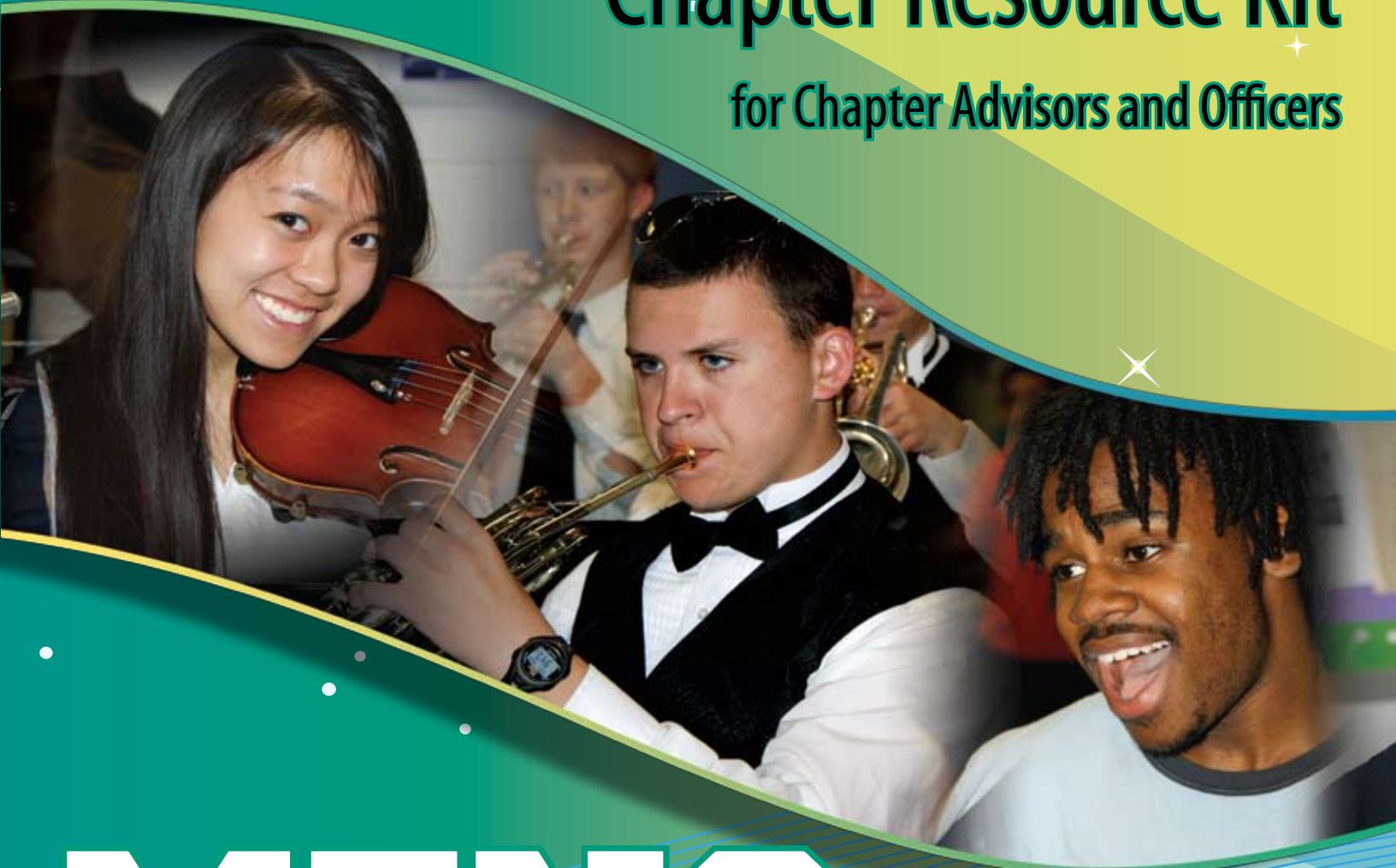


Fall 2011 Chapter Resource Kit

for Chapter Advisors and Officers



MENC COLLEGIATE

MENC The National Association for
MUSIC
EDUCATION
Collegiate Membership

Dear Advisor,

Welcome to the new school year. This resource kit, along with the MENC Collegiate Chapter Handbook, will provide you and your chapter with the information and materials necessary to promote MENC Collegiate membership and the benefits and services available to your school's students. The information within this kit is formatted and designed for authorized duplication by you and your chapter officers for use throughout the school year, so please do not cut out or remove pages. This will ensure that the information and resources necessary to operate your chapter are always in one place and at your fingertips. However, the MENC Collegiate meeting poster is designed to be removed when needed.

Please feel free to contact us M-F between 8:00 AM and 4:00 PM EST by phone at 800-336-3768 if you have any questions. We are looking forward to working with you for another successful year.

MENC Collegiate Membership Staff

**Students Can Now Join
MENC Online!**
www.menc.org

It is highly recommended for student members to join online after July 1 or early in the school year to ensure receipt of ALL MENC Periodicals August-April. Activation online will be faster than standard application by mail.

If students must register by mail, applications may be downloaded from the MENC website, www.menc.org and search "collegiate forms."

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What to do...

Encourage students to sign up online at www.menc.org! This will offer FASTER activation for students and is EASIER for advisors to manage!

1. For online activation, advisors should direct students to register and manage their own payment.
2. Advisors - please update chapter contact information by contacting MENC at 800-828-0229 or through mbrserv@menc2.org.
3. The advisors should distribute the August, September, and October periodicals sent to them from MENC for their members.
4. Students will start receiving issues approximately 30 days after the PROCESSING of their application by MENC. (Delivery estimate is not guaranteed.)
5. Advisors may collect an additional local fee for chapter operation. Advisors may choose not to collect a local fee from their student members. IF local fees are collected, these will be independent of MENC dues and shall not be mandated, administered, or regulated by MENC. The advisor and chapter members are responsible for the collection and management of these local fees if imposed.
6. Other chapter activities are suggested but are left to the discretion of the advisor and their chapter.

If your students MUST activate by mail, use the following steps:

(Be aware that applications received by mail will have significant delay due to mail time and manual processing.)

Renewing a Chapter

For chapters that were active last year.

1. Update current contact information by calling MENC at 800-828-0229 or e-mail mbrserv@menc2.org.
2. Distribute MENC Collegiate applications to all potential student members. Instruct your students to fill out the application completely and submit it with their payment by check to MENC as soon as possible. Inform your students of the current dues cost for your school's state listed on the back of a dated application. If no current dues costs are available, search "collegiate dues" on our website at www.menc.org or call MENC membership at 800-828-0229.
3. Encourage students to submit their application early in the school year, preferably July or August. Due to mail delay and manual processing, anything sent after mid-August will probably cause the students to miss out on the receipt of one or more MENC periodicals for the school year depending on how late they apply.

Send to: MENC Collegiate Membership,
1806 Robert Fulton Drive, Reston, VA 20191-4348.

New Chapters or Reactivating Chapters

For chapters that are new or for chapters that were once active but inactive as of last year.

1. **Determine if your school is still eligible.** Find out if your school is still qualified to prepare its students for certification and employment as music teachers in public, private, or parochial schools, or if it offers a preparatory program for a teacher education curriculum that may lead to such certification.
2. **Receive approval to reactivate the chapter.** Meet with the head of your school's music department or school of music (or related authority figure) and have him/her grant approval to reactivate the chapter.
3. **Appoint a faculty advisor.** Ask your department head to appoint a faculty member who is, or will become, an MENC member to serve as the chapter advisor. It is important that the faculty advisor is someone who will help with making chapter decisions, be involved in directing the chapter, and be a reliable source of information and advice. The faculty advisor is the link between your chapter and the MENC national office.
4. **E-mail chapter enrollment information** to mbrserv@menc.org. Please include: name, complete mailing address of college/university chapter, chapter advisor name with MENC member identification number), office telephone number, and e-mail address.
5. **Distribute MENC Collegiate applications** to all potential student members. Instruct your students to fill out the application completely and submit it with their payment by check to MENC as soon as possible. Inform your students of the current dues cost for your school's state listed on the back of a dated application. If no current dues costs are available, search "collegiate dues" on our website at www.menc.org or call MENC membership at 800-828-0229.
6. **Encourage students to submit their application early** in the school year, preferably July or August. Due to mail delay and manual processing, anything sent after mid-August will probably cause the students to miss out on the receipt of one or more MENC periodicals for the school year depending on how late they apply.

Send to: MENC Collegiate Membership,
1806 Robert Fulton Drive, Reston, VA 20191-4348.

Chapter Operations and Activities

Enrollment Activities

1. **Publicize meeting information.** Use the enclosed poster as a “shell” for posting information about upcoming meetings. Attach the poster to a bulletin board or wall and then staple an 8.5" x 11" piece of paper with the current meeting or event information in the space provided. Make sure the paper you attach to the poster can be removed without destroying the poster. This will help preserve the poster for future use.
2. **Distribute Collegiate Membership brochures.** Have brochures available during meetings and in classes. Set up a table at your school's campus orientation event and keep a stack in the front office of the music department or school of music throughout the year. (If you need additional brochures, call MENC Collegiate Membership at 800-336-3768.) Space has been provided on each brochure to include the chapter advisor's and/or chapter president's contact information. Please fill in these spaces or affix labels to the brochures so the recipients know whom to contact for more information.
3. **Distribute August, September, and October MENC periodicals to promote MENC and chapter benefits.** The August, September, and October MENC periodicals will be sent to the advisor's chapter address for this purpose.
4. **Direct potential members to go to www.menc.org and activate their membership online.** Recommend that they activate in July or August, but mention that they may register any time through May 31st. Late activation after August will limit the number of MENC periodicals they receive. **No back issues will be available unless paid for.**
5. **If students cannot activate their membership online,** distribute MENC Collegiate applications for their use. Instruct your students to fill out their application completely and submit it with their payment by check to MENC as soon as possible. Inform your students to use the current dues cost for your school's state listed on the back of a dated application. If no current dues costs are available, search “collegiate dues” on our website at www.menc.org or call MENC membership at 800-828-0229. Applications from previous years are invalid.
6. **Collegiate members will receive** their personalized membership card, monthly periodicals, and other mailings from MENC and their state music educators association at the mailing address they provide on their current application. Due to manual processing delays, expect materials approximately 30 days after the student's application is PROCESSED by MENC. (Note: postmark or MENC receipt date is not considered in this distribution estimate. This delivery estimate is not guaranteed.) Back issues of MENC periodicals missed because of late activation will only be available if paid for.

Tips to Establish A Chapter Bank Account

If your chapter does not already have a bank account started, it is advisable that the chapter president and/or the chapter treasurer take care of this immediately. The following are tips on establishing a new bank account:

Contact your school's financial services office. Almost every campus has a business office or student services office that provides consultation on financial services and information. Often an account for your chapter can be established through your school's student government organization. Many fraternities, sororities, and school clubs are able to do this.

Visit a local bank. Most banks will help you through the process of establishing an account for your chapter. There are usually a few steps your chapter will have to go through to prove your status as an organization to the bank. The requirements to establish an organizational account at local banks differ from state to state and bank to bank. Most of the same regulations and rules that apply to a personal bank account will apply to the chapter's bank account. However, many banks offer special services and situations to non-profit organizations. Be sure to ask if your bank provides these services. Also, it is recommended that you shop around when looking at banks. Different banks offer different services. The following is a list of items that banks usually ask for:

- **More than one individual as signers on the account.** Chapters usually have two to three officers, and sometimes the faculty advisor, as signers on the account.
- **Proof of Non-Profit Status/Federal Tax ID Number.** There are a few forms that you will need to complete and send to the Internal Revenue Service (IRS) to receive a Federal Tax Identification Number for your organization. It will take some time to receive official status as a non-profit, but the tax ID number will be assigned almost immediately in most cases. Although your school is an official MENC chapter affiliated with the national association, you will still need to identify your chapter locally as a non-profit. It will be important to go through this step so your chapter can receive donations and, in most cases, make large purchases without paying a sales tax. You can call the IRS at 800-829-1040 to request the appropriate publications and forms or go online to www.irs.gov. We recommend that you ask for:

Publication 583: Starting a Business and Keeping Records
Publication 557: Tax-Exempt Status for Your Organization
Form SS-4: Application for Employer Identification Number.

After completing federal IRS forms, please inquire if any local or state requirements are necessary for non-profit status.

- **Minimum deposit/balance.** To start the account, the bank will ask for a minimum deposit. Most banks ask that you keep a minimum balance at all times in these accounts. You will be charged a service fee if the balance dips below the minimum.

PLEASE NOTE: When setting up your bank account please use your school name and chapter number in the title. **DO NOT use "MENC"** because the banks used by the national office will have difficulty processing your payments.

Suggested List of Chapter Activities:

Studies show that guest speakers, mentors, and conference sessions are strong influences to recruit and retain music educators. Consider this when planning chapter activities!

Summer:

- Contact all new incoming music majors to welcome them, offer to assist them with their transition, discuss the benefits of joining your MENC chapter, and indicate the date, time, and location of your first meeting:

During the School Year:

- **Schedule monthly meetings.**
Find a time to meet each month that works well for a majority of the chapter's members.
- **Schedule speakers.**
Contact people on- and off-campus who are willing to make presentations to the chapter about topics and issues related to music education (i.e., budgeting, fund-raising, internships, dealing with administrators, etc.).
- **Attend your state music educators association conference as a chapter.**
Plan on having as many chapter members as possible participate in the state conference collegiate sessions and events to enable them to network with music educators and visit exhibits.
- **Make arrangements to attend your division MENC conference.**
Your division conference will include clinics, workshops, performances, and more. Don't miss the opportunity to discover what other chapters are doing, meet other future music educators, and join throngs of current music educators in experiencing the dynamically charged environment of an MENC division conference.
- **Have your members organize any project or event that will nurture the skills expected of public school teachers.**
Examples include organizing contests, dances, fund-raisers, adjudication, clinics, festivals, trips, mentoring, event promotion, program promotion, recruitment, etc.
- **Volunteer as a chapter to assist with festivals and special events hosted by your music department.**
Members can provide assistance by serving as guides, runners, announcers, etc., while generally being allowed to observe and participate in the event free of charge. These events also offer a great opportunity for chapters to raise money by selling commemorative items (i.e., T-shirts, pins, patches, etc.).

- **Establish a partnership with local Tri-M® chapters or assist area music teachers in establishing Tri-M chapters in schools where none exist.**

Collegiate members have the opportunity to develop a "Big Brother/Sister" relationship between their university chapter and chapters of the Tri-M Music Honor Society at local secondary schools. Some cooperative program ideas include mentoring, performances, community service projects, campus tours, and small ensemble coaching. Remember, those exceptional Tri-M students today could be exceptional MENC Collegiate members tomorrow!

For more information on the Tri-M Music Honor Society, visit the MENC website at www.menc.org or call MENC Tri-M Membership at 800-336-3768.

- **Sponsor on- and off-campus Music In Our Schools Month® (March) activities in your area.**

Activities could include lecture/performance trips to local schools, alumni visits to members' high school alma maters, legislative visits, or letter-writing campaigns. Contact local schools and legislators to get involved and participate in this month of recognition and awareness.

- **Participate in the Future Teacher Forum:**

Go online and visit the *Future Teacher Forum* through the MENC website at www.menc.org. Get involved in the discussions and check out the resources for Collegiate members.

- **Organize an event or project that will qualify your chapter for the Chapter of Excellence.**

See description of winners on pages 5 & 6. Work together to create an extraordinary and outstanding experience for all involved and then make plans to submit a Chapter of Excellence application to MENC's national office annually. Those selected to be recognized will receive a plaque and will be mentioned in an issue of an MENC magazine.



Chapter of Excellence – Sample Projects

Music Program:

Campbell University, Chapter 569

The 7/11 Music Marathon

The music marathon began as its title indicates at 7:00 am and ended at 11:00 pm. During the 16-hour period, we were able to keep continuous LIVE music of many different types going in our concert hall. How did this involve and impact our members?

- All of the members worked a shift either backstage or front-of-house or both
- All of the members took advantage of this low-stress performance opportunity to present music that would later be presented in juries or recitals
- Several community groups joined us in our efforts, producing great amounts of community outreach and goodwill
- Audience members made contributions at the door which went to pay the hotel bill for 16 (a majority) of our members to attend the NCMEA In-Service Conference and begin their association with our professional organization
- Many students from other parts of campus also attended which raised the level of awareness on campus about activities in the music department

As you can see, our marathon was primarily a performance opportunity for both CMENC members and other students in the department. However, it was also a fund-raiser and an outreach project. After the event was over, discussion at the next meeting was very positive and the expectation is that the chapter will make this an annual event for performance, funding, outreach, recruitment and FUN!

Dickinson State University, Chapter 43

Hilltop Holiday

The CMENC Chapter of Dickinson State University has produced a two night musical performance, *Hilltop Holiday*, for over 50 years. This popular ongoing production is solely organized by the chapter, from the smallest detail to the final performance.

In October, the chapter members brainstorm themes for the upcoming *Hilltop Holiday*, which is annually produced in March of the ensuing term. Their themes have ranged from showcases from musical theatre to reviews of a variety of offerings. Sometimes there is an elaborate script that is written by the students, such as two years ago when they had a theme of music around the world with a traveling tourist. Last year they converted the auditorium into a feel of a haunted theatre, thus, *Hilltop Holiday*. At this time, they are currently developing their next production, *Cirque de Hilltop*.

The students handle every aspect of the production which includes advertising, designing posters and programs, set design, costumes, lighting, stage production management, organizing rehearsal, ticket sales, and soliciting and auditioning performances from students campus-wide, music faculty, and the community. The two-hour show also gives the opportunity for those who are interested in theatre and dance to combine creative ideas and showcase original musical compositions.

There are usually 25-30 performers who participate and the show draws an audience from Dickinson and the surrounding area. Several

music teachers in the area who once performed in the *Hilltop Holiday* try to attend and some have returned to perform again.

This is the biggest fundraiser for the Collegiate MENC and helps pay for travel to MENC conferences. This year, the funds raised last March assisted in the group's travel to Bellevue, WA to attend the NW MENC conference.

Professional Development:

Cumberland University, Chapter 1092

Discussion Group for Future Music Teachers

Cumberland University's newly re-formed chapter of Collegiate MENC has been very active. In fall 2010, Collegiate MENC members developed a new way to make contact with and learn from area music teachers. They call it "Music Teachers Talking: A Discussion Group for Future Music Teachers." The students contacted numerous professionals in the community and invited them to visit their campus one evening a month. These music teachers gave (and continue to give) presentations geared toward various teaching issues, including classroom management, working with parents, working within a budget, and the care and maintenance of instruments. Students are able to ask many questions, which prompt further discussions in their music education courses. Music teachers of various experience levels who teach instrumental, choral, and elementary music have participated in the discussion group. "Music Teachers Talking" has proved to be a valuable addition to both Collegiate MENC members and Cumberland University's music department as a whole.

North Greenville University, Chapter 1054

Mock Interview

The North Greenville University MENC Collegiate Chapter, #1054, is an active chapter with a small membership. On October 28, 2010, the chapter sponsored a Mock Interview for all music education majors, and for any elementary, early childhood, or secondary education majors who wished to attend. Working through the Teacher Education Advisory Council of the University, Mr. Pat Mitchell, Human Resources Director for the Greenville Country Schools was asked for assistance in organizing a mock interview for student teachers completing their 60-day assignment. In South Carolina, the panel interviews are now being used by most school districts and the students at NGU felt a need for more preparation for such an interview. Mr. Mitchell sent a panel of five teaching and administrative personnel to NGU on October 28th, interviewing an instrumental music education major who would soon be completing the 60 days of student teaching. Following the actual interview with other students from various disciplines observing, the panel then discussed with the group the positives and negatives of the interview with the NGU student. Suggestions were made as to how to ask questions of the interviewing team in a positive manner. The team of professionals from the Greenville County School office discussed all professional dress, portfolios, making eye contact, greeting the panel, etc. Following the interview/discussion, the panel opened the floor for questions from the audience. These university students asked

many good questions and the evaluations were most positive on this chapter program which was planned by the officers and the chapter advisor from a needs survey conducted in the spring of 2010. Each year the chapter tries to attend the South Carolina Music Educators Association In-service Conference in Charleston, SC. Nine students are registered for the 2011 conference, so these students really want to strengthen their professional development activities.

Service:

Baldwin-Wallace College, Chapter 141

Dump to Diva

As a chapter we put on a unique event this semester. As a combined service and social event, the "Dump to Diva" fashion show helped to collect canned goods and money for the Cleveland Food Bank. We advertised across campus, and had a pretty good turnout of teams eager to create fashions. We provided unconventional items including toilet paper, aluminum foil, and straws with which to construct fashion outfits. After the completion of each timed round, three faculty judges judged each outfit. They included a voice faculty member from the Conservatory, a member of the Division of Education faculty and a member of the Student Life faculty. We were very proud to present a fun and creative way to give back to the community.

Bluffton University, Chapter 117

Instrument Petting Zoo

March 16th, 2010 was the first ever Instrument Petting Zoo at Bluffton University. It was held for 90 fourth graders from Riverdale Elementary School. Fifteen Ohio Collegiate Music Educator members from Bluffton University participated in the Petting Zoo. Every member was assigned to a room particular to their area of specialty. After being given name tags that were color coded, the fourth graders were divided into groups and then spent twenty minutes in each room. The OCMEA members described and demonstrated the instruments for the fourth graders who then, after sitting and listening, took their turn to try out the instruments. They were given the remaining amount of time left to hold and play the instrument. The purpose of the Instrument Petting Zoo was to let students who would have the opportunity to join the band the following school year know all the different instruments and possibly even find an instrument that they would be interested in learning. The rooms were divided into percussion, saxophone and clarinet, flute, high brass, low brass, and general music. The different rooms contained only one to three instruments on average with the exception of the percussion room. This allowed for the students to not become overwhelmed with all of the instruments at one time. Also this allowed for more time for the students to test the instruments. The general music room brought a little familiarity for the students, as this session was similar to their own general music classroom, with singing and dancing.

As the closer of our petting zoo we held a drum circle led by two percussion majors from Bluffton University. This drum circle gave the students a chance to get up and move. Then, to finish out their day at Bluffton, the fourth graders got a little treat; the Bluffton University Brass Society came and performed for them. All day the fourth graders were telling our OCMEA members how much fun this was and what their favorite instrument was of the day. The Instrument Petting Zoo was a huge success and the fun will be continuing again this spring when our second petting zoo introduces a new group of fourth graders to the instruments of the band.

Recruitment Techniques:

Colorado State University, Chapter 211

Swing Dance Social

Our Collegiate MENC Chapter held a Swing Dance Social on Sunday, November 14, 2010. This event was initiated and planned by our Chapter Officers in an effort to attract more music students to our organization and to reach out to other members of the CSU campus at large. Like many schools of music, our students don't always have contact with many other members of campus once they begin their upper-division coursework. Conversely, there are many university students who enjoy music and dance but do not take coursework in our building. This event allowed students to meet each other, socialize, and share common interests while learning something new.

Our officers contacted the CSU Swing Dance Club and requested that they teach a swing dance lesson to everyone attending the event. Our Officers invited our Jazz Ensemble to perform swing music during the lesson. Students were invited to dress in 50's attire if they wished. Refreshments were served (we had an old-fashioned popcorn machine) and a small admission price helped to subsidize the lesson taught by the swing dance instructors; the remaining admission and refreshment profits were allocated toward our members' trips to the state music conference in Colorado Springs.

Hofstra University, Chapter 589

Welcome Back Barbeque

To help Hofstra University music department freshmen acclimate to college life and the music department specifically, each fall the MENC chapter hosts a welcome-back barbeque. This event is publicized in many ways, including flyers, posters, and emails sent to the freshman class. Additionally, the MENC officers made announcements at music department meetings. The barbeque was open to all students, faculty, and staff, and was free for freshmen or transfer music majors. We went to a local park, barbequed hamburgers and hot dogs and played Wiffle ball and Frisbee. Additionally, we had a free tie-dye station for all students. This barbeque is a great way for the freshmen to meet each other as well as upperclassmen and professors within the department. The barbeque also makes the freshmen feel welcome in the department. This makes them feel comfortable to join the various groups on campus as well as joining MENC and similar groups early on. This recruitment technique is new, but is quickly becoming one of the pillars of our success as an MENC chapter.

Sample Recruitment Letter

Use this letter to invite potential student members to a chapter meeting. Enclose a Collegiate Membership Brochure. **Do not** enclose an Application for Collegiate Membership. Most students will not join an organization without first meeting other members and getting answers to their questions.

[date]

Dear [insert prospective member's name],

Are You ready for the challenges of a new year?

You are most likely asking yourself this question as you begin the [enter current year] school year. You are not alone—hundreds of thousands of teachers each year ask themselves the same question. And, more than 75,000 music educators will answer “yes” to this question because they are members of MENC: The National Association for Music Education.

MENC members know they have all of the support they need to meet the challenges they will face each year as they teach in public, private, and parochial schools worldwide. Members receive monthly magazines that will keep them up-to-date with the latest trends and events affecting music education. In addition to hundreds of publications devoted to music curriculum, lesson plans, teaching techniques and resources, MENC has developed and published the National Standards for Music Education. Resources are available to provide music educators with the strategies for teaching musical concepts and the means of assessing those lessons.

For today's students to succeed tomorrow, they need a comprehensive education that includes music education provided by exemplary music educators. MENC promotes this belief in all national advocacy efforts. By fostering and developing relationships with federal policymakers, government officials and agencies, MENC continues to enhance music education's stature in local, state and national legislative policy conversations. MENC provides its members and advocates with programs such as Music In Our Schools Month®, tools such as the SupportMusic “Make Your Case” Database and public service announcements, and resources including the online legislative news feed “The Recorder,” the online Advocacy Forum, and biweekly Legislative Memo. www.menc.org/advocacy

You can be a part of it all, right now!

You can become an MENC Collegiate member! In addition to all of the benefits and services explained in the enclosed brochure, you will be able to get involved in our state music educators association and your campus chapter activities.

[Insert list and provide descriptions of state events and chapter activities that members can be involved in locally.]

Join us at our chapter meeting [insert date, time, and location of meeting]. We look forward to meeting you there and helping you meet the challenges of the coming year.

Sincerely,

[insert chapter president's signature]

President
MENC Collegiate Chapter [insert chapter #]

Of Special Interest to Collegiate Members

MENC Collegiate NewsLink

Designed to meet the needs of Collegiate members, this e-magazine offers articles and news explaining how to expand upon your classroom education to better prepare yourself for the real experience of teaching.

Future Teachers Website

Visitors to the Future Teachers section of MENC's website will find articles about careers in music education; tips on how to succeed in student teaching and the first few years on the job; the Collegiate Newslink archives; a forum for requesting advice from experts and exchanging real world stories with fellow students; and links to MENC publications, online periodicals, advocacy resources, and news.

Job Center Online

When it comes time to finding job opportunities and sending out resumes, you will want to log on to the online MENC Job Center. This service provides job listings for music educators from all over the world. You will have the opportunity to browse through the listings and even post your background information online for employers to review. Updated monthly, the online Job Center may be your ticket to your first teaching position.

Teacher Success Kit

This popular item is designed for new and future music educators. The kit contains an interactive CD that provides:

- sample classroom handbooks, rules, and forms
- advice from professional music educators
- tips on discipline, recruiting, rehearsal, and classroom management
- lists of recommended literature

The Teacher Success Kit is now available from MENC and is an important addition to every new, veteran, or future music educator's resource library. Contact MENC Member Services at 800-828-0229 for more information.

Introductory Membership Offer for First-Year Teachers

Graduating MENC Collegiate members will receive this offer in the spring of their year of graduation. Collegiate members will have the opportunity to join MENC as full-time music educators at the introductory rate of 50 percent off in-service dues. They will have a full year to take advantage of the offer (expires May 31 of the next year). The student must be an active MENC Collegiate member in the year of graduation to take advantage of this offer.

MENC Collegiate Membership Benefits and Services

As part of membership, each Collegiate member of MENC receives a membership card and MENC periodicals *Music Educators Journal* and *Teaching Music* (August through April)*. If applicable, Collegiate members also receive their state music educators association's periodical.**

Upon presentation of a Collegiate membership card and payment of a Collegiate registration fee (if applicable), Collegiate members may attend MENC national events and may participate in the meetings and activities of their state association by complying with the registration requirements. (Collegiate membership must be active prior to the event.)

MENC Collegiate members receive a 25 percent discount off the regular price of MENC resources, including publications and other awareness items. In addition, graduating Collegiate members have the opportunity to receive regular MENC membership at a special introductory rate in the year of or immediately following their graduation. See MENC's website (www.menc.org) for other member benefits.

**Chapter advisors will distribute August, September, and October issues of *Teaching Music* and *Music Educators Journal*. If a student's application is PROCESSED BY AUGUST 15, they will receive MENC NOVEMBER through APRIL ISSUES, otherwise they will start receiving issues approximately 30 days after PROCESSING of their application by MENC. (Delivery estimate is not guaranteed.)*

***The periodicals issued by the state associations are sent directly from the state associations. MENC is not responsible for supplying the states' issues.*

50 Great Recruiting Ideas

1. Raffle off a free membership to someone who joins your chapter during your recruiting drive.
2. Obtain testimonials of the value of MENC membership from former members now teaching and share these views with potential members.
3. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.
4. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief club orientation, and refreshments.
5. Ask your professors to offer extra credit for MENC membership and/or participation.
6. Create a bulletin board display in a prominent place showing pictures from chapter activities, membership information, and a calendar of upcoming events.
7. Display business cards of former chapter members now teaching to demonstrate that chapter members are going on to find jobs in their field.
8. Hand out MENC brochures to students in general music or education classes.
9. Announce upcoming chapter meetings in your music and education classes; invite everyone to attend.
10. Contact visitors after they have attended a meeting. Thank them for visiting the chapter and invite them to your next event.
11. Ask members for names of friends and classmates who could benefit from MENC membership. Send these people a personal invitation to attend your next event.
12. List your upcoming meetings in your department newsletter and campus newspaper.
13. Have chapter officers give a presentation on the value of MENC membership to music education classes, the school's performing groups, or at a student-faculty meeting. Then hand out applications and brochures with your contact information.
14. Establish a "Big Brother/Big Sister" program that pairs incoming freshman with established members of your chapter. This will personalize your chapter by getting everyone involved and feeling accepted.
15. Send an invitational letter to all incoming freshmen in the music department describing MENC and providing information on when and where your first meeting will be.
16. Ask faculty members to provide free resume critiques to anyone in your chapter who joins MENC this month.
17. Set up a table displaying MENC materials at freshman orientation or a student activities fair.
18. Ask your sponsoring chapter to subsidize \$5–\$10 of the student dues for new students joining during your membership drive, then offer this discount to new members.
19. Ask for donations of items such as notebooks, mugs, or gift certificates from the campus bookstore and other local businesses. Offer these as incentives to new members who join during your membership drive.
20. Offer a prize to the person in your chapter who recruits the most new members.
21. Waive or reduce local membership dues for first time members.
22. Provide students who visit your meeting with an information packet about your chapter and MENC. Include a calendar of events, a list of chapter officers, and an application to join.
23. Send out a flyer about your chapter to a targeted group such as new music education majors, undeclared freshmen, or education majors.
24. Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.
25. Display copies of *Music Educators Journal*, *Teaching Music*, *NewsLink* feature articles, your state journal, and your chapter newsletter at every meeting.
26. Publicize all recognitions your chapter or members have won, such as Collegiate Growth, Chapter of Excellence, or Professional Achievement. People like to join groups that are successful.
27. Ask professors to mention MENC to students during their classes.
28. Write an article for your campus paper on a successful chapter project or high-profile speaker.
29. Create a membership committee to focus on new ways to bring in members.
30. Organize a behind-the-scenes tour of a popular organization such as an amusement park, casino, or winery. Require students to be members in order to attend.
31. Offer a chapter scholarship or book award (money toward textbooks) for members only.

32. Make your first meeting of the year a “pizza night.”
33. Highlight and explain a different membership benefit at each meeting.
34. Hold a meeting in the computer lab and demonstrate the valuable information available to members on the MENC website (www.menc.org).
35. Co-sponsor a high-visibility event on campus, such as a dance, concert, seminar, or sporting event, to raise awareness of your chapter and its activities.
36. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and to learn more about your chapter.
37. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating flyers or speaking to potential new members.
38. Hold a joint meeting or event with a related music or education club.
39. Hold an informational meeting for prospective members. Have members and chapter alumni tell visitors how networking through MENC helped them find internships and jobs.
40. Think WIIFM—“What’s In It For Me?” That’s what prospective members are asking themselves. Be sure to tell them specifically how membership will benefit them.
41. Talk to lots of people about MENC. Experts say it takes ten calls to make one sale.
42. Plan chapter social events in addition to educational activities. People like to join groups that are friendly and fun.
43. Make each prospective member feel special. Make an effort to remember names and to smile and greet people by name when you see them around campus.
44. If you have non-members who have come to several events, give them an application and ask them to join. Some people never join simply because no one has taken an interest in them and encouraged them to sign up.
45. Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a local contact name, phone number, and e-mail address on all your materials and then respond to inquiries promptly!
46. At the beginning of the fall semester, send a letter to all School of Music professional organizations, fraternities, and sororities in an effort to build unity among the organizations and solicit active participation during the school year.
47. Review your chapter’s past rosters and remind expired members to renew their membership.
48. Offer an incentive to members who bring at least two guests to a meeting.
49. Print names of new chapter members in your newsletter and recognize them at chapter meetings. Demonstrate that your chapter is strong and growing.
50. Always speak with excitement and pride when describing your chapter.

Enthusiasm is contagious!



MENC Collegiate Recognition Program

MENC: The National Association for Music Education invites your Collegiate chapter to participate in the MENC Collegiate Recognition Program.

Developed specifically for MENC Collegiate chapters and their members, the purpose of the MENC Collegiate Recognition Program is to distinguish chapters and their members for exemplary chapter activities and member achievements. By participating in the program, you will:

- recognize chapter members for their commitment and dedication to music education,
- focus attention on your school's contributions to the music education profession,
- provide models of achievement for other Collegiate chapters,
- increase awareness of the MENC Collegiate membership program,
- contribute to the growth of MENC Collegiate membership, and
- showcase the best that MENC Collegiate membership has to offer.

All active Collegiate chapters and Collegiate members of MENC are eligible to participate in the MENC Collegiate Recognition Program. Distinction will be given to chapters and members in accordance with the guidelines established by the MENC National Executive Board for each category. Presidents, editors, and Collegiate chairpersons of the state music educators associations will be informed of recipients in their state for possible statewide recognition.

Chapter of Excellence

The Chapter of Excellence Recognition was developed to distinguish chapters for their successful chapter Music Programs, Professional Development Projects, Recruitment Techniques, and Service Projects. This recognition is conferred annually and is based on the significant contributions made by the chapter to the development of the MENC Collegiate membership program at its institution between January 1 and the Chapter of Excellence entry deadline of December 15 (or the Monday following if December 15 falls on a weekend).

Chapters submit a description and a Chapter of Excellence Application for each chapter activity to be considered. Activities completed between January 1 and the Chapter of Excellence deadline of December 15 (or the Monday following if December 15 falls on a weekend) are eligible for Chapter of Excellence Recognition. A committee made up of sitting MENC Collegiate National and Divisional chairs will select the Chapter of Excellence entries to be recognized.

Chapter of Excellence Categories:

- **Music Program** (A musical performance organized and/or presented by the chapter)
- **Professional Development** (A project organized and/or presented by the chapter to further the professional development of its members)

- **Recruitment Technique** (Successful technique to recruit students to join the chapter)
- **Service** (A project organized and/or presented by the chapter to benefit its school or community)

Criteria for Chapter of Excellence Selection:

- Chapter Participation, Commitment, Creativity, Impact, Organization, Uniqueness, and Visibility.

Annually, three Chapter of Excellence activities will be selected for recognition in each of the four categories (twelve total). Each selected activity will receive a plaque from MENC and will be recognized in an issue of *Teaching Music* or *Music Educators Journal*. Additionally, the selection committee has the option to bestow up to three Chapter of Excellence honorable mention certificates for exceptional activities not selected.

Professional Achievement

The purpose of the Professional Achievement recognition is to distinguish individual Collegiate members for their commitment and dedication to MENC and music education. This recognition is given to Collegiate members who have served their chapters in an exemplary manner. All Collegiate members who meet the following criteria are eligible to receive this distinction.

Criteria: (all requirements apply)

1. Student must be currently enrolled in an active MENC Collegiate chapter.
2. Student must also have been a Collegiate member of MENC in the school year prior to the current one.
3. Student must possess an overall minimum grade point average of 3.0 (on a 4.0 scale) or equivalent during the year of the application.
4. Student must verify participation and involvement in chapter activities.

For each eligible Collegiate member, chapter advisors should send a completed Professional Achievement application and a description of the eligible member's participation and involvement in chapter-related activities to MENC. Applications must be sent to MENC on or before February 28. Recipients of this recognition receive a Certificate of Achievement and a specially designed lapel pin.

MENC Collegiate Recognition Program

Caitlin Merie Hurrey Scholarship

Senior recipients of the Professional Achievement Recognition will automatically qualify for the Caitlin Merie Hurrey Collegiate Senior Scholarship. A committee designated by the Earl Hurrey Family will make a recommendation for the Caitlin Merie Hurrey Memorial Scholarship [subject to the approval of the governing council of the Caitlin Merie Hurrey (CMH) Memorial Scholarship Fund] based on that student's academic achievement and collegiate chapter involvement. The Caitlin Merie Hurrey Memorial Scholarship Fund is presented in conjunction with MENC and The Fund for the Advancement of Music Education (FAME). This element of the Fund was created to assist graduating MENC Collegiate members with professional development.

For more information on the Collegiate Recognition Program call MENC Collegiate Membership at 800-828-0229. For more information on the Caitlin Merie Hurrey Scholarship Fund, please visit www.menc.org and search "Caitlin".

Chapter Growth

The Chapter Growth Certificate of Achievement was established to stimulate growth in Collegiate membership. Since its inception in 1986, Collegiate chapters have received national and statewide recognition for their chapter growth. The recognition is given to chapters that increase their enrollment from the previous year. Recipients receive a Certificate of Recognition from MENC. All enrollments sent to MENC on or before February 28 qualify. No application is necessary.

**For current Collegiate Application visit
www.menc.org
and search for "Collegiate Forms"
or call 800-828-0229
and ask for Collegiate staff**



MENC Collegiate Recognition Program

MENC Collegiate CHAPTER OF EXCELLENCE APPLICATION FORM

(photocopy as needed)

The purpose of the MENC Collegiate Chapter of Excellence program is to recognize chapters for their successful chapter activities. The recognition is conferred annually and is based on the significant contributions made by the chapter to the development of the MENC Collegiate Membership program at its institution.

Instructions:

All active MENC Collegiate chapters are eligible to participate. To enter, chapters submit a description of their successful music program, professional development project, recruitment technique, or service project to MENC. Each entry must include a completed application along with the entry description. This application may be photocopied or can be found on MENC's Web site by searching "Collegiate Recognitions" at www.menc.org. Chapters are allowed to submit one description for each category. If more than one description is submitted for a particular category, the description received first will be the one considered. Activities completed between January 1 and the deadline of December 15 (or the Monday following if December 15 falls on a weekend) are eligible for the Chapter of Excellence Recognition. Applications and descriptions received by the deadline will be evaluated based on chapter participation, commitment, creativity, impact, organization, uniqueness, and visibility. Send each completed application with an attached description to MENC Collegiate Membership Recognition Program, MENC, 1806 Robert Fulton Drive, Reston, Virginia 20191 or fax to 1-703-860-9404.

All applications must be received by December 15 (or the Monday following if December 15 falls on a weekend).

Please print or type:

College/University _____ Chapter # _____

Street Address _____

City _____ State _____ Zip _____

Chapter Advisor (print) _____ Advisor Work E-mail _____

On a separate sheet, describe your chapter's successful ...

(Check one)

- Music Program (A musical performance organized and/or presented by the chapter)
- Professional Development (A project organized and/or presented by the chapter to further the professional development of its members)
- Recruitment Technique (Successful technique to recruit students to join the chapter)
- Service (A project organized and/or presented by the chapter to benefit its school or community)

How many students in your chapter participated in the project? _____

Selection Criteria for All Categories: Chapter Participation, Commitment, Creativity, Impact, Organization, Uniqueness, and Visibility.

Number of Recognitions per Category: Three exceptional entries for each category will be selected for MENC Chapter of Excellence recognition (twelve total). Additionally, the selection committee has the option to bestow up to three honorable mention certificates for exceptional entries not selected.

MENC Chapter of Excellence recognition includes: A plaque for your chapter and inclusion in an MENC publication.

Required signatures: This application was prepared by the members of MENC Collegiate chapter # _____. We verify that the attached information is true, and we recommend that this chapter receive MENC Collegiate Chapter of Excellence.

Chapter Advisor (sign) _____ Date _____

Dean or Music Department Chair (sign) _____ Date _____

For consideration, a completed application with attached description must be **received by December 15 (or the Monday following if December 15 falls on a weekend.)**

SUBMIT INFORMATION TO: MENC Collegiate Recognition Program, 1806 Robert Fulton Drive, Reston, Virginia 20191 or fax to 1-703-860-9404.

MENC Collegiate Recognition Program

MENC Collegiate PROFESSIONAL ACHIEVEMENT APPLICATION

(Photocopy as needed)

The purpose of MENC Collegiate Professional Achievement is to recognize Collegiate members for their commitment and dedication to MENC and music education. This recognition is given to Collegiate members who have served their MENC Collegiate chapters in an exemplary manner.

Seniors nominated for this Collegiate recognition will automatically be considered for the Caitlin Merie Hurrey Scholarship—see pg. 13 for details.

Instructions:

Collegiate chapter advisors must complete a separate application form for each eligible Collegiate member. Forms may be photocopied as needed or can be downloaded from MENC's Web site, www.menc.org. No limit has been placed on the number of applications submitted per chapter. Send each completed application form with attached description to MENC Collegiate Recognition Program, MENC, 1806 Robert Fulton Drive, Reston, Virginia 20191 or fax to 1-703-860-9404. All applications must be **postmarked by February 28**.

Please print or type:

Name of Student _____ Year in School _____

Street Address _____

City _____ State _____ Zip _____

Chapter Advisor (print) _____ Advisor Work E-mail _____

College/University _____ Chapter # _____

4 Required criteria for Collegiate Professional Achievement (check to make sure all apply)

YES

- 1. Student is currently an MENC Collegiate member.
- 2. Student was an MENC Collegiate member in the school year prior to the current one.
- 3. Student currently possesses an overall minimum grade-point average 3.0 (on a 4.0 scale) or equivalent.
- 4. Validation included! On a separate sheet, describe the student's participation and involvement in chapter-related activities, e.g., leadership abilities, positions held, or contributions to school's music education program and MENC Collegiate chapter.

Required Signatures:

To the best of our knowledge, the above information and the attached description are true, and we recommend that this collegiate member receive MENC Collegiate Professional Achievement.

Chapter Advisor (sign)

Date

Dean or Music Department Chair (sign)

Date

Completed application with attached description must be **postmarked by February 28** for consideration.

Submit information to:

MENC Collegiate recognition Program, 1806 Robert Fulton Drive, Reston, Virginia 20191

or

fax to 1-703-860-9404.

Reminders

Summer:

Contact all new music majors with a welcome letter, offer to help them, explain the benefits of joining your MENC chapter, and indicate the time of your first meeting.

July/August:

Encourage students to activate their membership online at www.menc.org before August 15. Activation online is much faster than standard application by mail and early activation will ensure that the students receive all MENC periodicals and benefits throughout the school year.

September:

Announce your first chapter meeting:

Use the enclosed Meeting Announcement Poster and the recruitment letter on page 7 to ensure this is a well-attended event.

Look for **MENC Resources** online at www.menc.org.

October:

Make preparations for your state conference.

November:

Consider working with local high schools and middle schools to establish Tri-M® Music Honor Society chapters. Contact MENC for more information.

December:

Submit a Chapter of Excellence entry by the December 15 deadline (see page 14).

January:

Remind students to send address changes to the national office if they have moved recently.

Recruit additional members so:

- they can attend upcoming conferences,
- the chapter can earn Collegiate Growth Recognition, and
- graduating music students can receive a discount on MENC in-service membership.

February:

Applications for **Collegiate Professional Achievement** (page 15) must be postmarked (or faxed) by February 28.

March:

Music In Our Schools Month®

MENC's National Biennial Music Educator's National Conference (*Even numbered years only*)

This event features sessions and workshops specifically for college students. Collegiate members are invited to attend presentations by research and pedagogy leaders in music education. The event is held in even-numbered years in the Western US.

April:

Encourage graduating members to visit the online Job Center (www.menc.org) and submit their background information.

Target next year's incoming freshmen in your recruitment efforts. (Get sample letter from advisor or MENC.)

Seniors: Watch for the Introductory Membership offer for first-year teachers.

May:

May 31st is the last day student members will be allowed to join MENC for the current school year. Only seniors with active MENC membership will be offered the MENC Introductory Membership 1/2 price rate following their graduation so activation even at this late date is valuable to them.

June:

Music Education Week runs in late June so encourage your students early to include this event in their summer travel plans. This format provides members with opportunities in music education advocacy, intensive professional development, and performances against the background of the nation's capital.

If you need additional materials for your Collegiate chapter, contact the Collegiate staff at 800-828-0229.

Materials Available:

- Collegiate Membership Brochures
- Collegiate Membership Applications
- Current Chapter Roster

Chapters that have Collegiate members who miss issues of *Teaching Music* and *Music Educators Journal* can purchase copies by calling MENC Member Services Department at 800-828-0229. Orders are filled on availability.



Questions?

Contact MENC Collegiate Membership Staff at 800.828.0229



MENC Collegiate chapter advisors and officers are authorized to duplicate the contents of this kit to promote MENC Collegiate membership, benefits and services.