



2021 – 2022

Material Advantage Student Chapter Handbook

www.materialadvantage.org



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INTRODUCTION

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 95 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

PROGRAM STRUCTURE AND PARTNER SOCIETIES

Material Advantage is a unique program that is jointly administered and owned by four separate associations – the American Ceramic Society (ACerS), the Association for Iron & Steel Technology (AIST), ASM International, and The Minerals, Metals, and Materials Society (TMS). Each Partner Society has a specific role within the program.

By joining Material Advantage, you become a member of each of these organizations. Likewise, Material Advantage Chapters are jointly affiliated with each of the Partner Societies. It is important to note that Material Advantage is not a separate organization itself, but rather a membership program.

What Is A Professional Society?

ACerS, AIST, ASM, and TMS are all professional membership societies, also commonly referred to as associations. At a basic level, an association/society is a group of persons who come together for a specific purpose. You can learn more about the mission of each of the Partner Societies below.

About The Partner Societies

ACerS - The mission of ACerS is to advance the study, understanding, and use of ceramics and related materials, for the benefit of our members and society. More than 10,000 scientists, engineers, researchers, manufacturers, plant personnel, educators, students, marketing and sales professionals from more than 70 countries make up the members of The American Ceramic Society. [Learn More About ACerS.](#)

AIST - The mission of the Association for Iron & Steel Technology is to advance the technical development, production, processing, and application of iron and steel. Our vision is to be a global leader in networking, education, and sustainability programs for advancing iron and steel technology. [Learn More About AIST.](#)

ASM - ASM International benefits the materials community by providing scientific, engineering and technical knowledge, education, networking, and professional development for Individual Members. ASM also enables improved materials performance for organizations served by our members. ASM's vision is to be the leading resource for the advancement of materials knowledge in industry, education, government, and society. [Learn More About ASM.](#)

TMS - The mission of TMS is to promote the global science and engineering professions concerned with minerals, metals, and materials. Our vision is to be the professional society of choice for the worldwide minerals, metals, and materials community. [Learn More About TMS.](#)

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 (ACerS)

Material Advantage Role: Special Programs and MA Website

Staff Contact: Yolanda Natividad
Member Engagement Manager
Email: YNatividad@ceramics.org



Association for Iron & Steel Technology (AIST)

Material Advantage Role: Marketing and MA eNews

Staff Contact: Courtney Shaffer
Student Programs Administrator
Email: cshaffer@aist.org



ASM International

Material Advantage Role: Chapter Administration

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



The Minerals, Metals, and Materials Society (TMS)

Material Advantage Role: Membership Administration

Staff Contact: Donna Edenhart
Membership & Advocacy Dept. Head
Email: dedenhart@tms.org

MATERIAL ADVANTAGE STUDENT MEMBERSHIP

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.

How To Join?

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

Membership Year & Dues Structure

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.

Renewal

Renewals are effective from January - December for the upcoming year. If a student has graduated (and is not planning on returning to school full-time) 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.

Reduced Dues

Annual membership dues for students in regions of the world with certain economic trends, as defined by [The World Bank](#), will be eligible for a 50% reduction in dues. Please visit the [Material Advantage membership webpage](#) to see if you qualify.

Member Benefits

Material Advantage grants students access to numerous benefits – financial (\$800,000 of potential scholarship opportunities!), professional, and informational. To review these benefits, please visit the [Material Advantage benefits webpage](#).

Graduating Students

Material Advantage membership is only available for full-time university students. Upon graduating, former 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 the [Material Advantage website](#).

STARTING A MATERIAL ADVANTAGE CHAPTER

Material Advantage student chapters are initiated by students and/or faculty and are formed at colleges and universities upon petition and approval of a student chapter charter. 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.

Recommended Process

Material Advantage recommends the below process for those 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, they will be familiar with the Partner Societies and the role of associations.
2. Meet to discuss the reasons to form a chapter. We encourage you to consider the below:
 - a. Does our department/college have enough students interested to start and maintain a chapter? Will there be enough student volunteer leaders willing to dedicate time to make the chapter successful?
 - b. What program/events should we offer? What value will the chapter offer that the department/college does not already provide?
 - c. How will we further the mission of ACerS, AIST, ASM, and TMS at our local university/college? (See page 4).
 - d. What structure should we use for our chapter? (See page 11).
 - e. How will the chapter raise funds to cover expenses?
 - f. How will we maintain continuity from one set of volunteer student leaders to the next?
3. Elect or appoint a chapter executive committee consisting of a Chair, Vice Chair, Treasurer, and Secretary. Additional positions may be created/filled at the chapter's discretion.
4. Meet with a representative from the university/college Student Life Office (or your local equivalent) to ensure the chapter follows all procedures outlined by the institution for local clubs/organizations.
5. Arrange for a chapter financial account – it is highly recommended that the chapter create/open a bank account through the university for all chapter finances.
6. Complete and submit the Chapter Application Package.

Chapter Application Package

To successfully petition for a Chapter, please fill out and submit the below forms. All forms must be filled out in their entirety to be accepted.

- [Chapter Application Form](#)
- [Chapter Petition Form](#)
- [Chapter Bylaws Form](#)
- [Chapter Officer Listing](#)
- [Material Advantage Faculty Advisor Form](#)

Upon their completion, please email the forms to students@asminternational.org.

NOTE: Prospective chapters are required to have at least 15 student members registered (paid members with valid member IDs) with the Material Advantage Program 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 paid 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.

CHAPTER BENEFITS AND OPPORTUNITIES

Material Advantage and the Partner Societies offer a variety of benefits and opportunities to active chapters affiliated with the program:

- Participation in the [Chapters of Excellence](#) and [Fall Membership Challenge](#) programs. Cash prizes and recognition are available.
- Chapter rebates:
 - \$5 per active (paid) student member. Chapter rebates are 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.
- Option to attend the annual Chapter Officer Workshop.
- Access to professional chapters/sections in the local area for joint programming.*
- A complimentary membership in ACerS, AIST, ASM, and TMS offered to the acting primary Faculty Advisor.
- By request, mailed copies of the Material Advantage brochure for recruitment purposes.

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

Please also review the monthly eNewsletters sent to Material Advantage members, as many opportunities are included in these publications.

**Many of the Partner Societies have local professional chapters/sections. If you are unsure if one is in your area, be sure to reach out to the Partner Society liaisons (page 5).*

CHAPTER STATUS AND EXPECTATIONS

Once a chapter is chartered, it must maintain active status to continue its affiliation with Material Advantage.

Maintaining Active Status

Chapters maintain this by:

- Having a Faculty Advisor who holds a membership in the partner societies,
- Has chapter officers elected/appointed annually, and
- Submits an annual report no later than June 1st each year (generally in March, Faculty Advisors and Chairs are emailed instructions regarding the annual report submission process).

For any questions regarding your chapter's status, please [contact ASM](#).

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 and/or student members must submit a [Material Advantage Faculty Advisor Form](#), a [Chapter Petition Form](#), and the [Chapter Officer Listing Form](#) to [ASM](#). Once the forms are properly received and processed, active status is granted.

Chapters that have been inactive for two years or more may qualify for start-up funding (see page 7).

Chapter Expectations

Chapters should align with and further the parent organization's mission and vision (see page 4). As much as practical, chapters should organize a mixture of events and activities to further technical advancement, career development, social interaction, and outreach.

Appropriate Programming

Chapters reflect both their university and the Partner Societies that own the Material Advantage Program. All chapter events should maintain the integrity of the Material Advantage brand and safety of all chapter members and event attendees. The program logo and name should not be used to promote any type of event that is considered inappropriate or unbecoming of a professional organization.

NOTE: Any activity where the centerpiece is the consumption of alcohol (e.g., bar crawl) should not be sponsored by the chapter. Please keep in mind that Material Advantage is not prohibiting alcohol at chapter events *if* 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.

OVERALL CHAPTER STRUCTURE

There are many options for the structure of your student chapter. Below we list some common examples that have been used. Above all, please remember that your structure should serve the chapter's goals and mission. Please work with your executive committee and faculty advisor to discuss the structure that works best for your chapter, your student members, and your department.

Stand-Alone Chapter

Material Advantage may be the only materials-based club/organization on campus. Depending on the level of support from the department, etc., chapters may serve a similar function as other clubs on campus – only students who elect to join and interact with the group become members. Within this structure, the chapter primarily exists to provide opportunities to its membership and will often hold recruiting events to attract more members and volunteers.

General Assembly Chapter

You may find it useful to encourage anyone who is interested to come to your meetings and participate. Under this model, some chapters offer tiers of membership, where most events/activities are open to anyone, but paid members have additional access or registration discounts. It is important in this case to make sure attendees understand the benefits of being a paid member and for the chapter to maintain accurate records between the two groups. Officers should always be paid members.

Departmental Chapter

Some departments strongly encourage or require their students to be members of the chapter. They will also actively support chapter meetings, activities, and events. Department chapters often make recruiting easier; 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 active members. The advantage of department-wide chapters is that there is a strong possibility that several faculty members are involved. In some situations, events may be organized by the chapter on behalf of the department (such as seminars and recruiting events).

Umbrella Organization

If there are multiple materials-related societies on campus, an umbrella organization that includes them all may be beneficial. By doing joint activities, highlighting the various scholarships and contests, and participating in the conferences of all the societies, students benefit by learning about more career options and meeting more people.

An umbrella organization generally operates under a more generic title (such as "Materials Club"). Some will have one executive board (with representatives from each society) while others have separate executive boards but combine their activities. Two challenges of umbrella organizations are 1) making sure you meet the requirements for each society/association you are affiliated with and 2) helping your members understand the differences of each society/association.

MAIN LEADERSHIP ROLES

You are encouraged to customize the leadership roles according to the needs, mission, and goals of the chapter. Below we list positions that the program encourages every chapter to fill to meet the basic needs of the organization.

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:

- 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.

NOTE: Every chapter is required to have a Faculty Advisor.

Student Officers

The quality of leadership provided by the officers significantly influences the level of involvement and participation 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. Student officers should be elected prior to the submission of the chapter annual report on June 1.

Responsibilities of the Student Officers:

- Be fully conversant with the chapter bylaws.
- Serve as the primary interface between the student chapter and the Faculty Advisor as well as the Department/University within which it functions.
- Establish a clear set of objectives and an operating plan for the chapter year.
- Take responsibility for fulfillment of the chapter's established mission and goals.
- Train newly elected officers and pass along any relevant documents/processes.

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 Material Advantage Partner 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 Partner 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 them.
- Presides at all meetings of the Chapter and its Executive Committee.
- Delegates committee responsibilities and makes committee appointments.
- Coordinates communication with the Material Advantage Partner Societies.
- Coordinates and assures the chapter maintains active status with the program.
- Other duties as assigned in the chapter's bylaws.

NOTE: Every chapter is required to have a Chair.

Vice Chair

The Vice Chair supports the Chair and aids whenever and wherever they can be of assistance to the Chair. The Vice Chair generally 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:

- Serves as Chair of the Program Committee (if available).
- Serves as an ex-officio member of all major committees.
- Leads the chapter in the absence of the Chair.
- Other duties as assigned in the chapter's bylaws.

Secretary

The role of the secretary has profound effect on the success of the chapter. The Secretary may require help in the form of a support committee or assistants. 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 Executive Committee meetings.
- Acts as an official correspondent for the chapter.
- Fulfills all reporting requirements including monthly meeting and annual reports.
- Submits information to Partner Society liaisons to highlight chapter activities.
- Other duties as assigned in the chapter's bylaws.

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 and the Faculty Advisor.
- Submits financial information for the annual report (if requested).
- Other duties as assigned in the chapter's bylaws.

NOTE: Every chapter is required to have a Treasurer.

Relationships

Outside of other students and your own chapter members, student officers should maintain a relationship with the following entities.

Material Advantage Partner Societies

- Fulfill the requirements to keep the chapter active with the program.
- Send updated officer and Faculty Advisor information to [ASM](#) when there is a change.
- Read the monthly Partner Society and Material Advantage eNewsletters.
- Spread awareness of, and encourage the participation in, Partner Society conferences, contests, and scholarships.
- Submit pictures and stories of your activities for potential inclusion in Partner Society publications.

Local ACerS, AIST, ASM, or TMS Professional Chapter/Section

- Inform the officers of the local professional chapter/section of plans and activities.
- Promote and attend professional chapter/section meetings whenever possible.
- Reach out and plan joint meetings/activities when desired or practical.

University Department

- Advise the Department of the chapter's plans and activities.
- Invite and involve faculty/staff in chapter activities when possible.

Faculty Advisor

- Invite to all Executive Committee and chapter meetings.
- Notify and seek advice regarding any concerns or needs.
- Continuously recognize them for volunteering their time/energy towards the success of the chapter.

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 goals of the chapter. Below are three recommended committees for your chapter.

Executive Committee

Sets chapter policy and guides the many activities of the student chapter. It works closely in partnership and cooperation with the Faculty Advisor, Department/University, and the Material Advantage Partner Societies (when necessary).

Members include the Chapter Chair (who also chairs the Executive Committee), Faculty Advisor(s), Vice Chair, Secretary, Treasurer, chairs of other chapter committees, and 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.
- Communicates regularly with local professional chapter or section.
- Ensures the chapter maintains active status.

Program Committee

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

Members include the chapter's Vice Chair (who generally, but now always, chairs the Program Committee) and other appointees who are interested in planning, organizing, and executing the chapter's program/activity schedule.

Responsibilities of the Program Committee:

- Decides 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).

Membership Committee

The Membership 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.

Members are generally made by appointment and can include those 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 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.
- Plans and conducts 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.
- Conducts membership displays at special events.
- Promotion of society-wide membership activities.
- Developing outreach activities to support departmental recruitment into the field.

Additional Committees

Your chapter has great flexibility in the type and number of committees it has. Within the three above, you may find value in splitting their duties among multiple committees (i.e., instead of just having one general program committee, have a technical program committee and social program committee). Some other committees not previously discussed but that you may want to consider are listed below.

- Finance Committee
- Marketing/Publicity Committee
- Fundraising Committee
- Specific event organizing committees
- Others based on your chapter's unique circumstances and location

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 [Fall Membership Challenge](#). Members who attend the Chapter Officer Workshop will have opportunities to talk to other chapter leaders to discuss innovative ideas and recruitment methods that have been successful.

Recruitment Ideas

There are a lot of ways to recruit more student members. One of the most effective recruiting techniques is to be sincere and explain why you are a Material Advantage student member. As a chapter, think about the unique, specific benefits of membership in your particular chapter and those you enjoy from Material Advantage – whether it's the local meetings and activities, discounts on books and conferences, the member journals, or the job boards, let potential members know what student membership can do for them!

Member-Get-A-Member

Take advantage of the membership programs and incentives offered by the Partner Societies (when available) or develop your own to encourage members to identify and recruit individuals who would benefit from association with Material Advantage and the chapter. You can ask each member of the chapter to bring a non-member friend to the next event.

Orientation

Contact your university orientation office to see if there are any opportunities to talk to incoming first year students or those new to your major and/or department. Consider hosting a social function at the beginning of each semester. Here you can present the benefits of student membership to potential members.

Student Unions

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

Chapter Events

Consider inviting non-members to your activities to promote further involvement and membership. Organizing a special recruitment event specifically for potential members can be a great way to introduce your chapter and the Partner Societies.

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.

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. You can also work to make this a formal activity of your chapter, such as by establishing a program for upperclassmen to recruit freshmen and sophomores, arranging to make a brief appearance during classes to present on your chapter and Material Advantage, and/or working with your department to help recruit.

Be Visible

Try to find activities that make your chapter visible on your campus—campus wide events, community service projects, MSE t-shirts, etc. 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.

PROGRAMMING

An attractive program filled with events and activities is the cornerstone of a chapter's main function. Each year's programs should be laid out in advance of the beginning of the chapter year by the Executive Committee and can (and ideally should) include chapter meetings, technical talks and presentations, field trips and plant tours, outreach activities, recruitment activities, and social events.

Planning

The Program Committee (or your local equivalent) should start formulating its program early, and it is not amiss to start work before the close of the current year. Program planning includes the staffing and resources for all the following:

- Selecting topics for talks or courses.
- Recruiting presenters and instructors.
- Setting dates.
- Making arrangements; this may include securing a location, catering, or virtual hosting.
- Promoting the event.
- Executing the event.
- Post-Event Review – lessons learned, financial wrap-up, thank you to speakers, etc.

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 programming demands a clear understanding of the interests and preferences of chapter members. Consider polling or surveying your membership to help determine the types of activities they would like to see organized. You can also collect feedback informally during generally body meetings.

While planning, consider the resources available from the Material Advantage Partner Societies. Several offer speaker directories or other programs that can serve as a source or inspiration for events (i.e., consider hosting a local version of a Partner Society competition – help send the local winner to compete in the international contest).

Activity Ideas

Company/Plant Visits

Typically among the most popular chapter programs, some chapters have found guided plant tours of local business to be attractive to both members and non-members.

Social Events

Social events that are less professionally focused can be a great way for your members to develop deeper relationships and enhance networking. Attend a sports event or theatre performance, host a dinner social or movie night, or organize a trivia contest.

Non-Traditional Tours

Tours of cultural or architectural attractions can provide a unique and fun perspective on how materials matter in new ways. Some examples include talking to the exhibit presentation staff at a museum, touring a new building using innovative construction, or checking out a historical restoration project.

Career Development

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. You can also consider resume and/or interview workshops, panel discussions, and other events within this topic.

Technical Programs

Consider having a speaker discuss their research or invite someone to dive deeper into a focus area that is being discussed in a class. Workshops and/or demonstrations on software or processes can also be of value. Try to find topics that are relevant to a large percentage of your membership to increase its relevance.

Outreach Events

Hold events that target high school students or those with an undecided major to consider materials science as a field of study. Depending on the age of your targeted audience, demonstrations may be the centerpiece of such an event.

Hands-On Events

A great way to organize this is a tour of a local makerspace. The event could include an overview of the facility, but also hands-on events like blacksmithing, glassblowing, and so on. Many local makerspaces are nonprofit and will give a free tour. Of course, they would welcome a donation from the chapter.

Study Hall

Is there a particular class or exam that your members find challenging? Consider organizing tutoring sessions or study groups.

Special Nights

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

Joint Meetings

If there are other technical chapters/clubs on campus, consider organizing a joint event. By pulling resources together, you can often conduct events that appeal to a larger audience. If available in your area, a local ACerS, AIST, ASM, or TMS Professional Chapter/Section may also be a good

source of joint programming. Often, local professional chapters/sections bring in Trustees and other accomplished speakers, and there is no reason not to take advantage of those visits.

Community Volunteering

By participating in a volunteer event at a local nonprofit organization, you can better your local community and foster the development of relationships among chapter members. You can look for these types of activities at food kitchens, K-12 schools, or other charities.

Chapters of Excellence Reports

Every year, Material Advantage recognizes chapters who achieve high excellence across various categories. Be sure to check out the winning reports [by clicking here](#). They often contain practical examples of activities and other aspects of chapter management that you may want to implement.

Additional Items To Consider

While any successful event is a team effort, it is up to the event lead(s) to ensure that everything goes smoothly.

- Set an agenda for the event. Even if informal, a plan will help keep the event moving smoothly and avoid any awkward transitions.
- Be sure to get the AV and internet needs from the presenters. Set up and test. More than once. If using virtual meeting software, offer to test with the speaker (or for them to arrive to the event early) so they are comfortable using it.
- Assign two or three people to greet attendees and collect fees (if applicable) and to maintain a list of attendees.
- Assign one person to be the point-of-contact with the venue or facility's representative.
- Check with the Chapter Chair to open and close the meeting. A few announcements are appropriate at these points, but it is good to remember that attendees are there for the content. Chapter business, reports, and other extraneous activities should be limited.
- Assign one person to introduce each speaker. Try to find out a current piece of info or two from the speaker (rather than reading the bio straight from the program). See Appendix B for additional details.
- Plan how the event will close. Will a formal announcement be made? Attendees need to know when they are to leave.

MARKETING/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 of the Partner Societies.

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 listed on the Material Advantage webpage. 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.

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.

APPENDIX A – RUNNING A BUSINESS MEETING

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 and ensure attendees do not feel it is a waste of time.

Meeting Arrangement

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 should begin its activities as soon as it has a mandate to meet. 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.

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 and the responsible party to each area to keep the meeting moving through the agenda.

Sample Order Of Business

- I. 8:00 PM - Call to Order (Chapter Chair)
- II. 8:02 PM - Roll Call (Chapter Secretary)
- III. 8:05 PM - Minutes From Last Meeting (Chapter Secretary)
- IV. 8:10 PM - Officers’ Reports (as indicated)
 - a. Chair’s Remarks (Chapter Chair)
 - b. Treasurer’s Update (Chapter Treasurer)
- V. 8:20 PM - Committee Reports (as indicated)
 - a. Programming Committee (Committee Chair)
 - b. Social Committee (Committee Chair)
 - c. Fundraising Committee (Committee Chair)
- VI. 8:35 PM - Old Business
 - a. Conference Attendance & Contest Participation (Chapter Vice Chair)
- VII. 8:45 PM - New Business
 - a. Volunteers Needed (Chapter Chair)
 - b. Open Forum
- VIII. 8:55 PM – Announcements
 - a. Welcome Back BBQ (Chapter Chair)
 - b. Welcome New Officers (Chapter Chair)
 - c. Next Meeting Date (Chapter Chair)
- IX. 9:00 PM – Adjournment

APPENDIX B – HOSTING 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 to greet the speaker/guest and lead them to the event location. Make sure they receive a badge (if applicable). Introduce the speaker to the chapter officers and other members on an informal basis prior to the start of the event. Check out any special equipment that the speaker has asked for and be sure to remind the speaker of the format/agenda.

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 an 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

Many meetings fail because no one bothers to formally close them. Here are a few reminders:

- The event lead 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 – 15 minutes, the event lead 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.