



2020 – 2021

Material Advantage Student Chapter Handbook

www.materialadvantage.org



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MATERIAL ADVANTAGE CHAPTER HANDBOOK
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Dear Students and Faculty,

The American Ceramic Society (ACerS), the Association for Iron and Steel Technology (AIST), The Minerals, Metals & Materials Society (TMS), and ASM International welcome you to the Material Advantage Program!

Material Advantage is designed to be the premier membership option for students who want to maximize the value of their materials engineering experience. By exposing students to several of the leading materials-based societies through a single low-cost membership, Material Advantage empowers students to advance their academic careers and create a solid foundation for engaging the world as a professional upon graduation.

Chapters play a critical role in the development of students. By giving students the chance to create their own local community, chapters help provide leadership development, social engagement, and technical excellence through idea exchange and presentations. By forming a chapter at your university, you will be joining a community of over 90 chapters around the world!

This handbook outlines the expectations from the program and partner societies as well as provides ideas on how to best organize and run your chapter. Please review it to become familiar with the recommended Material Advantage chapter structure. One of the strengths of the program is that each chapter can be custom-made to address the needs and wants of its membership. We encourage you to maintain constant communication with your chapter membership to create the structure that best serves your community.

We trust that you will find the information in this handbook to be helpful in creating the best chapter possible at your university. We look forward to partnering with you on your membership and chapter journey!

Sincerely,

The Material Advantage Team

PARTNER SOCIETY STAFF CONTACTS

The below contacts are the Partner Society Staff Liaisons to the Material Advantage Student Program. Feel free to reach out to them with any questions or concerns you may have.



The American Ceramic Society

Material Advantage Role: Special Programs and MA Website

Staff Contact: Yolanda Natividad
Member Engagement Manager
E: YNatividad@ceramics.org
P: 614.794.5827



Association for Iron & Steel Technology

Material Advantage Role: Marketing and MA eNews

Staff Contact: Courtney Shaffer
Student Programs Administrator
E: cshaffer@aist.org
P: 724.814.3096



ASM International

Material Advantage Role: Chapter Administration

Staff Contact: Drew Fleming
Chapter & Young Member Specialist
E: drew.fleming@asminternational.org
P: 440.338.5151



The Minerals, Metals, and Materials Society

Material Advantage Role: Membership Administration

Staff Contact: Bryn Simpson
Membership & Volunteerism Program
Manager
E: bsimpson@tms.org
P: 724.814.3172

SOCIETY MISSIONS

ACerS MISSION - The American Ceramic Society is a global leader among professional organizations in supporting scientific research, emerging technologies, and current applications, in which ceramic materials are a key element.

AIST MISSION - The mission of the Association for Iron & Steel Technology is to advance the technical development, production, processing, and application of iron and steel. Our principles are to provide:

- Value for members and benefit to industry
- Opportunity and access for all members
- Member-identified, quality programming
- Universal industry appeal

The mission of the AIST Foundation is to ensure the iron and steel industry of tomorrow will have a sufficient number of qualified professionals.

ASM INTERNATIONAL MISSION - ASM International is the preeminent association for engaging and connecting materials professionals and their organizations to the resources necessary to solve problems, improve outcomes, and advance society.

As the world's largest and most established materials information society, ASM engages and connects you to a global network of peers and provides access to trusted materials information through reference content and data, education courses, international events, and research.

TMS MISSION - The mission of TMS is to promote the global science and engineering professions concerned with minerals, metals, and materials.

In support of this mission we will

- Provide forums and other opportunities for: 1) The exchange of information among all segments of our community; and 2) Networking and making contacts vital to members' interests.
- Provide state-of-the-art means for disseminating information pertinent to the community.
- Promote technology transfer and, thereby, the economic health of our industries.
- Provide means for the professional development and career maintenance of members
- Assume a leadership role in the minerals, metals and materials community by promoting collaboration and alliances among minerals, metals and materials societies and organizations in order to strengthen the technological basis of the profession and our members.
- Participate in the development of students for entry into the minerals, metals and materials professions.
- Represent the minerals, metals and materials professions in the accreditation of education programs and in the registration of professional engineers.
- Encourage professionalism, ethical behavior, and concern for the environment.

MATERIAL ADVANTAGE STUDENT MEMBERSHIP

Qualifications: Any post-secondary student currently enrolled full-time in a post-secondary institution, and majoring in the field of materials science and engineering, or a related engineering discipline, is eligible for Material Advantage Student Membership upon application and payment of dues.

Applications: Students may join online at www.materialadvantage.org. Paper applications are available for download at the Material Advantage website.

Membership Year: The Material Advantage Student Membership year runs January 1 through December 31. New member dues are based on the following schedule:

- Applications submitted January 1st – July 31st, \$30.00 for the current calendar year.
- Applications submitted August 1st – December 31st, \$30.00 for the remainder of the current calendar year and the entire following year; subscriptions to commence at the beginning of the following year. In succeeding years, all student members will be billed membership dues in October for the following year. (Note: One week required for processing of complete applications submitted with payment. Allow 6-8 weeks for subscriptions to start.)

Reduced Dues: Annual membership dues for students in regions of the world with certain economic trends, as defined by [The World Bank](http://TheWorldBank.com), will be eligible for a 50% reduction in dues. Please visit www.materialadvantage.org to see if you qualify.

Membership Renewal: In September/October, current student members will be sent a renewal invoice to update their membership for another year. The renewal will be effective from January—December of the following year. If a student has graduated during the current year, applications to take advantage of one free year of professional membership in ACerS, AIST, ASM, and/or TMS will be sent by the individual partner instead of the renewal invoice.

Curious About Individual Member Benefits? Material Advantage grants students access to numerous benefits – financial (\$800,000 of scholarship opportunities!), professional, and informational. To review these benefits, please visit the websites below. As a student member, you will also be able to login to each of the partner society websites to access member only content.

- Material Advantage: www.materialadvantage.org
- ACerS: www.ceramics.org
- AIST: www.aist.org
- ASM: www.asminternational.org
- TMS: www.tms.org

Graduating Students: Material Advantage membership is only available for full-time university students. Upon graduating, Material Advantage members are invited to enjoy a complimentary year of membership with each partner society. For more information on how to access the applications for free membership, please visit materialadvantage.org/future-ops.

STARTING A NEW MATERIAL ADVANTAGE CHAPTER

Material Advantage student chapters are formed at colleges and universities upon petition and approval of a student chapter charter initiated by student members or faculty. All students and faculty at colleges and universities are eligible to petition for the establishment of a Material Advantage chapter. Upon the full completion and submission of the Chapter Application Package, the chapter is extended provisional approval and sent an official charter and \$150 in start-up funding. Petitions are formally approved by the Boards of each partner society.

Material Advantage recommends the below process to students who are planning on starting a chapter:

1. Seek the support of a faculty member who will agree to act as the student chapter faculty advisor. Ideally, he/she will already be a member of ACerS, AIST, ASM, and/or TMS.
2. Meet to discuss the reasons to form a chapter. Please note that chapters require dedication from students in order to be successful.
3. Elect a chapter executive committee consisting of a:
 - a. Chair
 - b. Vice Chair
 - c. Treasurer
 - d. Secretary
4. Complete and submit the Chapter Application Package (more information below).
5. Arrange for a chapter financial account – it is recommended that the chapter create/open a bank account through the university for all chapter finances.

The Chapter Application Package consists of:

- Chapter Application Form
- Chapter Petition Form
- Chapter Bylaws Form
- Chapter Officer Listing
- Material Advantage Faculty Advisor Form

You can access these forms at materialadvantage.org/student-chapters. Upon their completion, please email the forms to students@asminternational.org.

To see a full listing of active Material Advantage Chapters, please visit the Material Advantage website at <http://materialadvantage.org/student-chapters/chapters>.

NOTE: Prospective chapters are required to have at least 15 student members registered (with valid member IDs) with the Material Advantage Program in order to successfully submit the Chapter Application Package. If prospective chapters do not have 15 student members registered, a proposal, in addition to the Chapter Application Package, should be submitted detailing how the chapter will reach 15 members within three years. Chapters that submit a proposal and do not have 15 student members will be approved on a case-by-case basis.

STUDENT CHAPTER STATUS AND EXPECTATIONS

In order for Material Advantage chapters to continue their affiliation with the program, they must maintain active status. Chapters maintain this by:

- Holding a student chapter charter
- Has a faculty advisor who holds a membership in the partner societies
- Has chapter officers elected/appointed annually
- Submits an annual report no later than June 1st of each year (you can access this annual report by visiting www.materialadvantage.org/student-chapters and scrolling to “Annual Report”)

Inactive Status: chapters who do not meet the above criteria are considered inactive. These chapters are not eligible for student chapter rebates, travel grants, or participation in chapter contests.

If an inactive chapter wishes to become active, the faculty advisor or student members must submit a Material Advantage Faculty Advisor Form, a Chapter Petition Form, and the Chapter Officer Listing (see page five). Chapters that have been inactive for two years or more may qualify for start-up funding (see page five).

STUDENT CHAPTER BENEFITS AND OPPORTUNITIES

Material Advantage chapter benefits include but are not limited to:

- Participation in the Chapter of Excellence and Membership Challenge Programs. Cash prizes and recognition are available.
- Chapter rebates:
 - \$5 per *active* student member. Chapter rebates will be calculated at the end of the first week of January and sent to the chapter by February 1st of each year. Note that memberships expire on December 31st each year. Only those who have renewed for the coming year (by January 1st) are counted for rebates.
- Chapter travel grants to select conferences and meetings.
- Annual Chapter Officer Workshop at MS&T.
- Access to professional chapters/sections in local area.
- The acting primary Faculty Advisor receives a complimentary membership in ACerS, AIST, ASM, and TMS as long as the chapter remains active.

Additionally, each partner society may offer additional benefits and programs for Material Advantage Chapters. You can learn more at the websites listed below.

- Material Advantage: www.materialadvantage.org
- ACerS: www.ceramics.org
- AIST: www.aist.org
- ASM: www.asminternational.org
- TMS: www.tms.org

STUDENT MEMBERSHIP RECRUITMENT

Recruiting new members is an essential responsibility of the chapter. Without recruitment, chapters suffer from less new ideas, vacant leadership roles, and are not able to effectively serve its members.

Before creating a recruitment plan for the academic year, make sure that all members of the chapter are familiar with the many benefits of membership in Material Advantage. It will also be important to look at your own chapter and the department at your institution to identify the unique benefits of association with your group. Work with your department to identify students and different fields of study that may be interested in materials science and engineering directly or indirectly.

All chapters should plan creative, interesting activities during the Membership Challenge Program. Members who attend the fall conference activities will have opportunities to talk to other chapter leaders to discuss innovative ideas and recruitment methods that have been successful.

Member-Get-A-Member

Take advantage of the membership programs and incentives offered by the societies, or develop your own to encourage members to identify and recruit individuals who would benefit from association with the societies and the chapter.

Orientation

Contact your university orientation office to see if there are any opportunities to talk to incoming first year students.

Student Unions

Are there areas where the chapter can post information about upcoming events and activities? The Student Union or gathering place at your college or university may have areas to leave a supply of applications or posters about chapter activities. This is also a good location for fund-raising activities that make students aware of your group.

Campus-wide Activities

Get involved! Sometimes the best way to recruit new members for your chapter is to be involved on your campus or in your department. If you get involved with campus activities as a group, other students will become familiar with your name and your mission.

Technical Programs

Work with your local ACerS Professional Section, AIST Member Chapter, ASM Professional Chapter, and/or TMS Local Section to plan technical programs that might spark interest in other students, faculty, and local professionals. This is a great way to demonstrate how association with a professional society can give one access to the most current information in the field.

Career Workshops

Ask members of the faculty as well as your local ACerS Professional Section, AIST Member Chapter, ASM Professional Chapter, and/or TMS Local Section to speak to your chapter about the job market and career opportunities. Many professionals would be delighted to share personal experiences, and this is a good opportunity to highlight the strong networking and support available through professional associations.

Websites/Email

Many chapters have developed a web/social media presence, and this is a wonderful way to show off the chapter's accomplishments and members. Use email to target students on your campus and to share the benefits of membership. Obtain a list of students in similar engineering majors from your faculty advisor or registrar's office. Determine which students are not members and send them a personal email inviting them to the next chapter meeting.

More Recruitment Ideas:

There are a lot of ways to recruit more student members for your chapter. One of the most effective recruiting techniques is to be sincere and explain why you are a Material Advantage student member. Whether you enjoy the chapter meetings and activities, discounts on books and conferences, the member journals, or the free resume listing service, let potential members know what student membership can do for them!

Personal Contact

- Look for other students in your classes who are not members of Material Advantage. Explain the benefits of student membership and what it can do for them.
- Establish a program for upperclassmen to recruit freshmen and sophomores.
- Arrange to make a brief appearance at a seminar class for engineers.
- Get your local ACerS, AIST, ASM, and TMS professional members involved with contacting students exploring MSE.
- Work with your department to help recruit to the department as well as to the chapter.

Speaker Series

- Bring in a speaker to present an interesting topic. Have membership applications on hand for potential members. The speaker could be a faculty member, a grad student with an interesting research project, or a professional in the area.
- Arrange for a local professional chapter to speak on the engineering job market and how to obtain an entry-level position.
- Find topics of interest for both graduate and undergraduate students!

Chapter Events

- Schedule a field trip or plant visit with a local company. This will often bring in large numbers of members who may or may not be current members.
- Have a social function at the beginning of each semester. Present the benefits of student membership to potential members.
- As a chapter, think about the unique, specific benefits of membership in your particular chapter.
- Ask each chapter member to bring one friend, who is not a member, to an event.
- Look at ways to partner with other technical/engineering societies on your campus for joint events. Let both societies talk about opportunities in their organization.
- Find activities that make your chapter visible on your campus—campus wide events, community service, MSE t-shirts, etc.

CHAPTER STRUCTURE

There are many options for the structure of your student chapter. Many of the most successful chapters have an umbrella organization that encompasses several different societies. Some chapters include all students in their department as members. Still others include only a select group of students who wish to be involved in the management of the chapter. Please work with your executive committee and faculty advisor to discuss the structure that works best for your chapter. The Material Advantage partnering societies want you to work with the structure that best suits your student members and your department. Below are some ideas:

Materials “Club”

This is often an umbrella organization that includes the Material Advantage chapter as well as other materials-related societies. By sharing journals and highlighting activities, scholarships, and conferences of all of the societies, students benefit by learning about more career options and meeting more people. Some Materials Clubs have one executive board with representatives from each society, and others actually have separate executive boards but combine their activities. The biggest challenge to having a materials club organization is to make sure that you meet the requirements for each organization that you represent.

Department Chapters

Some departments strongly encourage or require their students to be members of the societies. This is an easy way to recruit; however, it is more important than ever in this situation to make sure that students realize the benefits of membership so that they will be involved. The advantage of department-wide chapters is that there is a strong possibility that several faculty members are involved, and the department is probably involved in supporting seminars, regular meetings, and chapter activities.

General Assembly Chapters

You may find it useful to hold regular meetings and encourage anyone who is interested to come. It is important to have well-run and effective meetings so that students don't feel that they are a waste of time. Effective programming can encourage more students to get involved - increasing membership and interest. Some chapters hold a weekly luncheon meeting with a variety of topics throughout the year; others hold separate meetings for undergraduate and graduate students, and set up appropriate topics for each group.

SAMPLE CHAPTER CALENDAR

The calendar below is to help your chapter create a program schedule for the academic year. Ultimately, your chapter's calendar will need to be tailored to your individual community of members.

August	February
<ul style="list-style-type: none"> • Executive Committee Meeting • Plan to attend IMAT 	<ul style="list-style-type: none"> • Executive Committee Meeting • Monthly Chapter Meeting • Attend TMS Annual Meeting
September	March
<ul style="list-style-type: none"> • Fall Membership Challenge Announced • Annual "Kick-Off" Event • First Monthly Chapter Meeting • Students sign-up for monitor/paging positions at fall meetings • Plan to attend MS&T student activities • Attend IMAT 	<ul style="list-style-type: none"> • Annual Report email reminder from ASM to chapter chairs and faculty advisors. • Executive Committee Meeting • Monthly Chapter Meeting • Nominations for elections of officers
October	April
<ul style="list-style-type: none"> • Fall Membership Challenge Program • Attend MS&T • Executive Committee Meeting 	<ul style="list-style-type: none"> • Executive Committee Meeting • Field Trip/Plant Tour • Election of Officers • Community Project
November	May
<ul style="list-style-type: none"> • Field Trip/Plant Tour • Executive Committee Meeting • Monthly Chapter Meeting • Community Project 	<ul style="list-style-type: none"> • Executive Committee Meeting • Attend AISTech • Chapter Annual Business Meeting
December	June
<ul style="list-style-type: none"> • Chapter Annual Social Event 	<ul style="list-style-type: none"> • Annual Report (due June 1) • Chapters of Excellence Contest (due June 1) • Make plans for upcoming academic year
January	Notes
<ul style="list-style-type: none"> • Executive Committee Meeting • Monthly Chapter Meeting 	Be sure to routinely check each partner society website and eNewsletters for the most up-to-date deadlines and additional program information.

RELATIONSHIPS

Contact with Partnering Society Headquarters

There are many services and benefits available to student chapters and student members that are provided through the partnering society headquarters. Communication between the chapter and headquarters is essential. The Material Advantage Student Program staff will maintain communication with the Faculty Advisor and Chapter Chair.

Responsibilities of Student Chapter

- Submit the required chapter annual report each spring; update information regularly
- Read the monthly Partner Society and Material Advantage student eNewsletters
- Submit pictures and stories to be included in society publications and eNewsletters
- Encourage members to attend society meetings and conferences
- Notify headquarters of any concerns or needs

Involvement with an ACerS, AIST, ASM or TMS Professional Chapter/Section

Where possible, the students should have both access to and involvement with ACerS, AIST, ASM, or TMS professional chapters/sections. These professionals and their chapter provide the student chapter with examples of professional commitment and effective chapter management, as well as programming/events. This interaction also provides important opportunities to learn about potential careers in a materials field.

Responsibilities of Student Chapter

- Involve local professional members in student chapter meetings and activities; keep the members of the local professional chapter informed of plans and activities
- Attend professional chapter meetings whenever possible
- Contact the local chapter or section when a member visit is scheduled

Department/University Support

The Department and the University are both important in the success of the student chapter. Recruitment activities for the chapter, as well as promotional opportunities, can be conducted through the department. Interaction with faculty beyond the Faculty Advisor is also recommended for additional departmental support and contacts for the student members.

Responsibilities of Student Chapter

- Communicate with Department regarding society activities, scholarships, and support
- Advise Department of the student chapter's plans and activities
- Involve faculty in chapter activities whenever possible

The Faculty Advisor

The Faculty Advisor plays a key role in ensuring the chapter's success. The chapter officers and members must work closely with the Faculty Advisor to plan its activities. The Faculty Advisor will be the primary link to the department as well as to the society headquarters.

Responsibilities of the Student Chapter

- Regular communication with partnering society headquarters to receive updated materials and information
- Invite the Faculty Advisor to all Executive Committee and chapter meetings
- Continuously recognize the Faculty Advisor for volunteering his/her time and energy toward the success of the chapter

LEADERSHIP ROLES

The Faculty Advisor

The guidance that the Faculty Advisor provides is the primary element in the establishment and continuity of the student group. The advisor understands the materials/metallurgy fields in a societal context, and recognizes the benefits of membership in a professional society. A general interest in and enthusiasm for the student's efforts, activities, and attendance at planned events are important contributions that the Faculty Advisor makes throughout the chapter year.

Responsibilities of the Faculty Advisor

- Promote the Material Advantage Program and participation on campus
- Encourage attendance at Partner Society events and meetings
- Primary contact for society headquarters
- Receives chapter materials for distribution to officers (rebates, etc.)
- Advises Chapter Officers and Committee Chairs on the formation and implementation of its goals, objectives, and programs
- Ensure that the chapter understands the roles of ACerS, AIST, ASM and TMS as professional organizations.

Executive Officers

The quality of leadership provided by the officers of the student chapter significantly influences the level of involvement and participation of both chapter members and other interested individuals in planned chapter activities. It is imperative that the officers understand the importance of their roles in setting the direction of the chapter. The officer's commitment to the chapter will be reflected in the overall success and continuity of the group. The officers of a student chapter usually consist of a Chair, Vice Chair, Secretary and Treasurer. The last two positions may be combined (e.g., a Secretary/Treasurer) in a small chapter. Student officers should be elected prior to the submission of the chapter annual report.

Responsibilities of the Student Chapter Executive Officers

- Be fully conversant with the chapter bylaws
- Act as the primary interface between the student chapter, the Faculty Advisor, the Department and University within which it functions, and Material Advantage partnering society liaisons
- Establish a clear set of objectives and an operating plan for the chapter year
- Take responsibility for fulfillment of the chapter's established objectives
- Train newly elected officers and hand over materials each spring

Chapter Chair

The Chair serves as the principle point of contact between the chapter and the public, the chapter and its individual members, and the chapter and the partnering societies. The Chair is the chief officer and leader of the chapter. The Chair is responsible for working with the Faculty Advisor and executive committee to guide the chapter and develop the organization into an effective group to meet the needs of the school, members, and the partnering societies. The ability to work with and guide fellow officers, committee chairs, and committee members are the primary qualities that will ensure success as a Chapter Chair.

Responsibilities of the Chapter Chair

- Works closely with the Faculty Advisor and ensures communication with him/her
- Presides at all meetings of the Chapter and its Executive Committee
- Delegates committee responsibilities and makes committee appointments as outlined in the chapter's bylaws
- Coordinates communication with society headquarters
- Coordinates and assures chapter reporting and record keeping functions

Vice Chair

The Vice Chair supports the Chair and aids whenever and wherever he/she can be of assistance to the Chair. The Vice Chair also directs the Program Committee, thus managing the technical and educational activities of the chapter. The Vice Chair must be a good communicator and should be capable of leading the chapter in the absence of the Chair.

Responsibilities of the Vice Chair

- Directs the major chapter activity of the year
- Serves as Chair of the Program Committee
- Serves as an ex-officio member of all major committees
- Leads the chapter in the absence of the Chair

Secretary

The role of the Chapter Secretary has profound effect on the success of the Chapter. The Secretary may require assistance in the form of a support committee. The Secretary is responsible for all record-keeping for the chapter; documenting all decisions made at meetings as well as attendance of members and non-members for each chapter event.

Responsibilities of the Secretary

- Maintains all chapter records
- Keeps minutes for all Chapter Executive committee meetings
- Acts as an official correspondent for the chapter
- Fulfills all reporting requirements including monthly meeting and annual reports
- Submits information to society headquarters to highlight chapter activities

Treasurer

The Chapter Treasurer has the responsibility for gathering, distributing, and managing the chapter's funds. Sound chapter operations require the establishment of and adherence to realistic budgets. Each committee should be informed of funds budgeted for its activities prior to planning for the year.

Responsibilities of the Treasurer

- Receives and deposits all funds paid into the Chapter
- Disburses funds as authorized by the Executive Committee
- Prepares financial reports for chapter meetings
- Submits financial information for annual report if asked

CHAPTER COMMITTEES

The strongest student chapters are those that operate in a highly efficient manner with the involvement of all members. Focused committees are an effective way to get members involved in the areas in which they have the strongest interest. How many and what types of committees are needed varies with the size and location of the chapter. Below are three recommended committees for your chapter.

The Executive Committee

The Executive Committee sets chapter policy and guides the many activities of the student chapter. It works closely in partnership and cooperation with partnering society headquarters.

Committee Structure

- Chair: Chapter Chair
- Faculty Advisor(s)
- Vice Chair
- Secretary and Treasurer
- The chairs of the chapter committees
- Additional appointees as needed

Responsibilities of the Executive Committee

- Sets goals for the chapter based upon the needs of the chapter members
- Plans the business meetings of the chapter
- Regularly reviews the plans and accomplishments of all working committees
- Monitors the financial results of the various chapter activities
- Appoints, redistributes, and fixes the duties of non-elected officers of committees as deemed necessary

The Program Committee

Plans, organizes, and executes the chapter's technical, educational, and joint professional activities and programs.

Committee Structure

- Chair: Vice Chair (or alternative appointment)
- Chapter members interested in planning, organizing, and executing the chapter's technical, social, and professional activities

Responsibilities of the Program Committee

- Communicate regularly with local professional chapter or section
- Decide on the subjects and dates for chapter programs by soliciting suggestions from the Faculty Advisor as well as the chapter membership
- Draws up a list of preferred and alternate speakers for respective subjects
- Plans or arranges publicity for any activities
- Makes arrangements for location and necessary equipment for any chapter activities
- Acts as the hosts for any invited speakers
- Selects technical chair for each meeting (often this task is assumed by the individual member of the committee responsible for securing the speaker for the evening)

The Membership/Outreach Committee

The Membership/Outreach Committee organizes and implements programs that promote student membership as a way to explore metallurgy/materials science and engineering as a field of study and career path.

Committee Structure

- Chair: By appointment
- Chapter members interested in recruiting new members to the student chapter and promoting materials science and engineering and related areas as a field of study.

Responsibilities of the Membership/Outreach Committee

- Attracting and retaining existing members
- Promoting materials science and engineering programs and opportunities through membership
- Supporting Department/University, or affiliate ACerS, AIST, ASM or TMS professional chapters/sections outreach efforts to younger students
- Plan and conduct at least one membership drive each year
- Actively solicit new student members
- Invite, greet, and welcome new and potential members to meetings
- Maintenance of a supply of membership literature and current application blanks
- Conduct a membership display at special events
- Promotion of society-wide membership activities
- Developing outreach activities to support departmental recruitment into the field

CHAPTER MANAGEMENT

Any meeting organized by the chapter should be well-planned and have a clear purpose. Setting an agenda and communicating it to the participants will help in the organization of a meeting. Following are some simple steps to running an efficient meeting:

Meeting Arrangements

Responsibility for a successful meeting can be traced to effectiveness of the meeting arrangements. Although the scope of the meetings will vary from chapter to chapter, the planning normally includes the physical arrangements as well as the agenda for chapter meetings and functions.

The committee planning the meeting or event should begin its activities well before the first meeting of the chapter year. Action is required as soon as the program committee has determined the complete program and, if applicable, as soon as the executive committee has determined the meeting dates and sites.

Meeting sites should be selected to augment the program and with consideration for the convenience of the members. Confirmation for meeting place and date should be made as early as possible and in writing.

Meeting Agendas

Using an Agenda or "Order of Business" will help your meetings run more smoothly. Your members will know what to expect and you will cover all items that need to be addressed. Make sure that everyone attending a meeting understands what is to be accomplished at that meeting. You may want to attach a time limit to each area in order to keep the meeting moving through the agenda.

Suggested Order Of Business *(when applicable)*

- I. Call to Order
- II. Roll Call
- III. Minutes From Last Meeting
- IV. Officers' Reports
- V. Committee Reports
- VI. Special Business
- VII. Old Business
- VIII. New Business
- IX. Announcements
- X. Adjournment

PROGRAMMING

Establishment of chapter programs, which should include a mixture of technically and socially enhancing activities—appealing to both the student chapter members and those in their immediate community—will ensure broad participation.

Each year's programs should be laid out in advance of the beginning of the chapter year by the Executive Committee and should include: chapter meetings, technical talks and presentations, field trips and plant tours, outreach activities, recruitment activities, and social events.

Planning

The Program Committee should start formulating its program early, and it is not amiss to start work before the close of the current year.

Meeting dates should be fixed early and announced to the membership. Dates should be selected to avoid conflict with religious and legal holidays, exams, and university programs. It is important to try to space the meeting dates equally. Many chapters maintain a regular meeting night from year to year.

Successful technical programming demands a clear understanding of the technical interests and preferences of chapter members, innovative advanced planning, and ready access to quality speakers and information sources.

Society Visits

You may wish to invite members from each partnering society to visit your chapter. Often staff or member visits are planned in conjunction with the local ACerS, AIST, ASM, or TMS local professional chapter/section. The partner societies also have directories available. Planning ahead is important in order to allow for busy schedules and travel arrangements. It is the responsibility of the chapter to coordinate the travel and meeting plans with any visitor.

Program Ideas

Special Nights

Many chapters set aside specific meetings to recognize or honor various groups, such as Awards Night, Alumni Night, Society Trustee Night, Past Chairs' Night, etc. The chosen topic for the meeting should be an interest area of the majority of anticipated attendees.

Guest Night

Guest Night can include a broad range of activities. Social activities such as pizza parties and campus activities are popular, and these are good activities for recruiting new members and networking.

Career Night

Career Night is intended primarily for high school students and should introduce the field of Materials. The speaker must be prepared to present the fun, challenges, and opportunities of a career in Materials.

Plant Visits

Plant visits are typically among the most popular chapter programs from an attendance standpoint. Some chapters have found guided plant tours of major industries of sufficient interest. Plant tours are held instead of, or in addition to, monthly technical meetings.

Joint Meetings

By communicating frequently with the local ACerS, AIST, ASM or TMS Professional Chapter/Section, technical meetings may be jointly sponsored by both chapters. Often, local chapters bring in Trustees and other accomplished speakers, and there is no reason not to take advantage of those visits. Many chapters hold joint meetings with other societies having a common interest in a particular subject. At a joint meeting, chapter business of either society should be avoided or kept to a minimum.

Certificates

Chapters may organize/sponsor programs that require giving certificates to recognize achievement or attendance. If the local student chapter is a sponsor, it would be appropriate for the chapter logo to be used on the certificate as well as the signature of the faculty advisor or chapter chair. Signatures from global Material Advantage officials (Staff, Material Advantage Committee Chair, etc.) will not be issued for use unless the global Material Advantage program is an official sponsor/organizer of the program.

Appropriate Programming

Chapters reflect both their university and the partner societies that own the Material Advantage program. As such, all chapter events should maintain the integrity of the Material Advantage brand and safety of all chapter members and event attendees. With respect to the Material Advantage brand, the program asks that the logo and name not be used to promote any type of event that is considered inappropriate or unbecoming of a professional organization. If your chapter has a question regarding a specific event, the chapter faculty advisor and/or partner society staff will be able to assist.

Alcohol

Any event where the centerpiece is the consumption of alcohol (e.g. bar crawl) should not be sponsored by the Material Advantage chapter. The program is not prohibiting alcohol at chapter events, as long as all legal/university requirements are followed and chapter officers can ensure that members are acting in a responsible manner that is reflective of a professional society.

COMMUNICATION AND LOGO USE

Communication Standards

Chapters should be aware of some general communication standards that exist for the program. All references to the program should use the complete title: “Material Advantage Student Program,” “Material Advantage Student Membership” or “Material Advantage Student Chapter Program.” This is the acceptable format agreed upon by each society.

Following are some standard programs and titles for related activities:

- (Name of University or chapter) Material Advantage Student Chapter
- “Everything Else is Immaterial...The Material Advantage Student Chapter Program”
- “Material Advantage” (program logo)
- Material Advantage: The Student Program for Materials Science and Engineering
- The American Ceramic Society (ACerS)
- The Association for Iron & Steel Technology (AIST)
- ASM International (ASM)
- The Minerals, Metals & Materials Society (TMS)

Chapters should always refer to all societies in any materials regarding their chapter. Logo samples are available for chapter use upon request.

Websites/Social Media

Chapters are encouraged to develop their own websites/social media pages to promote their activities and the field of materials science and engineering. Once a home page is developed, a chapter should contact ACerS to have a link to the Material Advantage site created. This is also a good tool for developing networking opportunities between chapters.

Logo Use

Modifying the official Material Advantage logo itself is not permissible as it is copyrighted. Chapters may use the official program logo and then place the school (or chapter) name/insignia above or below it. Additionally, chapters may create custom logos to represent the chapter at their university. It would be preferred that any custom chapter logo be used in addition to the official program logo as it identifies the chapter as an official extension of the global Material Advantage program.

APPENDIX A – INTRODUCING A SPEAKER

Guest speakers can be an exciting addition to the chapter program schedule. The below was developed to help assist with speaker etiquette.

Guest/Speaker Courtesies

At the meeting be sure that the speaker and guest (if applicable) receives a badge. Introduce the speaker to the chapter officers and other members on an informal basis. Check out any special equipment that the speaker has asked for and be sure to remind the speaker of how long the talk is expected to be.

Introducing the Speaker

A well-prepared introduction should make the audience more perceptive and appreciative of what the speaker is about to present. It should contribute to the speaker's stature in connection with the subject of the presentation by pointing out their experience or knowledge of the subject.

One way to organize your ideas in making a Speech of Introduction is to use the T-I-S formula, as follows:

T - TOPIC.

- Speak first of the topic, giving the exact title of the talk.

I - IMPORTANCE.

- Tell the audience why this topic is important to this particular group.

S - SPEAKER.

- Give the audience your speaker's qualifications. As the final two or three words of your introduction, give the speaker's name; be sure to say it clearly and distinctly.

Closing the Meeting

The meeting Technical Chairman can often make the difference between a satisfying experience for the audience or not. Many meetings fail because no one bothers to formally close them. Here are a few reminders:

- The Technical Chairman should control the closing period, assisting the speaker in taking questions from the floor.
- After a brief question period, which should last no more than 5 or 10 minutes, the Technical Chairman should close this period.
- If the subject is of particular interest, an area should be set-aside for members to talk one-on-one with the speaker while the arrangements person gathers the speaker's materials.
- If there is a continued part of the meeting, such as a business session, or a presentation to the speaker, etc., this should be done immediately after the formal question period, perhaps with a short break.
- Following the meeting, be sure to see that the speaker is returned to the hotel or to the airport. A recognition letter within a week to both the speaker and the speaker's employer expressing the chapter's appreciation is appropriate. One courtesy which the chapter can extend depending on its budget is to present a gift or memento to the speaker at the close of the meeting. If any publicity appears in the local press, be sure to send a copy to the speaker.