

PDMA STUDENT CHAPTER BASICS



*Guidelines for
Establishing a New
PDMA Student
Chapter*

Preface

Effective in Fall 2016, PDMA Student Chapters will serve as an instrumental way to mentor students in product development and innovation management career paths. A PDMA Student Chapter may also offer needed support for the local PDMA members on an ongoing basis, and represent the organizations' mission and goals.

This handbook is intended as a guide to establishing a new PDMA Student Chapter. It contains information about the structure of a typical Student Chapter, as well as suggestions and guidance on organizing and operating an official PDMA Student Chapter.

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Overview of PDMA

The History of PDMA

- 1976 – PDMA founded by a group of academics; first newsletter distributed
- 1977 – 1st [Annual Global Conference](#)
- 1980 – 1st [PDMA Chapter](#) (Philadelphia) established
- 1981 – *Journal of Product Innovation Management (JPIM)* established. [JPIM](#) is the premier academic journal in the innovation / NPD domain.
- 1985 – Not-for-profit status (IRS) established
- 1988 – 1st [Outstanding Corporate Innovator \(OCI\) Award](#) distributed
- 1990 – 1st Issue of [Visions](#) distributed (*Visions* magazine provides forward-thinking perspectives and thought leadership from industry experts on topics such as governing open innovation to looking beyond the product for innovative solutions).
 - 1st annual [Academic Research Forum](#) held
 - 1st Comparative Performance Assessment Study (CPAS) conducted by the [PDMA Research Foundation](#)
- 1991 – Crawford Fellow Award Established. The criterion for admission as a Crawford Fellow is superior and unique contributions to advance the state of professionalism in the field of new products management through direct contributions of knowledge, service, practice, and stature in the field. This is a highly selective honor with a maximum of only one fellow per year appointed.
- 1992 – 1st Dissertation Competition held
- 1993 – 1st Frontier Dialog
 - 1st Workshops conducted in association with Annual Global Conference

The Product Development and Management Association (PDMA) is the premier global advocate for product development and management professionals. PDMA provides resources for professional development, information, collaboration and promotion of new product development and management.

The development of new products and services involves an integrated set of unique activities. PDMA is the only organization that focuses on addressing this challenge by providing opportunities for professional development, education, experience, networking and recognition.

PDMA Mission and Vision:

To improve the effectiveness of individuals and organizations in product development and management. The PDMA is recognized as the premier global advocate for professionals and organizations working in the fields of new product development, management and innovation.

PDMA Values:

- Belief that innovation contributes to social welfare
- Sharing among members
- Interdependency
- Collaboration
- Generating New Knowledge/Thought Leadership

- Creation and Dissemination of New Knowledge

Establishing a PDMA Student Chapter

Starting a PDMA Student Chapter at your university offers an excellent opportunity to develop leadership and organizational abilities while furthering your education in product development and innovation management. The purpose of the *PDMA Student Chapter Basics: Guidelines for Establishing a New PDMA Student Chapter* is to provide students with information to successfully found and develop a PDMA Student Chapter.

The objective of PDMA Student Chapters is to promote the mission of PDMA on college campuses, possibly spanning business, engineering, design, and other programs to offer educational and professional development resources and opportunities to students interested in career paths in product development and innovation management.

Basic Student Chapter Structure and Requirements

- A Student Chapter shall be open to individuals who are working towards a Product Development and Innovation-related degree (Associate, Bachelor, Master or PhD).
 - At least five (5) student members are required to establish a Chapter. Once established, the Chapter must maintain a minimum membership of five (5) members at all times.
 - At the time of Chapter application, at least three (3) student members shall serve as interim officers or leadership team (e.g. President, Secretary and Treasurer).
- PDMA Headquarters is to provide a four-year waived student membership to each new PDMA Student Chapter member. All Chapter members are eligible for this one-time, waived four-year membership.
 - To take advantage of the four-year waived membership, please provide the following roster information for Student Chapter members to PDMA Headquarters:
 - Full Name
 - Email Address
 - School or University
 - Degree Program
 - Projected Graduation Date
 - The current Student Chapter Advisor must verify the participation of any member who requests a waived membership.
 - PDMA Headquarters generates all Chapter memberships and sends a membership email with website login information and contact information to Student Chapter members, copying the Student Chapter Advisor.
 - The Student Chapter is expected to host a website on the server of their university/school/institution. PDMA Headquarters will supply PDMA logo, template, and marketing kit for use of the Student Chapter.
 - Membership rosters are required as part of the Chapter Annual Report. Student memberships are verified through the PDMA Headquarters database.

Recommended Elected Positions:

- President

- Vice President
- Secretary/Communications Chair
- Treasurer

This organizational structure can be expanded to include appointed positions, and those filling such positions should work closely with the officers under which their positions fall.

Qualifications

An organized group of Product Development students enrolled in an educational institution may submit a Student Chapter Application for review and comment by the PDMA Board of Directors, if all of the following qualifications have been met:

- Institution has a program related to product development and/or innovation
- Institution has at least one (1) full-time Faculty Member who is a PDMA member and who agrees to serve as Faculty Advisor. Note that the Faculty Advisor can become a PDMA member after establishment of the Student Chapter.
- Student Chapter membership must meet minimum membership of five (5) undergraduate and/or graduate students (enrolled at least part-time) in a field related to product development and/or innovation

Once the PDMA Board of Directors has acknowledged the Statement of Intent to Establish, the group may submit an PDMA Student Chapter Application (see Appendix D: PDMA Student Chapter Application) for consideration by the PDMA Board of Directors to become an officially recognized PDMA Student Chapter.

Application, Review, and Acceptance Process

- The PDMA Board of Directors reviews PDMA Student Chapter Applications as submitted throughout the year.
- Upon review of PDMA Student Chapter Application, a decision letter will be emailed to the Student Chapter President and Student Chapter Faculty Advisor
- PDMA Headquarters will review submitted membership list and create Student member profiles in the PDMA database.
- Student members will receive an email with login information for the PDMA website, as well as notification of their join and end date for PDMA Student Membership. Each Chapter member will receive **four years of free PDMA Student Membership** with full member benefits upon joining. Note that four years of Student Membership can continue after a member has graduated.
- Student members will receive an introduction and contact information from PDMA Headquarters should they have any questions around PDMA membership offerings during their tenure as a PDMA Student member.
- PDMA Student Chapter President and Faculty Advisor are to complete Annual Report materials by April 1 annually and submit to PDMA Headquarters at pdma@pdma.org.

Required Annual Report

PDMA Student Chapter Annual reports are required by every Student Chapter. The Student Chapter Annual Report is necessary for PDMA Headquarters, the Board of Directors and department head at the Chapter-hosting institution to see how the Student Chapter is doing, where the Chapter is excelling and where the Chapter need help.

This is especially necessary for PDMA Headquarters when creating their goals so they know how they can help the Student Chapters.

Submission Deadline for the Student Chapter Annual Report: April 1 Annually

Annual Report Instructions: A PowerPoint containing the list of questions on the annual report form is available online.

This form will also be emailed out to all Student Chapter Presidents and Faculty Advisors in January annually. This will allow the person preparing the report to gather the answer to all the questions in advance of filling out the form. .

Please submit your Student Chapters' Annual Report to pdma@pdma.org when complete.

Appendix A

The Role of the Advisor

The success of a PDMA Student Chapter can grow with support and guidance provided by the Chapter Advisor. The Advisor plays an integral role by advising and assisting the students in running their own Chapter. Listed below are the major functions of the Student Chapter Advisor:

- **Act as official point of contact for the Chapter.** Alongside the Student Chapter officers, the Student Chapter Advisor provides oversight on all requested items to PDMA such as membership rosters and application. Information and materials should be disseminated regularly to the student officers.
- **Ensure chapter continuity.** Oversee transition of officers and training of new officers. Maintain Chapter history and records from year to year.
- **Work with the PDMA Student Chapter Liaison at PDMA Headquarters to foster leadership and organizational skills** in Student Chapter Executive Council. Attend Chapter meetings and offer guidance as needed. The PDMA Student Chapter Liaison is Elizabeth Conner, who can be reached at econner@pdma.org.
- **Ensure that the Student Chapter submits a yearly** Annual Report to PDMA Headquarters by April 1. This provides updated information to PDMA Headquarters and indicates that the Chapter will be active for the year.
- **Ensure that the Chapter has at least five (5) student members.** Membership of at least five (5) eligible students is required to maintain the Student Chapter charter.
- **Act as advocate for the Chapter in school affairs as needed.**
- **Maintain a PDMA membership.**

Appendix B

Suggested Student Officer Duties

As do professional PDMA Chapters, PDMA Student Chapters are to have an Executive Council, which includes elected Chapter officers. The Chapter's Executive Council is generally responsible for managing the Chapter's affairs (with the exception of electing officers and amending bylaws). It is essential for the Executive Council to be open to the suggestions and feedback of the Chapter membership, and should always be open to offers of help.

Upon assuming the office, all Chapter officers should contact the department head to introduce him/herself, review Chapter Bylaws and policies and procedures, and review the events of the past year with his/her predecessors. PDMA Student Chapters need to be in compliance with hosting institution's Student Chapter policies and regulations.

Student Chapter President

The PDMA Student Chapter President has the overall responsibility for developing Chapter programs, for ensuring that plans and assignments are carried out, and for seeing that the Chapter fulfills its obligations to PDMA. The Student Chapter President should be familiar with the policies and procedures of the Association, with the Chapter's Bylaws, and with the duties of all the other Chapter officers and committee chairpersons.

The newly-elected Student Chapter President should schedule an executive committee meeting which includes the outgoing officers as well. At that time, the Student Chapter President may want to schedule Executive Council meetings for the entire year. Keep in mind the advantages of scheduling the meeting at the same time each month.

At the start of the academic year, the Student Chapter President should do the following: appoint or establish nominating committee according to bylaws for next year's elections; communicate activities of the Chapter to the local membership (many Chapter chairpersons write a column in the Chapter newsletter); set audit procedures in motion at year end for financial records turnover; and plan a budget with the Chapter Treasurer, to be reviewed and approved by the entire Executive Council.

If the Student Chapter is in the local vicinity of a professional PDMA Chapter, the Student Chapter President should contact the appropriate point of contact at the local PDMA Chapter and suggest a meeting. At the meeting, the chairpersons should discuss the possibilities for cooperative efforts, such as joint meetings, reciprocal advertising agreements, the sharing of membership lists, and planning of lecture tours.

One of the most important duties of the Student Chapter President is finding enthusiastic and qualified members to serve as Student Chapter Chairpersons. The Student Chapter President should strive to bring new people into the Student Chapter to provide training for future Chapter leaders. The job of Student Chapter President will be much more enjoyable and (much less exhausting) once responsible and reliable volunteers are found to take on various duties. It is strongly recommended that the Student Chapter President take the time at general meetings to acknowledge those chapter volunteers whose help has been valuable. This positive feedback and public recognition of good works is often just the encouragement an active volunteer needs to commit to a longer-term leadership position in the Chapter in future years.

The Student Chapter Vice President

The Student Chapter Vice President should be prepared to assume the office of Student Chapter President or temporarily act in that position at any time. The Vice President should be familiar with the duties and responsibilities of the President, and of the other elected officers and committee chairpersons.

The Vice President can be an integral component of the Chapter's operation. In most cases, the Vice President is responsible for overseeing the activities and progress of the various committee and Chapter programs.

The Chapter Secretary or Communications Chair

(This position may be combined with the Chapter Treasurer's responsibilities)

The ongoing responsibilities of the Chapter Secretary include:

- Informing PDMA Headquarters of the names and contact information of new officers and providing PDMA Headquarters with updated membership lists
- Sending agenda to board members for executive board meetings and recording the minutes of such meetings
- Handling all Chapter correspondence on a timely basis
- Maintaining Chapter files for historical purposes
- Corresponding with PDMA Headquarters regarding changes to the Chapter's Bylaws

Additional Positions may include the following: (These positions are not required by PDMA Headquarters)

The Chapter Membership Chairperson

The Membership Chairperson is responsible for:

- Coordinating membership procedures
- Recruiting new members to the PDMA Student Chapter and collecting promotional materials from PDMA Headquarters
- Maintaining Chapter membership records and database, including member name and email address

Appendix C

Sample Student Chapter Bylaws

Access PDMA Student Chapter Bylaws example [here](#). Student Chapter to complete bylaws within first three (3) months of approval as a new PDMA Student Chapter.

Appendix D

PDMA Student Chapter Application

Submit an application to be reviewed by the PDMA Board of Directors. Additional file to be submitted with the application:

- Student Chapter Data File

Appendix E

PDMA Student Membership Benefits

PDMA Student Chapter members will have full access to all of PDMA's member benefits. Once logged in, students will be able to check out upcoming local and national events, learn how to become a certified NPD professional, and connect with other NPD professionals and academics both online and in-person at networking events.

- [Top Ten Benefits of PDMA Membership](#)
- [PDMA By The Numbers](#)
- [Take Advantage of Your Electronic Subscription to JPIM \(Journal of Product Innovation Management\)](#)
- [Get Ahead of the Curve with Visions, PDMA's Award-Winning Digital Magazine](#)

PDMA makes it easy to stay in touch with other members and keep up-to-date on the latest PDMA news and events. Here are a few additional ways you can connect:

- [Alongside the Student Chapter, get involved with a local PDMA Chapter](#) for an excellent opportunity for local involvement, networking and exchange of ideas.
- Follow PDMA on [Twitter](#), like us on [Facebook](#), and join the [LinkedIn](#) group.
- Subscribe to the PDMA News Blog RSS Feed to get news and events as they are posted.
- Access Members-Only Resources on PDMA.org:
 - **Members-Only Savings** - Get members-only discounts on [local events](#), [PDMA Annual Conference](#), [discounted NPDP Certification application fee](#), [webcasts](#), items from the [PDMA Online Store](#) and more
 - **Access to the [PDMA Glossary](#)**
 - **Access award winning presentations from recipients of the [Outstanding Corporate Innovator \(OCI\) Award](#)**. Learn how companies were able to maintain sustained quantifiable business from new products and services for at least five years.

Appendix F

Contacting PDMA Headquarters

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