



ITASA

Intercollegiate

**Taiwanese American
Students Association**

2013-2014

Build Your Own TASA Kit

TABLE OF CONTENTS

FORMING YOUR BOARD (OFFICER DESCRIPTIONS).....	3
FINDING A VISION.....	5
BOARD RELATIONSHIP (HOW TO BOND).....	6
RESPONSIBILITIES.....	7
CONDUCTING MEETINGS.....	8
MEMEBERSHIP RECRUITMENT.....	9
MEMEBERSHIP RETAINMENT.....	10
EVENT PLANNING.....	11
FUNDS.....	14
APPLYING FOR OFFICIAL UNIVERSITY CLUB STATUS.....	15

FORMING YOUR BOARD (OFFICER DESCRIPTIONS)

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. The secretary 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 Cultural Chair is responsible for planning and running events along with support and help from the rest of the board. The Social Cultural 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.

FINDING A VISION

Now that you have selected your board, it is important to form a vision for your organization that your board agrees on and acknowledges. A group vision is important to unite the board as a whole and to provide a guideline which the organization will follow. Forming a group vision should be done prior to the start of the school year. A group vision should be a broad statement your board agrees to strive towards.

A vision is something near impossible to achieve. For example Martin Luther King's "I Have a Dream" speech was his vision for the United States. By coming up with a vision together, your organization can then decide on their strategies for reaching this vision through goals and objectives. An example of a vision for a TASA organization is to have active participation and acknowledgement from 100% of the Taiwanese American community at their school.

Goals are the steps you need to reach in order to attain your vision. For example, to reach the vision listed above, possible goals would be to 1.) To form a TASA group on campus 2.) To hold at least 4 events in one semester 3.) To plan fundraisers for your organization, etc. Having these goals will give you and your board a plan of action. Objectives are the details and steps you need to complete the goals (ex: In order to form a TASA group on campus, you'll have to form a board, then file with the campus to start an organization, etc.). The President should help delegate the tasks associated with these goals and objectives and be constantly checking in with the board's progress on completing these goals and objectives.

Remember, individual visions, goals and objectives are also important. Before the start of the school semester, board members should also take time to share their own aspirations with the board.

BOARD RELATIONSHIP (HOW TO BOND)

Having good relationships between board members is important for the healthy development of the organization. Promoting good relationships through various methods, such as bonding events or having a mentor-mentee program is possible.

If you choose to hold a bonding event, there are many possibilities. It could be as casual as hanging out in a dorm room or lounge, or holding a retreat. Holding a retreat is a good way to get the board to bond while also discussing TASA related business. Retreats are a great time to build the group vision, come up with goals and objectives and also come up with events for the school year together. A retreat should also be fun in order for board members to develop friendships. Some ideas for fun are group cooking activities like eating hot pot (where team members work together to make yummy hot pot), making s'mores, playing games and ice breakers, or going to KTV.

Another option to help build intra-board relationships is a mentor-mentee program. For boards that have already brought on a number of new board members, this system enables upperclassmen or experienced board members (mentors) to bond with the incoming board members (mentees). The mentors will guide and teach the mentees on how the board works, and also help to teach mentees how to complete tasks for the organization. The mentor-mentee system works to 1.) develop more bonds and also 2.) pass down knowledge from the prior generation of board members. The mentor-mentee system can also be used to facilitate bonding between general members as well. In many cases, TASAs refer to these as families or big-little systems where board members (family heads or big siblings) can take on general members (family members or little siblings) in their family. This system helps 1.) to promote bonds between the board and general members 2.) to maintain membership and attendance at events and 3.) to promote TASA to other students on campus.

RESPONSIBILITIES

As a board member and leader in your TASA, it is important that you fulfill certain responsibilities. These responsibilities include not only the tasks given to each respective position, but also the responsibility to maintain professionalism and also communication with the rest of the board.

Professionalism:

As a leader in the Taiwanese American community, members of your TASA and other members of the community will look to your behavior. Therefore it is important to conduct yourself in a professional manner when it comes to TASA.

For board meetings you should be:

- Punctual
- Paying attention (limit your phone or laptop use)
- Respectful when others are speaking
- Open to others' opinions and ideas
- Prepared for the meeting by reading the meeting agenda

As a board member you should be:

- Responsible for the tasks assigned to you
- Organized and on track
- Responsive to emails and other communication

Communication:

An important aspect of being responsible is maintaining communication with board members. Communication is important not only to maintain relationships, but also to keep everyone in the loop to ensure that the board can continue to run efficiently. A few methods to maintain good communication include using your phone for group messaging, using social media (such as Facebook groups/messenger), and also using emails to keep in touch. Regular board meetings are also important for the organization.

CONDUCTING MEETINGS

Meetings are one of the major ways to communicate with your board. Although, communication may occur continuously through social media and email, meetings are ways for the board to gather in person and discuss about ongoing progress with the organization, upcoming events, etc. Meetings are the few times when board members can gather to work productively as a team.

Prior to each meeting, an agenda should be prepared by the President and distributed to the board. The agenda should cover all points that the board will be discussing at the meeting and be open to additions or edits from the board. An agenda keeps the meeting efficient and on track. Remember that each member's time is valuable as well! Sometimes if something on the agenda needs preparation, board members should be alerted prior to the meeting so that they can provide input during the meeting. When leading meetings, the speaker (usually the President) should speak clearly and loudly so that everyone can hear. The Secretary should also be taking minutes on the side in a public record – either on a whiteboard or shared Google Docs. After the meeting, these notes should be sent out to the board members as a way to refresh everyone's memory and keep an adequate record of the board's work.

At your first board meeting, your board should work together to set expectations and agreements for behavior during meetings. These typically resemble rules of conduct and can include limiting phone use, actively participating in conversation, etc. The entire board should agree to, acknowledge and follows the expectations and agreements you set together. Having rules of conduct set up for meetings ensures that board members are focused and professional during all meetings and helps make meetings more effective and efficient.

Choosing a location and setting up for a board meeting is also important as well. Since meetings are times when you want to be productive, they should take place in a location where 1.) there are no outside distractions 2.) board members are all able to see, hear and participate in the meeting. It is important not to have background noises or distraction as this will take away from the productivity of the meeting. Having board members hidden behind one another because of the seating arrangements is also not desirable, during your meeting, you will want all board members to have an equal chance to speak up and participate.

MEMBERSHIP RECRUITMENT

Recruitment is important to increase membership in both the general body and executive board. All executive board members and general members play essential roles in the recruitment process.

- 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 use 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 your school (such as Club Fest, where all student groups table and promote their organizations). 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 memorable events. Usually, the first general body meeting is the first event of the year. This first event is a good way of giving students a first impression of what your organization is like. Other TASAs throw a weeklong or month long celebration of the beginning of the school year with numerous events. Students will often times decide on whether or not they are going to continue to come to events based off their first impression of your club. Make sure your first events include an introduction to the organization, its vision, its executive board members, the type of events or list of events you 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.

MEMBERSHIP RETENTION

A TASA needs a strong foundation before it can attract new members – this foundation should include clearly defined goals and roles amongst the executive board. Member recruitment and retention go hand in hand. Oftentimes, a TASA may focus more time on recruiting than retaining members and end up losing members faster than they can recruit new members.

When considering member retention, think of members as your customers. What are you offering them? What else can you do to better serve them?

Establishing personal relationships with each member is key. Take time during events to talk to individual members and get to know them. Outside of events, invite each other to grab food or study and make new friends!

A good way to promote member retention is by keeping a sign-in sheet at your events that records members' names, emails, and phone numbers and ask members to fill it in as they enter an event. This way you can keep them updated with TASA news and events throughout the year. They'll also be encouraged to come back to other events!

You can also get your members involved with a family or big-little system, intern or junior officer shadowing positions, or a point system. You can also create and utilize membership cards in a variety of ways. Create incentives to buy membership (if allowed by your school) by making membership discount cards valid at all the popular eateries around campus or employ a membership card stamp system that allows members to get a stamp for each event they attend. A full stamp card at the end of the semester could allow members to buy discount tickets to the end of semester banquet or semi-formal!

An organization should grow in, grow out and grow up. As part of the executive board, it is your responsibility to make sure your TASA grows in by establishing a strong board, grows out by recruiting new members and grows up by reaching out and connecting with other organizations, such as ITASA.

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
- 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

- 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.

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.

FUNDS & FUNDRAISING

Organizations need funds to operate. Without a budget, it would be difficult to hold events or accomplish an organization's visions. To obtain a budget, it is important for your organization to apply for funding from your school and hold fundraisers.

Use your TASAs vision to help fundraise. Let others know that you are fundraising for TASA in order to bring awareness of the Taiwanese American community on campus and to the general student body. When fundraising, also make sure to set goals and track your progress.

If you decide to hold a fundraiser, decide what type of event would work best for your TASA. Some of the most popular and simple ways to fundraise at your school could include:

- Holding a bake sale
- Holding a bubble tea sale
- Soliciting sponsorships from local restaurants and businesses

Be creative and explore the possibilities! Don't forget to thank those that support you and help you reach your goal.

APPLYING FOR OFFICIAL UNIVERSITY RECOGNITION

In order to take advantage of your school's resources, such as room reservations or technology equipment for events, etc., your club will most likely need to be recognized by your school.

TASAs are usually considered cultural clubs or special interest groups on campus. Every university has different rules for clubs when applying to become an officially recognized club, but the application process is generally similar.

Here is a list of general application requirements:

- Submitting a petition with at least a certain number of signatures in support of your club
- Reviewing/revising/writing a mission statement or constitution
- Setting goals and objectives for the club
- Having a minimum membership quota of a certain number of students
- Writing and submitting a club constitution
- Electing board officers
- Planning out and hold club activities
- Applying for funding from the University

To find out what requirements your school has, get in touch with the Office of Student Life on your campus.