**LARGER CHAPTERS, LARGER SOLUTIONS - Part 1**

**Alpha Lambda Delta National Leadership Conference**

**Phoenix, Arizona, October 27-29, 2017**

**DEBORAH MANZANARES
Department of Modern Languages & Cultures
Division of Spanish/Portuguese**

**Baylor University**

**Waco, Texas**

**deborah\_manzanares@ baylor.edu**

* **SEND THE STUDENT INVITATIONS & THE PARENT LETTERS** **IN DECEMBER** -
* SEND THEM AS SOON AS THE GRADES ARE POSTED --- DECEMBER 18 (?)

PARENT LETTERS SHOULD ARRIVE DURING **CHRISTMAS BREAK** IN TIME TO DISCUSS IT ` WITH THE STUDENT

* SEND PARENT LETTERS BY **BULK MAIL** – **11¢ - 13¢ --- HUGE SAVINGS**

YOUR UNIVERSITY’S MAIL (DISTRIBUTION) DEPARTMENT CAN HELP YOU SET IT UP

* SET UP THE ACCEPTANCE DATE UNTIL THE NEXT INVITATION COMES OUT. MANY STUDENTS WILL SIGN UP AFTER THE INITIAL DEADLINE. THEY TALK TO THEIR FRIENDS WHO HAVE ALREADY SIGNED UP AND REMEMBER THAT THEY RECEIVED AN INVITATION & FORGOT TO ACCEPT
* WE GET APPROXIMATELY 100 STUDENTS MORE WHO SIGN UP LATE
* **INDUCTION CEREMONY**
* ORGANIZING AND PREPARING OUR CEREMONY OCCUPIES A MAJORITY OF OUR TIME FROM

DECEMBER TO LATE MARCH (IN ADDITION TO OUR OTHER ACTIVITIES). WE DO A VERY NICE CEREMONY AND RECEPTION & IT’S A LOT OF WORK! AS A RESULT, WE DO ONLY ONE CEREMONY A YEAR

* COUNT ON APPROXIMATELY ONE-HALF OF THE STUDENTS ATTENDING

WE USED TO USE RSVP’s BUT THEY WEREN’T RELIABLE - STUDENTS RSVP’d and then didn’t come; STUDENTS DIDN’T RSVP and then came – SKIP THE RSVP’s

* THOSE NOT ATTENDING CAN PICK UP THEIR CERTIFICATES, T-SHIRT, ETC. AT A LATER DATE
* ANOTHER POSSIBILITY – HAVE A SHORT INDUCTION CEREMONY AT THE FIRST MEETING
* **AFTER THE INDUCTION CEREMONY:**
* SIT-DOWN DINNER (**$5,000)** vs. RECEPTION (**$1,200)** sandwiches/fruit/tea/lemonade/water

 **(still very nice)**

* HAVE A **RECEPTION** & USE THE EXTRA $$$ FOR **LOCAL SCHOLARSHIPS**
* WEAR **REGALIA** AT THE CEREMONY. IT ADDS ELEGANCE AND FORMALITY
* HAVE A PROFESSIONAL PHOTOGRAPHER TAKE THE PICTURES. WE USE ONE THAT TAKES THE PICTURES AND THEN THEY CAN BE ORDERED ONLINE SO WE ARE NOT INVOLVED IN THE PROCESS AND THERE IS NO TIME COMMITMENT (AND THE PICTURES ARE BETTER!)
* **DISASTER STRUCK IN 2015-2016 TOTAL NEW MEMBERS: 206**
* PREVIOUS YEAR NEW MEMBERS **574**
* BAYLOR CHANGED FROM BLACKBOARD TO CANVAS
* ALL INVITATIONS FROM “MY HONOR SOCIETY” WERE GOING TO “JUNK MAIL”
* WORKED & WORKED WITH THE IT DEPARTMENT BUT THEY COULD NEVER FIX THE PROBLEM
* WE LOST A YEAR!!!
* **2016-2017 – REDEMPTION!**
* AGAIN, WORKED & WORKED WITH THE IT DEPARTMENT, BASICALLY HOUNDED THEM
* RE-SENT INVITATIONS THROUGH “MY HONOR SOCIETY” **MANY** TIMES
* EMAILED THE INVITEES FROM MY PERSONAL EMAIL ACCOUNT (ALL 1,300) SEVERAL TIMES
* THE IT DEPARTMENT FINALLY CAME THROUGH & FIXED THE PROBLEM
* SUCCESS!!! **790 NEW MEMBERS!!! Over 300% increase!!!**
* **MEDITATE & COME TO GRIPS WITH “PASSIVE MEMBERSHIP”**

 **(STUDENTS ACCEPTING BUT NOT PARTICIPATING)**

* BEING SELECTED FOR MEMBERSHIP IS THE REAL HONOR, IT’S AN AWARD
* STUDENTS WORKED HARD TO RECEIVE THIS AWARD BY EARNING A 3.5 GPA
* STUDENTS ARE BEING RECOGNIZED FOR ACADEMIC ACHIEVEMENT
* CAN INCLUDE IT ON HIS/HER RESUME, AS THEY SHOULD – IT’S AN ACHIEVEMENT
* STUDENTS ARE STILL ELIGIBLE FOR SCHOLARSHIPS & FELLOWSHIPS
* SOME HAVE NO TIME (ORGANIZATIONS IN THEIR MAJORS) TO PARTICIPATE
* **LOOK AT THE STUDENTS WHO DO PARTICIPATE IN SERVICE PROJECTS**

**AS A BONUS FOR THE UNIVERSITY**

* **EXTRA FUNDS FROM DUES CAN FUEL FURTHER SERVICE PROJECTS**
* NATIONAL DUES $25. OUR LOCAL DUES ARE $25. AT $50 – STILL MUCH LESS THAN MANY OTHER ORGANIZATIONS (FOR EXAMPLE: NSCS - $90) (SOME EVEN HAVE MONTHLY DUES)
* WE RECENTLY INITIATED 790 STUDENTS X $25 EACH = $19,750
* WE CAN DONATE MORE MONEY TO CHARITIES
* WE CAN PLAN A LOT OF SERVICE PROJECTS AND DO A LOT OF GOOD IN THE COMMUNITY
* USE SOME OF THE MONEY FOR LOCAL SCHOLARSHIPS?
* CONSIDER RAISING YOUR LOCAL DUES (?)
* **VARY ADVERTISING FOR EVENTS (SEE PART 2)**
* **FACEBOOK, TWITTER, INSTAGRAM, ORGSYNC (LOCAL STUDENT WEBSITE), SURVEY MONKEY**
* **COFFEE HOUR ONCE A YEAR TO ASK FOR SUGGESTIONS ABOUT ACTIVITIES – WE GET GREAT RESPONSE AND IDEAS AT THIS EVENT EVERY YEAR.**
* **OFFICERS AT EVERY EVENT**