

# STARTING A NEW CHAPTER GUIDE



## US Only

For questions and assistance contact:

**WSC National Chapter Relations**

chapters@womenscyberjutsu.org

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A **501(c)3** Non-profit Cybersecurity Community Advancing Women in Security Careers

**EMPOWER | NETWORK | LEAD**

# Document Change Control

Change	Date	Version	Changer
Updated all areas	3/5/2016	v2.0	M. Galloway
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## Start a chapter in your area

Thank you for your interest in forming a Women's Society of Cyberjutsu chapter in your community. We look forward to working with all of our national chapters to develop a strong and positive professional experience. We know that starting and running a chapter may seem like a daunting task but know you are not alone in this process and have support every step of the way. You are taking a big step in helping build the pipeline of talented, skilled cyber professionals and helping advance women in security careers.

## About WSC

Women's Society of Cyberjutsu (WSC) is a 501(c)(3), international non-profit community passionate about helping and empowering women to succeed in the cybersecurity field. We are a membership-driven organization with membership across the world, providing top-notch hands-on cybersecurity and STEM training to both women and girls, respectively. Through our programs, we offer informal mentorship and networking opportunities for participants to grow and strengthen their personal networks.

## Mission Statement

Our primary purpose and mission is to advance women and girls in Cybersecurity by providing programs and partnerships that promote education, workshops, networking events, mentorship, resource sharing, and professional opportunities.

## Chapter Benefits - Why Start a Chapter

- ✓ National chapter recognition giving exposure and inclusion in local community/industry
- ✓ Chapter representation at the National Governing Body Board, providing input on national programming strategy
- ✓ Access to our 501c3 status gives eligibility to public/private grants; discounts on goods and services; liability insurance coverage; and, tax exemption (with limitations)
- ✓ Opportunities to partner and network with local companies, organizations and associations on industry events
- ✓ As a member of the leadership team you have the opportunity to hone your leadership skills, build your resume, and mold your personal brand as a WSC leader
- ✓ Full autonomy to run chapter (within certain guidelines) and decision-making authority, limiting "red tape"
- ✓ Financial assistance for chapter launch (case-by-case basis)
- ✓ Complimentary chapter website (no need to create a new website)
- ✓ Chapter recognition awards
- ✓ Access to support staff and resources
- ✓ Build relationships with current and potential members - exchanging knowledge, skills, and connections
- ✓ Gain new skills and CPE's from:
  - o Attending and/or teaching workshops
  - o Speaking
  - o Participating in community outreach events
  - o Volunteering in chapter events

## Chapter Ideology/Purpose

- ✓ Increase WSC community and network to provide local opportunities to members
- ✓ Connect members with community at-large including commercial, government, and academia
- ✓ Offer opportunities for members to strengthen relationships with other members
- ✓ Create opportunities for members to receive CPE's while contributing to the cybersecurity community
- ✓ Provide continued value in membership and member experiences
- ✓ Advocate towards increasing the numbers of women (and girls) in the field
- ✓ Position chapter to open and provide pathways for the younger generation to pursue cybersecurity

## Regional Chapter Contacts

To check to see if there is a chapter in your area please contact one of the following:

Location	Title	Contact	Email
West Coast	Regional Director	Veronica Mitchell	<a href="mailto:wrdirector@womenscyberjutsu.org">wrdirector@womenscyberjutsu.org</a>
South East	Regional Director	Crystal Williams	<a href="mailto:serdirector@womenscyberjutsu.org">serdirector@womenscyberjutsu.org</a>
North East	Regional Director	Vacant	<a href="mailto:chapters@womenscyberjutsu.org">chapters@womenscyberjutsu.org</a>
Mid West	Regional Director	Vacant	<a href="mailto:chapters@womenscyberjutsu.org">chapters@womenscyberjutsu.org</a>
Central	Regional Director	Vacant	<a href="mailto:chapters@womenscyberjutsu.org">chapters@womenscyberjutsu.org</a>

## Eligibility

In order to start a chapter, you must:

- ✓ Be an active member in good standing (Paid Member)
- ✓ Be a local resident.
- ✓ Have experience in a leadership capacity, with the ability to manage people and teams
- ✓ No previous convictions of criminal activity or conduct

## Chapter Funding

Our fiscal year runs January to December. Each chapter is responsible for soliciting donors/sponsors and fundraising to support itself. WSC may offer one-time start-up funds to assist with costs for starting a new chapter. A bank account will need to be opened by the Chapter Leadership Team once the chapter is approved. Two (2) signers will need to be added to this account. This is to allow the chapter to have seamless access to their financials, while having the ability to transfer to/from the National's bank account. Specific instructions will be given on setting up a bank account..

A percentage of funds from workshops and contributions will be deposited into this account. This percentage is disclosed during Chapter Orientation. Local chapters will

need to submit financial reports to National on a monthly basis. A template will be provided.

Funding will also be solicited at the National level to sustain the organization. All funds obtained will be deposited into the main WSC account for financial purview. Funds will then be transferred to the local chapter minus a set admin fee.

While collecting local dues are not required, it may prove worthwhile to help sustain the chapter. This is not recommended in the first year of establishing the new chapter.

## Steps to Chapter Formation

Chapter formation will occur in 3 phases, listed below:

- **Chapter Application Phase** – This is where members submit a request to start a chapter in their respective area. WSC will verify member's background and experience. If approved, the member will be notified via email or conference call and will move to the next phase, Start-up Phase. If not approved the member will be notified via email.
- **Start-up Phase** – Approved members will receive a start-up kit, containing important information needed to establish the chapter. A chapter orientation webinar/conference call will be held. Orientations are recorded for those who cannot attend. All potential chapter leads are required to attend orientation. This is the 1st step that must be completed to become an official WSC chapter.

Once orientation has been completed, an announcement will be made to those in the area of the new chapter forming and announce the 1<sup>st</sup> start up meeting. This meeting will allow the potential chapter lead(s) to discuss the mission and vision of the chapter and get volunteers to fill various roles of the chapter. All meeting minutes will need to be submitted to WSC. A template will be provided.

During the start-up meeting, success planning should be conducted. At a minimum 3 events/activities will need to be planned with progress/expense reports submitted to WSC for each event. Once these events/activities have been completed, the chapter lead(s) will complete any required legal documentation and then move to the Official Chapter Phase.

- **Official Chapter Phase** – Once all documentation has been signed, the chapter will become official. Chapter Lead(s) will receive the official welcome kit and an announcement will be sent to WSC membership and supporters about the new chapter being established. Start-up fund requests and annual chapter plan should be submitted to WSC.

More details are listed below for each phase of the chapter formation process.

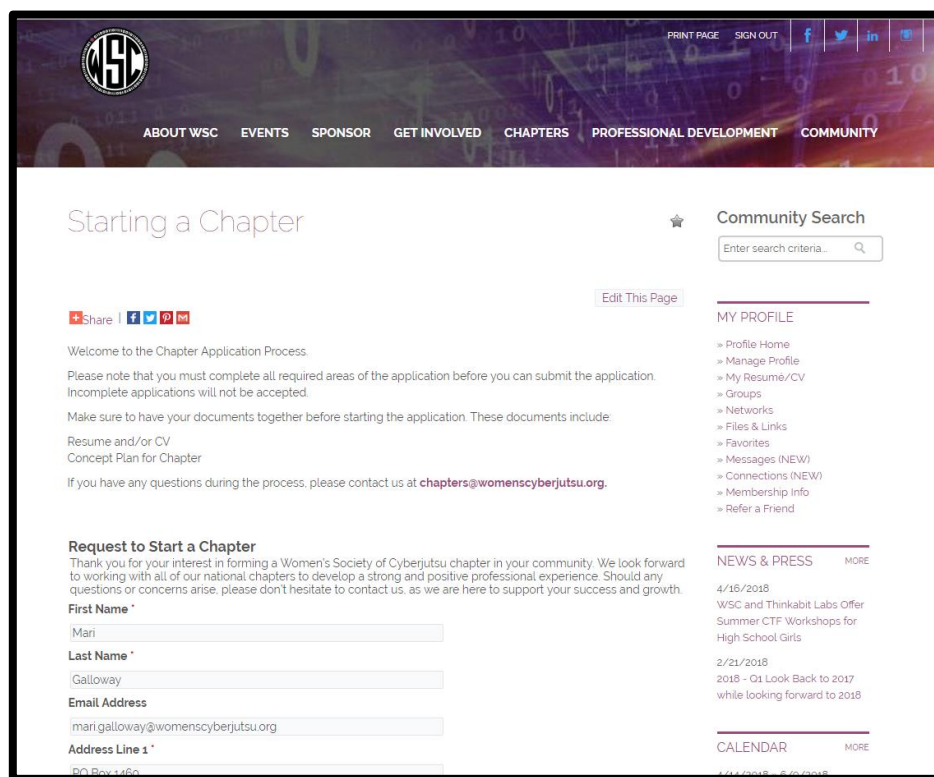
### Chapter Application Phase

Before submitting a request to start a WSC chapter in your area, please verify the current status of a chapter. You can view current chapters by visiting [www.womenscyberjutsu.org/chapters](http://www.womenscyberjutsu.org/chapters). If one is already formed, reach out to the leadership team to get more information on getting involved. If one doesn't exist, continue with the application process.

Before completing the application, please be sure to have the following information and documents available. Chapter leadership must be WSC members in good standing.

- **Current Resume**
- **Concept Plan for Chapter** – This document should include the mission of your chapter, the goals you plan to accomplish during the initial start-up phase as well as a list of proposed topics and activities you would like to host. Please also include any known financial projections you may need to be successful.
- **Potential Leadership Team** - List of potential members that will be essential during the start-up phase. This information may also be provided after your application has been approved and a Start-up meeting has been completed. All members of the leadership team must be members in good standing.

To begin the application, please login to the WSC website and complete the application located here: <https://womenscyberjutsu.org/page/CHPAPP>



Please provide the most accurate contact information with the application. Most contact during this process will be via email, with occasional conference calls to provide clarity. Also note, a background check will be conducted on individuals looking to start a chapter. If members currently hold a security clearance granted by the U.S. Government, documentation from their Security Officer will suffice.

### LOCATION SUGGESTIONS

To define the geographic boundary, we recommend drawing a 50-mile radius around your city. In highly populated areas, the geographic region may be smaller to reduce the required commute time and encourage meeting attendance. In states with no existing WSC chapter, the initial reach may be greater, but the official boundaries should remain within the guidelines in consideration for future chapter development based on population growth.

## CONCEPT PLAN – EVENTS/ACTIVITIES

The concept plan should be a high level look at the mission and vision of the potential chapter as well as any events that will be conducted throughout the chapter formation period. This plan will assist with creating a more detailed Chapter Success Plan needed in the Startup phase. A template is available.

This will need to be submitted with the application. Events can include a variety of options: workshops, webinars, geek-out sessions, networking/happy hours, industry events, outreach, etc.

The frequency of your events is at your discretion, however, there should be at least three (3) events per year not including quarterly member meetings. Quarterly member meetings can include networking events such as happy hours, joint ventures, or just a conversation over a cup of coffee. We hope that in time, the variety and number of events will increase. Chapter leaders are expected to participate in Chapter Leader meetings with the Regional Chapter Directors.

Having a recurring date (i.e. the third Thursday of the month) and location is desirable because it makes it easier for members to plan and include training sessions in their schedules. We encourage you to establish and publicize the schedule for your first year. This schedule may be flexible to accommodate changing needs of members.

Training events should be designed to meet the professional needs of the members. Be sure to offer sessions that reach all levels of knowledge and experience. View description of experience levels here: <https://womenscyberjutsu.org/?page=TRAIN>

Social and networking activities enable your members to get acquainted and build relationships with peers and industry leaders. The concept plan is attached to the application.

Please provide a list of potential members that will be essential during the start-up phase. This information may also be provided after your application has been approved and a Start-up meeting has been completed.

## APPROVAL PROCESS

Chapters are approved based on the information provided in the application as well as local factors surrounding the chapter. Some areas of consideration include location, motivation of member(s), leadership experience of member(s), vision for the chapter, and finances. Once the evaluation has been completed, a decision will be made and the member(s) will be notified of said decision.

For applications that are declined, the member will be notified via email and will have the opportunity to submit an application again at a later date.

## Start-up Phase

Once the Chapter Application has been approved, members will move into the Start-up Phase. During this phase, the member(s) will be responsible for executing the activities from the Concept Plan that was submitted. Member(s) will also recruit new members, host the Start-up planning meeting, identify official roles and who will fill them, develop and implement a Success Plan and submit progress reports.



During the start-up phase make sure to reach out to other teams in the region. Get to know your regional director and the other teams as they will have similar experiences with starting and running a chapter.

### START-UP KIT

New Start-up chapters will receive a start-up packet that will include a number of documents that are needed to become an official chapter. The kit includes:

- WSC Guidelines for operations.
- Non-Disclosure Agreements – Leadership will need to sign.
- Chapter Logo for use throughout the start-up phase.
- Physical Chapter Application – All members responsible for assisting with start-up must sign.
- Templates:
  - **Marketing** – Documents and logos to use during the start-up phase.
  - **Success Plan** – Plan of action to implement goals and activities during start-up.
  - **Progress Report** – Used to submit updates on the status of activities proposed in the Success Plan.
  - **Expense Report** - submitted with progress report
- Sample Chapter Bylaws – these may be similar to the National bylaws or you can adopt the National bylaws for the chapter.
- Onboarding process for new leadership team members

The following activities/steps will need to be completed before being approved to become an official WSC chapter.

1. **Orientation** – Required for chapter lead(s)
2. **Start-up Meeting** – Initial meeting to drive continued interest and planning
3. **Success Plan** – How will events/activities/goals will be implemented
4. **Event/Activity 1** – Can be workshop, presentation, networking event, member meeting, study group, chapter policy development, etc
5. **Event/Activity 2** – Can be workshop, presentation, networking event, member meeting, study group, chapter policy development, etc
6. **Event/Activity 3** – Can be workshop, presentation, networking event, member meeting, study group, chapter policy development, etc

### ORIENTATION

Orientation is conducted via webinar or conference call and will go over the entire chapter formation process. WSC will go through this document as well as the materials in the start-up kit and address key areas with each member. Various tips and tricks will be provided to each chapter lead to help them get started. Members will have the opportunity to ask questions and gain clarity. Orientation is required before moving on to the next step of the process. All sessions are recorded for future reference.

### START-UP MEETING

The start-up meeting is held to provide the mission and goals of the chapter to those interested in learning more. During this time, planning should occur on who will be responsible for various roles in the chapter. This is also the time to start planning out the year of activities (Success Plan) as they relate to the Concept Plan submitted in phase 1. A template is available.

## **SELECT ROLES FOR EACH MEMBER**

Each chapter should have at least two people designated as the chapter organizers - Chapter Lead, whose role is outlined below. And a Co-Lead, who acts on behalf of the Lead when required. The Co-Lead may have other roles within the chapter.

At a minimum, the following roles will need to be filled for chapter approval. **While not recommended, one person may fill multiple roles.** More specific roles can be defined for each lead position; however, here is a basic job description for each:

**Chapter Lead(s)** – Responsible for driving mission and vision of chapter, presides over meetings and events, appoints and serves as a member of committees created, ensures all leaders are faithfully performing their duties. Chapter leads are accountable for the financials of the chapter.

**Operations Lead** – Works with Chapter Lead(s) to build, train, and lead the leadership team to achieve the WSC mission, manages day-to-day operations of the chapter, ensures finances are in order. **Must** manage the funds of chapter with Chapter Lead

**Development/Fundraising Lead** - Responsible for researching and building relationships with potential donors, organizing fundraising events, and recommending and implementing fundraising strategies and goals.

**Membership/Volunteer Lead** – Develop and implement a membership program to retain and recruit new members and volunteers, maintain volunteer pool for local events.

Optional roles to consider:

**Girls Education Lead** – Oversees Cyberjutsu Girls Academy (CGA) program at local level

**Subcommittees** – Committees created for specific events/activities, these committees may be created to help drive development of new programs or help maintain and enhance current programming.

Once roles are filled, we suggest holding a planning/advisory committee meeting to help fill any additional roles needed for the chapter. A success plan will be discussed with the Chapter Lead(s). This plan will include events and activities that will be hosted to launch the chapter and is based on the Concept Plan Submitted during the initial application phase.

Chapter Leads may be terminated with due cause. Terminations will be discussed with the chapter. A chapter can be suspended or revoked by the National Board if it does not abide by code of ethics or if any pertinent issues arise.

Chapter's must have at least **5** initial members, in good standing to move forward with the chapter application process. All members DO NOT have to be in a leadership role. Each member must sign the Application during the start-up meeting and include their Name, Role (if applicable), email address and phone number.

Submit all documentation to WSC at [chapters@womenscyberjutsu.org](mailto:chapters@womenscyberjutsu.org) for review.

After completion of each event/activity, a progress report should be sent to WSC. All events/activities will need to be completed during the start-up phase to become an official chapter.

### **Legal and Governing Documents**

The chapter bylaws will need to be created. Chapters have the option to use the national bylaws as a framework and then adjust as needed. Please ensure that all members sign the bylaws and they are submitted to **chapters@womenscyberjutsu.org**. Once submitted, changes to bylaws can only be done via official vote.

Chapter lead(s) should keep all original files submitted to WSC.

After completion of the above steps, members will sign the Chapter Affiliation Agreement and any other legal documentation needed to officially launch the chapter.

### **Official Chapter Phase**

This is the final phase of the Chapter formation. A final review of all documents submitted by the chapter will be conducted to determine if all requirements have been met to become an official chapter. Chapters will be notified if they have been approved or denied and what the next steps are. If approved, a welcome kit will be provided.

### **Financial assistance request**

Chapter's may request up-to \$250 to assist with for start-up fees associated with starting the chapter. A funding account in the chapter name will need to be set up with at least two signatories on the account.

### **Annual Chapter Plan**

Once fully approved, the Annual Chapter plan will need to be developed and submitted. This document should list out the potential activities and fundraising events that will occur during the year. This plan is due every year in December. This plan should focus on activities that further the mission of WSC and the local chapter. A template is available.

### **Official Announcement**

An official announcement will be sent to all members and supporters of the new chapter formation. After this announcement, schedule a meeting for new and potential members to participate in. This can be a formal meeting or hosted at a restaurant.

And remember, you have the support of the National Leadership team, your regional director and the volunteers and friends you have made throughout this process. It will take time but as long as you are determined and don't give up, your chapter will be a success.

# Starting A Chapter Checklist

We know that starting and running a chapter may seem like a daunting task but know you are not alone in this process. You are taking a big step in helping build the pipeline of talented, skilled cyber professionals and helping advance women in security careers. Please use the below checklist in conjunction with *Starting A Chapter Guide* and *Start-up Kit* to navigate the process.

## Chapter Application Phase

### Check Chapter Status

- <https://womenscyberjutsu.org/page/Chapters>

### Gather Required Documents

- Resume
- Concept Plan
- List of Initial Members (if Applicable)
  - All members of the chapter must be WSC members in good standing. Membership fees are as follows: Full - \$100, Student/Military - \$50
  - Chapter Leadership will receive a discount on membership

### Submit Application with Required Documents

## Start-up Phase

### Receive Start-up kit

- Review in entirety as there is lots of great information

### Sign NDA(s)

### Participate in Chapter Orientation

### Schedule and advertise Start-up meeting

### Recruit members and volunteers

### Attend Networking events to discuss new chapter forming

### Hold initial Start-up Meeting

### Send meeting minutes to Nationals

- [chapters@womenscyberjutsu.org](mailto:chapters@womenscyberjutsu.org) and regional chapter director(s)

### Send in Bylaws, if changing from National Bylaws

### Hold planning/advisory committee meeting

- Plan 3 events/Activities
- Fill additional leadership roles
- Based on what is listed in Concept Plan
- Complete Success Plan

- Add new events to the chapter website
- Open Bank Account
  - If events are free, this step can be done during the official chapter phase
- Execute Activities
- Send progress report(s)
- Submit outstanding documentation
- Sign Chapter Affiliation Agreement

### **Official Chapter Phase**

- Receive Welcome Kit
- Request Financial Assistance
- Submit Annual Chapter Plan for upcoming year
- Continue to host events
- Solicit Sponsors
- Submit bank account information to Nationals
- Host more events and Network with other organizations