliers, chefs and architects and addresses topics ranging from sustainability, cuisine and nutrition to design, regulation and technology. FCSI’s publication has become the go-to reference source for innovation, information, knowledge and professional expertise in Foodservice.
Frequently Asked Questions

How do we keep our FCSI chapter active with FCSI The Americas?
In order to stay active, you must complete the Chapter Information Sheet - https://fcsi.site-ym.com/?StudentChapterUpdate - at least one time each year (or more often as information changes).

Does FCSI The Americas charge fees to chapters?
FCSI DOES NOT charge fees to local chapters to be chartered. The only fees we collect are with each student membership.

What is the best way to bring in new chapter leadership?
Make sure the chapter records of members, events, speakers, activities, etc., are accurate and up-to-date. Pass on all records, information, and procedures to new officers as the chapter makes the transition to new leadership. It is best to leave at least one existing officer in an office for next year, e.g., roll a Vice President over to President. Be sure to get new officers signed up as members right away and update your records by completing a FCSI Chapter Information Sheet.

How do we get our FCSI student chapter’s website linked to FCSI’s site? Contact FCSI. Current chapters with up-to-date websites are linked.

What colors should our chapter use for T-shirts, banners, posters, etc.?
PANTONE® colors: **PURPLE** - PMS 519; **GOLD** - PMS 4645