

PROMOTE

CHAPTER LEADERSHIP OPPORTUNITIES

- Recruit committee participation.
- Publish committee descriptions and responsibilities.
- Announce committee opportunities at meetings.
- Encourage committee members to become Board members.
- Promote benefits received from involvement. Be sure to include both professional and personal development.

IDENTIFY

FUTURE CHAPTER LEADERS

- Recognize leaders often.
- Promote being part of a winning team.
- Make leadership fun!
- Use *CFMA at Spring Creek* as an incentive.
- Limit immediate past presidents to one-year terms on the Board of Directors after their term expires.
- Monitor meeting attendance and committee participation.
- Be aware of members with “Can Do” attitudes.
- Maintain a “Potential Leaders” list.
- Ask past presidents and committee chairs to provide a list.
- Ask people more than once.
- Create a Nominating Committee.
- Open Board meetings to members.
- Extend personal invitations.

TRAIN

“ON THE JOB”

Start Small

- Assign small tasks.
- Assign one-time projects.
- Delegate to different people as often as possible.

Help New Board Members Get Started on the Right Foot

- Invite them to a Board meeting prior to starting their term.
- Provide orientation.
- Encourage them to attend a *Great Chapter! Day* workshop.

Help Officers Get Acclimated

- Ask current or past leaders to mentor.
- Encourage *CFMA at Spring Creek* attendance.
- Maintain an event/function checklist as an aid.

COMMIT

OVERCOMING THE “TIME” FACTOR

- Ask committee members to make a one-year commitment as a chapter leader.
- Inform potential leaders of the different “leadership tracks.” Be honest! Let prospective chapter officers and leaders know the time commitments and expectations up front.

Two Years (Leadership Fast Track)

Vice President
President

Three Years (Intermediate Track)

Secretary or Treasurer
Vice President
President

Four Years (Traditional Leadership Track)

Secretary
Treasurer
Vice President
President

or

Four Years (Alternative Leadership Track)

Board Member (Two years)
Vice President
President

- The president can also spend a year on the Board as the chapter’s immediate past president.

- Enforce term limits on the Board to prevent burnout.

Here are some pros and cons associated with one-year and two-year presidential terms. (Note: The disadvantages of a one-year term equal the advantages of a two-year term!)

Advantages of One-Year Terms

- More people may be willing to “step up” to the leadership plate with a shorter time commitment.
- Because of yearly turnover, there are more opportunities for people to get involved in chapter leadership.

Disadvantages of One-Year Terms

- There is less time to become comfortable in the role of “Chapter President.”
- Because there is less time for presidents to implement goals, they may feel pressured to act without fully researching all the pros and cons.
- There is less time for a chapter to identify and train potential leaders.
- There is less time for current officers to understand the “culture” of their membership and chapter.

Advantages of Two-Year Terms

- Presidents have more time to become comfortable in the role.
- Presidents have more time to implement goals.
- Chapters have more time to identify and train potential leaders.
- Officers have more time to understand the “culture” of their membership and chapter.

Disadvantages of Two-Year Terms

- The increased time commitment may “scare off” potential leaders.
- Burnout can set in if a strong committee structure isn’t in place.

LEARN

TIPS FROM OTHER CHAPTERS

- Ask people if they want to be involved – you’ll be surprised by the results!
- Ensure they get exposure to your chapter at various functions so they can start to experience what their involvement will do for them professionally.
- Commit only the vice president to serve in the president’s capacity. The secretary and treasurer can serve in their respective capacities, but do not have to commit to serve as president.
- Ask that committee members serve only two years on the same committee to prevent burnout and create more enthusiasm. They can rotate to another committee if they desire.
- Establish term limits for committees and Board of Directors to ensure the recruitment of “new blood” and new ideas.
- Try to develop your officer succession plan at least two years into the future.
- Ensure that past presidents are an integral part of your organization. They are great resources of knowledge and should be utilized “to the max.” Find a position for them as an advisory Board member, honorary Board member, committee liaison, etc. Or, have them serve on your Strategic Planning or Nominating Committees. Never lose them!
- Invite all past presidents to an annual luncheon to “pick their brains” for meeting topics and speakers for the coming year.



