



STUDENT BRANCH GUIDE

INTRODUCTION

As a Student Branch Officer, you are a leader of a dynamic group of individuals, all of whom are interested in furthering their professional development in the field of hospitality management — particularly in the field of club management. This is your guide to managing your Student Branch efficiently and effectively. A calendar of important dates, details outlining the benefits and services associated with membership, are just some examples of the information you need to be aware of as a CMAC Student Branch Officer. Use this tool, in conjunction with CMAC's student webpage when planning your Branch's agenda and activities for the current academic year and beyond. An organized and creative vision is the key to a successful CMAC Student Branch, and that vision lies in you.

The first step to a successful Branch is to make sure that your Branch is meeting the criteria necessary for a Student Branch to exist. A Branch must meet the following criteria to maintain its charter:

- ◆ Student Branches must have a minimum of 10 CMAC Student Members at all times.
- ◆ Each Branch is to hold a minimum of 7 meetings during the school year, 4 of which must be educational. Reports of all meetings must be sent to the CMAC within 15 days following the meeting.
- ◆ Each Student Branch must include a minimum of one club tour each year. This may be considered 1 of the 4 educational meetings, and minutes should be sent to CMAC.
- ◆ The Branch President must submit an annual report to CMAC by May 1st of each year or 15 days after the last Branch meeting, whichever is first.
- ◆ At the end of each school year, each Branch is reviewed by the Faculty Advisor to determine if Branch requirements have been met. Failure to meet the criteria may result in the Branch's loss of its charter.

ROLES

Much like clubs, Branches need to have some type of organizational structure in order to function and prosper. To achieve Branch leadership continuity, the CMAC suggests that Student Branch Officers be elected for a fall through spring semester term. All Student Branch Officers must be members of CMAC as well as the Student Branch they represent. An important way to ensure future growth and development is to select leaders as officers. To stay organized and to ensure that the student Branch officers understand their responsibilities, it is recommended that each Branch officer review his/her noted responsibilities accordingly and make a pledge to fulfill his/her obligations. Make changes as necessary as they relate to your Branch specifically. For example, if you choose to combine the role of Secretary and Treasurer, be sure that the candidate selected can accomplish both roles and delegate additional responsibilities as necessary.

Each Student Branch works under the direction of a President, Vice President, Secretary and Treasurer, Faculty Advisor and Liaison Manager.

Communication is the main link to ensuring your success. We have found that one of the best ways to remain in close contact with Student Branches is through electronic means of communication. Establish a distribution list of Student Branch Officers and Branch members so you can share news of upcoming Branch events.

PRESIDENT

The President shall be the Chief Executive Officer of the Branch, shall preside at all meetings of the Branch and Student Board of Directors, and shall be an ex-officio member of all committees.

The President shall:

- ◆ Appoint/have elected all chairmen and committees;
- ◆ Be the official contact between the Student Branch, and CMAC;
- ◆ Lead Branch meetings with Branch officers;
- ◆ Ensure that a minimum of 4 educational meetings are held annually; and
- ◆ File the President's Annual Report with CMAC by May 1st.

VICE PRESIDENT

The Vice President shall have the authority and assume the full duties of the President in the case of his/her absence.

The Vice President shall:

- ◆ Acquaint him/herself with all the duties of the President and other officers;
- ◆ Familiarize him/herself with the duties of the committees; and
- ◆ Aid the President as requested as liaison between the committees and the Student Board of Directors.

SECRETARY

The Secretary shall:

- ◆ Conduct the correspondence for the Student Branch;
- ◆ Keep minutes of all meetings of the Branch and Student Board of Directors; mail/email copies to board members, Branch members, CMAC and appropriate committee members; and report in the Branch minutes the subject, speakers, duration and type of educational activity presented in the meeting;
- ◆ Keep attendance records for Branch meetings, workshops, regional seminars/meetings and the National Conference;
- ◆ Collect all membership application forms. Applications must be signed by the Faculty Advisor, Liaison Manager and Branch Secretary or another elected officer. Forward completed applications to CMAC and keep a copy for Branch records;
- ◆ Keep the membership roster continuously up-to-date and provide CMAC with a current roster; and
- ◆ Upon termination of office, transfer all current records to successor and bank signature cards to trustees.

TREASURER

The Treasurer shall:

- ◆ Keep accounts, collect debts, make payments as authorized by the Student Board of Directors and be responsible for all Branch funds, as outlined in the Branch bylaws;
- ◆ Furnish the President with information needed from Branch records for the annual report;
- ◆ Maintain the Branch record system; and
- ◆ Upon termination of office, transfer all current records to successor and bank signature cards to trustees.

THE FACULTY ADVISOR

The Faculty Advisor is the official representative from the Student Branch's college or university and should be a full-time faculty member. His/her on-campus duties should be involved in the hospitality area. This individual should be someone who works well with students, is easily accessible, is willing to provide advice and guidance to the Student Branch officers on programs, activities and general operations and one who acts as an interface between the Student Branch and the school administration.

The main role of the Faculty Advisor is to serve as a liaison between the Student Branch Officers, the Liaison Manager and the educational institute. While not required, it is strongly encouraged for Faculty Advisors to join CMAC under the Faculty Membership category tier. Faculty Membership entitles members to a number of benefits associated with membership, including a subscription to *Club Manager Quarterly* magazine, legislative information, research surveys, and Career Services. Membership applications can be found online at www.thecmac.ca.

While it is the role of Student Branch Officers to facilitate Branch meetings, Faculty Advisors are strongly encouraged to attend.

The Student Branch Faculty Advisor shall:

- ◆ Maintain weekly/biweekly contact with Liaison Managers and Student Branch Officers;
- ◆ Attend Student Branch events;
- ◆ Attend Student Board of Directors meetings;
- ◆ Maintain Student Branch guidelines and bylaws and ensure continuity from each academic year to the next;
- ◆ Distribute information forwarded from the CMAC National Office to Student Branch officers and members;
- ◆ Educate colleagues and school administrators about club management as a source of lecture material and course project suggestions;
- ◆ Serve as chaperone and college/university representative at the CMAC National Conference; and
- ◆ Maintain a strong working relationship with local Student Branch board through Faculty Membership and attendance at Student Board of Directors meetings.

THE LIAISON MANAGER

The role of Liaison Manager is a well-rounded one. He/she is a point of contact for the student Branch in the residing area of the university or college. They are responsible for the distribution and exchange of information between the Affiliated CMAC Branch, the Student Branch and the National Office. They must be willing to devote the time required to assist the Faculty Advisor and student body in effectively achieving the goals and requirements set forth in this handbook, as well as those established by the local Student Branch and Faculty Advisor.

Based on geographical limitations, Liaison Managers should try to attend Student Branch meetings when possible. Attendance at officer planning meetings would also be ideal to provide input and counsel. Student Branches are required to submit meeting minutes to National Office within 15 days of meeting so if they are unable to attend, they should request a copy of the minutes from the Branch. Liaisons should be in contact with Branch Officers and the Faculty Advisor biweekly either through written or oral communications.

The Student Branch Liaison Manager shall:

- ◆ Provide updates regarding local Student Branch activities, programs and membership issues at monthly Student Board of Directors meetings, on Branch websites and in newsletters;
- ◆ Maintain biweekly/monthly contact with Faculty Advisors and Student Branch Officers by attending Student Branch meetings/activities when possible and through phone and written communications;
- ◆ When possible, represent the Student Branch at Career Day programs at area high schools and postsecondary institutions. Serve as a mentor to students interested in pursuing a career in club management;
- ◆ Establish a working relationship between Student and the Affiliated CMAC Branch for networking, internship and club tour opportunities;
- ◆ Explore additional collegiate hospitality programs to further CMAC's presence among students;
- ◆ As the link between the students and local managers, educate the Branch Board and the Branch members on the activities and membership status of the student Branch(s) in your vicinity. Share details of their fundraisers, community events, newsletters, website information, etc. Highlight club managers that hosted club tours and encourage Branch members to participate in mentor and internship programs; and
- ◆ Very often, a small number of students are invited to Branch events. Allow the Student Branch President to speak on behalf of the Branch to announce their different activities and programs. Act as their ambassador and help them network with fellow Branch members. This is an ideal time for students to share their knowledge as well as that of the Student Branch with Managers in an informal arena. Recognize students at the meeting so Branch members are aware that there is a Student Branch presence.

NON-STUDENT ROLES

As their Faculty Advisor and Liaison Manager, they will look to you for guidance in both Branch activities and club management. Listen to their ideas and guide them, but let them learn. Help to lead them in the right direction and then step back to let their leadership skills shine. As Branch liaisons, you should be mentors and counsellors, not directors or bosses.

COMMITTEES

A substantial amount of the business of any organization is conducted through member participation and involvement in the committee structure. The Branch President is responsible for assigning committees and appointing leaders and Branch members who will work together to get the job done. Each Student Branch will need to determine its own committee structure, consistent with its needs, growth and objectives. The best advice is to keep it simple.

The Branch President should select committee members carefully. Choose the members who have the most to offer in terms of a variety of experiences, interest in the committee, knowledge about the subject area and an ability to get along with others.

Other important points to keep in mind regarding committees:

- ◆ Committee members usually will serve a one-year term with the chairman's option to reappoint.
- ◆ The size of the committee will vary with its responsibilities, but generally the size ranges from 2 to 8 members. Larger committees may be needed for areas such as membership recruitment; however, smaller committees are preferred for their efficiency in reaching a consensus and getting things done.
- ◆ Committee meetings will be most productive if members have a clear understanding of their responsibilities and duties before they arrive. Brief them on your expectations for the committee. Give them assignments and set deadlines for the work, and don't be afraid to delegate responsibilities and expect results.
- ◆ Decision making is made easier when the chairman continually summarizes what the committee has discussed and moves the committee toward a decision.

Ensure that each committee:

- | | |
|----------------------------------|---|
| ◆ Defines objectives; | ◆ Analyzes the issue or activity; |
| ◆ Assigns responsibility; | ◆ Accumulates facts and research; |
| ◆ Sets deadlines; | ◆ Reviews the need for any outside help; |
| ◆ Evaluates results; | ◆ Develops a number of alternate solutions; |
| ◆ Selects the best solution; and | ◆ Recommends a course of action |

Results from a committee meeting should be brought to the attention of the Student Board of Directors through the committee chairman. However, be aware that the Board of Directors is only as effective and efficient as its committees. The work of the committee is as good as your leadership — you set the pace and tone. Your relationship with your members is crucial to that success. Branch operational areas that might require committees are membership recruitment, fundraising, Branch/school relations and education.

The results of all committee work will form the basis of the programs the Board enacts. Each committee should report to the Board regularly, depending on the nature of its work. The report should be brief, containing a description of the issue, a full account of the proposed action including pros and cons, the budget and the results of the action.

BRANCH MEETING MINUTES

Copies of all Branch minutes should be sent to CMAC and the Faculty Advisor member no later than 15 days following the meeting. The following items should be included in all Branch minutes:

- ◆ Names of all members attending the meeting (typed or printed);
- ◆ Type of meeting (e.g., business, social or educational);
- ◆ If it is an education meeting, the following should also be included:
 - ◆ Name of the speaker;
 - ◆ Content of the education portion; and
 - ◆ Length of the education portion of the program.

Student members do not earn credits for attending their own Student Branch meetings. They do, however, receive credit for attending CMAC Branch meetings, National Conference, National Food & Beverage Management Conference and CMI workshops or regional seminars.

ANNUAL BUDGET

The Student Branch should develop a budget of income and expenses for the academic year. The Treasurer of the Student Branch should regularly monitor the Student Branch income and expense report to ensure that these remain within the budget. All officers and committee chairmen should be familiar with the budget process, as well as with their own expenses.

Your Student Branch should have a bank account and your Treasurer should be the only one with access to it. The following are some potential sources of income and expenses for the Student Branch:

- ◆ INCOME
 - ◆ Fundraisers;
 - ◆ College/University and/or CMAC Branch contribution;
 - ◆ School contribution (student activities fund);
 - ◆ Student government contribution;
 - ◆ Other donations/revenues.
- ◆ EXPENSES
 - ◆ Administrative (printing, postage, conferences);
 - ◆ Speakers/programs and their costs;
 - ◆ Committee programs and operations (halls/room, audio/visual);
 - ◆ Programs and activities materials (poster board, markers, duplication); and refreshments at meetings.

OFFICER BUSINESS MEETINGS

The CMAC Member Directory is an online and member resource guide that contains an up-to-date listing of all CMAC members. It can be accessed online using your CMAC username and password.

GENERAL MEMBERSHIP MEETINGS

General membership meetings may be conducted weekly, biweekly, monthly or bimonthly for all student members and may occasionally include the Faculty Advisor and Liaison Manager. These meetings provide officers with the opportunity to make announcements, report to the members and host a program (e.g., speaker). This also ensures that student members have adequate opportunities to participate in decision making and generation of ideas. A typical agenda for a general meeting might include the following items:

- ◆ Call to order;
- ◆ Program (e.g., speaker);
- ◆ Announcements;
- ◆ Old business;
- ◆ New business;
- ◆ Questions and answers; and
- ◆ Adjournment and refreshments

The use of CMAC logo and events calendar is available at www.thecmac.ca.

BRANCH MEETINGS AND EVENTS

The Student Branch Officers and members should meet periodically for business activities, to hear speakers, to plan presentations or for social interaction. The type and frequency of meetings should be consistent with the needs of the Student Branch and its members. Organizations generally conduct two types of meetings: Business meetings for officers and general meetings for the entire membership.

Officer business meetings should be conducted by the officers as needed to make decisions and policies concerning the operation of the Student Branch. The meeting is usually chaired by the President and attended by the officers. It may occasionally include the Faculty Advisor. The Branch Secretary is responsible for keeping accurate minutes of each business meeting to reflect the decisions of the executive committee. A typical agenda for the business meeting may include:

- ◆ Call to order;
- ◆ Approval of minutes from the previous meeting;
- ◆ Report of officers (activities/responsibilities including financial report);
- ◆ Report of committees (by officer assigned as ex-officio member or chairman);
- ◆ Old business;
- ◆ New business;
- ◆ Discussion;
- ◆ Next meeting date; and
- ◆ Termination.

PRESIDENT'S ANNUAL REPORT

At the close of each school year, each Branch must submit its President's Annual Report Form. Branch Officers should complete this form together with input from the rest of the Branch members. You may also consider forming a committee to complete this report. The piece is a collaboration of the minutes of your meetings, signatures of your Faculty Advisor and Liaison Manager and a copy from your university course booklet outlining the club classes that your university offers. This form must be returned to National Office no later than May 1st each year to keep your Branch in compliance. The sections are as follows:

- ◆ Listing of Branch Meetings — Please record the corresponding date, type and location of the meeting and be sure to include other Branches that may have attended your meeting. Branches are required to have a minimum of 7 meetings per year and 4 must be educational. One must be a club tour, which can be 1 of the 4 educational meetings, provided a substantial program is held.
- ◆ Questions about CMAC Student Membership — Should be directed to the CMAC National Office. CMAC Student Membership information may also be accessed at www.thecmac.ca under Membership.
- ◆ Officers — CMAC encourages Branches to elect officers at the end of each school year for the following year so that officers can fully prepare for their positions in the fall. Include the name and email address of each Branch Officer so that we can contact him or her prior to the school year. If your school holds elections in the fall, please provide CMAC with your election results immediately, so that information can be sent out to the correct officers.
- ◆ Signatures — It is necessary for documentation purposes that this report form be submitted with the correct signatures of your Faculty Advisor. Please include phone numbers, email addresses and Branch addresses to verify that your CMAC information is being sent to the correct address.
- ◆ Minutes — Your Branch's minutes should be submitted within 15 days following a Branch meeting. If at the end of the year, you have additional minutes that have not been submitted to National Headquarters, please send them in at this time.

DETERMINING ELIGIBILITY FOR STUDENT MEMBERSHIP

A Student Member is any person who is enrolled as a student in a hospitality or other club-related program in an accredited, postsecondary college or university, and who is not employed in a club management position on a full-time basis.

Student Members are not entitled to vote at any meetings of the members of the Society or the affiliated nor are they eligible to hold office as a director or officer of the Society or any affiliated.

A Student Member may maintain their student membership status for a full calendar year after their graduation.

A complimentary Student Membership is awarded each year to winners of the Val Mason Scholarship.

MEMBERSHIP RENEWALS

The student dues invoice is sent to the student's primary address as indicated on his or her membership application. A Student Member should review the invoice, make any necessary corrections and return it with a cheque or credit card payment payable to the CMAC National Office or renew online at www.thecmac.ca. Credit card payments are subject to an administrative fee.

It is the duty of the Treasurer and Secretary to ensure current Branch members pay their dues. If a member is not attending a college/university at that time, the invoice should be returned to the CMAC National Office along with any updated information. Membership renewal fees are due no later than January 31st. Individuals who renew after January 31st may not appear in the following year's Member Roster.

MEMBERSHIP REINSTATEMENTS

Members who have not paid dues for the current year are dropped from the roster of the Society at the beginning of February (when applicable). A list of the dropped students is sent to each Faculty Advisor and Branch Secretary. These members may be reinstated by submitting their dues within a year from the date they were dropped. When more than one year has lapsed, these members must reapply as new members and meet current membership requirements in the appropriate category.

ADVANCING TO PROFESSIONAL MEMBERSHIP

Student membership can be renewed for one year after graduation or until a job in the field of club management has been obtained, whichever comes first. Once employed by a club, Student Members advance to a professional membership classification: either as an Active or Associate member based on their employment position. This membership process begins with applying through CMAC. We encourage all students who have taken a postgraduate position in a club to continue their professional development by taking this important step in your career path.

More information regarding scholarships and membership benefits are available online.

PROGRAM SUGGESTIONS/GUIDELINES

New Member/Orientation Meeting — This could be an introduction to the Canadian Society of Club Managers and the club management profession. Invite the Branch's Liaison Manager and Faculty Advisor to address students about the services and benefits available through membership in CMAC and the employment opportunities available through club management. Encourage former members, including alumni, to attend to help promote your Student Branch.

Guest Speaker Series — There may be several club managers located within your area who are qualified to speak on a wide variety of subjects pertaining to the club management profession. You may also wish to invite a club official, a faculty member or an area chef to present on a specific area of club management, food & beverage, facilities maintenance or human resources.

Panel Discussion — Choose a popular subject and ask three or four local club managers or individuals to address a specific phase of the general subject. Leave time at the end for questions from the audience.

CLUB TOURS

As part of your education requirements, each Student Branch is required to coordinate at least one club tour per school year. These tours should be well-planned and should include arrival time, transportation information and promotion. During your tour, there are some etiquette issues that are necessary to contend with, such as:

- ◆ Cell phones are not allowed.
- ◆ Business attire for men and women. Men should be required to wear jackets and ties, while women should dress according to any club-specific dress code.
- ◆ Be punctual and arrive 10 minutes early to the designated meeting area.
- ◆ Ask questions! The reason you are on a club tour is to learn about the different aspects of the industry. This is your time to ask.

Send a thank you letter to the club manager/representative for taking the time to meet with your Branch members.

CMAC CONTACTS

Lisa Noonan, CAE
Branch Administrator
CMAC Ontario Branch
416-878-6066
ob.cscm@gmail.com

Suzanne Godbehere
Chief Executive Officer
CMAC National Office
416-979-0640 X242
sgodbehere@thecmac.ca

Student Branch Application Form

Postsecondary Institution: _____

Main Program Affiliation: _____

Length of Program: _____

How many club management courses are generally offered each year?

Affiliated CMAC Branch: _____

Student Branch Contact Information

President

Name: _____

Address: _____

Phone: _____

Email: _____

What year of the main program affiliation are you enrolled in? _____

Vice-President

Name: _____

Address: _____

Phone: _____

Email: _____

What year of the main program affiliation are you enrolled in? _____

Secretary

Name: _____

Address: _____

Phone: _____

Email: _____

What year of the main program affiliation are you enrolled in? _____

Student Branch Application Form

Treasurer

Name: _____

Address: _____

Phone: _____

Email: _____

What year of the main program affiliation are you enrolled in? _____

Faculty Advisor

Name: _____

Address: _____

Phone: _____

Email: _____

Liaison Manager

Name: _____

Address: _____

Phone: _____

Email: _____

I have read the CMAC Student Branch Guide and understand the requirements for a Student Branch.

Signed: _____

President

Signed: _____

Faculty Advisor

REPORT

Year

Name of Branch

	DATE	TYPE OF MEETING	LOCATION OF MEETING
AUG			
SEPT			
OCT			
NOV			
DEC			
JAN			
FEB			
MAR			
APR			
MAY			
JUNE			

Student Branch President

Faculty Advisor

Liaison Manager

This form covers Branch activities for the school year and must be submitted to the CMAC Office no later than **May 1st** of each year.

The above meetings were held and recorded for the past year. (Please code the type of meeting as A=annual; B=business; E=educational; S=social club; T=club tour.) If the Branch met with another Branch, please indicate which Branch. Branches are required to have a minimum of 7 meetings per year; 4 must be educational. One must be a club tour which can be considered 1 of the 4 educational meetings provided a substantive program is held.

All minutes of your Branch meetings must be sent to the National Office. List the date and type of meeting so that we may update our records. Please add any additional comments on another sheet of paper, and attach and return it with this form

This form should be completed by the Student Branch President and forwarded to the Student Branch Faculty Advisor and Liaison Manager for signatures. Please return this information by May 1st of each year.

President's Annual Report Form

Please respond to the following:

1. Has CMAC membership been helpful to the students in your Branch? How?

2. What do you feel the members see as the most significant membership benefit?

3. How do you think the Association could better assist its student members?

4. What student education sessions would your Branch members like to see at National Conference?

5. Student Branches are required to host a club management education session on campus. Please note the name/number of classes offered. (Please attach a course description from the school's current academic catalogue.)

Please list the following officers who will be serving during the next school year. (Note: they must be current members of CMAC.)

President: _____ Email: _____

Vice President: _____ Email: _____

Secretary: _____ Email: _____

Treasurer: _____ Email: _____

Student Branch Officer Update

Year: _____

Student Branch: _____

President: _____ Email: _____

Vice President: _____ Email: _____

Secretary: _____ Email: _____

Treasurer: _____ Email: _____

Liaison Manager: _____ Email: _____

Faculty Advisor: _____ Email: _____

Other Chairmen: _____ Email: _____

_____ Email: _____

_____ Email: _____

NOTE: Those listed on this form **must** be current CMAC Student Members in order to serve as Officers/Chairmen of the Student Branch.

PLEASE EMAIL:
CMAC National Office
national@thecmac.ca

Proper signatures **must** be affixed.

Current Branch President: _____ Date: _____

Faculty Advisor : _____ Date: _____

Liaison Manager : _____ Date: _____