Chi Sigma Iota
Chapter Development Tips

Excerpts from the Exemplar (click on the items below to go directly to the responses for each question)

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Alumni

Keeping Alumni Active: Start Early!

A common concern voiced by CSI chapters is that students cease to be active in their CSI chapter once they graduate. CSI is not just a student organization. The most active and successful chapters are those which provide a forum for networking among students, faculty, alumni, and local counseling professionals. In fact, providing these networking opportunities is a primary reason for the existence of CSI chapters.

Starting early is an important means of letting alumni know their participation is welcome and valued. "Early" means before they graduate—while they are still students and on campus. Getting members involved through committees and service projects is one way to assure involvement in the chapter.

Active chapters have the best chance of keeping alumni involved. Making meetings fun and providing opportunities for continuing education will make attendance appealing to your alumni, as well as your students and faculty. If you keep the business to a minimum in membership meetings and provide speakers and time for discussion, members are more likely to look forward to and participate in chapter events.

Chapter Development Tip

Chapter development is both a process within Chi Sigma Iota chapters as well as a service that CSI Headquarters provides to its chapters around the world. As Nancy mentioned in the last issue of the Exemplar, our goal as new co-chairs of this committee is to continue to provide resources and information to encourage chapter leaders and members though highlighting ways to promote student involvement and retain alumni involvement, and identifying various areas of support for chapter leaders.

In this issue we address how to get and keep CSI alums involved in chapter happenings. For some chapters, this is particularly challenging since many alums move following graduation and those who stay in the area often become immersed in new employment responsibilities and loose touch with the chapter. Here are a few ideas that chapters have used to recruit alum involvement and to maintain relationships with them.

Establish an "Alumni Relations Committee"

This committee should coordinate resources that will help the chapter keep track of alumni. Some activities might include:

- Before graduation, compile new email and postal addresses for graduates and make alumni aware of CSI events scheduled in the fall so they can plan to attend.
- Always have an alumni member on the committee. When an alum’s committee commitment ends, have her/him find another alum to serve.
- Invite alumni to a “CSI Alum Reunion”. At the beginning of the semester, use this gathering to highlight upcoming chapter events, enlist alumni help in chapter-sponsored events, and invite alumni to identify ways they would like to be involved with the chapter. This event might be held in conjunction with initiation, CEU events, etc.
• Develop a student/alumni mentorship program. Invite alumni to serve as mentors to CSI student members. Many alumni enjoy mentoring students and sharing “real life” experience. Likewise, students have reported that having a mentor was an invaluable support in their training and job searching.

• Start with one alum! You don’t have to have an extensive network of alumni to begin reaching out to them. Identify one individual and seek her/his assistance in contacting other alumni that she/he might be in contact with.

• Create a CSI alumni listserv. Use this to announce chapter events and to send alumni an electronic copy of your chapter’s newsletter.

• Use your chapter newsletter to reach out to alumni. List alumni accomplishments in your chapter newsletter. Create a special feature in the newsletter to profile the work and life of alumni. Another inexpensive (free!) way to post your newsletter online is to use a service such as “Blackboard”, available through many universities. In addition to students accessing the newsletter and saving the chapter mailing costs, alumni also can sign-on as guests to view your newsletter.

• Provide CSI alumni with discounted rates to chapter-sponsored CEU opportunities. Who doesn’t love a discount? Give your alumni financial benefit to attend a chapter-sponsored event. When they attend, update their contact information and invite them to participate in one the aforementioned activities.

There are many different and creative ways to reach out to CSI chapter alumni…these are just a few. We welcome your questions and encourage you to inform us of ways to help you lead and participate in your chapter.

Awards

Your Chapter Awards Program


Do you have any truly exceptional members in your chapter? Any practitioners you consider to be outstanding? The nature of CSI membership results in persons of outstanding caliber in every CSI chapter. Would you like to have a means for recognizing these individuals in your chapter? If so, read on.

The impact of Chi Sigma Iota occurs primarily at the chapter level. As a consequence, the strategic plan of CSI includes many important objectives to support chapter activities. One of these is the awards program. The intent of CSI international is that an awards program be in place in each chapter which parallels the awards program of the society.

Awards Committee

What this means operationally is that each chapter is encouraged to have an active awards committee. That committee will annually solicit and evaluate nominees for several awards, based on the awards presented at the international level. Award recipients at the chapter level will be designated and recognized. The international awards include Outstanding Entry-level Student, Outstanding Doctoral Student, and Outstanding Practitioner. The recipient of each award at the chapter level may be forwarded in nomination for the CSI International award.
Benefits

There are many benefits to chapters of having an awards committee and process. The most important is the opportunity to recognize the outstanding members of your chapter. An added benefit is the leadership training which members receive when they learn to engage in all aspects of the awards process, from the development of applications, evaluation and selection of recipients, and presenting the awards during one of the chapter meetings or special events.

In Upsilon Nu Chi chapter, we present the awards at a special awards reception or during an initiation. We invite family and friends to share in the special recognition for our outstanding members. We typically present recipients with either a plaque or certificate recognizing their achievements.

On page five, CSI intern Carol Verhulst has written an article with tips for preparing awards packets. Carol will be working with past-president Courtland Lee and myself on an adhoc committee appointed by CSI president Pete Warren to develop awards materials for use by chapters. We welcome your comments and suggestions as we prepare this report.

Preparing Professional Awards Packages


Why Bother?

Does your chapter ignore those CSI awards nomination packets that arrive in October? Perhaps your chapter feels overwhelmed by the number of awards, or maybe there is a sense that other chapters always receive the awards. This article is designed to provide you with some positive reframes and to help you claim your share of the CSI International awards.

Your active chapter has an equal chance with every other active chapter to win one or more CSI International awards. Your chapter has students who deserve recognition. Yes, your awards package can win!

In a Nutshell

Following is a brief summary of steps to follow for successful preparation of an awards package:

1. Your chapter must be active and your nominee must be active and in good standing.
2. Establish objective criteria for selecting chapter nominees.
3. Start early! (announcement of awards, soliciting for nominees, collecting letters of recommendation, preparing package)
4. Set your deadline 1-2 weeks ahead of the CSI International deadline of December 6, 1996.
5. Read and follow instructions carefully and precisely!
6. Respect the deadlines - they are not flexible.
7. Inform your chapter's nominees about ACA conference registration deadlines.

Awards Process

The following awards are offered by Chi Sigma Iota: Outstanding Newsletter, Outstanding Individual Program Outstanding Chapter, Outstanding Entry-level Student, Outstanding Doctoral Student, Outstanding Service to Chapters, Outstanding Research, and the Thomas J. Sweeney Professional Leadership Award. In addition, ten nominated CSI members are selected as CSI fellows, with two of the ten members chosen as CSI interns.
Every active chapter will receive awards nominations packages in October. The completed nomination package must contain the following: CSI application form for that award, signature page for faculty advisor and chapter president, and a minimum of three letters of recommendation including a letter from the faculty advisor. Please read the instructions for each award carefully since some awards may require additional information.

The nominations are reviewed by the awards committee, and recipients are notified in February. The awards are presented at the ACA convention, as one of the highlights of CSI Day. The awards booklet distributed at the awards presentation will include all of the CSI International awards given that day, and the booklet will also list chapter awards given by individual chapters.

Hints and Tips

There are three main hints for creating winning awards nominations packages: start early, start early, and start early! Unless you have a chapter with practitioners only, you will find it increasingly difficult to complete nominations packages in the midst of deadlines for papers, projects, and exams. Even if you do have a chapter with practitioners only, you will be competing with holiday-related client crises and general holiday preparations.

One of the benefits of starting early will be that you will have time to establish clear and quantifiable criteria for screening nominations. For example, you could assign points for number and/or level of local chapter involvement. Jane Doe might receive two points for chairing a committee and one point for helping with the fall initiation. Points could also be assigned for presentations, publications, professional duties, involvement with professional counseling organizations, and for community and university involvement. Selection of nominees then becomes an objective process.

Letters of recommendation need to be as specific as possible. For example, include that Jane Doe served as treasurer of your chapter, that she was responsible for x and y projects, and that she also volunteered at the battered women's shelter. That letter will be much more impressive than the letter that discussed how kind and generous Jane Doe is. If possible, use letterhead stationery for all letters of recommendation. For CSI letters of recommendation, you can purchase letterhead stationery from the CSI International headquarters if you do not have your own chapter stationary.

Consider asking your chapter president to summarize the other letters of recommendation in his/her own letter, in addition to adding other specific accomplishments of that nominee. As you assemble your nominations package, consider using some creativity in packaging. Perhaps you could use color cover sheets. You might even consider having the package(s) bound professionally.

In Summary

Your chapter can win one or more awards! The keys to success include starting early, establishing objective criteria for selection of nominees, setting a deadline for your chapter prior to the CSI deadline, reading all instructions carefully, obtaining at least 3 letters of recommendation that include specific details of accomplishments, putting some effort and attention into the assembly of the package, and mailing your package no later than December 6, 1996.
Bylaws

Modifying Your Chapter's Bylaws

Article 9 of the Chi Sigma Iota Bylaws is entitled, “Chapter Responsibilities.” The first responsibility on the list is that of developing new by-laws for the individual chapter. As soon as a Chapter is organized, this should be an immediate priority. The President may appoint a committee for this task and the President-Elect should probably be one of its members. Human nature being what it is, many of us will not get around to an evening curled up with a copy of the bylaws. The development of the Chapter’s own bylaws provides a process that familiarizes the incoming President and other significant members with the operation of the Society.

In the same sentence which indicates that Chapters must adopt bylaws, it is stated that they must be “in consonance with those of the society.” In other words, chapters may not write in specific changes which are in direct conflict with those of Chi Sigma Iota. The guidelines for Chapter organization given in Article 9 are quite general and are not so restrictive that creative changes are being squelched. Still, since Chi Sigma Iota is a fairly young organization, continuing changes in the Society’s bylaws will probably be necessary. Chapters are encouraged to take their concerns about bylaws to the Society Headquarters or to the Bylaws Chair. It is suggested that individual chapters suggest bylaws changes rather than continue to operate according to local custom. Otherwise, new chapters and the organization as a whole will not have the benefit of your innovations and ideas. Amendments to the bylaws take place at the annual business meeting and must be presented in writing at that meeting or by mail. Changes require a two-thirds vote of the Executive Council and a two-thirds vote at the annual business meeting.

Chapter Planning

Starting the Year Off Right

The way a new year starts can set the stage for the rest of the year. As a third year doctoral student and the president of Upsilon Nu Chi chapter, I knew that I would have to begin the new year very organized and structures or risk losing my sanity. For the past several years, our chapter has been growing with the addition of new committees and an increase in the number of activities we sponsor. Along with the growth comes the need to reevaluate the foundation and structure of the organization and determine whether the growth of the chapter corresponds with the chapter’s mission, vision, and fundamental purposes.

Strategic Planning

At the beginning of the year, we held a strategic planning meeting for the officers, committee chairpersons, appointed members to the Executive Council, and the faculty advisor. The purpose for this meeting was to set the stage for the upcoming year by providing the Executive Council with the “big picture.” We discussed and then adopted the vision, mission, identity, and fundamental purposes for the chapter. We discussed how each of the current committees and appointed positions function to accomplish the various fundamental purposes. In addition to the overall strategic plan for the chapter, each committee chairperson came prepared to discuss the mission and the fundamental goals for his/her respective committee. This included the financial committee which presented the financial policies for the chapter along with the budget for the next year.
The vision and mission of the Upsilon Nu Chi chapter mirrored that of the international office. Keeping in mind the vision and the mission, the fundamental purposes and objectives addressed the purposes of the chapter.

**Re-Evaluate Bylaws**

In addition to reviewing and adopting an overall strategic plan for the chapter, we found it necessary to revisit the chapter bylaws and policies. As new members had joined the Executive Council, it was imperative that they become aware of and understand the bylaws and policies that govern the chapter. This also provides the Executive Council the opportunity to update the bylaws and policies.

**Empowering the Executive Council**

By providing the Executive Council a clear understanding of the chapter's mission, vision, fundamental purposes, bylaws, and policies, they are empowered to make clearer decisions in the future. All chapter decisions should advance the chapter's mission and fundamental goals.

**Sample Agenda**

Below is a sample agenda for a strategic planning meeting.

1. Welcome and Call to Order (President)
2. Chapter Strategic Plan (President)
3. Chapter By-Laws
4. Chapter Structure (All)
5. Executive Council Responsibilities
6. Financial Policy (All)
7. Itemized Budget
8. Committee Reports (Committee Chairpersons)
9. Closing (President-Elect)

**The Chapter and the Department**


Most chapters of Chi Sigma Iota are sponsored by counseling departments and have faculty advisors who are appointed by the department chairperson. This presents both opportunities and challenges. Individual chapters of CSI operate under the guidelines set forth by …Headquarters; however, individual chapters also must consider the guidelines of the department. What is the relationship between CSI and the department that is its sponsoring institution? What obligation does CSI have to the department, and what obligation does the department have to it? What role should the department play within the running of the chapter?

These are questions that we have faced in the past in our chapter. Although we constantly reevaluate our relationship with the department, we have institutionalized some steps in order to facilitate that discussion.

1. We invite the department chairperson to the leadership workshop for an open discussion on what is our relationship. The leadership workshop is held in April for newly elected and appointed members of the Executive Council.
2. Minutes of our Executive Council meetings and membership meetings are copied to the department chairperson so that she is aware of our activities.
3. The president-elect attends all faculty meetings so that she may serve as liaison between the department and the chapter.

It is clear that this relationship between chapter and department is mutually enhancing and beneficial; however, this relationship like all others needs to be monitored and cultivated.

**The Role of Record Keeping**


After serving for 12 years as a faculty advisor, I have concluded that one of the most important functions of a CSI chapter is record keeping. From year to year, when records are not kept, I have watched capable, talented officers spend hours creating documents that were created by officers only the year before. These documents not only include scripts for various programs and functions but also agendas for conferences and meetings, timelines and tasks for completion of service activities, and tasks, timelines and budgets for everything from workshops to receptions.

One of the major functions of leadership is perpetuation of the organization. Effective leadership takes steps to assure that those who follow them are able to build on the successes of prior years and prior leaders. Institutionalizing the goals and achievements of a chapter, and providing a form foundation to build for the future depends to a great extent on the implementation of a system for record keeping.

Upsilon Nu Chi chapter purchased a filing cabinet to store chapter files and records. The cabinet is kept in the department mail room and is maintained by the chapter secretary. Copies of all forms used by the chapter (e.g., request for reimbursement) are kept in the file cabinet, along with leadership manuals, policies, copies of minutes of meetings, budgets, financial reports, flyers advertising various activities, manuals for planning events, etc. Users of these materials are asked to make copies when needed and not to take the originals.

In addition to our filing cabinet, we ask each officer to keep copies of all documents they generate on a disk and turn that disk over to the next year’s officers at the end of their year. A copy of the labeled disk is also provided for the faculty advisor’s files. These procedures help us continue to build a stronger chapter structure to better serve our members.

**The Year at a Glance**


By the time you read this article, your chapter should be well on its way for a successful year. Each chapter was required to hold election of new officers and submit an Annual Plan for 2002-2003 back in April. In addition to carrying out the Annual Plan for the year, chapters need to keep in mind the following dates and activities set forth by CSI Headquarters.

**Calendar of Events**

**September**

- Fellowship/Internship materials need to be downloaded from the web
- Awards materials to be downloaded from the web
- Fall 2001 Exemplar mailed to active members with CSI ballot for election
- Voting begins on-line at: www.csi-net.org
December

- Fellowship/Internship completed applications received by committee chair no later than December 1, 2001.
- Nominations materials for CSI Awards to Awards Chair received by committee chair no later than December 1, 2001.
- Election ballots to Headquarters received no later than December 1, 2001.

January

- Awards Processing and recipients notified
- Fellows and Interns selection completed and notified
- New officers notified

February

- Annual report forms need to be downloaded from the web
- Chapter representation at annual business meeting requested
- Spring 2002 Exemplar mailed to active members

March

- Chapters working on local nominations and elections.
- Chapters requested to send nominations for President-Elect (2003-2004) and Secretary (2002-2004)
- Name of chapter representative to annual business meeting due by March, 2002.
- Chapters work on next year’s annual plan.
- CSI Day in New Orleans, Louisiana.

The Evolution of the Chapter Annual Plan into the Chapter Annual Report


Each chapter is required to submit a Chapter Annual Report to the International Office by the last day of April each year. Also required for submission is a Chapter Annual Plan that outlines the goals the chapter intends to accomplish from May 1, 2002, through April 30, 2003. Once the plans are submitted, what are some strategies that chapters can employ to ensure successful goal attainment by the time the Chapter Annual Report is due in 2003?

Setting and Attaining Goals

The Complete Idiot’s Guide to Reaching Your Goals defines goals and offers guidelines for goal attainment. The book defines a goal as a desired outcome. Desired, meaning something you are seeking, something you want, and something you are willing to strive for and lend energy to; and outcome, meaning, a result, a situation you can describe, and achievement to which you can point, a feeling that is real and unmistakable.
Goal Attainment Strategies

Goal attainment strategies are outlined in the book. First, each larger goal (in the action plan, for example) needs to be divided into smaller more manageable components. Good goals are both challenging and reachable. Each component goal must have three qualities: 1) the goal must be measurable; 2) the goal must be attached to a specific deadline; and 3) the goal must be assigned to a responsible party. The person responsible for the goal has to see it as his or her own and accept accountability and ownership. The designated person is then responsible for tracking the progress of the goal and publicizing goal attainment. For organizations like CSI, the affiliation with others that are like-minded and serve as peer and support systems can mean the difference in goal achievement. Each goal must be deemed important by the chapter members. Therefore, it is important to share goals with the general membership. Go public with the goals that comprise the Chapter Action Plan; keep a record of progression toward goal attainment and regularly announce when goals are achieved.

The 5 W's

The familiar 5W's method of asking who, what, when, where, and why can be used in the goal attainment process. It is also critical to add a sixth question- How?

Questions to Ask

Specifically, the following questions need to be asked and answered:

W- Who is responsible for the goal being attained?
W- What is the goal in question?
W- When will the goal need to be accomplished by?
W- Where will the progress on the goal be publicize and promoted?
W- Why is the goal important to the group?
H- How will you know that the goal has been accomplished?

Once these questions are asked and answered, periodically evaluations can be made to assess progress toward goal completion and to modify goals as needed. Building in performance indicators, observations that let you know whether or not you are making progress towards your goals, is one way to check progress. Other methods include using the existing deadline assigned to each goal as indicators or requiring progress report submissions from the responsible party.

Use as a Guide

The Chapter Action Plan is a guide and acts as the chapter's contract with the CSI International Office. The End of the Year Report is the document used to measure goal achievement. By incorporating the strategies described above, officers can increase probability of success, thereby, transforming the Action Plan into the Annual Report. Remember that success breeds success!

Reference
Some Friendly Reminders

This is the first chapter tip that we are responsible for since being appointed co-chairpersons of the Chapter Development Committee; therefore, we decided to take this opportunity not so much to provide a new chapter tip but to present some friendly reminders. As Brian and I sat down to discuss how we wanted to approach this new position, we wondered if there were chapters out there who even knew we existed and if they knew we existed what our purpose was within the CSI organization. We, the Chapter Development Committee, are here to provide chapters encouragement and support in their efforts to pursue personal, academic, and clinical excellence. We are here to serve as your consultants, advisors, and/or sounding boards as well as assist you in networking with other chapters who might be dealing with similar issues. We hope that you will take advantage of us and let us know how we can assist you in either developing or maintaining an active chapter. Some friendly reminders that will assure that you will remain an active chapter:

1. Attend the annual business meetings, which are usually held in conjunction with the American Counseling Association Annual Conference. This year the business meeting will be held on Sunday, March 23, 2003 in Anaheim, CA. Please refer to the article on CSI Day on pages 1 and 4 in this edition of the Exemplar or visit the CSI web page for more detailed information. Remember, chapters that fail to send representatives to three consecutive annual meetings may be declared inactive by the Executive Council.

2. Submit an annual report and annual plan to CSI Headquarters by April 30 of each year. The annual plan/annual report must include the names and terms of office of chapter officers, the names and addresses of the CSI faculty advisor and chapter president, a description of plans for the chapter for the coming year, and a description of accomplishments of the chapter during the previous year. Chapters that submit an annual report and annual plan, conduct an annual initiation of members, and have a representative attend the annual business meeting will receive a rebate of $7.00 per each active member per year. The rebate can assist your chapter in remaining fiscally solvent.

3. Initiate new members annually. The initiation ceremony is a time to not only recognize deserving candidates but to revitalize the chapter and to include new excited members into your organization. Remember that Headquarters can assist you in finding keynote speakers for your initiation ceremony. Please do not hesitate to contact CSI Headquarters at www.info@csi-net.org.

Designing a Questionnaire for Your Chapter

As we began our collaboration as co-chairs of the Chapter Development Committee, we were first pleased and excited to find we were both passionate regarding Chi Sigma Iota. Secondly, we both have had similar Chapter experiences with several emerging themes. As such, we decided to address the following areas during the 2006/2007 year: networking, mentoring, recognizing and supporting.

As counselors, we all recognize the importance of program evaluation as it shows us what has been effective, but also any areas of insufficiency, thereby helping to set our future course. As in our clinical work, we believe a practical, yet relatively painless way to accomplish this within our Chapters is through a needs assessment.
As the academic year begins, Chapters may consider creating a way to learn members' thoughts and ideas. You might carry out this task many ways. One of these ways is by designing a questionnaire. Asking qualitatively for example, 1) what activities members have appreciated and 2) what other things they would like to see offered. A quantitative way is to provide a "check list" of different activities your Chapter has offered in the past and or activities you are considering for the future, then members could indicate whether they support them. We believe that since your Professional members have experience with this type of task, along with receiving valuable data, it offers the opportunity to mentor members who may lack this experience.

Although the questionnaire can be given to members in a variety of ways (mail, email, in-person, on your own webpage, etc.), consider using this as a great opportunity to connect with members during a social hour. This chance to network with others results in a feeling of camaraderie that is essential in your professional as well as your personal life.

These are ideas we believe are helpful for us. We hope you find them useful whether as a reminder or as a "spark" of an even better way for your Chapter to continue in developing. We welcome your thoughts, questions, and feedback concerning this topic. Contact CSI Headquarters at www.info@csi-net.org.

**Twenty Tips for Engaging Counselor Educators in CSI Activities**


Local chapter officers and Chapter Faculty Advisors (CFAs) make efforts to create an inviting Chi Sigma Iota community for students as well as Non-CFA Counselor Educators (CEs). Of the CEs who took the 2008 CSI Membership Survey, 74% of CEs reported that they desired to feel more welcome in chapter activities and 54% reported that they wanted to feel as though their CSI participation would be recognized by others. As counselors, we understand the importance of feeling needed and appreciated, and we have unique skills that can be used to further engage non-CFA CEs. The following tips can help CFAs and chapter officers engage Counselor Educators:

1. Invite eligible counselor educators to become members of the local CSI chapter (through new initiation of eligible CEs or by transferring existing CE memberships);
2. Promote the idea of colleagues working together around CSI activities to demonstrate support for students;
3. Request input from faculty when planning activities—especially those that have a direct impact on the program;
4. Publish a calendar with local and national CSI events and regularly distribute to counselor education faculty (take into account faculty schedules and availability);
5. Work with the Department Chair to encourage CE participation;
6. Invite CEs to model professional development for their students through CSI activities;
7. To encourage participation, schedule CSI meetings at rotating times that CEs can attend—request that the department chair encourage professors to attend the meetings;
8. Request time at counselor education program meetings to update faculty on chapter activities;
9. Discuss CE ideas for chapter involvement and ask how they are willing to support CSI;
10. Invite the Department Chair and Deanto chapter functions and inform CE’s that they will be attending;
11. Have student members create personalized CE invitations for initiations, meetings, and chapter events;
12. Ask CEs to act as guest speakers for meetings or activities sponsored by the chapter;
13. Individually ask counselor educators to participate in socials, fundraisers, and membership drives;
14. Have chapter officers identify specific tasks that require assistance and invite CEs to help with these tasks;
15. Research individual CE interests and enlist them to lead specific service and research projects related to their expertise;
16. Develop a CE/student leader mentorship program;
17. Solicit postings for the CSI Counselors’ Bookshelf—or other online forums from CEs;
18. Ask CEs who have previous CSI leadership experience for specific and relevant input (e.g., what fundraisers were successful and which social events were well-attended);
19. Feature an active CE in each chapter newsletter;
20. Send “thank you” letters to CSI-active CEs and copy the department chair and dean.

Please send any comments or engagement success stories to the CSI Counselor Educator Task Force Discussion Board on www.csi-net.org.

Community Engagement

A Source of New Ideas for Chapters


With the fall semester underway, most Chi Sigma Iota Chapters are once again seeking new methods to strengthen and develop their chapters. The CSI Chapter Annual Reports Handbook provides a record of many successful projects from over fifty chapters. These reports can assist chapters in brainstorming new ideas for fund raising, projects, and workshops.

Fundraising

A frequent concern of chapters is fund raising, but the reports indicate that many chapters have been creative in finding ways to obtain necessary funds. The Upsilon Nu Chi Chapter of the University of North Carolina at Greensboro reported tremendous success with its first and second Gala Auctions. CSI members raised $5,000 in the first Auction and $4,000 in the second, with proceeds going to a counselor education scholarship fund. In addition to the monetary success, the project was reported to bring cohesiveness and enthusiasm to both faculty and students. The Alpha Mu Chapter of Walsh College also found a successful way to combine service with fund raising by providing a soup kitchen for graduate students who attend evening classes. Other chapters report using such methods as applying for funds through student fees at the university, workshop and registration fees, and the sale of business cards and address stamps.

Service

Through various projects, chapters have found many ways to be of assistance to their members, communities, and profession. The Nu Chapter at the State University of New York College at Brockport received CSI's Outstanding Individual Program Award for its program “Postvention Training.” After having attended several full day workshops on crisis intervention, members formed a Counselor Support Team and offered their services to school superintendents in nine western New York counties. These CSI members assist schools during times of crisis and help schools develop individual crisis programs. The Rho Theta Chapter at George Washington University has developed a buddy system for helping new students entering the graduate program. In an effort to network and further recognition of CSI, the Chi Chapter of the University of Montevallo in Alabama coordinated a statewide CSI reception at the ALACD
Fall Workshop. Members of the Tau Chapter at Lehman College of the City University of New York provided a service to a local elementary school by spearheading a career day where they featured speakers from over twenty professions.

**Professional Development**

Many chapters have provided excellent workshops and speakers for members and professionals in their community. The Alpha Phi Chapter at Loyola University presented a professional forum which included a law school faculty member, a counselor who worked with sexually and emotionally abused children, a marriage and family counselor, and a school counselor. Several chapters provided programs directed at problems related to AIDS, including Kappa Chapter at Lynchburg College which presented a panel consisting of a medical doctor, a parent of a child with AIDS, and four individuals with the HIV virus. Several chapters also featured two of Chi Sigma Iota's Distinguished Scholars, Donald Super and George Gazda, who were presenters at chapter programs and workshops. Among other topics reported to be successful were substance abuse, blended families, gerontological counseling, licensure and certification information, and laughter and play in healing.

The CSI Chapter Annual Reports Handbook provides an outline of each chapter's activities and provides contact information so that chapters can reach one another if more specific information is needed. The Handbook for 1991-92 will be sent to chapters by December, and it can prove to be an excellent resource book for all chapters.

**Three Key Components to Developing Effective Community Partnerships**


Community engagement involves a partnership that is well designed and purposeful, meeting and responding to the needs of the community partner. The Community Engagement committee would like to provide support and encourage fostering responsible and productive partnerships with communities. Three key components to developing effective community partnerships include: 1) Identifying community needs, 2) Acquiring knowledge of strengths and limitations, and 3) Engaging in ongoing dialogue with community members to create sustainable partnerships.

Developing community partnerships begins with considering the needs of the surrounding communities and how those needs are being met – or where there are gaps. Chapter members can begin on campus, by collaborating with a center for service-learning, community engagement, or volunteerism at their institution. Chapters or professional members can look to local United Way agencies, municipal social services offices, local school district's programming, or area faith-based organizations already providing support within the community.

It is important to look for both assets and limitations within your community to aid in identifying areas where support is already being provided as well as where support is needed. Whether tutoring children in a neighborhood school, supporting a local food pantry, or mobilizing a campaign for public education and advocacy, knowing and using the assets within your community provides a foundation for effectiveness. It is also important to consider the skills, talents, experiences, availability, and accessibility of all partners. For example, your chapter may have eager members, but they are only available on weekends. Some questions to explore while seeking partnership include what are:
demographic and cultural considerations?
available resources – human, financial, and material?
risks are involved – both members serving and patrons being served?
other assets and limitations to be considered?

Finally, striving for sustainability is an important consideration. While one-time projects can be rewarding, developing partnerships provides ongoing opportunities for members and communities. Once a partner is identified, consider how to sustain the partnership. Engaging in dialogue is a central component as having clear expectations and designated contacts to share information helps to identify what works, what could be improved, and respond to changing needs. In addition to dialogue, record keeping is essential for chapters. It is important to document how partnerships and programs are developed as chapter leadership changes, recording triumphs and tribulations, celebrating successes and learning from challenges, allows for smooth transitions for both chapters and partners.

In summary, in order to start developing effective community partnerships, it is essential for chapters to identify needs, acquire knowledge of strengths and limitations among their membership and within communities, and engage in dialogue with community members. The Community Engagement committee is working to develop materials to support and encourage member involvement in their own communities. All members are invited to share their success stories of community partnerships. Please post your submissions on the Chapter Leader Discussion Forum (www.csi-net.org) or send to Michael Brubaker, Community Engagement Committee Chair, at michael.brubaker@uc.edu. We look forward to sharing highlights in the future of the great work of Chi Sigma Iota servant leaders.

**Working Towards Social Justice Awareness and Action: Chapter Challenge**


Sponsor a retreat where the leaders of the chapter openly discuss the role of social justice and the chapter. Questions to consider: do we as a chapter want to embrace social justice in our activities? How does social justice relate to our mission as a professional honor society? How do our chapter activities reflect the CSI international’s vision statement of contributing to the “realization of a healthy society by fostering wellness and human dignity.. How can our chapter and professional counselors be associated with contributing to such efforts alone or in conjunction with existing services?

Sponsor a food drive, clothing drive, or a school supply drive through which the chapter is identified.

Identify a cause that is important to your chapter and community and start a letter writing campaign. Find out who your legislators are in Congress and at the state level. Prepare a form letter and send out to your members who are willing to submit the letters to their legislators. You can keep abreast of current activities in Washington DC by joining the ACA Government Listserv.

Organize a day of service for your chapter members with local service organizations that work towards social justice issues that are important to your chapter. This day of service can involve volunteering at your program’s practicum and internship sites.
**Fundraising**

**A Source of New Ideas for Chapters**


With the fall semester underway, most Chi Sigma Iota Chapters are once again seeking new methods to strengthen and develop their chapters. The CSI Chapter Annual Reports Handbook provides a record of many successful projects from over fifty chapters. These reports can assist chapters in brainstorming new ideas for fund raising, projects, and workshops.

**Fundraising**

A frequent concern of chapters is fund raising, but the reports indicate that many chapters have been creative in finding ways to obtain necessary funds. The Upsilon Nu Chi Chapter of the University of North Carolina at Greensboro reported tremendous success with its first and second Gala Auctions. CSI members raised $5,000 in the first Auction and $4,000 in the second, with proceeds going to a counselor education scholarship fund. In addition to the monetary success, the project was reported to bring cohesiveness and enthusiasm to both faculty and students. The Alpha Mu Chapter of Walsh College also found a successful way to combine service with fund raising by providing a soup kitchen for graduate students who attend evening classes. Other chapters report using such methods as applying for funds through student fees at the university, workshop and registration fees, and the sale of business cards and address stamps.

**Service**

Through various projects, chapters have found many ways to be of assistance to their members, communities, and profession. The Nu Chapter at the State University of New York College at Brockport received CSI’s Outstanding Individual Program Award for its program “Postvention Training.” After having attended several full day workshops on crisis intervention, members formed a Counselor Support Team and offered their services to school superintendents in nine western New York counties. These CSI members assist schools during times of crisis and help schools develop individual crisis programs. The Rho Theta Chapter at George Washington University has developed a buddy system for helping new students entering the graduate program. In an effort to network and further recognition of CSI, the Chi Chapter of the University of Montevallo in Alabama coordinated a statewide CSI reception at the ALACD Fall Workshop. Members of the Tau Chapter at Lehman College of the City University of New York provided a service to a local elementary school by spearheading a career day where they featured speakers from over twenty professions.

**Professional Development**

Many chapters have provided excellent workshops and speakers for members and professionals in their community. The Alpha Phi Chapter al Loyola University presented a professional forum which included a law school faculty member, a counselor who worked with sexually and emotionally abused children, a marriage and family counselor, and a school counselor. Several chapters provided programs directed at problems related to AIDS, including Kappa Chapter at Lynchburg College which presented a panel consisting of a medical doctor, a parent of a child with AIDS, and four individuals with the HIV virus. Several chapters also featured two of Chi Sigma Iota’s Distinguished Scholars, Donald Super and George Gazda, who were presenters at chapter programs and workshops. Among other topics reported to be successful were substance abuse, blended families, gerontological counseling, licensure and certification information, and laughter and play in healing.
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**CSI Fundraising Ideas**


"So much to do, too little time, and not enough money" are reasons many of us do not have more events in our various CSI chapters. Members often ask, "How can we raise more funds without killing ourselves in the process?" I have heard from five CSI chapters regarding this question and wish to share some of their ideas with you.

**Auction**

Mary Howard-Hamilton from the BETA chapter of CSI at the University of Florida in Gainesville wrote about the annual auction they hold in the fall. Approximately $200-$300 is requested from the chapter for startup costs such as hiring an auctioneer and purchasing decorations. Auction items are acquired by calling upon merchants to donate dinners, trial memberships to health facilities, electronic devices, and sporting goods. Some creative gifts donated have been guitar lessons, free basketball/football tickets, and dinner for four. Food for the auction is also donated so that people can eat and drink during the event. The auction is usually held in a church, a large room in the Student Union, or an apartment complex clubhouse. Admission for this event is $3.00 per individual or $5.00 per couple. They usually net $400-$800 and have great fun in the process.

**Workshops**

Richard L. Percy of the ETA DELTA CHI chapter of CSI at Vanderbilt University, Tennessee, wrote of the great financial success they have had in presenting workshops. The chapter has been conducting onsite, one-day workshops in conjunction with ACA for the past three years and clear $1,500-$2,000 per workshop. The Psychiatric Hospital of Vanderbilt sponsors the printing and mailing of 3,000 brochures advertising the events, leaving the overhead of the speaker’s honorarium, travel expenses, and room rental for each workshop. There are generally 75-125 participants per workshop, each paying an average fee of $75 for registration. "We have found local social workers, counselors, nurses, and psychologists hungry for these workshops, and they keep coming back each year." For specifics on how you may organize workshops in conjunction with ACA, call Mark Hamilton at ACA.

William R. Convery, of the ETA chapter of CSI at Youngstown State University, Ohio, wrote regarding chapter workshops. He stated that they present workshops every year on topics such as: "Dealing with Alcohol and Drug Abuse," "The Networking of Service Agencies and Providers," "Humor and its Benefits in Working with Others," and "Licensing in the State of Ohio." These workshops, as well as a spring dinner, are well attended and raise funds for their chapter.

**Skills Conference**

Susan Zgliczynski of the SIGMA DELTA chapter of CSI at the University of San Diego, California, wrote that members had heard concerns from others about the presentations at the annual Spring Conference being too short to learn new skills. Chapter members decided to develop an annual "Fall Skills Development Conference" in response to these concerns. The format for the conference is a short
opening keynote address, a choice of 3-hour, skill-building sessions (one in the morning and one in the afternoon), and a networking luncheon. Workshops are held on campus so the facilities are free and the food service does not charge gratuity. There are usually 100-125 participants which means that after honorariums and other expenses have been deducted, they still net approximately $5-$10 per person. This money helps them finance other chapter activities throughout the year.

Sales

Zaidy Mohdzain of DELTA SIGMA UPSILON chapter of CSI at Delta State University, Mississippi, wrote that money is raised primarily through bake sales, auctions, and book sales. Members bake breads, cookies, and other goodies and hold a sale outside of the local Wal-Mart, with full permission and with great success. Members donate items such as ornaments, special posters, drawings, etc., and auction them off to the highest bidder at their normally scheduled meetings. The chapter also co-sponsors the annual "Spring Conference for Counselors and Helping Professionals" in the area and sells books obtained from various publishers, keeping the mark-ups for the chapter. The money raised is spent on things such as renting hotel rooms to give students free lodging during state conferences, social hours for all DSU members, and printing flyers and posters to be distributed during convention registration. This advertising seems to attract alumni and other students to these events.

Other Ideas?

A special thank you to all the people who submitted information regarding their CSI Chapters. If there are others of you who have had success raising money for your chapter, please pass your ideas along to: Dr. Dianne Albright, Department of Psychology and Counselor Education, 122A Lovinger, Central Missouri State University, Warrensburg, MO 64093 for future issues.

Chapter Tip


Most chapters struggle with financial difficulties. Chi Upsilon at Clemson University has found a way to raise money as well as provide a service for the department. Chi Upsilon maintains and updates the Student Handbook which all new students must purchase. With approximately 70 new students a year, this helps to provide a nice base income for the chapter.

Comprehensive Exam Study Group


Comprehensive exams can be a stressful and difficult event for any graduating student. It means that the student has to remember all of the information taught the entire time he/she was in graduate school. Often, students are so frantic attempting to figure how and what to study that they tend to miss the important points. In order to assist the students in this process, the Beta Phi chapter at Bradley University developed a Comprehensive Exam Study Group. This group provides students with a review of the necessary information they need to pass the master's degree comprehensive exams.

The group is generally help on six consecutive Saturday mornings lasting approximately three hours, beginning six weeks prior to the exam date. Graduates who have volunteered their time facilitate the groups. The facilitators meet for a luncheon training and are given a topic review outline and practice tests to use with the group. Students complete the practice tests in small groups, and the entire group goes over the answers. This is beneficial to the group in a couple of ways. First, the class as a whole can benefit from any discussion that has been generated by the group and, second, students get helpful study
ideas from each other regarding taking tests. Many students have stated this process is very beneficial and they appreciate the information and support. In addition to the practice tests, the facilitators also provided outlines containing definitions, facts or other information related to the practice test or the topic. By having an outline, the students can focus their studying on the necessary information.

Information reviewed at the study group is developed with assistance from faculty. The faculty advisor makes a final check of the information provided for outlines and practice tests. Students who will be taking the comprehensive exam receive a flyer/registration form at the end of the semester prior to the exam. Refreshments are served at each meeting of the study group. This year, students will pay $40 for participating in the study group. Students receive copies of all outlines and practice tests for this fee. This project is Beta Phi’s major fundraiser for the year.

The Comprehensive Exam Study Group has proven to be very beneficial to those students who are graduating. Many of Bradley’s Beta Phi graduates have volunteered to facilitate the group because they know how beneficial it was to them and they would like to help other students. Other graduates have stated that after they had attended the first session, they did not feel so overwhelmed. They felt as though there was a light at the end of the tunnel and the facilitators were very encouraging. The graduates also stated that not only did the study group help them to prepare for the comprehensive exams but also for the NCE they take about a month later. Overall after taking the study group, students have performed much better on the comprehensive exam than when no group was offered. Planning for the comprehensive exam study group is time-consuming, but not difficult and everyone benefits.

**Chapter Fundraising**


Okay… let’s admit it! When it comes to fundraising, who in your chapter jumps at the opportunity to serve in leadership positions? As a previous chapter president, it was much easier finding a professional development chairperson than a volunteer fundraising coordinator. From dialogues with chapter leaders in Florida to California, I was not alone in this dilemma. Yet, it is understood that if a chapter is to be active, it needs funds to operate. In this article, I will provide some successful ideas that have been developed and enacted by our chapters. Fund raising needs to be a team effort, not just one person acting alone. Consistently, the more time, energy, and effort individuals put into a project, the more successful (translation, more money) the activity. If your chapter does not have a fundraising committee, go to your chapter leadership and develop one today! In preparation for this article, I solicited feedback from all chapter faculty advisors regarding current fund-raising ideas. The following activities were mentioned:

1. **Professional Development Opportunities:** Invite a well-known speaker to conduct a one day workshop to members of your organization. Advertise the event in your community and charge a fee for admittance. The more successful events provide CEU’s for participants. The Alpha Theta chapter offers scholarship raffles during the event.

2. **Working with Venders:** Members of the USC chapter contracted with a local jewelry vender to offer costume and silver merchandise. The event was publicized via email, flyers at approved locations, and the campus TV station.

3. **Auction:** Members of the UNC chapter solicited items from local businesses. Invitations were sent to supervisors at practicum/internship sites, alumni, and university officials.
4. Raffle Tickets: Potential items included plane tickets, vacation packages, and/or ACA Conference registration fees. Each chapter member was responsible for selling 10 tickets. These are only a few of the successful fund-raising activities conducted by our chapters.

If you have additional ideas or would like more information, please do not hesitate to contact CSI Headquarters at www.info@csi-net.org. Happy fundraising!

Leadership

Chapter Leadership Tip


As Holly mentioned in the last issue of the Exemplar, chapter development is both a process within Chi Sigma Iota chapters as well as a service that CSI Headquarters provides to its chapters around the world. In this edition, Holly and I would like to turn our attention toward CSI leaders (both Executive Council members and Faculty Advisors). How can they (you) be supported in a leadership role? Here are a few ideas to consider.

Mentoring

In the Exemplar (Fall, ’04) article, we stated that mentoring is an effective means in assisting in the achievement of life’s dreams. In addition, it facilitates the individuals’ feelings of competence and satisfaction. Over the years we found mentoring essential in our lives (as counselors-in-training, CSI leaders, and as counselor educators). In particular as a CSI leader, having your own CSI mentor is key in your development as an effective leader.

Work for Balance

We have all heard this before we often encourage our clients, CSI members, and students to work toward balance. So, it would make sense that if we believe it is important for others to do, as CSI leaders it is also important for us to follow the same recommendation. Yes, you’re right, this does require some thought (what does balance mean to me), action (how and in what way might I achieve balance), and perhaps the most difficult of all – motivation (how can I do this when time so precious and always seems lacking). In the words of American author, Alice Walker, “Every small positive change we make in ourselves repays us in confidence in the future.”

Stay Connected

With extremely busy schedules, we sometimes emotionally or physically pull away from others. As counselors we recognize that this can be helpful, giving us time to reflect and recharge, but it can also lead to isolation. Whether with your CSI mentors/leaders or other CSI members, at local, state, regional, or national/international workshops and conferences, staying connected increases your support system that can serve to inspire creativity and revitalization. These are just three ideas we believe are helpful for us. We hope you find them useful whether as a reminder or as a “spark” of an even better way for you to feel supported. We welcome your thoughts, questions, and feedback concerning this topic. Contact CSI Headquarters at www.info@csi-net.org.
Seasons of Change

Winter is passing and as spring approaches it brings the promise of new growth, renewed energy, and a fresh focus upon goals to be accomplished. Transitions in nature provide an interesting parallel to the seasons of change that our chapters go through. Our chapters are dynamic systems, continuously moving forward, coasting, and sometimes, moving backward. These seasons of development are healthy and in each stage, opportunities for optimal functioning are present. The trick is to identify which stage of development your chapter is in and how to best respond to your chapter’s developmental needs. In this issue, we focus on ways that you can lead your chapter through seasons of stability, exciting growth and change, and regrouping and even dormancy.

The Season of Stability
Common characteristics of chapters in this stage of development are consistent member involvement, continuity in the chapter carrying out procedures, and a flow and rhythm in the chapter’s events and projects. It is easy to become complacent during this period. Many times, there are no immediate fires to put out, people know their roles are responsibilities, and a sense of history that is taken for granted. Enjoy this time, but proactively plan ahead. Think about creating and/or updating manuals for officer positions so that when the terms of current leadership end, new leadership will know what to do. Don’t reinvent the wheel. Keep records of what has worked, why it has worked, and suggestions for future improvements to events, policies, outreach projects, etc.

The Season of Growth and Change
This is an invigorating time of chapter development when chapters establish a vision and often, see the fruit of their labor in various areas such as increasing membership, getting members involved, and planning effective and successful programs. Though there is a lot of energy, common traps include a few members doing all of the work and getting burned out, difficulty sharing a vision and getting other members to buy in, and feeling overwhelmed by the tasks at hand. Here are some things to keep in mind to navigate through this time. First, remember that growth and development take time. Be patient with your progress. Second, avoid having a few members do all of the work. Personally invite others to do small parts of a big project. By doing this and taking the extra time to involve others, more people get the satisfaction of being a part, and in turn, share their energy with others. In the long run, this will benefit your membership numbers and increase member satisfaction. Third, go to where your members are (e.g., portions of class time, CEU workshops, socials) and get their input on what the chapter vision should be and what they want to participate in. This will help your vision catch on. Fourth, be flexible. Be open to change as you encounter obstacles and new opportunities. Finally, plan ahead for incoming leadership. Keep practical records and train new officers so that they can carry on the vision and hard work of previous leadership.

The Season of Regrouping and Dormancy
This is one of the hardest periods of development for chapters. Many times, it is difficult to get members excited and invested in projects. A history of inactivity is a compelling reason to maintain the status quo. What can chapter leaders do to move the chapter back to growth? First gather a core group of members who will share a commitment to the chapter (e.g., Faculty Advisor, dedicated leadership, invested members). Form a supportive team to identify a renewed vision for the chapter and practical membership benefit that will guide chapter activities. Contact CSI Headquarters for resources and support. It is available, you only need to ask. Second, start small. Dedicate efforts to two or three realistic goals like
putting on CEU programs, training leadership, and/or renewing members’ interest in the chapter. Third, make chapter membership attractive. Offer free or discounted CEUs to student and alumni members, hold a social for new students and promote CSI membership, and offer free study groups for members.

Normal Cycles and Transitions

Most importantly, in any stage of development for a chapter, it is helpful to remember that periods of growth and change are normal, they come and go, and with proactive planning, your chapter can successfully transition among stages. To locate additional resources for your chapter, visit the CSI website, www.csi-net.org. Your questions and comments are always welcome at www.info@csi-net.org.

Strategies for Conducting Productive Meetings

Kimberly Beck, PCC, LSW, Chi Sigma Iota Chapter Development Committee (November 2010)

Conducting Productive Meetings

An integral part of Chi Sigma Iota (CSI) chapter development is participation in the monthly chapter meeting. There is so much that needs talked about and needs done that it is important to keep in mind some very basic, yet powerful components to holding a productive meeting. Questions to ask yourself before and after you hold the meeting include:

1. What do you expect to be accomplished?
2. What was really accomplished?
3. When did you clearly know the purpose?
4. When did you accept the purpose of the meeting?

It is very important that all meeting attendees know the purpose of the meeting for the meeting to be a success (Toastmasters, 2010). Reasons for a meeting: (Francisco, 2007).

- To present information better delivered in person
- To get input from others
- To gain buy-in on an issue
- To motivate and energize the team
- To solve problems

Start and End Time

An integral component of an effective meeting is having a start and end time and upholding this time frame. Do not wait for “stragglers” as that only penalizes those who made it there on time and disrupts the agenda schedule from running smoothly (Gibbs, 2010). You can catch the late person up after the meeting or they can read the minutes. Meetings need this physical structure. End promptly on time as well. It is important that group members are aware of these times and they are clearly stated on the agenda. If you constantly have latecomers try starting the meeting at an off time for example 9:10AM am instead of 9:00AM (Toastmasters, 2010; Clark, 2010; GCSAA, 1986; Associated content, 2010; Turner, 2010, Teal, 2010).
Agenda

One of the key components of a meeting is the agenda. The agenda is like the roadmap, the more specific the agenda, the better the roadmap, and the more likely the success of accomplishing the stated objectives (GCSAA, 1986). It is important that the agenda is given out a few days before the meeting so that people can prepare themselves for the meeting. Simple tips for creating an agenda together are attached to this paper. The agenda is by far the most important component and a lot of thought needs to go into creating a workable agenda. The agenda helps the meeting run smoothly and gives everyone the opportunity to know what is expected in the meeting (GCSAA, 1996; Clark, 2010; PST, 2010).

The agenda can be described as the focus. Having focus includes: examining what you expect to accomplish and checking with attendees before or at the start of the meeting to identify issues, discussion items, and expectations. Identify a target amount of time allotted to each of the items on the agenda. When the meeting's objectives have been reached, the meeting is over. If you run out of time, at least you focused on the most important items. Stop about ten minutes before the target end time and assess what is left that can be carried over to the next meeting or covered in an email or memo (Hawkins, 1999). Linde (2010) suggests using a “bin” or “car park”, also referred to as a “parking lot” (PST, 2010). Any important items that arise during the meeting, but are not relevant to the current discussion can be written down on a whiteboard or large pad of paper everyone can see. If you have time you come back to that item or if it can be placed on the next meetings agenda do so.

Feedback

A crucial component of successful and productive meetings is member feedback. Participants are aware of how the group is doing as well as what is getting accomplished. The facilitator should get on-going feedback from participants on time issues, agenda management and group maintenance. One way to do this is to ask, "how are we doing" or "we're out of time on this issue--do you want to continue, or wrap it up and move on?" Continue throughout the group to encourage group members to give feedback in constructive ways. At the end of each meeting, a quick feedback on how the meeting went will give insights on doing better next time. Ask questions like "what did we do that worked well?" and "how can we make the next meeting better?" Get information and data from the meeting and ensure people are heard! Let the group carry the content while you, as the facilitator, guide the process. Acknowledge and reinforce constructive contributions (Hawkins, 2010, Clark, 2010).

Personalities

Linde (2010) uses a "color" approach to assign tasks and understand members' behavior and play to the members' strengths. According to Linde (2010), the colors are blue, gold, green and orange:

- Blue’s style is demonstrating a keen sensitivity and ability to empathize; inspires others. They are perceived as approachable, caring and warm. They take things personally, seek to create harmony and avoid conflict. Their strengths are patience, trust, sharing, feelings, communication, and closeness.
- Gold’s like a predictable world. They are perfectionists, cautious and methodical in decision - making, not risk takers. They like things done the “right way” so they may choose to do things themselves. They demonstrate sensible, practical solutions and foster responsibility, purpose, duty and accountability.
• Green uses logical and clear approaches. They establish rapport on an intellectual level, use wisdom and insight and try to foster thinking and problem solving they may think of arguments as a challenge. They make quick observations. Their strengths are logic, self-control, clarity, intelligence, knowledge and competence.

• The orange's like to win and love competitions. Things must be concrete to get their attention. They have high energy and are multi-taskers. They lose things but remember the details. Time is unplanned, dynamic and they think it is important to have fun. Their strengths are action, fun, taking risks, variety, skill and performance.

It is very important to avoid turning down ideas. Even if you have tried something in the past and it didn't work, conditions may have changed now and the idea may work this time under new conditions, new members, and new resources (PST, 2010).

Making a Workable Agenda:

• Prioritize (make sure the most important topics or pressing matters are covered first)
• Action items should come first
• Do not crowd the agenda with too many subjects
• List goals and objectives for the meeting
• Place informational items last
• Estimate the time required for each item, but don't establish a rigid time table

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New PowerPoint Training Modules for Chapters


Visit csi-net.org/chapters to see the new PowerPoint training modules on the following topics:

- Creating A Chapter Newsletter
- Creating Your Chapter Internet Presence
- Initiations and Ceremonies
- Four Awards Modules: Soliciting and Selecting Individual Award Recipients, Submitting Awards to CSI International, The Chapter Awards Ceremony, Strategies for a Successful Awards Program
- Chapter Faculty Advisors

Membership

Eight Ways to Invigorate Your CSI Chapter

Judy Charuhas, CSI Chapter President, Alpha Upsilon Sigma, Argosy University Sarasota (2011, Fall)

Alpha Upsilon Sigma, the CSI Chapter at Argosy University Sarasota, recently faced a challenge. Our membership was not as active as it could be. Our current members needed to be reenergized and we wanted to promote new membership and get people excited about CSI and our chapter.

Our CSI chapter needed to revitalize but students today have many demands from their academic, professional and personal lives. There is competition for their attention from friends, family, school, social media, advertisers, you name it. A multifaceted plan for making CSI more visible was needed. Thus, we undertook 8 initiatives to turn the spotlight on our CSI chapter, reactivate members involvement, and grow the membership.

1. Personal Invitation

As CSI Chapter President, I phoned members with an invitation to become more involved in CSI. One-on-one live contact can be extremely effective. I was able to hear their needs and focus on the CSI benefits most pertinent to them. Follow-ups were by email.

2. Teleconferences

CSI offers many terrific benefits, but this message wasn’t reaching our student audience. When you buy an airline ticket, you know where you’re going and how you’ll get there. Membership in CSI, however, isn’t so clear-cut. How CSI can be a ticket to success needs to be clearly explained—and the teleconference was an ideal platform for this, as many of our students are distance students. Teleconferences were announced via emails and attendance was described as mandatory. Open dialog was encouraged and we discovered the special interests of individual members and appointed them to chair appropriate committees on membership, mentoring, research, newsletter and media, programs, and fundraising.

3. Focused Theme

During the teleconference, a theme emerged that served as an umbrella tagline for the year’s activities. “Be the Change” became our call to action. The idea was for each person to do one small thing to become more involved in the Chapter. When combined with the activities of other members, the unified force propelled us forward. One small change fit everyone’s active lifestyle.
4. Social Networking

Social Networking is the name of the game today. We took advantage of templates and guidelines provided by CSI National to quickly form a Facebook group and create our own Chapter website.

5. Chapter Newsletter

Available online and in print format, our CSI newsletter includes a job opportunities section where students can list openings at their practicum and internship institutions. This highlighted another benefit to members.

6. Alumni Survey

A questionnaire is in development to poll alumni about how CSI membership can best help them in their careers. We hope graduates will continue to be active in CSI and the questionnaire will help ensure we continue to meet their changing needs.

7. On-campus Activities

We initiated new on-campus activities to keep CSI on the student-body radar. We held revenue generating pizza and bake sales. In addition, an ongoing series of CSI sponsored “Lunch and Learn” sessions was kicked off with a workshop from Dr. Suprina on "Powerful Presentations." Faculty participation is vital to keeping CSI in the forefront and the involvement of Dr. Suprina revitalized faculty support. As many of our students are distance learners, the Lunch and Learn sessions are also recorded and can be accessed online.

8. Volunteerism and a Sense of Belonging

CSI hosted a Traumatology Conference on the Sarasota campus in May 2011. Chapter members helped facilitate the 3-day event by working the registration booth and hospitality areas, assisting speakers, and acting as student ambassadors. As a “thank you" for volunteering, students were able to attend a conference educational session of their choice at no cost. They were required to wear CSI buttons thus providing more visibility. Visibility was also enhanced by holding our CSI induction during the conference inviting faculty and speakers to attend. We also took advantage of branded merchandise available from CSI National: buttons, pens, and custom shirts with the CSI logo not only made us more visible they were successful fundraising items for the chapter.

The activities listed here are creating a new sense of momentum and a new level of visibility for us. We hope to maintain an active presence by continuing our efforts, posting about joining CSI as well as chapter activities on Argosy’s closed circuit TVs on campus, encouraging faculty to mention CSI activities to students both online and in classes, and conscientiously polling our members for needs. It all adds up. What people are seeing is that we are a dynamic chapter affiliated with a tremendous organization.

Building on Your Chapter’s Strengths


The membership of a chapter is where the mission, vision, and objectives of CSI begin. Having a strong model for chapter structure and strategic planning, CSI chapters are afforded the opportunity to identify and maximize member services and contributions which are found in the assets each member brings to the chapter. As an organization which values growth and excellence in counseling, the Upsilon Nu Chi chapter has worked to establish a structure and strategic plan that promotes this mission. From this
foundation, the chapter is empowered to access the many skills and abilities that members contribute to the chapters’ mission. (For more information on developing a strategic plan for your chapter, see the Chapter Tip in the Fall, 1997 edition of the Exemplar.)

**Survey of Membership**

One way your chapter can access the skills and abilities of your members is to survey the membership. The Upsilon Nu Chi chapter recently surveyed its membership in an effort to gather information about members’ needs, interests, and expertise. With the onset of the new fiscal year, this information will be used to plan for the year as incoming officers prepare for leadership training and strategic planning. Last year we had an addition of new committees in response to member interest. We now have several diverse venues by which members can contribute and in which members can participate.

The survey is another means by which we can empower our membership to participate and contribute in ways that are meaningful to the chapter. Is also serves to promote the activities, programs, and mission of the chapter. An example of this involvement is reflected in our chapter’s professional development activities. This past year our Professional Development committee invited members to do presentations at our membership meetings on their clinical and professional areas of expertise. These opportunities were well received and served to empower and encourage member involvement on many levels.

We would like to see even more membership involvement of this caliber for our chapter; therefore, a survey was developed to access the talents and interests of the membership on a more formal basis. It was included as part of our last newsletter in an effort to reach all members expeditiously.

**Sample Survey Outline**

Below is a sample outline for survey questions that can access your chapter’s membership needs, interests, and involvement.

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<th>I. Demographics</th>
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<td>Member name</td>
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<td>Position</td>
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<tr>
<td>Experience as professional counselor</td>
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<td>Specialties</td>
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<th>II. Current Committee Involvement</th>
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<td>Awards</td>
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Making the Most of the Volunteer Effort


In the realm of professional counseling, completing the requirements of the academic program and the job description are only part of the work counselors, counselor educators, and counselors-in-training do. The need to perform service to the profession is required as well. In many ways, service work is volunteer work. The work is performed at zero pay and is tremendously important.

Consider the benefits that membership in CSI offers. Without the volunteer work of dedicated individuals, excellence in counseling would not exist as we know it. Therefore, it is vital that leaders of CSI chapters recognize the important roles that productivity and recognition play in member retention. Members who have specific tasks to accomplish and who are acknowledged for task accomplishments become more involved in the organization. The following guidelines outline how to make the most of the volunteer effort.

Guidelines for Increasing Volunteer Productivity

1. Be specific about the responsibility assigned.
2. Provide the information and training needed for success.
3. Assess the members’ strengths and interests before delegating a task.
4. Avoid over-assigning tasks.
5. Provide an incremental time table for completion
6. Follow up on the designated responsibility.
7. Provide ongoing feedback, encouragement, and assistance if needed.
8. Recognize volunteers and give credit where due.

Guidelines for Volunteer Recognition: Four Components

Acknowledgement

1. Issue invitations to join.
2. Designate a “greeter” at meetings to facilitate group entry and cohesiveness.
3. Perform induction ceremonies.
4. Introduce members and document member achievements in the newsletter.
Attention

1. Provide undivided and enthusiastic attention during interactions with members.
2. Seek out members. Interact with them one-on-one.
3. Indicate how member involvement contributes to the organization’s goals and to the individual’s personal goals.

Feedback

1. Tell people what you expect from them. Help them set goals.
2. Tell them when they do wrong (negative feedback).
3. Tell them when they do right (positive feedback).
4. Offer help and suggestions as needed.
5. Regardless of the outcome, validate volunteer efforts.

Praise

1. Be specific and sincere.
2. Illustrate awareness of the effort involved.
3. Methods include publicly or privately, in writing or orally, and immediately or after a delay.
4. A combination of a personal note and public recognition at an event or in a newsletter works well.
5. Use the chapter newsletter and CSI award opportunities to praise deserving members.

Conclusion

By following these guidelines and making the “work” fun and important for members, productivity and retention are sure to increase. Good luck in making the most out of the volunteer efforts in your chapter.

References


Recruiting Ideas


One method for recruiting new members is for faculty advisors to include members in professional presentations. I invite interested members to join me in presenting at state and national conferences. This offers the experience of submitting a presentation proposal, preparing for the presentation, and finally, giving the presentation. My students have told me this experience alleviated their presentation fear and encouraged them to continue with their own presentations.

Another way to recruit new members is through mentoring programs. Mentoring of students and new professionals is essential and has been described as the assistance in the achievement of life’s dreams (Levinson, et al., 1978). Benefits of mentoring include increased effectiveness regarding (a) retention, (b) developmental gains, (c) competence, (d) satisfaction, (e) job acquisition, and (f) subsequent career advancements (Schwiebert, 2000).
In particular, peer-mentoring programs can help students within the same organization learn from each other (Schwiebert, 2000). At the University of Illinois at Springfield, we created a peer-mentoring program in which newly admitted students are paired with Chi Sigma Iota members. The CSI mentor offers the new student a vast amount of information regarding the program, the university, and the community at large. As such, the new student finds an immediate connectedness with his or her new profession. For the mentor, this can be the beginning or continuation of leadership roles which will benefit their professional career. For more information concerning peer-mentoring program development, please contact CSI Headquarters at www.info@csi-net.org.

References:


Opportunities for Involvement


In past issues, we have talked about various topics of importance to CSI chapters, including how to keep members involved and sources of support for leaders. In this issue, we focus on opportunities for members to become involved locally and internationally within CSI. Chi Sigma Iota is more than a society which exists to provide camaraderie for professional counselors. It is a force within the profession for standards of excellence, training present and future leaders, collaborating with other professional organizations on issues of importance, and promoting the recognition of and need for professional advocacy. CSI also provides valuable experiences for members to become involved within the Society and take on leadership roles, both at the local and international levels.

Local and International Involvement

At the local level, opportunities for member involvement are numerous and varied. Members might take advantage of attending continuing education events and socials at which important networks and contacts are made, and enjoy being part of a professional organization with all the benefits that come with membership. Opportunities to CSI members also include the potential of serving within a leadership position – being elected to an Executive Officer position or being appointed to chair a committee. At the international level, members are able to attend leadership training which is held during CSI Day at the ACA annual convention. Helpful resources pertaining to a myriad of professional issues are accessible from the CSI webpage, the Exemplar, and from CSI Headquarters.

Quick Ways to Encourage Involvement

With all of the opportunities available to members to become involved in CSI, what are some quick ways to get your chapter members involved at the local and international levels?

- The personal touch matters! Personally invite new or existing members to run for an elected position within your chapter, serve as a mentor to an incoming member, and/or serve on a chapter committee. You might even invite members to submit articles for your chapter newsletter or serve as newsletter editor.
Money talks! Go to www.csi-net.org and familiarize yourself with the numerous awards and grants that are available to CSI members! Your members can apply for funds with which to conduct research and/or put on chapter programming, e.g., with CSI Research Grants or Personal Excellence Grants.

Did you know that your chapter members can be nominated to be a CSI Intern or Fellow? These awards provide CSI members with opportunities to be involved with the International Society’s leadership, projects, and leadership training.

Don’t let your chapter’s hard work go unnoticed by others. Download the necessary forms from CSI’s webpage and nominate your chapter for any number of awards. These awards are given in two categories, those for large chapters and those for small chapters.

So many CSI chapters are making a significant, positive difference for their members and the counseling profession. Don’t forget that there are resources for the taking that exist to help you you’re your members. We welcome your questions and encourage you to inform us of ways to help you lead and participate in your chapter. Contact CSI Headquarters at www.info@csi-net.org.

**Newsletter**

**Developing a Chapter Newsletter**


In developing a newsletter for a CSI chapter, there are several questions to be answered in order to "custom fit" the newsletter to the characteristics of your chapter. So, where do you start?

**Finding an Editor and Publisher**

First, it is necessary to identify a member of your chapter with an interest in taking on the editorial responsibilities. This could involve publishing tasks as well, unless your chapter chooses to have this done professionally by a printer. If you choose to do your own publishing, you need to have access to desktop publishing software. Our chapter at Northern Arizona University uses Page Maker for the Macintosh. I recommend this program or others that are similarly user friendly. Desktop publishing your newsletter will save your chapter money. However, if cost is not a vital issue for your chapter, you may wish to have it professionally published in order to save time. Additionally, the cost of publishing your newsletter will vary according to its length and complexity.

**Considering Content**

Next, you need to decide what types of articles to include. This can vary greatly according to your particular chapter. Our chapter includes articles such as chapter news, national CSI news as it applies to our chapter, and articles specific to our department and happenings within it. The size of your newsletter will vary according to each, printing.

When requesting and writing articles for the newsletter, it is important to remember your audience. For example, at NAU, our newsletter is distributed not only to CSI chapter members but also faculty and a small population of professionals in the community. Thus, we try to include articles of interest to persons in each of these categories.
Including Many Members

This leads to your next consideration. That is, how many people are necessary to develop a newsletter and to publish further issues? Issuing a newsletter requires persons to gather, solicit and write articles for the newsletter. Also required are persons to provide pictures, to conduct interviews for feature articles, to provide art work and cartoons, to complete editing and publishing tasks, and finally to insure the final printing and distribution of the newsletter are completed. For our chapter, the most recent newsletter is the result of the efforts of not only the editor but at least seven other members who completed any number of necessary tasks. A newsletter can take months to complete from conception to final printing, so plan ahead. Generating a newsletter is not a task for the weak at heart!

Customizing Your Newsletter

Finally, you may want to customize your newsletter. At our chapter at NAU, which is just south of the San Francisco Peaks mountain range, we were fortunate to have a logo created for us by our staff artist and cartoonist. This drawing highlights the face of each newsletter, along with drawings of the Arizona terrain and counseling cartoons. Likewise, we include articles specific to our department that make reading the newsletter more interesting for our faculty members. Developing a "look" for your newsletter and remaining consistent with it adds credibility. Most importantly, remember that many people are going to be reading your newsletter. Is it entertaining? Does it look professional? Has enough attention been given to detail? Are its contents diverse enough to reach all members of your audience? Ask yourself, "How would I react to this newsletter if someone else presented it to me?" In other words, develop your newsletter with pride and strive for excellence.

Professional Development

A Source of New Ideas for Chapters


With the fall semester underway, most Chi Sigma Iota Chapters are once again seeking new methods to strengthen and develop their chapters. The CSI Chapter Annual Reports Handbook provides a record of many successful projects from over fifty chapters. These reports can assist chapters in brainstorming new ideas for fund raising, projects, and workshops.

Fundraising

A frequent concern of chapters is fund raising, but the reports indicate that many chapters have been creative in finding ways to obtain necessary funds. The Upsilon Nu Chi Chapter of the University of North Carolina at Greensboro reported tremendous success with its first and second Gala Auctions. CSI members raised $5,000 in the first Auction and $4,000 in the second, with proceeds going to a counselor education scholarship fund. In addition to the monetary success, the project was reported to bring cohesiveness and enthusiasm to both faculty and students. The Alpha Mu Chapter of Walsh College also found a successful way to combine service with fund raising by providing a soup kitchen for graduate students who attend evening classes. Other chapters report using such methods as applying for funds through student fees at the university, workshop and registration fees, and the sale of business cards and address stamps.
Service

Through various projects, chapters have found many ways to be of assistance to their members, communities, and profession. The Nu Chapter at the State University of New York College at Brockport received CSI's Outstanding Individual Program Award for its program "Postvention Training." After having attended several full day workshops on crisis intervention, members formed a Counselor Support Team and offered their services to school superintendents in nine western New York counties. These CSI members assist schools during times of crisis and help schools develop individual crisis programs. The Rho Theta Chapter at George Washington University has developed a buddy system for helping new students entering the graduate program. In an effort to network and further recognition of CSI, the Chi Chapter of the University of Montevallo in Alabama coordinated a statewide CSI reception at the ALACD Fall Workshop. Members of the Tau Chapter at Lehman College of the City University of New York provided a service to a local elementary school by spearheading a career day where they featured speakers from over twenty professions.

Professional Development

Many chapters have provided excellent workshops and speakers for members and professionals in their community. The Alpha Phi Chapter at Loyola University presented a professional forum which included a law school faculty member, a counselor who worked with sexually and emotionally abused children, a marriage and family counselor, and a school counselor. Several chapters provided programs directed at problems related to AIDS, including Kappa Chapter at Lynchburg College which presented a panel consisting of a medical doctor, a parent of a child with AIDS, and four individuals with the HIV virus. Several chapters also featured two of Chi Sigma Iota's Distinguished Scholars, Donald Super and George Gazda, who were presenters at chapter programs and workshops. Among other topics reported to be successful were substance abuse, blended families, gerontological counseling, licensure and certification information, and laughter and play in healing.

The CSI Chapter Annual Reports Handbook provides an outline of each chapter's activities and provides contact information so that chapters can reach one another if more specific information is needed. The Handbook for 1991-92 will be sent to chapters by December, and it can prove to be an excellent resource book for all chapters.

Reactivation

Reactivating a Chapter: The Rebirthing of Community


When I was presented with the opportunity to write about the events which resulted in the reactivation of our chapter of Chi Sigma Iota, I was hard pressed to perceive that we had, in fact, used any formula at all. I have experienced it as both an envisioning and intuitive process and one that required a great deal of hard work. However, bringing to bear my developing scientific and analytical skills, I was able to discern a method in the madness. I offer it here in the hopes that it may benefit any of you who are striving to engender a sense of community within your departments or professional organizations. Be prepared; it is frustrating, the rewards are slow in coming, and recognition is not part of the process. The goal must be an internal one, and it needs to be attached to the ideal of a sense of community. This achieves its form in its own time and place. Patience is required.
Beginning the Process

Although a chapter had previously existed in our department, the activity level had been minimal. We began our work of rebirth in the fall of 1990. Our initiating energy was provided by Dr. Mary Jackson who had joined the department faculty in 1990. Having experienced the benefits of membership in a CSI chapter as a graduate student, Mary was anxious to bring that community atmosphere to Fayetteville. At that time, I had been in the counseling program for one year and had been very disappointed that we had no departmentally sponsored activities. Being an extreme extrovert and a veteran of creating organizations, this situation offered an opportunity which could not be resisted. In terms of the recipe then, two initial elements are necessary - a committed and knowledgeable faculty sponsor and at least one student member who is almost obsessively committed to revitalizing the chapter. It is also imperative that at least one of these two hold the vision of what is intended and the other be adept at modifying that vision to the limitations of the environment.

Committed Members

Once this initiating energy is confirmed, it needs to draw to it a “few good members.” Almost 100% of the work contributed to our chapter activities was done by a core of no more than four or five people, all of whom were willing to do more than their share. Over the last two to three years, those individuals have changed, and new members have committed. It is essential that there always be a core of about four to six members, if the chapter wishes to be productive and visible. The number is necessary to get the work done and for creating the vortex of sustaining energy which is necessary if the group is to survive over time.

Balance

It is important to have a balance of both educationally oriented and social activities. We have experimented with both colloquia and brown bag lunch discussion groups. Our design is to offer opportunities to both faculty and students to present at these times. We have also invited members of our local professional community to share their work. We produce a newsletter twice a semester. Due to disparate schedules, we have found it imperative that there be a routine way of communicating with the membership. Our social activities have been the most successful. We host a “Meet and Greet” each fall to welcome new students and faculty. We have a fall and spring bar-b-que and a Christmas party. Chapter leaders should not underestimate the draw of the social activities, even amongst introverted counseling types.

We have been alive and well again for two and one half years; we hope that our chapter has attained its sustaining energy. Our department has a mobile student body, and so it is very important that the faculty of the department commit to the support and continuance of the chapter. This very important item is one with which we continue to work.

A Resurging CSI Chapter


The Kappa Upsilon Nu Chapter at Kean University, chartered in 2004, has grown from a handful of interested members to an active chapter. Leaders began with a chapter tradition: two induction ceremonies a year each paired with a special guest presentation. In August 2009, a call for student leadership resulted in only five students responding, all of whom accepting leadership positions. We offer this article as inspiration for other chapters struggling to gain momentum.
Initially, the Chapter sponsored an oncampus social bringing together first and second year students to meet other students and faculty who they would not normally see. Students received a flyer with faculty office hours, contact information, and FAQs so they could ask leaders and faculty members questions; however, we were still not reaching everyone.

In spring, CSI leaders developed a plan to meet every new student. Visiting all introductory classes, leaders explained the chapter’s planned activities and encouraged students to submit anonymous questions about the program. These visits inspired a mentoring program the chapter is planning.

The December holiday service initiative was so successful that the chapter is now conducting ongoing service projects. Last winter, members collected and delivered 400 pounds of food to the New Jersey Food Bank and 100 pounds to the local battered women’s program. In spring, leaders gathered information about local charities for future service projects. The next project already underway is to provide birthday backpacks with supplies for children with cancer.

Perhaps the chapter’s most exciting achievement was being selected as 1 of 25 chapters to present a poster session at the CSI Showcase at the ACA conference. Chapter leaders traveled to Pittsburgh to network and share ideas. More than 10 Kean University students gathered at tables with 3 of their faculty members to enjoy the opening night social where they met Dr. Sam Gladding who joined our group.

This is an exciting new beginning. The chapter is thriving because of members’ creativity and willingness to give their time and effort to move the Chapter forward. Open discussions at meetings also embrace the principles of counseling and group development.

Here are two additional suggestions for other chapters: first, stagger meeting days and times so that all members can attend. Second, while Executive Committee meetings and Membership meetings may have different agendas, keep all meetings open to everyone. The greatest challenge remaining is to change perceptions about what it means to be a CSI member. Being a chapter member is not only about getting a certificate, but also about being an active contributing member to the counseling program and the communities in which we live and work.

**Technology**

**Using Technology to Recruit, Inform, and Involve Members**


Many of the challenges and quandaries experienced by chapter leaders and advisors are related to membership. How can our chapter recruit members when the student pool is largely part-time and commuter? How can we keep members active during the practicum/internship period and after graduation? What can be done to keep professional members involved? And how can we get organized and accomplish activities for our chapter when involvement in CSI, while selective, is also voluntary?

The answers to these questions involve targeting membership services to better meet the needs of members. Using online technology provides an excellent way to augment your chapter’s membership services. The Internet provides innovative ways to recruit, post opportunities and information, and communicate with members (Hawthorne, 1997). The Internet can also provide new ways to involve members, especially those who may not be able to participate in your traditional opportunities – especially meetings. An added bonus of using technology is that a written record of all interactions is created, which can be helpful in program reports, award application, etc. (with permission from members, of course).
Recruitment and Involvement

While on-line methods will not replace traditional methods of reaching and involving members, many great reasons exist to incorporate online technologies in recruitment and involvement efforts:

- Potential members who are not reached by traditional offline means may be reached online.
- Members who might overlook a departmental memo or bulletin board flyer may indeed be interested and are easily reached via e-mail.
- Extended services can be offered through World Wide Web and Internet discussion groups.
- Potential members whose schedules conflict with calling for information or signing up for activities during set times may be able to do so due to the flexibility of e-mail and electronic submission.
- E-mail provides a quick and easy way to communicate with current volunteers—providing an easy way to solicit feedback, provide program updates, and send meeting announcements or reminders. Say good-bye to phone-chains!

Suggestions

Some specific suggestions for using virtual technology include:

- Post chapter information and contact data on the university’s departmental web page and send announcements via group broadcast in an effort to recruit potential students and those newly enrolled in the program.
- Create a CSI chapter web page – link it to the CSI International’s and the department’s web pages – use it to provide officer and chapter faculty advisor contact information, recognize members, post activities, list membership requirements, and to provide a calendar of event postings, along with links to relevant resource and professional sites, etc.
- Send advance welcome messages to people about to enter the counseling program with information about the benefits of joining CSI. Send periodic follow-ups to the same group supporting their progress and encouraging membership.
- Offer networking and mentoring programs via the Internet – use online discussion groups (either through e-mail or via a live chat) to ask each other questions, offer advice, etc.
- Create and publish an online newsletter that is electronically delivered to members’ email accounts.
- Create databases that allow for flyers, resources, and activities to be specifically geared to subgroups of members – create a job to run labels for all individuals who need to renew membership or are having a birthday in a given month.
- Start an e-mail or chat room answer/support line, like a phone answer/support line, where people write their questions and members answer them.
- Send congratulations messages to graduation members with reminders of CSI benefits for professional members.
- Offer distance continuing education learning, training, and fact sheets on various subjects via the use of the Internet and virtual workshops.

International Web Page

Not ready to take on technology at the chapter level? CSI International has a great network already in place. First, visit the CSI Website at http://www.csi-net.org where you will find contact information for reaching national leaders; the chapter handbook; resource material on starting, maintaining, and revitalizing a chapter; sample documents required by chapters; and much more. In fact, CSI offers web page software to help develop your CSI chapter web page and link it to the CSI International’s page. For
more information, contact Dr. Jane E. Myers via e-mail (jemyers@csi-net.org) or by phone (336) 334-3429. Finally, two list-serves exist as CSI chapter resources. These list-serves allow for chapter advisors and leaders from all over the country and internationally to easily network with one another. Subscription requests can be made to Dr. Myers as well.

All the innovations available through technology are exciting. However, virtual contacts should not be looked at as a replacement for face-to-face interactions with your potential and active members. Instead, it is an expansion of your communication resources, an augmentation of your chapter’s activities, and another way for members to help support your chapter and get involved. For some people, it will be a preferred avenue of communication, but for many people, it will be an additional avenue of interacting. The possibilities for infusing technology into chapter activities are endless. How virtual your chapter becomes is up to need, comfort level, and available resources. Best wishes in all of your technological endeavors. See you on the Web!

References and Resources


Using Technology to Provide Professional Development


Zeta Chapter of the University of Alabama at Birmingham (UAB) and Upsilon Chi Sigma Chapter of the University of Connecticut (UConn) jointly participated in a videoconference with Dr. Marty Jencius of Kent State University (KSU). The title of the one-hour seminar was “The Use of Technology in Counseling.” Dr. Jencius is widely known in Counselor Education for his involvement with the counselor education list serve known as “CESNET.”

Zeta Chapter conducts monthly seminars for students in the UAB Counselor Education Program, which focus on pertinent issues affecting the counseling profession. The Zeta Board’s original idea was to host a seminar on the integration of technology and counseling. After further discussion, it was decided to also include another chapter from another part of the country using video-conferencing technology to “connect” both chapters. Zeta Chapter Advisor Dr. Larry Tyson initiated conversation with colleague Dr. Rachelle Perusse of UConn to determine if she and the Upsilon Chi Sigma Chapter were interested. After discussing the topic and determining if there were day and time options available (both schools are on different time zones), Dr. Jencius was contacted to see if he was interested in speaking to both chapters via video-conference. After conference calls and emails back and forth, Drs. Jencius, Perusse, and Tyson agreed on a specific day and time. During these discussions it was determined all three schools had the appropriate technology and support personnel. It was decided UAB would serve as the “hub” or “bridge” site. Essentially this meant the UAB technology support person would be the initiator with technology support personnel from both KSU and UConn. Important to this being a success was that each site had a videoconference room, technology support personnel, and compatible software. KSU and UConn technology personnel phone numbers and emails were sent to the UAB contact person allowing for technology support personnel from each school to communicate with each other. When technology personnel from each school had determined connection requirements, a trial date and time was determined. This trial date and time (approximately 30 minutes) required Drs. Jencius, Perusse, and
Tyson to be available to “check” for picture and sound quality and to allow each of the technology support personnel to communicate with each other to double check their equipment and connection. During this “trial run,” Drs. Jencius, Perusse, and Tyson discussed rules and protocol participants from both chapters would follow when asking questions and making comments.

Both chapters enjoyed an hour and a half seminar with Dr. Jencius regarding “The Use of Technology in Counseling.” All the participants in one chapter could view the participants of the other chapter as well as also viewing Dr. Jencius. Additionally, Dr. Jencius could view the participants from each chapter. Due to discussion of protocol prior to the event, questions and comments were made in an organized manner, which made the discussion move seamlessly.

From the success of this venture, Zeta Chapter of UAB would like to have a videoconference seminar each year with another CSI chapter. The use of this technology allowed UAB and UConn CSI members and faculty engage in a meaningful dialogue with a national leader in the field of technology. Additionally, it allowed two chapters who would not normally come into contact with each other the opportunity to engage. On this day Kent State, the University of Connecticut, and the University of Alabama at Birmingham used technology to bridge distance and time zones to engage in meaningful dialogue about our profession.