



# AATSP CHAPTER GUIDELINES

**AATSP NATIONAL OFFICE**  
2100 1st Ave N., Suite 320  
Birmingham, AL 35203  
Phone: 205-506-0600  
Fax: 205-855-0600  
[www.aatsp.org](http://www.aatsp.org)

# TABLE OF CONTENTS

<b>Contact Information</b>	<b>3</b>
AATSP National Office	
AATSP National Office Staff	
AATSP Programs and Activities	
<b>Authority for AATSP Chapters</b>	<b>4</b>
<b>Purpose of the Chapters</b>	<b>4</b>
<b>Size of Chapters</b>	<b>5</b>
<b>Frequency of Chapter Meetings</b>	<b>5</b>
<b>Chapter Programs and Activities</b>	<b>6</b>
Chapter Meetings	
Suggested Locations for Face-to-Face Meetings	
Suggested Topics and Speakers for Presentations at Chapter Meetings	
Other Suggested Chapter Activities	
<b>Chapter Officers and Executive Councils</b>	<b>7</b>
Chapter Officers	
Chapter Executive Councils	
Elections	
Additional Guidelines for Officers	
<b>Chapter Financial Responsibilities</b>	<b>10</b>
Chapter Funds	
Chapter Accounts	
Reimbursements to Chapters from the AATSP National Office	
<b>Public Relations and Advocacy</b>	<b>13</b>
<b>Chapter Communications</b>	<b>13</b>
Chapter Website and Newsletter	
Chapter Use of AATSP Logos and Trademarks	
<b>Chapter Support of AATSP Programs and Initiatives</b>	<b>15</b>
<b>AATSP Chapter of the Year Award</b>	<b>15</b>
<b>Chapter Website Guidelines</b>	<b>16</b>

# CONTACT INFORMATION

## AATSP NATIONAL OFFICE

2100 1<sup>st</sup> Ave N., Suite 320, Birmingham, AL 35203

Phone: 205-506-0600; Fax: 205-855-0600

Website: [www.aatsp.org](http://www.aatsp.org)

## AATSP National Office Staff

**Sheri Spaine Long**, Executive Director

[spainelong@aatsp.org](mailto:spainelong@aatsp.org)

**Dieter A Waldvogel**, Director of Operations

[dwaldvogel@aatsp.org](mailto:dwaldvogel@aatsp.org)

**Debra Nigohosian**, Conference Coordinator

[dnigohosian@aatsp.org](mailto:dnigohosian@aatsp.org)

**Kara Majchrowicz**, Director of Financial Services

[kmajchrowicz@aatsp.org](mailto:kmajchrowicz@aatsp.org)

**Millena Oliveira**, Coordinator of Marketing &

Membership [MOliveira@aatsp.org](mailto:MOliveira@aatsp.org)

**Michelle Ocampo**, Programs Coordinator

[MOcampo@aatsp.org](mailto:MOcampo@aatsp.org)

## AATSP Programs & Publications

### Awards and Scholarships

Contact AATSP National Office

[Awards@aatsp.org](mailto:Awards@aatsp.org)

### Chapter Information and

#### Reimbursements

#### Membership Coordinator

Holly Bernhardt

[HBernhardt@aatsp.org](mailto:HBernhardt@aatsp.org)

### AATSP Annual Conference

Debra Nigohosian, Conference

Coordinator [dnigohosian@aatsp.org](mailto:dnigohosian@aatsp.org)

### Elections

Contact the AATSP National Office

### Conference Wrap-Up

Mary-Anne Vetterling, Editor

[paintrock@aol.com](mailto:paintrock@aol.com)

### Hispania

Ben Fraser, Editor

[BFraser@aatsp.org](mailto:BFraser@aatsp.org)

Jennifer Brady, Associate Editor

[jbrady@aatsp.org](mailto:jbrady@aatsp.org)

### National Portuguese Examinations

(NPE) Kevin Cessna-Buscemi, Director

[kcessna@nationalspanishexam.org](mailto:kcessna@nationalspanishexam.org)

### National Spanish Examinations (NSE)

Kevin Cessna-Buscemi, Director

[kcessna@nationalspanishexam.org](mailto:kcessna@nationalspanishexam.org)

[www.nationalspanishexam.org](http://www.nationalspanishexam.org)

### Spanish and Portuguese Review (SPR)

Stacey M. Johnson, Interim Editor

[stacey.m.johnson@vanderbilt.edu](mailto:stacey.m.johnson@vanderbilt.edu)

### Online Classroom Resources

Carol E. Galvin Flood, Coordinator

[classroomresources@aatsp.org](mailto:classroomresources@aatsp.org)

### Poster Contest

Crystal Vicente, Coordinator

[postercontest@aatsp.org](mailto:postercontest@aatsp.org)

### Sociedad Honoraria Hispánica (SHH)

Kelly Scheetz, Director SHH

[kscheetz.shh@aatsp.org](mailto:kscheetz.shh@aatsp.org)

### Sociedad Hispánica de Amistad (SHA)

Beth Gaunce, SHA Director

[bgaunce@aatsp.org](mailto:bgaunce@aatsp.org)

### The Portuguese Newsletter

Luci Moreira, Editor

[MoreiraL@cofc.edu](mailto:MoreiraL@cofc.edu)

### Phi Lambda Beta

James R. Krause

[jameskrause@byu.edu](mailto:jameskrause@byu.edu)

## **AUTHORITY FOR AATSP CHAPTERS**

Chapters of the American Association of Teachers of Spanish and Portuguese (AATSP) are organized and managed under the authority granted in Article XI of the Bylaws of the AATSP. No Chapter can develop bylaws that contradict or oppose the AATSP Bylaws. Article XI reads as follows:

### **AATSP BYLAWS**

#### ARTICLE XI. CHAPTERS

##### Section 11.1 Organization

Chapters of the Corporation may be organized by ten or more members of the Corporation in good standing, in such manner, under such requirements, and with Chapter rights and obligations as may be prescribed in such cases by the Board of Directors. Each Chapter shall have an appropriate geographical name. Each chapter shall establish its own Bylaws which shall be in agreement with the principles and purposes of the Corporation and approved by the Executive Director. Each Chapter shall file the names and contact information of the officers of the Chapter with the Executive Director of the Corporation.

##### Section 11.2 Membership

All Chapter members must be members in good standing of the Corporation. In order to retain active status, each Chapter must have at all times at least ten members in good standing.

##### Section 11.3 Cancellation or Suspension of Chapter

If a Chapter becomes inactive, fails to perform its functions as outlined in the Chapter Guidelines, or conducts its affairs in such a manner as to jeopardize the best interests of the Corporation, the Board of Directors may cancel or suspend the Chapter and its activities, and may stipulate the measures, if any, which shall be taken by such Chapter for its reinstatement. Any remaining assets shall be remitted to the National Office.

## **PURPOSE OF THE CHAPTERS**

Each Chapter must adhere to the general mission of the AATSP and work in cooperation with the National office to promote that mission. No Chapter can develop an independent mission statement that contradicts or opposes the AATSP Mission Statement. The AATSP Mission Statement reads as follows:

## **AATSP MISSION STATEMENT**

The American Association of Teachers of Spanish and Portuguese (AATSP) promotes the study and teaching of the Spanish and Portuguese languages and their corresponding Hispanic, Luso-Brazilian and other related literatures and cultures at all levels of education. The AATSP encourages, supports and directs programs and research projects involving the exchange of pedagogical and scholarly information. Through extensive collaboration with educators, professionals, and institutions in other countries, the AATSP contributes to a better and deeper understanding between the United States and the Spanish-and Portuguese- speaking nations of the world.

### **Approved by the AATSP Board of Directors: 10-6-2010**

The general purpose of each Chapter is:

- A. To provide opportunities for the professional development of teachers of Spanish and Portuguese at all levels of instruction
- B. To promote the teaching and learning of the Spanish and Portuguese languages and their corresponding Hispanic, Luso-Brazilian and other related cultures
- C. To support programs and activities involving the exchange of pedagogical and scholarly information

Chapters can be of direct assistance to teachers, students, administrators, and the general public. Their meetings can bring fresh ideas, techniques, and information to teachers, thereby making language courses more effective and more interesting to students. Chapter programs and activities can make administrators as well as parents and the general public aware of the benefits of language study. Chapters can also offer mini-courses to parents, to teachers of other subjects who need to deal with Spanish-speaking students, and to the general public.

## **SIZE OF CHAPTERS**

As outlined in the Association's Bylaws, ten members are required to form a Chapter. However, it is advisable to start with more than ten signatures so that if any members move or drop out, the Chapter will remain in good standing.

Some chapters cover a relatively small geographical territory, such as a city, while others cover an entire state. The number of members may range from the required minimum of ten to more than 500 for the largest chapters.

## **FREQUENCY OF CHAPTER MEETINGS**

Chapter meetings can take place in a face-to-face setting or virtually through technology.

Many chapters hold a face-to-face meeting in the fall in conjunction with the state foreign language association conference and another independent AATSP Chapter meeting in the spring. Virtual meetings through technology offer the possibility of holding meetings more frequently throughout the year.

Chapters that do not cover a large territory tend to have more frequent meetings, some of them occurring monthly. Chapters drawing their members from a wide area tend to meet less frequently.

## **CHAPTER PROGRAMS AND ACTIVITIES**

### **LOCATION OF CHAPTER MEETINGS AND PROGRAMS**

Chapter programs and activities can take place in a face-to-face setting or virtually through technology. Chapters that draw members from a wide area are encouraged to offer professional development via webinars or other electronic formats.

### **SUGGESTED LOCATIONS FOR FACE-TO-FACE MEETINGS AND PROGRAMS**

Face-to-face chapter meetings can take place in locations such as the following:

- Schools, colleges, universities
- Consulates of Spanish or Portuguese-speaking countries
- Hotels
- Museums
- Libraries
- Restaurants serving food related to Hispanic or Luso-Brazilian cultures
- Member homes

### **REQUIRED CHAPTER ACTIVITY**

Every three years, all AATSP chapters must nominate at least one individual in one of the following two categories:

- Candidate for election to the AATSP Board of Directors
  - Representative
  - President Elect
- AATSP Awards
  - Chapter of the Year
  - AATSP Distinguished Leadership Award
  - Outstanding Service Award
  - Outstanding Teacher of the Year (any of the 4 levels)
  - Mario Vargas Llosa Award

## **SUGGESTED TOPICS AND SPEAKERS FOR PRESENTATIONS AT CHAPTER MEETINGS**

- Presentations on national or state standards and updates
- Presentations on advocating for world languages
- Presentations on language for special purposes (Spanish for Business / Law Enforcement/Health and Medical Fields)
- Career education activities for all levels ("How to Hold a Career Day in Your School," "Career Internships for Secondary and Post-Secondary Students," "Careers in Government, Business, and the Professions that Use World Language Skills")
- Computer-assisted instruction and/or media in the classroom
- Presentations on Spanish or Portuguese textbooks given by publishers, editors, authors, or company representatives
- Presentations on literature, film, history, music, and the arts by local university professors
- Panel discussion on issues of articulation between K-8 and 9-12 as well as K-12 and post- secondary levels
- Presentation of a Spanish-language or Portuguese-language film with commentary by a critic knowledgeable in the field
- Lecture by a member of the staff at a local art museum
- Dance and/or music programs
- "How to Organize a Foreign Language Festival"
- Presentation by an officer of the National AATSP Board of Directors
- Presentation by a member of the local consulate to speak on a topic of his/her choice

## **OTHER SUGGESTED CHAPTER ACTIVITIES**

- Promote the National Spanish Examinations and National Portuguese Examinations
- Promote the Sociedad Honoraria Hispánica and/or the Sociedad Hispánica de Amistad
- Promote AATSP publications and provide information on how to submit to those AATSP publications including Albricias, Hispania, Spanish and Portuguese Review, The Portuguese Newsletter
- Immersion Workshop for teachers—one-day or weekend
- Immersion Workshop for students—one-day, weekend, or 1-3 weeks.
- Conduct a student travel program
- Encourage members and their students to find key pals abroad
- Establish awards for leaders in the profession: service to the Chapter, contributions to teacher professional development
- Conduct one or more contests, such as an essay contest for upper-level students;

poetry contest, poster contest

- Compile a handbook of activities to celebrate Foreign Language Week, or a list of games (with instructions) for that week, to hand out at a meeting or mail to members with the Chapter newsletter immediately preceding Foreign Language Week (the first complete week in March each year).

## **CHAPTER OFFICERS AND EXECUTIVE COUNCILS**

### **CHAPTER OFFICERS**

- All chapter officers must be AATSP members in good standing and represent the various languages and levels of the AATSP.
- Each chapter must have at least four elected officers: a President, a President Elect, a Past President, and a Treasurer.
- Additional elected officers could include a Secretary whose function would be to take minutes at meetings and archive the minutes and important documents for the future of the Chapter.
- The preferred term of office is one year. Terms lasting longer than one year are possible. The Treasurer could serve for longer than one year in order to insure continuity in this important position.
- After completing a term, chapter officers must wait at least one year before running for or serving in the same elected position again. Exceptions may be requested in writing to National Office. This policy allows for wider membership participation as an officer in the chapter, helps younger and new faculty members move into leadership positions, and helps bring new ideas into the chapter.
- In order to provide continuity of leadership and smooth transitions between officers, the office of president should be a three-step process: Year One: President Elect; Year Two: President; Year Three: Past President. This provides time for incoming presidents to learn the job, become familiar with chapter procedures and programs, and plan for the actual year of presidency.

### **CHAPTER EXECUTIVE COUNCILS**

- All Chapter Executive Council members must be AATSP members in good standing.
- The Chapter Executive Council consists of required (elected) and optional (appointed) positions. The required officer positions are: President, President Elect, Past President and Treasurer. Optional Council members include: Communications Coordinator, NSE Coordinator, Coordinator for AATSP Poster Contest, Public Relations and Webmaster.
- The size of the Executive Council will vary according to the number of activities of the chapter. A large chapter that sponsors several events annually may want to have the coordinators of these events serve on the Executive Council. Care should be taken so that the appointed members of the Executive Council do not outnumber the elected members of the Council.



- D. The Executive Council should meet as often as necessary to plan Chapter programs and activities. A combination of face-to-face and virtual meetings is advisable. Virtual meetings conducted through technology allow for more frequent meetings and broader participation by all Council members.
- E. All members of the Executive Council may vote on all motions made during meetings of the Executive Council.
- F. All decisions of the Executive Council will be made by a majority vote of those present at Council meetings.
- G. As a parallel to the AATSP Bylaws, Section 5.11, members of the Chapter Executive Council cannot receive compensation for their services.
  - a) Compensation for the services of the NSE Coordinator as stipulated by the National Spanish Examinations Executive Board is the only exception to this regulation.
  - b) The Chapter Executive Council could vote to approve reimbursement for expenses for Council members to attend Council meetings.
  - c) Article 5.11 of the AATSP Bylaws follows.

## **AATSP BYLAWS**

### **ARTICLE V. BOARD OF DIRECTORS**

#### **Section 5.11**

#### **Compensation of Members of the Board of Directors**

Elected members of the Board of Directors shall not receive any compensation for their services, but by resolution of the Board of Directors a fixed sum, or expenses of attendance, if any, may be allowed for attendance at regular or special meetings of the Board of Directors. Nothing herein contained shall be construed to preclude any Board member from serving the Corporation in any other capacity and receiving compensation thereof by resolution of the Board of Directors.

### **ELECTIONS**

- A. Elections should be held each fall so that officers and executive council members can take office on January 1 of the following year.
- B. Preferred schedule for elections:
- C. By September 30: Call for nominations for offices
- D. By November 30: Elections completed
- E. By December 1: Notify AATSP National Office of election results and names of new officers
- F. January 1: New Officer terms begin
- G. The results of the election must be reported to the AATSP National Office by December 1 of the year in which the election is held. NOTE: A roster form for reporting current data is available from the Chapter Liaison in the National Office.
- H. Provisions should be made for smooth and efficient transitions when there is a change of chapter officers. Out-going officers must provide complete files of financial and other records for the new officers.

## **ADDITIONAL GUIDELINES FOR OFFICERS**

- A. All officers must be familiar with their responsibilities and duties as outlined in these
- B. Chapter Guidelines and the current Chapter Bylaws.
  - a. Each Chapter should send at least one representative to the Chapter Delegate Assembly held during the AATSP Conference.
  - b. The agenda for the Chapter Delegate Assembly includes information about successful chapter programs and activities, financial information, new chapter guidelines, and updates from the AATSP National Office.
  - c. The Chapter Delegate Assembly also offers the opportunity to meet and network with representatives from other AATSP chapters and meet the AATSP National Office Staff and members of the AATSP Board of Directors.
  - d. Chapters may use chapter funds to reimburse the representative for travel and conference-related expenses to attend the Chapter Delegate Assembly upon submission of appropriate receipts to the chapter treasurer.
  - e. Normally, a chapter officer should serve as the representative for the Chapter Delegate Assembly. It would be advisable for the President Elect to serve as the representative in order to learn more about Chapter activities and programs.
- C. The most successful chapters are those that offer services in addition to those provided by the AATSP National Office.
  - a. Include presentations at each meeting that will appeal to teachers on the various levels.
  - b. Enlist the help of the state Supervisor/Coordinator of World Languages in identifying teachers of Spanish and Portuguese. Contact these teachers, provide them with links to the chapter and national website, and let them know the benefits of national as well as chapter membership.

## **CHAPTER FINANCIAL RESPONSIBILITIES**

### **CHAPTER FUNDS**

- A. The primary responsibility for chapter finances and funds resides with the chapter treasurer and president.
- B. All chapter funds must be deposited in and disbursed from a checking account opened in the name of the chapter, not in the name of an officer or other individual.
- C. The chapter treasurer must maintain a journal of receipts and disbursements. Each entry must include the date of the disbursement, the amount of the disbursement, the check number, the name of the payee, and the purpose for the disbursement.
- D. Chapter funds must be used to support the AATSP mission and exclusively for chapter operation or facilitating chapter activities or programs.
- E. The term “dues” refers to the money to join an organization. Therefore, any money collected to fund chapter activities or programs must not be referred to as “dues.”
- F. Files on financial activity should be kept a minimum of seven years in case of an audit.

- G. Any individual paid \$600 or more for services rendered within the same calendar year needs to be issued a Federal Form 1099 for Income Tax reporting. Contact the National Office if you encounter this situation.
- H. Contact the AATSP National Office for any questions or concerns regarding chapter finances

## CHAPTER ACCOUNTS

- A. All accounts must use the Federal Employer Identification Number (FEIN) of the National AATSP Office (35-6004948). NOTE: All chapters are an extension of the AATSP National Office and therefore fall under the Federal Employer Identification Number of the AATSP National Office. Chapters are prohibited from having their own FEIN or TIN.
- B. The AATSP National Office strongly recommends that the accounts be held in a bank that has branches in most or all parts of the chapter's territory in order to facilitate changes of officers.
- C. Account location, number, and other pertinent account information must be on file with the AATSP National Office. Updates to the account information must be reported to the AATSP National Office as needed.
- D. Bank accounts must be reconciled and balanced in accordance with IRS and AATSP Guidelines. Accounts should be reconciled and balanced on a monthly basis. Contact the AATSP National Office if you need assistance with this task.
- E. Chapters may have several bank accounts based on the program or activity funded from the account. The accounts should be named as follows:

### EXAMPLES:

AATSP-"CHAPTER":	AATSP-Michigan Chapter
AATSP-NSE "INSERT CHAPTER NAME":	AATSP-NSE García Lorca Chapter
AATSP-"PROGRAMNAME":	AATSP-Michigan Chapter Poster Contest

- F. There must be at least three signers on all accounts: Sheri Spaine Long, Executive Director, AATSP, plus two additional signers which must include the Chapter President and Chapter Treasurer. It is recommended that the President Elect also be signer on the chapter account. This does not mean that the signatures of all signers are required on account transactions, but rather that there are at least three authorized individuals on the account who have access to the account. REMINDER: The Executive Director of the AATSP is required to be a signer on all AATSP accounts.
- G. When setting up a new chapter bank account or adding and removing signers from an existing bank account, your financial institution must send the signature card(s) to the AATSP National Office for the Executive Director's signature at the address listed below

AATSP  
 Attn: Sheri Spaine Long  
 2100 1<sup>st</sup> Ave N., Suite 320  
 Birmingham, AL 35203

- H. All financial institutions have their own rules and guidelines for handling signature cards. If your financial institution cannot or will not meet this requirement, you must find a financial institution that will accommodate this request. It is the chapter's responsibility to see that the chapter bank account is set up according to the above stated requirements.
- I. Additional Guidelines for Accounts
- Use checks or another banking method that provides documentation for all transactions. Avoid cash transactions.
  - Reimbursements should not be made without proper receipts showing the amount and purpose for the reimbursement. Proper receipts consist of:
    - a) Legible date
    - b) Legible amount
    - c) Description of purchase and purpose
  - All deposits should be made immediately. Checks should not be retained until there is a sizeable amount.
- J. All donations should be recognized in writing noting the member name and amount contributed. Sample donation acknowledgment letters are available from the National Office.

## **REIMBURSEMENTS TO CHAPTERS FROM THE AATSP NATIONAL OFFICE**

Chapter reimbursements are awarded to chapters to assist them in funding chapter activities. In order for a chapter to remain active, the AATSP National Office must receive the completed reimbursement documents every year (whether or not they are eligible to receive a chapter reimbursement). According to the Board of Directors ruling, the AATSP National Office has the authority to close any chapter that does not show chapter activity for two (2) or more years.

- A. Each Chapter will be reimbursed \$6.00 per regular chapter member.
- Chapters are reminded that AATSP dues are calculated for the calendar year, not the academic year.
  - Chapters should encourage their members to pay their AATSP dues before the expiration of their membership on December 31 of each year.
- B. Instructions and Deadlines for Reimbursements
- Instructions for reimbursements will be provided to the chapters by mid-December of each year.
  - All documents needed for reimbursements must be returned to the AATSP National Office by February 1 of each year. All documentation will be reviewed upon receipt and chapters will have the ability to revise as needed. All revised documents must be approved by March 1 of each year; no extensions will be granted.
  - In order to receive reimbursement, the chapter must show documentation that it is adhering to the AATSP Mission Statement by providing the membership with programs and activities that encompass all teaching levels.

- In accordance with the ruling of the AATSP Board of Directors, failure to comply with the chapter reimbursement requirements will result in forfeiture of the chapter reimbursement.
  - Reimbursement checks will be processed by the end of May of each year.
  - Chapters that are not in compliance with these Chapter Guidelines and/or that do not send in their documentation by the deadline will not receive reimbursement.
- C. Reimbursement checks will be issued by the AATSP National Office once per year. The reimbursement for any regular member who joins the AATSP between May 1 and August 31 will be added to the check for the following year. NOTE: The AATSP Election rolls are determined on August 31 of each year; reimbursements are calculated accordingly.
- D. The bulk of Chapter funds should come from the AATSP reimbursements. If Chapters need additional funds, they can collect fees for specific activities or programs.

## **PUBLIC RELATIONS AND ADVOCACY**

One of the most important functions of the AATSP National Office and the chapters is the promotion of the teaching and learning of the Spanish and Portuguese languages and their corresponding Hispanic, Luso-Brazilian and other related cultures. The general public as well as political leaders, school administrators, and guidance counselors are often the people who determine the existence of and the financing for our language programs. To that end chapters should schedule meetings and presentations that inform members as well as the general public about the benefits of world language study. Some ways of reaching the general public, political leaders, school administrators, and guidance counselors include the following:

- Provide a speaker for meetings of civic organizations, community groups and/or parent groups.
- Invite administrators and officials to language fairs and other events run by the chapter and local schools.
- Notify newspapers, radio and television stations, and the AATSP National Office of such events.
- Invite the general public, parents, and administrators to view the chapter and national website and any other materials you come across that show the advantages of studying a world language.

## **CHAPTER COMMUNICATIONS**

### **CHAPTER WEBSITE AND NEWSLETTER**

- A. The Executive Council should appoint a Communications Coordinator who is responsible for the content of the chapter website and newsletter. The Executive

Council should support the Communications Coordinator's work by providing special software for the layout and design of the newsletter and/or training in the use of the software.

- B. The Executive Council could also appoint and support a webmaster if the Communications Coordinator cannot assume that responsibility.
- C. Each chapter should have a website that is updated frequently. The website layout and design should follow the Guidelines established by the AATSP National Office and be approved by the AATSP Director of Communications.
- D. Each chapter should have a newsletter that is published at least once per year.
  - The newsletter should exist in an online format only and be published on the chapter website.
  - Chapter funds should no longer be used to print and mail a newsletter. An online newsletter can reach a much wider audience at a minimal cost compared to a print version.
  - The newsletter should be archived on the chapter website.
  - The Communications Coordinator should solicit articles and materials for the chapter website and newsletter from the chapter membership, AATSP membership, and others in the profession.
  - Suggested website and newsletter content
    - Notices of meetings, both the chapter's and those of allied organizations, such as bilingual education groups, opening the way to reciprocal mention on their website or in their newsletters
    - Announcements concerning AATSP National Office programs and activities such as Awards, Conference Proposals, Elections, Poster Contest, Scholarships and Travel Stipends
    - Announcements about chapter elections
    - Details of coming events that are of interest to teachers and students of Spanish and Portuguese; EXAMPLES: an appearance by a music or dance group representative of Hispanic or Luso-Brazilian culture; a museum exhibit of a Hispanic artist's work; film festivals
    - Reminders to teachers of holidays such as Pan American Day or National Foreign Language Week, with suggestions for their celebration.
    - News or cultural items of interest to teachers of Spanish and Portuguese.
    - Notices of National and Chapter AATSP contests.
    - Lists of the winners of these contests.

## **CHAPTER USE OF AATSP LOGOS AND TRADEMARKS**

- A. All names, logos and accompanying seals of the AATSP and its programs are registered trademarks and as such their use is restricted. The trademarks involve the names, logos and seals for the following:
  - American Association of Teachers of Spanish and Portuguese (AATSP)
  - National Spanish Examinations (NSE)

- National Portuguese Examinations (NPE)
  - Sociedad Honoraria Hispánica (SHH)
  - Sociedad Hispánica de Amistad (SHA)
- B. You must request and receive approval from the AATSP National Office prior to the production, publication, or distribution of materials using the above listed logos/seals. This policy applies to websites, publications, journals, newsletters, brochures, marketing materials and any other communications featuring any AATSP trademarks.
- C. To request use of the AATSP trademarks, contact the AATSP National Office. In your request you must explain your intended use of the logo/seal by documenting where the logo/seal will be displayed or printed and how long the logo/seal will be in use. It would be helpful if you would provide a copy or photo of the draft materials that will carry the logo/seal.
- D. If you wish to use the AATSP trademarks on promotional items (certificates, pens, folders, binders, etc.), you must purchase those items through National Awards. National Awards is the only authorized vendor of items that carry the AATSP logo. You can contact National Awards at 800-748-8663. Information about their products is available on their website: <https://aatsp-store.com>
- E. Please note the following restrictions on the use of the AATSP trademarks.
- The AATSP trademarks cannot be altered in any way.
  - Chapters or individuals cannot create their own names or logos that are similar to the AATSP trademarks or that satirize, distort, or misrepresent any AATSP trademarks.
  - Any violation or misuse of a registered trademark is a serious offense that has legal implications.

## **CHAPTER SUPPORT OF AATSP PROGRAMS AND INITIATIVES**

- A. The relationship between the AATSP National Office and the AATSP Chapters should be reciprocal and mutually supportive. The AATSP National Office is expected to publicize Chapter events that support the AATSP mission. Chapters are expected to support AATSP programs and initiatives by participating in them and by sending representatives to the AATSP annual conference.
- B. Outside funding for chapter scholarships, awards, activities or programs must receive approval from the AATSP National Office before being solicited, used or publicized.
- C. Chapters should submit chapter news and calendar items to the AATSP National Office for inclusion on the AATSP website.
- D. Each chapter should send at least one representative to the Chapter Delegate Assembly at the Annual Conference. The Chapter Delegate Assembly is specifically dedicated to getting to know one another and to have a discussion of successful chapter activities. (See also Chapter Officers and Executive Councils: Additional Guidelines for Offices, Item B)

- E. Nominate chapter members for AATSP awards and positions on the Board of Directors; encourage chapter members to apply for scholarships and travel stipends.
- F. Chapters are encouraged to communicate with the AATSP National Office and members of the Board of Directors to obtain ideas for programs and speakers.
- G. Chapter officers and members should seek each other out when attending regional or national meetings of other organizations so that they may exchange ideas and suggestions. The names of all Chapter officers are also available online at [www.aatsp.org](http://www.aatsp.org)

## **AATSP CHAPTER OF THE YEAR**

- A. The AATSP Chapter of the Year Award is presented to the chapter that demonstrates outstanding chapter activities along with membership participation. A \$500 honorarium for the winning chapter accompanies this award.
- B. Chapters that have received this award previously are not eligible to receive the award again for a period of three years and should not apply for consideration until the three- year period has passed.
  - a) See the AATSP website for details and application forms.
  - b) Go to [www.aatsp.org](http://www.aatsp.org)
  - c) Click on Awards & Scholarships in the drop-down menu, click on Awards

## **CHAPTER WEBSITE GUIDELINES**

1. AATSP chapters should set up their own WordPress accounts ([www.wordpress.com](http://www.wordpress.com)) and pay their own account start-up fees (\$99 for the Premium Option and \$18 for the custom website address).
2. The National Office will reimburse the chapters for the website fees. The reimbursement for the website fees will be added to their general reimbursement check (sent in May). Chapters must provide a receipt for the website fee and submit it along with their reimbursement report (due in February–March).
3. Chapters must provide their account password(s) to the National Office as well as the name(s) and contact information of the individual(s) who will work on the website.
4. The Director of Communications will help the chapter design the website following the established template. Please use the WordPress “Big Brother” theme, unless there is a specific reason to choose another option, in which case you should consult with the Director of Communications. Blue should be used throughout as the primary color. The Upstate NY Chapter website can be used as an example: [www.upstatenyaatsp.org](http://www.upstatenyaatsp.org)
5. All AATSP chapter websites must use the same standard website address format (to the degree possible). This would be “chapter name” (abbreviated as much as possible)



+ “aatsp.org”. For example, for the North Carolina Chapter, it would be something like **ncaatsp.org** or a close option depending on what is available. The most important part is that it must end in aatsp.org.

6. The Director of Communications must “approve” the final version of the website before it can go live. Once the website is approved/established, the chapter is responsible for the daily administration and updates for the site.
7. The Director of Communications and the National Office will monitor the website.
8. After the initial set-up, chapters will pay their annual website fee based on a reminder or invoice from WordPress.
9. The AATSP will provide support for the set-up of individual chapter websites in the order that requests are received at the pace of approximately one chapter per month.
10. Chapters that already have a working website can consult with the AATSP to see if their existing site can be retained and modified to conform to AATSP branding standards, but reimbursements can only be provided for chapters that create AATSP-approved WordPress sites.