

SECTION I

HOW TO START A CAMPUS CHAPTER

I. INTRODUCTION

The Society for Advancement of Management, Inc. is a non-profit professional organization dedicated to the advancement of the discipline of management. The Society's membership is composed of practitioners, educators, and students throughout the world, each sharing a common interest in the advancement of management theory and practice.

The Society's Campus Chapter Division is designed to promote professionalism and relevant management education among college students. The varied activities of each SAM Campus Chapter are designed to provide students with a head start in management and leadership training, while having to develop skills in motivation, interpersonal relationships and communications.

II. HISTORY

The Society for Advancement of Management has been serving the needs of the general manager for over 85 years--longer than any other professional management organization.

As early as 1912, associates of Frederick W. Taylor, the father of Scientific Management, formed a society to discuss and promote principles of "scientific management." Members of this pioneer group, including Frank and Lillian Gilbreth, Robert Kent, and Morris L. West, formed the Taylor Society, later known as the Society for Advancement of Management (SAM). Through the years, SAM has helped thousands of managers become more effective.

III. SAM'S MISSION

The mission of SAM is to provide an opportunity for the members to increase management skills and expertise through participation in programs and services designed to improve the professional quality of their knowledge, performance, and leadership ability.

IV. MISSION OF THE CAMPUS DIVISION

The mission of the campus division is to communicate the practice of professional management through the interaction of students, faculty, and practicing managers.

V. OBJECTIVES

As a result of participating in the programs of the Campus Chapter, the SAM student member will have the opportunity to:

- A. Increase his or her understanding of professional management.
- B. Prepare for the transition to his or her first post-college position and leadership.
- C. Develop managerial skills.
- D. Reconcile theory with actual business practice through campus chapter programs and activities, and SAM publications and programs.

VI. SAM BENEFITS

Listed below are some of the many SAM membership benefits available to a SAM member when participating in both formal and informal management development activities at the local chapter or national level:

1. Gain an increased understanding of the practice of professional management.
2. Learn more about the real world of business through actual meetings and conferences.
3. Meet and correspond with students from other college chapters and exchange information on career opportunities, updated business systems, and procedures.
4. Practice managerial skills in a variety of settings. Members have the chance to actively participate in organizing, planning, directing and controlling activities through participation in chapter activities.
5. Learn management principles that may be applied to given situations in one's personal life.
6. Help prepare for the transition from college to career.
7. Supplement classroom experience. Obtain a more realistic picture of the problems, objectives, policies, and procedures involved in business.
8. Develop skills in management by "getting things done through and with people."
9. Listen to selected top experts speak about how to handle specific problems.
10. Develop useful contacts for business and personal use.
11. Obtain experience in public speaking and begin to develop conference leadership skills.
12. Acquire valuable experience and recognition through managerial progress from local chapter organizations to the international organization. Recognition can also take place through regional and national student awards and service on SAM International Board of Directors.
13. Broaden one's self by interacting with others and developing leadership skills.
14. Add a valuable item to a resume. Employers often look for a well-rounded individual who has more to offer than just good grades.
15. Participation in international competition, to test their analytic and presentation skills against undergraduate and graduate students from around the world.

These benefits may be gained through active participation and continuous association with SAM throughout one's career.

Each member will receive publications, a membership certificate, membership ID card, and a host of other benefits. SAM Headquarters will mail each student his/her publications directly. Therefore, it is essential for each chapter to send membership applications and dues on a weekly basis to insure prompt service. Names and addresses need to be typed or clearly written in order to avoid unnecessary delays and errors.

VII. HOW TO ORGANIZE AND START A NEW CHAPTER

Organizing or updating a SAM Chapter is one of the most rewarding personal development experiences a student can have. The following are some tips on how to organize a new SAM chapter. Any student, college professor, or practicing manager may undertake the organization of a new chapter. This organization effort culminates with the issuing of a Charter by the SAM International Office.

Plan Your Work - - Then Work the Plan

1. Do Some Preparatory Thinking

Review the purposes, objectives, activities, and benefits of Society affiliation and be ready with explanations and examples. Discuss the situation with appropriate members of the faculty and business executives interested in the institution. Contact the Dean of Students' Office on campus to obtain university rules and inquire about funding for chapters of professional organizations.

2. Use the Promotional Material Effectively

Additional copies of membership applications and publicity posters may be obtained from SAM International Headquarters.

3. Form the Organizing Committee

An Organizing Committee is needed to organize and administer the chapter in the first phase of operation and is responsible for the successful attainment of adequate membership and the procurement of a campus charter. Members of the Organizing Committee are therefore very important and should be enthusiastic. Five to eight students are sufficient and each should be appointed to one of the following areas: Chairperson, Promotion, Membership, Programs, and Meeting Arrangements.

Membership is open to all majors and disciplines. It is useful for the student's field of study to match the committee area whenever possible. Non-business students can offer many valuable skills. For example art majors can make posters, etc. Be sure to include a member of the faculty on this committee for advice and support.

Next, plan a meeting of this committee. At this meeting SAM's mission, objectives, and benefits should be reviewed. Plans for recruiting general student membership must be formulated. The result of this plan will be an organizational meeting.

4. Publicize and Arrange for the Organizational Meeting

Set the time and place of the meeting, secure a speaker if desired, plan for publicity, and so forth. This is important to develop interest in prospective members.

5. Prospecting for Members

The organizing committee should develop a broad group of prospective members. Each member on the committee should obtain a list of one to 15 prospective SAM members. Ask professors to help by posting a "sign-up sheet" in class. Remember it is important to develop interest at this stage.

The first step is to write a good membership promotion letter and send it to prospective members. The next objective is to invite prospects to the organizational meeting. In addition to this, notices can be posted on bulletin boards in order to inform students of the upcoming event.

a. Sources of names of potential members:

- 1) Registrar
- 2) Dean's Honor List
- 3) Other campus organizations
- 4) Alumni
- 5) Faculty (especially management)
- 6) Freshman orientation
- 7) Class registration
- 8) Open houses

b. Ways to make the approach:

- 1) Personal contact
- 2) Personal letter
- 3) Telephone call
- 4) Duplicated letter
- 5) Formal invitation
- 6) Bulletin board
- 7) Campus publications
- 8) Campus radio

Follow-through is essential to assure maximum attendance at the organizational meeting. Do not become discouraged if few individuals attend, as numbers will increase if one keeps trying. Many chapters that were begun by very few individuals were able to attract many others in a short period of time.

6. Plan for Organizational Meeting

The organizational meeting should be planned very carefully, developing and using a special meeting agenda. The following is a proposed agenda:

- Welcome by the chairperson of the organizing committee, professional, or faculty advisor.
- A review of publications and services available
- A speaker on a relevant topic
- A question and answer period
- Refreshments. This is the time prospective members are most likely to sign up.

7. Hold Organizational Meeting

- a. Arrange all details in advance such as a reception committee, information table (literature), registration, name badges, special care of officials, introductions, speech arrangements, and announcements for the future, etc.
- b. Stress the objectives of the Campus Division, such as the values of membership and growth of the campus chapter.
- c. Distribute the brochure containing the application.
- d. Sign up prospective members at the meeting if possible or with prompt follow-up by designated individuals. A well-planned follow-up with assigned responsibility is necessary for best results.

At this time a Nominating Committee should be appointed for the election of officers. Keep in mind that members of the Organizing Committee are prime candidates for office. Names of elected officers should be sent at the time the application is made for the chapter.

8. Continue the Membership Campaign

Maintain an active campaign with a closing date. A minimum of 15 members is required, however organizations should always aim for more!

9. Make Application for Charter

Application for charter is made directly to the SAM International Headquarters. The following should be considered: (a) carefully check all names, sending application forms and dues for processing, and (b) prepare an alphabetical list of members to be included in the charter, preferably on a disk using Microsoft Word™ software.

The names of the charter members and the faculty advisor are printed on the charter. Officers are listed on the charter if this information is made available at the time of application for the charter. The name, address, and telephone number of the faculty advisor should be included in the letter of application.

10. Complete the Organizing Chapter

- a. Elect officers
- b. Appoint committees
- c. Assign responsibilities
- d. Formulate the general outline of a program for the future
- e. Draw up the constitution and bylaws (see sample)
- f. Prepare an organizational manual with a chart, definite lines of supervision, duties and responsibilities of each officer and of each committee as a guide for subsequent efficient operations. Copies of the Chapter's Constitution and Bylaws and Organizational Manual should be sent to SAM International Headquarters.

11. Plan Charter Installation Meeting

Invite members of the faculty, administration, and leaders of the community. Select an outstanding speaker and arrange an impressive program with formal presentation of the charter. Plan to have pictures taken of the charter members to mark this important occasion and forward a clear, glossy print to the SAM International Headquarters for subsequent use in the international newsletter.

12. The Challenge: Follow Through - - Plan for the Future

Do not allow the initial enthusiasm to weaken or allow the basic objectives of the campus program of SAM to be forgotten. Work closely with the Faculty Advisor and the SAM International Headquarters in order to continue efforts to improve operations.

VIII. THE ROLE OF THE SAM FACULTY ADVISOR(S)

The success of the student chapter in meeting its professional objectives is in part the result of the guidance and active leadership provided by the faculty advisor. The faculty advisor has an important role to play in creating the conditions and opportunities in which the students in the chapter can learn, perform, and grow.

One of the vital functions of the faculty advisor is to provide continuity to the voluntary professional organization that student chapters represent. Continuity is a crucial issue among student chapters. The lack of continuity may result in a membership turnover in excess of 50 percent per year. The faculty advisor is usually the one stable element of the chapter from year to year.

The faculty advisor provides training in management, generates resources (supplies, funds, and office space), or helps the students to do so, so that the student organization can operate successfully. Finally, the faculty advisor provides an important liaison between the students, the faculty, and the college administration. Although students can be effective liaisons in their own right, a faculty advisor can be invaluable.

On occasion, some student chapters may find their faculty advisors unsatisfactory. In such a case, a representative of the student chapter (generally the President or Vice President) should contact the International SAM Headquarters for advice.

IX. ELECTION OF LEADERS AND APPOINTMENT OF COMMITTEES

Many chapters have found it very desirable to elect leaders and appoint committees at the end of the first semester or at the beginning of the second semester in order to provide continuity of service from year to year. This frequently provides for better planning in the spring and summer and more effective execution in the fall. It relieves the seniors of their managerial burden during the second semester when many other responsibilities are demanding their time and attention.

Provision for continuity of service from year to year may be made in the selection of officers and in the assignment of members to committees through the maintenance of a proper balance between lower- and upper-level students.

IX. 1: NOMINATIONS

The Nominations Committee selects and presents a slate of nominees to be elected by members of the chapter. The primary consideration is to provide the chapter with competent leadership by obtaining the most qualified members. The committee must secure from each nominee his or her consent to serve; making sure each candidate fully understands the duties and responsibilities of the office to which he or she is being nominated. Some chapters have found it useful to elect alternates for key positions to provide continuity and training for future leaders.

The Committee counts the ballots and announces the election results at the chapter meeting.

X. THE LOCAL CHAPTER AND INTERNATIONAL POLICIES

SAM International office does not prescribe in detail how each chapter should be operated. Local situations vary widely, and a part of the value of membership comes from the opportunity and experience of organizing, planning, and directing the activities of the local chapter. Considerable latitude is provided for the development and expression of individual initiative under the guidance of the faculty advisor and leadership of the student officers. Of course, the actions and operations of the local chapters must conform to the policies and regulations as formulated by the Board of Directors of the Society for Advancement of Management. Each chapter is expected to promote a high code of ethics and professionalism (see Code of Ethics on page I-11 of this section).

X.1: CAMPUS CHAPTER CONSTITUTION AND BYLAWS (SAMPLE)

All chapters are autonomous and may form their own constitution and bylaws, provided they are consistent with the constitution and bylaws of the Society. A copy of the Society's Constitution and Bylaws is available from SAM International Headquarters. The following constitution and bylaws are suggested as a starting point or model:

CONSTITUTION

ARTICLE I - NAME

The _____ Campus Chapter of the Society for Advancement of Management.

ARTICLE II- PREAMBLE AND PURPOSE

The campus division mission is to assist in furthering the practice of professional management through the interaction of students, faculty, and operating managers. The members of the campus chapter administer the activities of the campus chapter with the help of a member of the faculty acting in an advisory capacity.

ARTICLE III- MEMBERSHIP

Students must be enrolled in a regionally accredited school of higher education and have an interest in management. These students may then become members of the chapter, upon completing the application and receipt of the dues by SAM International Headquarters.

ARTICLE IV- GOVERNMENT

The affairs of the Chapter, including the establishment and implementation of policy, shall be the responsibility and duty of the Board of Directors. The Board shall prepare a budget for final approval by the members.

ARTICLE V - NONPROFIT NATURE

No part of the net earnings of the Chapter shall inure to the benefit of any member or individual, and no member, officer, or employee of the Society shall be entitled to receive any income or profit therefrom. The Society shall not carry on propaganda, or otherwise attempt to influence legislation.

ARTICLE VI - AMENDMENTS

This Constitution may be amended by a two-thirds vote of the Chapter Board of Directors in person or by mail at any regular or special meeting of that Board. This is provided the proposed amendment will have been considered at a previous meeting of the Board and

published in any general publication of the Chapter (which is sent to all members at least seven days prior to the meeting of the Board at which the final vote on the amendment is taken).

BYLAWS

ARTICLE I

The President or the designee of the President--typically the VP, shall approve application for membership in the Society for Membership.

ARTICLE II ANNUAL DUES

A new member shall pay dues annually according to the national division and campus chapter specifications. All national dues will be sent, along with the forms and applications, to the SAM International Headquarters upon collection. Additional mailings will be made to the SAM International Headquarters as others join.

ARTICLE III AWARDS

The Board of Directors of the Campus Chapter may establish local awards.

ARTICLE IV BOARD OF DIRECTORS

SECTION I COMPOSITION

The Board of Directors shall consist of the immediate past president of the chapter, the incumbent president of the chapter, the president-elect, the elected vice presidents, and any other officers elected by the general membership. No individual may hold more than one office represented on the Board of Directors.

SECTION 2 DUTIES AND RESPONSIBILITIES

The Board of Directors may initiate and approve the general policies of the Chapter consistent with the constitution and bylaws.

SECTION 3 MEETINGS

The Board of Directors shall meet as many times per year as necessary to conduct the business of the chapter. One meeting shall be designated as the annual meeting for the election of the officers. Minutes of these meetings shall be distributed to the Board of Directors and made available to the members upon request.

ARTICLE V AMENDMENTS

The local campus chapter shall have the power to set its own bylaws so long as they do not conflict with the International SAM Constitution and Bylaws.

CODE OF ETHICS

Members of SAM aspire to the highest standards of professional conduct. A SAM member will model ethical and professional behavior through actions, not just words--avoiding the appearance of improper conduct. Managers, academicians, and student members of SAM, are to reflect the following values: integrity; fairness; loyalty to the Society and the institution each represents; objectivity in work and relationships; diligence in duties; avoiding conflicts of interest; guarding confidences; promoting non-discrimination; supporting the goals of the Society; giving the best performance to duties, efforts, and thought; and assisting in the ethical and professional development of the next generation of managers.

(Adopted by SAM International Board of Directors on July 24, 1999.)