



PART ONE INTRODUCTION

The purpose of these *Guidelines* is to enable you-the faculty advisor and chapter officers-to perform your SIE leadership duties in the most expeditious and effective manners possible. Our National Constitution, and to some extent, our National Bylaws, explain the basic governing principles and structures of our fraternity. However, they do not provide the details, suggestions, or examples you need to achieve your chapter's potential.

By its very nature, SIE is a decentralized national organization. The SIE National Office can provide administrative services to all chapters; serve as a central records depository; sponsor certain national programs benefitting all chapters and members; and, as evidenced by these *Guidelines*, provide leadership and advice to local chapters. However, the local chapters, themselves, must serve as the loci for successful and meaningful SIE activities. Whatever your chapter becomes and imparts to its membership, the host institution, and the community is but a reflection of the enthusiasm, commitment, and resultant activities of your leadership.

There is no "chemistry" that can be bottled that makes one SIE chapter so remarkably outstanding over others. Because student officers serve only one or two years before graduation, leadership voids are continuously created at every SIE chapter. And, as happens all too often, the faculty advisor and student officers leave simultaneously, with the result that the local chapter is thrown into chaos and inactivity.

Therefore, these *Guidelines will* explain to each and every faculty advisor and student officer-new or experienced-what he or she needs to accomplish if the chapter is to succeed. For the most part, these *Guidelines* are just that-suggestions to point you in the right direction and help you focus your ideas on what needs to be done. In a few instances, these *Guidelines* list hard policies that must be followed. Where this occurs, the word "must" (or a similar word) will be boldfaced.

As SIE becomes bigger, better, and more prominent in the worlds of academe, business, and public service, the staff of the SIE National Office sincerely hopes that these *Guidelines will* enable you to fulfill the leadership roles you have assumed.

PART TWO OFFICERS, COMMITTEES, AND COUNCILS

- 1. The Faculty Advisor.** This is undoubtedly the most important position within the local chapter hierarchy. It is the faculty advisor who must demonstrate the commitment to SIE that makes him or her a role model for others to follow. Moreover, he or she provides a sense of "permanency" to the chapter as student officers and members graduate.

Because of experience and linkages to other faculty, administrators, different categories of students, alumni, and professional managers, the faculty advisor serves as the catalyst for the recruitment and programming activities that are the essence of any chapter's success. In other words, the faculty advisor serves as **the chapter's strategic leader**. If he or she fails to exercise strategic leadership, chapter inactivity and probable deactivation will result.

- A.** The faculty advisor must be a permanent member of the institutional faculty and express in writing, to the dean or department chair, his or her willingness to assume the duties of SIE faculty advisor for a

period of no less than two years.

- B. It is preferable that the faculty advisor be a tenured member of the Management Department at the host institution. However, should this not be feasible or possible, untenured assistant professors may assume SIE faculty advisor duties. In addition, because many SIE chapters are comprised of students and faculty from outside the traditional management curriculum, it is not expressly prohibited that other faculty, e.g., Marketing, Finance, Health Care Administration, etc., serve as SIE faculty advisors.
- C. It is preferable that the SIE faculty advisor be an SIE alumnus or alumna.
- D. The faculty advisor may be appointed as follows:
 - 1. Self-appointed as chapter founder.
 - 2. Invited to serve by active chapter membership.
 - 3. Invited to serve by any chapter advisory council consisting of professional managers, alumni, university administrators, and/or other faculty (see Section VI., Part Two).
 - 4. Appointed by the dean or department chair.
- E. The duties of the faculty advisor are as follows:
 - 1. Serves as the main point of contact-the linking pin-between:
 - a. the SIE National Office and the chapter.
 - b. the chapter and the host institution.
 - c. the chapter and its alumni and/or professional managers within the community.
 - d. the chapter and the chapter advisory council.

In this regard, the faculty advisor is expected to serve as the communication channel and initiator of communications between the chapter and its various constituencies.

As a general policy, the SIE National Office will regularly forward A information and materials directly to the faculty advisor, who, in turn, ensures that they are distributed, in the most expeditious manner, to the chapter officers and membership.

- 2. Suggests and/or initiates:
 - a. Recruitment and selection programs, particularly regarding faculty and professional members.
 - b. Initiation banquets and other special functions.
 - c. Academic programs.
 - d. Professional programs.
 - e. Chapter participation in SIE National Office programs and/or institutional programs.

This does not mean that the faculty advisor is an autocrat who directs all chapter activities. Rather, he or she is expected to develop a vision of how the chapter can best meet the SIE mission. He or she must develop, in a broad strategic sense, some feasible programming ideas and present them to the chapter officers and membership for subsequent deliberation, modification, acceptance, and execution.

- 3. Monitors the activities and performance of the chapter officers and membership. The faculty advisor must communicate regularly with the student officers and membership to ensure that tasks are accomplished. That is, he or she ensures that:
 - a. Meetings are held regularly in accordance with Article V of the National Bylaws.
 - b. Assignments and responsibility are appropriately delegated.
 - c. Corrective action is taken, or assignments modified, if the chapter is not accomplishing its goals or conducting activities at a proper level.

Again, the faculty advisor is not an autocrat. However, because he or she has certain experience, maturity, personal and professional contacts, and “permanency” within the host institution, it is imperative that this individual exercise some oversight responsibilities. If the student officers and membership are not doing their jobs properly, he or she must find out why and gently” make corrections as required.

- II. **The Chapter President.** Although the faculty advisor is responsible for providing strategic direction and oversight, the student chapter president serves as the chapter’s chief operating officer. That is, he or she is the individual responsible for executing strategy, revising strategy (in concert with the faculty advisor and other student officers), planning and executing annual chapter plans, presiding at meetings and at other functions, and generally serving as the student leader of the group.

The chapter president, along with the faculty advisor, provides the leadership the chapter must have to succeed. Oftentimes, the faculty advisor will generate ideas and broad guidelines for chapter activities; however, without a student leader to turn ideas into realities, the chapter faces a significant handicap.

- A. The chapter president should reflect the academic profile of the chapter's membership.
 - 1. If the chapter is comprised primarily of undergraduate students, then the chapter president should be an undergraduate. Similarly, if the chapter is comprised primarily of graduate students, then the chapter president should be a graduate student.
 - a. It is desirable that the chapter president be a management major; however, if the chapter membership is comprised primarily of business administration students not majoring in management, the chapter president may reflect this diversity.
- B. The chapter president shall be elected by the full chapter membership, preferably during the spring term of the academic year.
 - 1. In order to be eligible for this office, candidates for the chapter presidency must have at least one year left in school.
- C. The duties of the chapter president are as follows:
 - 1. Plans and presides at all formal meetings and functions of the chapter.
 - 2. Represents SIE at all interorganizational student functions at the host institution.
 - 3. Develops, initiates, and oversees annual operating plans in concert with the faculty advisor and other chapter officers.
 - 4. Works in concert with the faculty advisor and other chapter officers to regularly recruit and initiate new members.
 - 5. Conceptualizes, develops, and conducts joint programs with other student organizations or nearby SIE chapters.
 - 6. Ensures that all SIE National Office materials and relevant information from the host institution are distributed to the chapter membership.
 - 7. Trains the chapter vice president to take over the reins of leadership should the president be unable to finish his or her term of office or perform the functions expected of the office.
 - 8. Develops an adequate annual budget in concert with the faculty advisor, chapter secretary-treasurer, and finance committee (see Sections IV. and V.D., Part Two).

The chapter president is presented with unique opportunities to hone his or her leadership skills for subsequent entry into the real world of management. As a student in the management and business administration curricula, the chapter president must develop and use a variety of skills-planning marketing, membership recruitment, motivation, operational direction and oversight, etc. His or her job is critical-the chapter president creates an environment in which SIE brothers and sisters participate in activities that achieve our fraternity's mission and goals. Serving as an SIE chapter president presents great intellectual and operational challenges to the office holder.

- III. **The Chapter Vice President.** The chapter vice president serves as the second-in-command to ensure the accomplishment of all chapter activities during the academic year. Should the chapter president be unable to serve his or her term or preside at functions, then the vice president assumes the presidential role and exercises the required leadership.
 - A. Same as II.A.I.a., Part Two, above.
 - B. Same as II.B. L, Part Two, above.
 - C. The duties of the chapter vice president are as follows:
 - 1. Assumes the leadership role for specific tasks as delegated by the faculty advisor and/or chapter president.
 - 2. Becomes completely familiar with all strategic and annual chapter goals and activities; and relationships with the SIE National Office, the host institution, and other organizations
 - D. Categories of vice presidents. Depending upon the size of the chapter and the number and complexity of its different functions and activities, several vice presidents may be elected by the members.
 - 1. Vice President for Membership.
 - 2. Vice President for Programming.
 - 3. Vice President for Planning.

4. Vice President for Special Events.
5. Vice President for Publicity.
6. Etc.

If the chapter is to be successful for any given year as well as experience a smooth transition from one academic year to another, it is essential that the chapter vice president be an exceptional and very patient student leader having the full confidence of the faculty advisor, the chapter president, and the student membership. Although it is not required that the chapter vice president be elected chapter president for the following academic year, the student serving as vice president would appear to be the logical candidate for that office.

- IV. **The Chapter Secretary-Treasurer.** No SIE chapter can be successful without prudent fiduciary management, timely correspondence, and an effective records system. In this regard, the chapter secretary-treasurer serves in a pivotal and central role.
- A. The chapter secretary-treasurer should be the most qualified person to handle the chapter's fiduciary, correspondence, and records management duties: Therefore, it is not essential that he or she reflect the chapter membership's academic profile.
 - B. Same as II.B. L, Part Two, above.
 - C. The duties of the chapter secretary-treasurer are as follows:
 1. Records minutes of all meetings.
 2. Prepares and forwards correspondence.
 3. Prepares and forwards required reports to the SIE National Office and host institution.
 4. Maintains an accessible chapter filing system comprised of current membership data, alumni data, past correspondence, suspense items, and National Office materials.
 - a. Membership data should include name, permanent address, academic history, work history, notable accomplishments, committee assignments, and any other important information about student, faculty, and professional members.
 5. Maintains, publishes, and distributes the chapter's calendar of events (month, semester, year).
 6. Collects, records, and deposits national initiation fees, local dues, and other monies into the chapter bank account.
 7. Maintains an accurate and accessible financial records system.
 8. Serves as disbursement and signature authority for checks. The chapter bylaws may require two signatures for checks-the secretary-treasurer and faculty advisor.
 9. Compiles, prepares, and forwards financial reports as required.
 10. Prepares and monitors, in concert with faculty advisor, chapter president, and finance committee (see Section VD.2., Part Two) an annual operating budget.

One great problem that occurs all too often with SIE chapters is that administrative and financial

records are incomplete, missing, or disorganized when the chapter officers graduate and new officers assume their duties. It is truly imperative that the secretary-treasurer be one of the most thoughtful and organized student members of the chapter. How well he or she performs the duties of office will determine, to a significant degree, how well the chapter performs for any given year. For large chapters, separate secretary and treasurer positions may prove to be more feasible and appropriate.

- V. **Suggested Committees.** The committee system within any SIE chapter should serve two purposes. The first is organizational. For large chapters sponsoring many programs, a great deal of work needs to be accomplished; therefore, a committee system will provide for proper functional differentiation of duties and a clear identification of responsibility domains.
- The second purpose is motivational. Many students join SIE to gain hands-on leadership and managerial experience. A committee system will enable all students to participate in the chapter's goal-setting, decision-making, and task accomplishment processes. When students are actively involved with running the chapter, they tend to become more firmly committed to making the chapter a success and, moreover, make their involvement in SIE a worthwhile and memorable experience. Some suggested committees are:
- A. **Membership Committee.** This committee is responsible for assisting in the development and implementation of a comprehensive and coordinated program leading to chapter growth and continuity. It should not simply make broad recommendations to the faculty advisor and chapter president, but, moreover, be actively involved in conducting those operational tasks directly related to the recruitment, selection, and retention of members. Some aspects to consider include:
 1. Rush functions-social and professional.
 2. Publicity-campus and community.

3. Developing, updating, publishing” and distributing informational packages for recruitment purposes.
- B. Awards Committee. This committee is responsible for recommending and evaluating potential candidates for chapter, institutional, SIE National Office, and other awards. Specific responsibilities include:
1. Developing and recommending a list of awards and recognitions that the chapter should offer.
 2. Identifying and recommending awards presented by other entities for which chapter members should be nominated.
 3. Obtaining, and reviewing chapter student membership profiles to determine those student members most deserving of awards (see Section IV.C.4.a., Part Two).
 4. Obtaining and reviewing information about faculty and professional members to determine individuals most deserving of awards (see Section IV.C.4.a., Part Two).
- C. Program Committee. This is perhaps the most important committee the chapter should have. SIE is both an honorary and professional fraternity. Although it is important for students (and others) to be recognized (through SIE membership) for their achievements, meaningful academic and professional programs separate great SIE chapters from mediocre ones. Hence, the purpose of this committee is to assist the faculty advisor and chapter president in developing, organizing, and scheduling programs comprising academic, professional, and social aspects. Suggested aspects to be considered by this committee are listed subsequently in Sections 1. and II., Part Three.
- D. Finance Committee. For large chapters with many activities, there are financial overtones that cross all functional responsibilities. This committee, working in concert with the faculty advisor, chapter president, and chapter secretary-treasurer, can play a vitally important role in monitoring the chapter’s fiduciary status as well as recommending policies and procedures to ensure continued financial health. Specific responsibilities include:
1. Assessing, local dues and determining their frequency. Working with the faculty advisor, chapter officers, and the membership and program committees, the members of the finance committee should estimate the cost of programs, the dues to be assessed against each active member, and the frequency of dues (semester or annual).
 2. Developing an annual operating budget. Working with the same officers and committees described in Section V.D. L, Part Two, above, the annual operating budget should be prepared for discussion and approval by the chapter leadership. Budgetary items may include:
 - a. Revenues-amount and sources.
 - b. Expenditures.
 - (1) Scholarships and awards.
 - (2) Printing and mailing.
 - (3) Social and athletic events.
 - (4) Costs associated with travel and registration to SIE National Office-sponsored leadership conferences.
 - (5) Costs of academic and professional programs, e.g., honoraria for guest speakers, travel costs for field trips, refreshments served, etc.
- E. Other Committees. In addition to the four suggested committees discussed above, the chapter may wish to consider forming committees dealing with:
1. Marketing and publicity.
 2. Performance evaluation of officers and the chapter as a whole.
 3. Chapter relations (institutional, community, other SIE chapters).
 4. Officer nominations.
- VI. **Chapter Advisory Council.** Some SIE chapters exist within large metropolitan areas. This means that there are many professionals and alumni who might be willing to serve in an advisory capacity for the local SIE chapter. In addition, several of our chapters located within these metropolitan areas are comprised of mature students already employed in the managerial profession.
- The formation of an advisory council consisting- of alumni, faculty, and professional managers can bestow numerous benefits upon a chapter, e.g., prestige, assistance with professional programming efforts, fund raising, professional networking, etc. Therefore, as appropriate, chapters may wish to form such a council, select an enthusiastic membership, and develop/implement appropriate duties, all geared toward increasing the visibility and effectiveness of the SIE chapter within the metropolitan area.

PART THREE

PROGRAMS

1. **National Office Programs.** As a decentralized *national organization* that is institutionally-based, the vast majority of *meaningful* SIE programs are developed and conducted at the local level. However, the SIE National Office does sponsor several special programs that serve to recognize and/or reward chapter and individual member achievement.
 - A. SIE National Office Scholarship Competitions.
 1. Undergraduate awards @ \$1,000 and \$500 based upon completed application form, copy of transcript, and letter of recommendation from faculty advisor.
 2. Graduate awards (Keith Davis Scholarship Award) @ \$ 1,000 and \$500 based upon submission of “best” scholarly paper on an appropriate management subject.
 3. Detailed information sheets about scholarships are sent to all chapters at the beginning of the p academic year.
 - B. Local chapter grant program to assist a chapter’s academic and professional programming efforts.
 1. The National Office annually budgets six grants @ \$500 to those chapters submitting a grant proposal letter and *accompanying support* materials.
 2. Grants are awarded on a first-come, first-serve basis.
 3. Detailed information sheets about grants are sent to all chapters at the beginning of the academic year
 - C. The Chapter-of-the-Year Award recognizes the most outstanding SIE chapter for any given year. The Award is based upon the written description (and other documentation) attesting to the chapter’s efforts to accomplish SIE’s academic and professional programming goals, membership recruitment and retention, and individual member honors.
 1. The Award consists of a handsome recognition plaque and a \$500 cash grant.
 2. Detailed information sheets about the Chapter-of-the-Year Award are sent to all chapters at the beginning of the academic year.
 - D. SIE dinners and special receptions are held in conjunction with national and regional meetings of the Academy of Management.
 1. Details about these functions are sent to all chapters approximately two months before the date of the *function*.
 - E. SIE student members and alumni are offered special discount rates to the *Academy of Management Executive*.
 1. Individuals wishing to subscribe to this publication should contact the National Office. Details are provided in issues of the SIE magazine, *Managements Futures*.
 - F. *Management Futures* is the official magazine of the SIE National Office and is published twice per academic year. *Management Futures* combines the elements of a newsletter and practitioner-oriented journal.
 1. Active SIE members in all membership categories are invited to submit newscopy and practitioneroriented articles anytime during the academic year.
 - G. Beginning in the spring of 1995, the SIE National Office will host Regional Leadership Conferences for selected chapters and members. Dates and site are to be determined, with information beina sent to appropriate chapters in the winter of 1995.
 1. The purpose of the Regional Leadership Conferences is to provide hands-on training enabling faculty advisors and student officers to better manage chapter affairs and accomplish SIE’s academic and professional objectives.
 2. Costs will be borne jointly by the SIE National Office and the local chapters/individual members attending.
 - H. As the headquarters of the fraternity, the SIE National Office provides the following recurring services:
 1. Maintaining records of all members to include name, chapter, permanent address, membership category, date of initiation, and approximate date of graduation (if student member).
 2. Processing all certificate and jewelry orders for members, including replacement items.
 3. Supplying SIE promotional and informational materials to chapters.
 4. Actively recruiting new chapters from institutions of higher education in the U.S. and Canada.
 5. Representing SIE within the governing structure of the Academy of Management.

11. **Local Chapter Programs.** The potential success of any SIE chapter is limited only by the lack of enthusiasm and commitment on the part of the faculty advisor, student officers, and membership. Chapters should focus on developing and conducting programs that foster the attainment of academic and professional excellence.
- A. Suggested academic programs may include:
1. Sponsorship of guest lectures and seminars with prominent faculty.
 2. Academic counseling to underclassmen interested in management and other business administration disciplines.
 3. Participation in institutional student organizations such as the Dean's Council, Graduate Business Students Association, etc.
 4. Join sponsorship of numerous academic programs with other student honorary and professional groups.
 5. Sponsorship and financing of local scholarship programs.
 6. Academic advising to include tutoring and provision of information about classes and faculty.
 7. Sponsoring the presentation of special academic awards to students and/or faculty.
 8. Assembling and distributing research articles, syllabi, class notes, and other materials pertaining to management and other business administration courses.
 9. Sponsorship of and participation in Honors Day convocations.
 10. Recruiting and initiating distinguished faculty from the host institution (and other institutions).
 11. Participation in the SIE National Office, institutional, and other scholarship programs.
 12. Identifying and nominating student and faculty members for major academic awards sponsored by the host institution and other organizations.
 13. Sponsorship of and participation in management major forums.
- B. Suggested professional programs may include:
1. "Shadow Programs" by which student members spend a day with a business or public service executive to gain insights into the "real world" of management.
 2. Sponsorship of guest lecture series featuring prominent managers from business and public service.
 3. Sponsorship of and participation in Intercollegiate Business Competitions held regionally and nationally.
 4. Formation of and participation in leadership councils with local business and public service organizations.
 5. Participation in Regional Leadership Conferences sponsored by the SIE National Office.
 6. Sponsorship of special awards to prominent area business and public service executives.
 7. Field trips to major business and public service headquarters.
 8. Maintenance of strong and interactive relationships with other SIE chapters, SIE alumni, and other student/professional groups.
 9. Sponsorship of Career Day programs.
 10. Sponsorship of resume, interviewing, "Dressing for Success," and business ethics workshops and symposia.
 11. Development of job internship programs in concert with alumni and professional members.
 12. Development and maintenance of detailed professional member/alumni data base.
- C. Initiations. SIE initiations constitute more than the formal induction of new members into our fraternity. They are also very significant symbolic and social experiences. When conducted properly, initiations become an important highlight in members' lives and a memorable institutional event.
1. Initiations should be held twice annually, preferably in fall and spring. Some chapters, however, may wish to have one large initiation in the spring.
 2. Should a chapter choose to hold one large spring initiation, it must ensure that juniors and/or continuing graduate students are initiated for continuity purposes.
 3. The suggested sequence of events for SIE initiations are as follows: a. Reception. It is at the discretion of the chapter leaders whether alcohol should be served or not. This depends on location, institutional policy, and the presence of minors. b. Performance of the Ritual for the Initiation of New Members by the chapter officers. c. Dinner. d. Presentation of special awards and recognitions. e. Remarks by a prominent guest speaker. f. Concluding remarks by faculty advisor and/or chapter officers.
- D. Other Programs. In addition to academic programs, professional programs, and initiations, chapters should consider conducting other activities that make SIE membership a more complete experience. Some recommendations include:
1. Participation in and sponsorship of charitable and community events. These are not only positive activities in and of themselves, but, moreover, an excellent means for enhancing SIE's visibility and respect within the institution and community.
 2. Participation in and sponsorship of athletic teams. Chapter volleyball, softball, and other sports teams not only provide great fun, they also serve to enhance SIE's visibility on campus.
 3. Social events, such as parties, dinners, etc., can serve to strengthen the cohesiveness of the chapter unit. They can further serve as mechanisms to enhance recruitment activities and faculty/professional/alumni networking.

PART FOUR FINANCES

- I. **Discussion.** Financial solvency and adequacy are absolute essentials for chapter success. No SIE chapter can accomplish its goals without adequate financial resources to cover programming costs and provide a reserve for the future. As discussed heretofore in Sections IV.C. and V.D. of Part Two, the chapter secretary-treasurer and finance committee play crucial roles.
- II. **National Initiation Fee.** The SIE National Office charges new members a one-time initiation fee. The amount of the fee will depend upon the type of jewelry ordered by the new member.
 - A. Each new member will receive an embossed membership certificate and gold/gold-plated jewelry key upon payment of the national initiation fee.
 - B. The SIE National Initiation Fee Schedule is sent to all chapters at the beginning of the academic year.
 - C. Chapters must establish their own bank accounts in which new members' national initiation fees and local dues are deposited.
 1. No individual checks from new members will be accepted by the National office. Chapters must send the entire sum of the national initiation fees in one check to the National Office before certificates and jewelry will be ordered and delivered.
 2. There can be no partial payment of the national initiation fee. That is, one cannot pay a "partial" fee and request a certificate or jewelry key only.
 - D. Chapters cannot order blank certificates (to be calligraphied locally) or an inventory of jewelry keys for unspecified future initiations.
 - E. Once delivered to the chapters, certificates, and jewelry in particular, **remain the property** of the new members.
 1. Should individuals be unable to attend the initiation ceremony, then it is the chapter's responsibility to forward the certificate and key to the new member at his or her permanent address.
 2. Under no circumstances can the chapter present excess jewelry not presented to their rightful owners in the past.
 3. The SIE National Office will not accept "excess" jewelry not presented to their rightful owners from local chapters for refund or credit purposes.
- III. **Ordering of Certificates and Jewelry.** Special attention and adherence to the following will ensure that certificates and jewelry arrive in time for your initiation ceremonies.
 - A. All requests for jewelry and certificates must arrive at the SIE National Office at least four weeks before the scheduled initiation date. All membership certificates and the jewelry in option nos. 2-5 of the National Initiation Fee Schedule are prepared and delivered from factories in Florida and Indiana, respectively. Without this four-weeks' lead time, it is not possible to have these items available for presentation to new members.
 - B. A check for the full amount of the national initiation fees must accompany the initiation list. No orders will be processed without this check.
 1. For an additional charge as specified in the Initiation Fee Schedule, the National Office will ship certificates and jewelry to new members' home addresses if the check and list arrive after the date of initiation.
 2. The chapter will be charged any costs associated with express/overnight shipping.
 - C. Each initiation list must contain:
 1. New members' exact names as they are to be calligraphied on the certificates.
 2. The type of jewelry desired (option nos. 1-5 of the Initiation Fee Schedule).
 3. The date of initiation. Without this date, certificates will not be ordered since the date is imprinted on the certificate.
 4. New members' permanent addresses. Avoid sending temporary college addresses.
 5. Membership category of each new member, i.e., undergraduate, graduate, faculty, member of the institutional staff, professional, and/or honorary.
 6. Approximate date of graduation for student members.

7. Name and address of the person to whom the certificates and jewelry should be sent. The National **Officer prefers** that certificates and jewelry be sent to the faculty advisor's campus address.

IV. **Fund Raising and Grants.** Local dues remain the primary mechanism for raising chapter revenues. However, chapters should **actively** investigate and pursue others means for obtaining funds.

- A. General fund raising can include activities such as:
 1. Chapter alumni solicitations.
 2. Regional area alumni solicitations.
 3. Professional member alumni solicitations.
 4. Local business solicitations.Chapter officers may wish to consult with officials from their institutional development office to learn the rudiments of fund raising, i.e., prospect identification, cultivation, solicitation, and donor stewardship.
- B. Institutional Grants. In some instances, an entity of the host institution, e.g., Student Government, College of Business Student Advisory Committee, Dean's Council, etc., will award grants to student organizations.
- C. SIE National Office Grants. See Section I.B., Part Three.
- D. Business and Public Service Grants. Business and public service executives associated with the institution and/or SIE may be able to identify and supply appropriate grants from their respective organizations. This is one **critical** reason why it is so important for the chapter to recruit professional members, catalyze their interest in SIE, and determine, in an appropriate manner, their (or their organizations') willingness to financially support the chapter.
- E. Sales. Moderate amounts of money can be raised through chapter-sponsored sales of used text books, t-shirts, computer software, used equipment, etc. Chapters should check with their institutional business services office and/or institutional student government for further information.

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