

MEMBERSHIP BY DESIGN

Student Y Chapter members come in all shapes and sizes. Some members take the lead whenever possible and have attended every conference you can imagine, while others are just dipping their toes into the ideas of service and leadership.

Let's talk about how we can best approach, support, and empower our Student Y Chapter Members by identifying their levels involvement as **Casual**, **Connected**, or **Committed!**

CASUAL MEMBERS

- These members are often new faces. They tend to be non-members or new/less involved members of our chapters.

- For non-members, how can we invite them to become members?
 - Invite them to "Club Day" or the "Club Fair" at your school to show them what Student Y is all about
 - Invite them to attend your first Student Y chapter meeting to better understand the culture and opportunities offered by Student Y
 - What are some other ideas?

- For new or less-involved members, how can they become more involved?
 - Invite them to attend a social event with veteran members! Introduce them to everyone and ask how they would like to get involved in the wide array of opportunities your chapter has to offer.
 - Invite the to participate in a service project. Offer to carpool to the project and work alongside them to find out what their passions for service are. Maybe even plan a project with them, and invite the rest of your chapter and friends to join you!
 - What are some other ideas?

- Casual members will often become your connected members when given the support and attention necessary to cultivate their interest your Student Y!

CONNECTED MEMBERS

- These members are familiar faces. They have been a member of the club for some time, and usually have attended at least one conference. These are the folks that officers should feel able to delegate responsibilities to, as well as empower to take the lead on tasks!

- Here are some ideas of how to engage these already active members:
 - Delegate responsibilities to these members so they feel as valued and important as you know they are! This could include responsibilities such as:
 - KYA Program Area Coordinators (Commonwealth, Bluegrass, etc.)
 - KUNA Global Village, Country Sign, or Cultural Attire Lead
 - Coordinator for a Chapter Development Project
 - Coordinator for Local (Inspire KY) or Global (Waterstep) Service Partners
 - Plan/Lead a Service Project for the Chapter
 - MobileServe Data Guru
 - Leadership Development Coordinator (recruits for LTC, GFI, Y-Corps, etc.)
 - WE Day Kentucky Registration Lead
 - Chapter Culture Committee Member
 - Have a suggestion box or Google Form that allows members to have input on service projects and social ideas. You can also have volunteers take the lead on each service project for the year under the direction of the Service Chair!
 - Offer an incentive to encourage members to participate in even more chapter events! Create a point system for attendance and give those who achieve certain levels participation the opportunity to win prizes like Chapter T-shirts
 - What are some other ways to engage connected members?

- These are the members that can become future officers, so support, teach, and empower them as much as possible

- Take a second and recall when you could have been classified as a “Connected Member”. What memories and people reached out to you that empowered you to become a “Committed Member” and “Student Y Superstar”?

COMMITTED MEMBERS

- These are your Student Y “Rockstars” and “Veterans.” These members have often been to numerous KYA and KUNA sessions, are leaders in your chapter (either as Officers or as culture-leaders), have attended Go For It and Leadership Training Conference, applied or served on Y-Corps, and have applied well as our national conferences CONA and NJC.

Additionally, this often includes (or should include!) your chapter officers. Here are some typical officer positions, as well as the expectations for those positions:

- President
 - Set goals the year in regard to service, fundraising, and assembly/conference participation. You can use the Chapter Yearly Planner as your guide!
 - Be aware of all communications from the Kentucky YMCA. Ask your Regional Coordinator/Regional Director to be added to email lists, if necessary.
 - Assemble the rest of the chapter leadership before each at-large chapter meeting to plan an agenda, which should be distributed or prominently displayed at the meeting
 - Decide which parts of the agenda will be presented by which members of chapter leadership. You can use the Sample Meeting Agenda to help with planning and presentation.
 - Facilitate planning of Chapter Development Activities, Year-round Service Projects, and Chapter Meetings
 - What are some other duties your chapter would attribute to a President?

- Vice President
 - Chapters who choose to have a Vice President or a President Elect should use that role as a the President's support- they should be the first line of delegation for the President.
 - What are some other responsibilities your Vice-President could take on?

- Secretary

- Complete all KYA and KUNA registration paperwork, with the exception of financial information, which should be plugged in by your Advisor and Treasurer (with Advisor/School permission)
- Maintain all chapter records including: meeting agendas, meeting minutes (use Sample Meeting Minutes) for help, meeting attendance, service hour check-ins, Assembly/Conference rosters, etc.
- What are some other duties your chapter would attribute to the Secretary?

- Treasurer

- Plan and maintain the club's budget including: Tracking Revenue → Student Y Affiliation Fee (\$10), other chapter membership dues, fundraisers, donations; Tracking Expenses → assembly/conference fees, chapter event costs, etc. (Use the Chapter Money Tracker to help).
- Spearhead all fundraising efforts, both philanthropic and administrative. Be sure to look to your advisor for support in receiving the proper permission from your school or board of education to raise money
- Work with Secretary and Advisor to assist in collecting membership dues and assembly fees (if allowed to do so by your Advisor/School)
- What are some other duties your chapter would attribute to the Treasurer?

- Service Chair

- Spearhead all official chapter service projects. Feel free to assemble a Service Committee to help with planning, delegating, and execution of each project
- Learn and deploy MobileServe for your chapter, including gaining administrative access
- Have your school's MobileServe code readily available for members to join early in the school year (Ask Olivia Sharp for access to this code).
- Be an expert at MobileServe logging practices and terminology, including being able to bulk create (Consult the MobileServe Admin Guide for help)

- Maintain regular contact with Olivia Sharp and your Regional Coordinator/Regional Director to ensure successful service planning and logging
- What other duties would your chapter attribute to the Service Chair?

- Public Relations Chair

- Manage all official chapter social media outlets (Facebook, Twitter, Instagram, GroupMe, etc.) Be sure to follow KY YMCA accounts and your Regional Director where appropriate. You can use the Social Media Calendar for help.
- Create a communication calendar if necessary to keep track of postings.
- Share all service project plans, accomplishments, and photos on social media
- Share KYA/GFI/KUNA/LTC/Y-Corps news on social media
- Create and distribute press releases to local media outlets for all chapter projects, events, and awards
- What other duties would you attribute to the Public Relations Chair?

- What are some other officer positions you have in your Student Y Chapter? What are the responsibilities those officers hold?

- Beyond the role descriptions, how can you use each of these offices to support your advisor and truly make your chapter a student-led organization?
