



Starting a Chapter



Growing moral and
ethical leadership around
the world

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Benefits of Affiliating with the Management Society

The Management Society is always eager and excited to have new chapters join in growing its vision around the world. A new chapter is expected to assume certain responsibilities and understand the benefits of affiliation with the Management Society. The process of starting a new chapter is straightforward; guidelines for meetings and chapter organization are included below, and the Management Society office and steering committee are always available for help with one-on-one meetings, board training, web site and database training, and arranging for a speaker for an inaugural event.

The following are the benefits that chapters receive from the Marriott School:

- Professional networking with other members throughout the world
- *Marriott Alumni Magazine* and other school publications for all members
- Leadership training for chapter officers
- Annual leadership conference on campus
- One-on-one training as needed
- Annual mailings for each chapter
- Speakers sent annually from BYU for Dean's Seminar
- Lists of BYU and Marriott School alumni provided to the chapter leaders
- Permission to use trademarked BYU and Marriott School logos
- Name association with Marriott School and BYU
- Link to The Church of Jesus Christ of Latter-day Saints—its moral values and ethics
- Online database (ms.byu.edu) (See Web Database and Resources for more information)
- Names of members of all chapters
- Complete recordkeeping for the chapter
- Online payment of dues and event charges
- Group email capabilities
- Central calendar system
- Society and chapter web site development and support
- Online resources: business cards, letterhead, pass-along cards, logos, etc.
- Access to growing collection of past professional and faculty lectures
- 501(c)(3) and risk management support from BYU

Suggested Timeline for Starting a Chapter

1. Contact the Management Society office and the steering committee member over new chapters for guidance and help in every step.
2. Assess local alumni base. The Marriott School can provide BYU and Marriott School alumni information.
3. Gauge local interest by distributing a survey (see Appendix for sample letter and survey). The Marriott School will provide mailing lists and send the survey by mail and/or email.
4. Contact the Management Society executive director for charter and name approval. The New Chapter Application form is required.
5. Organize a small group for planning sessions. An organizing committee is a group of about five to seven people who are dedicated to the project of beginning a new chapter and who will contribute time, energy, and resources to further the chapter's initial progress.
6. Select an executive committee of five to ten community, business, and professional leaders. An advisory board can be organized now or at a later date.
7. Hold an organizing meeting(s) with the following items on the agenda:
 - Develop a vision and mission that is tied to the society vision and purposes
 - Decide on a name
 - Create a strategic plan considering the local interest level, professionals in the area, and available programs
 - Set a date, time, and location for the first general chapter meeting.
 - Determine ways to cost-effectively promote the chapter. These could include:
 - Sending emails to alumni on the contact list
 - Advertising in at local community events or at central locations
 - Calling interested individuals
 - Contacting local newspaper to cover opening
 - Discuss budget and dues
 - Prepare bylaws
 - Select officers and determine rotation of officers
8. Call a meeting for all interested members to attend. At the meeting:
 - Record names and addresses of all who attend
 - Have a formal election of officers
 - Brainstorm potential monthly activities and large events
9. Complete documents for your 501(c)(3) status (either with your state or with BYU to be included under the university's status). International chapters must comply with their own national laws for such an organization.
10. Open a bank account.

11. Assign responsibilities to committee members.
12. Create a calendar, including the opening event and other activities for a six to twelve-month period. Input information on web site.
13. Plan an opening event. The dean of the school or a representative will attend the initial event, if possible.
14. Communicate with the Management Society office often.

Chapter Responsibilities

◆ To Be Recognized as a Chapter

First, name the chapter so that it reflects affiliation with the BYU Management Society. (See options at the end of this section.) Next, file organization documents with the Management Society office.

U.S. chapters should submit:

- New Chapter Application (see Appendix)
- Bylaws (see Appendix)
- Bank account documents and annual financial summary if choosing to fall under the university non-profit status
- If not under BYU umbrella, file appropriate 501(c)(3) with state officials (and send copy to Marriott School)

Non-U.S. chapters should submit:

- New Chapter Application (see Appendix)
- Bylaws (see Appendix)
- Chapter charter with local government officials (send copy to Marriott School)

In addition, chapters are expected to support and promote the vision of the society, be actively pursuing the four purposes of the Management Society, and focus recruitment efforts on Marriott School graduates, BYU alumni, and friends of the school and university.

◆ To Be an Active Chapter

- Have an organized executive board with a minimum of three officers
- Hold regular meetings for chapter membership—quarterly or semiannually
- Use the online web site, membership database, database communications, calendar, or all of these
- Send chapter activity reports and annual financial reports to the executive director
- Sponsor a minimum of one service project per year (e.g., scholarship program, CES lecture series, etc.)
- Communicate regularly with the school

Strategies for a Successful Chapter

The following basic strategies have proven worthwhile for organizing committees to implement.

1. Focus on mission and purpose

Determine what the chapter's mission and/or purpose is in light of the Marriott School's and Management Society's statements. Consider the following:

1. Makeup of local alumni base
2. Makeup of local LDS professional population
3. Interest and needs of local business professionals (how will you gauge that interest?)
4. Resources available

2. Select strong, committed leaders

Select a core executive board: five to ten community, business, and professional leaders. Look at BYU and Marriott School alumni. Consider:

1. Well-defined responsibilities
1. Officer training
2. Continuity through systematic rotation

In addition, this may be a good time to select a strong advisory board to provide leadership, credibility, guidance, and professional contacts. They should:

1. Be respected, well-known, influential
2. Help recruit and train officers
3. Promote chapter within community
4. Invite speakers when needed

3. Plan successful, attractive programming

Decide when and where chapter meetings will be held. Will you meet monthly or quarterly? What other events and programs will you sponsor? Now create a calendar, considering:

1. Monthly or quarterly luncheons with speakers
2. Larger banquets/events for broader audience
3. Golf tournaments
4. Scholarship programs
5. Service projects

4. Develop a strategy for attracting and keeping membership

What is the target audience for membership? What people, groups of people or organizations do you want to attract? Consider:

1. Geographic area
2. BYU connection—Alumni Association, J. Reuben Clark Law Society

3. LDS business community
4. Female professionals
5. Recent graduates
6. Other

How will you recruit members? Consider:

1. Type and timing of events
2. Mailings, postcards, fliers, emails
3. Personal invitations
4. Tracking contacts
5. Setting goals for growth
6. Incentives for membership

5. Organize and prepare professional and up-to-date records

Become familiar with the online database and use it. Prepare and submit chapter bylaws and financial documents. Open bank account. Keep accurate, current records.

6. Use effective communication

Decide how you will communicate with your members and potential members. Marketing strategy is important to attract and keep interest in the society. Communicate regularly with the Marriott School. Consider:

1. Up-to-date web site
2. Social networking
3. Church Public Affairs contacts
4. Community promotion

7. Develop a strategic plan for future success

The steering committee has adopted a system called the One Page Business Plan to help set goals and track progress. Be sure to set objectives that are specific, measurable, time-bound, and achievable. Then report on progress, review the results, and revise as needed.

Suggestions for the Operation of International Chapters

International chapters should build upon the established Management Society policies and use the standard guidelines provided by BYU, while making appropriate adjustments to allow for local laws and circumstances. In addition, they should be financially independent, build on the strength provided by permanent, local professionals, avoid organizing the chapter in connection with a single ecclesiastical unit, and communicate with the Marriott School often. International chapter leaders should attend the annual leadership conference and regional leadership conferences whenever possible.

Naming of Management Society Chapters

All new chapters of the BYU Management Society must submit a proposed chapter name to the school for approval. Chapter names should reflect the chapter's geographic location and sponsorship by Brigham Young University's Marriott School.

Approved examples:

- BYU Management Society, Dallas/Ft. Worth Chapter
- Singapore Chapter of the BYU Management Society
- St. Louis Management Society
Sponsored by the Marriott School at Brigham Young University
- Sao Paulo Brazil Management Society
Affiliated with the BYU Marriott School of Management

Trademarked Logos

The following logos are available for selected use by BYU Management Society chapters. More information on usage guidelines is available online at: identity.byu.edu for BYU logos and at: marriottschool.byu.edu/photofile for Marriott School and Management Society logos. Go to Chapter Leader Resources for an easy link. For assistance with any of the BYU identity marks below, contact Nina Whitehead at 801-422-3021 or nina@byu.edu.

