



**ITASA**

**Intercollegiate**

**Taiwanese American  
Students Association**

**2013-2014**

**External District Reader**

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## **INDIVIDUAL BOARD MEMBER RESPONSIBILITIES:**

- Working with other board members
  - Working closely with fellow board members to plan TASA events, projects, etc.
  - Promote the Taiwanese American community.
  - Ensuring that the board member of your organization maintain their responsibilities, such as promoting your events, updating your TASA website with current news and events, encouraging greater involvement in TA community, or planning future events.
- Requirements
  - Committing to and participating in meetings with your board unless otherwise specified.
  - Maintaining email/text/Facebook contact and responding to emails per your board's email policy
  - Attend all events
- Actively promoting TASA and representing TASA
  - Talk to your friends in person and tell them about the benefits of joining TASA
  - Be engaging and active at TASA events; your attitude tells all!
  - Represent your TASA by attending local Taiwanese American event.
  - Making sure that as a TASA leader, you need to represent TASA in a positive manner by upholding your TASA culture.

## **SAMPLE BOARD STRUCTURE:**

Every organization needs an efficient board. A board should consist of responsible and dedicated individuals who have a similar vision in mind for their organization. These individuals take on certain roles/responsibilities within the board based on their strengths and interests. Here is an example board structure;

### **President (1) –**

The President is a well-rounded individual who is capable of leading the rest of the board by setting a vision for the organization, keeping the board on task, conducting regular board meetings, connecting the board members and also working on recruitment of new board members.

### **Vice President (1) –**

The Vice President works with the President closely to lead the board. The Vice President is responsible for supporting the President and conducting meetings when the President is unable to do so. The Vice President also works on recruitment of new board members.

### **Secretary (1) –**

The secretary is essential in keeping track of the club's records. He/She is in charge of recording meeting minutes, along with filling out and turning in paperwork, and keeping track of what tasks each board member has volunteered for so that the board's division of work is transparent.

### **Treasurer (1) –**

The Treasurer handles the organization funds. Their main job consists of updating the board with the current budget remaining and how much has been spent. The Treasurer is also responsible for reimbursing board members who have purchased items for the organization. The Treasurer should be a responsible, trustworthy and organized individual.

### **Publicity or Marketing Chair (1-2) –**

Publicity chair works to promote the organization and its events to the general public. They are responsible for keeping the general assembly members informed of upcoming events through social media outlets, emails, etc. The Publicity chair should also be in charge of informing the public of the organization and its existence. The Publicity Chair should have a good sense of keeping up with deadlines and also when events occur. They should also have good social skills and ability to create marketing material (aka flyers, postcards etc)

### **Media Director (1-2) –**

The Media Director is in charge of handling the organization's website, Facebook page, social media accounts (basically, in charge of presenting the face of the organization). The Media Directors should have an understanding of how to work with social media and websites. The Media Director will work a lot of Publicity Chairs to promote events and the organization.

Social Cultural Chair (1-2) –

The Social Chair is responsible for planning and running events along with support and help from the rest of the board. The Social Chair should also be on the constant look out for events happening in the Taiwanese American community and work with other chairs on the executive board to promote these events to members who are interested.

It is important to note that when choosing board members, one should focus on the personal qualities of the candidate. Personal qualities include their level of commitment, their work ethic, their passion for the Taiwanese American community, and also their skills and interests. It is important to consider these qualities so that in the long run you have a board of committed, capable individuals who will be able to make the organization thrive.

## **BASIC ORGANIZATION GOALS:**

A guideline of basic goals that each TASA may have is listed below. Your organization is encouraged to add more to this list so that it fits with the needs of your campus.

- **Recruitment**  
We all want to have as many students as possible to be part of the Taiwanese American community and connect with the other students who are involved with the TA community. Try to contact as many students in your school through email/media outlets/tabling to promote to those who would be interested in being a part of our community.
- **Events and Mixers**  
Events play a key part in terms of getting students to bond with each other. There can be differing number of events throughout the school semester. However, keep in mind that each event should have enough time prior to it so that it can be well planned and effective in reaching out to those in the Taiwanese American community. These could be fundraisers, social mixtures (aka KTV night) or even workshops (ex: a Taiwan calligraphy writing workshop), etc.
- **Outreach**  
Outreaching to others in the Taiwanese American community is very important. As the Intercollegiate Taiwanese American Students Association (ITASA), we try our best to assist every TASA with outreaching to other schools' TASA. Working with other schools in planning events and mixers can introduce new friends and perspectives to your organization! ITASA Representatives are appointed at all ITASA-affiliated campuses to streamline the communication among campuses. In addition, it is encouraged that TASAs also reach out to local Taiwanese American organizations that are not collegiate-based and establish a relationship there as well (such as the Taiwanese American Professionals branches located in major cities.)
- **Mentorship**  
It's not bad to recruit early! Try contacting high schools or youth programs in the area (camps, etc) that may have a Taiwanese American club and form a mentor/mentee relationship. Get the kids to be interested in your organization from the start! Encourage them to join or even apply for a board member position when they go into college.

## RECRUITMENT:

Recruitment is important in bringing in new membership and the potentially new executive board members who continue to carry out the organization's vision. All executive board members and general members play essential roles in aiding their organization in the recruitment process.

- Executive Board member responsibilities towards recruitment
  - Take the initiative to promote your organization to students on campus.
  - Before the beginning of a new academic year, executive board members should create a stock of marketing materials that they can throughout the school year to promote their organization.
  - Executive board members should take advantage of the beginning of the school year to promote their organization at events held by the University (such as Club Fest, where all Clubs and Organizations hold stands promoting themselves). Such events are important to get the word out about your organization and also a great place for executive board members to meet potential members on a one-on-one basis. Take advantage of these moments as well to promote your organization's newsletter or Facebook group, etc.
  - Once the school year has started, make sure to hold a memorable first event. Usually, the first General Assembly meeting, this first event is usually a good way of giving students a first impression of what your organization is like. Students will often times decide on whether or not they are going to retain membership and show up to your organization's future events based off of this first impression. Make sure that this first event includes an introduction to the organization, its vision, its executive board members, the type of events or list of events that it will be hosting and additional contact information, particularly the President and Vice President's e-mail addresses as well as the organization's web page, its Facebook pages, etc.
  - Remember, it is important to recruit both freshmen and upperclassmen!

## EVENT PLANNING:

Here are a few key steps to planning an event:

- 1.) **Decide what type of event you want to host by considering 4 things:**
  - a.) **The purpose you are trying to achieve** through the event,
  - b.) **The Audience** (ex: college or high school students),
  - c.) **The location you are setting the event at** (ex: school campus classroom or outdoors),
  - d.) **The time frame for the event** (when is it taking place and how long will it last?)

Depending on your situation/need, here are the three major types of events you can hold:

- **Leisure/social events:** These are generally less formal and usually serve the purpose of getting a group of students together so that they can get to know one another/hangout. Such events include: mixers, hangouts, meals, study breaks, etc. These are perfect for all audiences and can last as long or be as short as you wish. Leisure events can take place almost anywhere.
- **Organization/professional events:** These are generally more formal. Such events include: fundraisers, seminars, an informational session about Taiwan, speaker panels or promotional event for TASA, etc.
- **Cultural events:** Mostly educational, these events help to promote and spread cultural awareness. These events can include: traditional Taiwanese cooking workshops, night market events, movie screenings, etc.

Some events may fall under multiple categories For example: You can have a mixer that gathers students together to watch a Taiwanese film (such as *You Are the Apple of My Eye*) which means it is both a Leisure and Cultural event. What type the event falls under is up to you, as long as it serves to achieve your purpose.

### Helpful Links:

- Public Holidays (Taiwan):  
[http://en.wikipedia.org/wiki/Public\\_holidays\\_in\\_Taiwan](http://en.wikipedia.org/wiki/Public_holidays_in_Taiwan)
- Philanthropy event Ideas:  
<http://phikappatau.wikidot.com/philanevents:philanthropy-event-ideas>
- Ice Breaker Ideas:  
[http://insight.typepad.co.uk/40\\_icebreakers\\_for\\_small\\_groups.pdf](http://insight.typepad.co.uk/40_icebreakers_for_small_groups.pdf)



- More Taiwanese themed Ice Breakers:  
<http://www2.nttu.edu.tw/kfs/kfs/magic/magic.htm> or use these keywords to Google: 團康 or 大地遊戲
- The ITASA ice breaker/team building/small group activity database. Feel free to add and expand!  
<https://docs.google.com/spreadsheet/ccc?key=0AtQ2jf1SxpHRdFY1aW5CRnVDbFILdFRzbUVhWI93aXc&usp=sharing>

**2.) Start planning out the logistics of the event.** Things to consider are:

- a.) Who is the audience?
- b.) Number of people attending the event?
- c.) Where you are going to hold the event?
- d.) Date and time?

For an example, assume you have decided to host a Cultural movie night screening of *You Are the Apple of My Eye*.

- a. The Audience: anyone in the general body
- b. Number of people for the event: 30 students
- c. Where: In a dorm lounge
- d. Date and Time: First week of May

**3.) Begin preparing for and promoting the event.**

- a.) Invite your audience
- b.) Estimate the total attendance at the event
- c.) Reserve your location

For example, for our screening of *You Are the Apple of My Eye*:

- a. Invite your audience through text, email, flyers and Facebook. When creating your promotional materials, make sure to include the event information (Date/Time/Location/RSVP link). Make sure to include a brief summary of what the event offers and what will be happening at the event.
- b. Use your RSVP information to estimate total attendance. You can ask for people to RSVP through a survey, email, EventBrite or Facebook.
- c. Reserve the space for your event, if needed. School campuses generally require a reservation for public spaces. If you would like to use someone's house or apartment, make sure to check with them first! If you are going to a restaurant or other venue with a large group, make sure to make a reservation or call ahead to reduce wait time.
- d. Creating a playbook/timeline for your event is extremely important. The playbook not only establishes a time reference and deadlines for event, it also is a great way to make sure everyone on the board knows who is doing what at what time. There can be a playbook/timeline for everything prior to the event, and one for during the actual event. For example: You can make a timeline to make sure that all logistics and preparation are carried out (ex: rooms are bought prior to a deadline or that all

the utensils have been bought for the event and brought to the event) and make a timeline of what is happening during the event (when is food being served, when are prizes going to be raffled, etc.)

#### **4.) Enjoy the results of your hard work!**

##### Tips:

- When choosing an event, make sure you brainstorm some ideas and come up with an event that you would want to attend. To host a successful event, you must also be excited and willing to plan out the important details of the event.
- Ask for help or ideas if you need them. Resources, such as ITASA and other TASAs, can provide you with ideas for events or publicity. Other organizations on your campus can also provide you with local tips.
- Always give yourself plenty of time to plan and have back up plans. For example, in case of inclement weather, always have a plan B in mind.
- If you're working with a group of people to host an event, make sure you are all communicating with each other! Get each others' contact information early.
- Be sure to delegate tasks clearly in writing and assign due dates to each of them so all team members know exactly what they are responsible for leading up to the event.
- Leverage the power of word of mouth! To get more people to RSVP, personally reach out to your friends and invite them to the event. Spam is ineffective, but spending a little bit of extra time to reach out personally will leave you with better friendships and hopefully more attendees.
- Prior to the event, make sure that you are familiar with the schedule for the day.

## MEMBERSHIP RETENTION:

1. Before even talking about members, a TASA needs to have a strong foundation, which is an organization with clearly defined goals and officer positions with clearly defined roles. The size of the executive board needs to be sufficient in running an organization of a target size.
2. Recruitment and Retention comes hand in hand. Often time a TASA focuses more time on recruiting that they lose members faster than they can recruit new members.
3. Think of members as your customers. What are you offering them? What else can you do to better serve them?
4. Establishing personal relationship with each member is key. Keep a sign in list at your events or create a Google form that captures members' names, emails, and phone numbers and ask members to fill it in before they enter an event. This way you can (not creepily) stalk and add them on Facebook and keep up with them between events. It never hurts to go grab lunch or milk tea with your more dedicated members, especially since you'll want to recruit them as board members down the line.
5. Get your members involved, such as with a family system, big/little, intern/officer shadowing, or point system. Utilize membership cards in a variety of ways. Create incentives to buy membership by making membership discount cards valid at all the popular eateries around school (a la UCSD TASA) or employ a membership card stamp system (similar to Boba shop stamp cards) that allows members to get a stamp for each event they attend (a la UC Berkeley TASA). A full stamp card at the end of the semester gives you a discounted ticket to the end of semester banquet!
6. As former ITASA President Brian said, an organization should grow in, grow out, and grow up. Growing in is establishing a strong Officer team. Growing out is recruiting and retaining members. Growing up is reaching out and connecting with other organizations, such as ITASA.
7. Brain share with other TASA presidents. Don't be afraid to try new ideas. What does work for one TASA may not work for another TASA, and vice versa.

## **Resources:**

### **Intercollegiate Taiwanese American Student Association (ITASA)**

ITASA is a great resource for all Taiwanese American Student Organizations out there. Throughout the school year, ITASA offers tons of resources along with events that you can participate in with your TASA. From meeting other university TASA members at an ITASA social mixer to learning valuable leadership skills at the ITASA Conferences, there are many benefits to participating in the ITASA community. A list of awesome events and resources provided by ITASA is listed below:

#### **ITASA annual Leadership Retreats:**

-Usually held in the fall semester. This Leadership Retreat is held in all three core geographic locations of the West Coast, Mid-West, and East Coast. The Leadership Retreat is perfect to pick up on Leadership skills and meeting other TASAs from your region!

#### **ITASA annual Conferences:**

-Like the Leadership Retreat, the Conference is held in all three core geographic locations. Thus there is the West Coast conference, Mid-West Conference and the East Coast Conference. Each Conference is produced by a dedicated team of students who bid a year prior to the Conference to have the chance to host the Conference at their school. The Conference is considered ITASA's biggest events each year and includes a weekend of fun educational experiences! Not only do you get to learn from the various workshops at each Conference, you also get to socialize and meet students from around the nation!

#### **ITASA Media Outlets:**

- The ITASA website gives you contact info to current ITASA board members in your region who are only too ready to give you more information and resources.
- The ITASA website also has a resource tab where lots of events ideas are available.
- The ITASA Facebook group constantly updates on upcoming ITASA events in your region and also what other TASAs are up to!

#### **MISC**

-The JTASA Handbook (created by our very own Monica Chen), although created for a younger audience, is a handy dandy guide to running a club. It may be helpful to reference if you really are stuck in a rut and need help putting your TASA into a standard club mold.

<http://www.jtasa.org/resources/JTASABOOKLEOnline.pdf?attredirects=0&d=1>