

New Member Indoctrination Guide



NMA's NEW
Chapter Leader Training Series

Chapter Leadership Training

New Member Indoctrination



NMA... THE Leadership Development Organization

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New Member Indoctrination

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NEW MEMBER INDOCTRINATION

START YOUR NEW MEMBERS ON THE RIGHT FOOT

People elect to participate in an NMA chapter for a variety of reasons. Many new members of a typical NMA organization join “on faith.” Others may have joined simply because the local booster did a good selling job. Or maybe they just joined the company/organization and were eager to network with their colleagues.

Best Practice Tip: Once a new member joins your chapter, don’t wait for an orientation meeting to reach out. Send an email from the Chapter President, Board Chair, or even you executive advisor. It doesn’t have to be lengthy, but it should be welcoming in tone, provide 2-3 bullet points about the chapter, links to the chapter website and the NMA national website, and perhaps an invitation to the next couple of chapter events – a chapter meeting, a professional development class, a community service project, etc. Get the new member feeling “engaged” from the proverbial get-go!

Whatever the reasons for joining, you can be sure that general knowledge of the local chapter is very limited. Most people will know even less about NMA. You can be sure they will be looking for a return on their investment.

We want your new people to be good members—who attend courses and meetings, perhaps serve on a committee of their choice, and ultimately aspire to chapter office.

The time to cultivate the member(s) is now. You need to show them that their NMA chapter is a dynamic organization with well-qualified leaders, capable of assisting in developing management and leadership skills which will be an asset to both member(s) and company.

The major emphasis of your indoctrination meeting is on the local chapter, since this is the member’s first and most frequent exposure to the NMA chapter concept. Start with an overview of the operations of the chapter. Let the new member(s) meet and hear from chapter leaders as they explain the chapter’s goals. Also, acquaint them with the national organization.

You can tell the basic story of your chapter in an hour indoctrination meeting. (One hour recommended) This program, as outlined, meets all the requirements for “new member indoctrination” as recommended in NMA’s Recognition Program. Of course, you may adapt it to your own chapter situation and we hope you will feel free to enhance our suggested program. Also, it is recommended to plan some follow-through steps which we will discuss in a later section of the guide. The important thing is to cover all the subject areas and to leave your new members with a feeling of pride and enthusiasm for their chapter and NMA.

SUGGESTED AGENDA

The agenda below is NMA's recommendation for areas to be covered, and the approximate time to be allocated to each, in a typical member indoctrination meeting.

PAST PRESIDENT

HISTORY OF THE CHAPTER

(5 minutes)

How did it begin and why? When?

Any charter members still active?

What role does the company play?

Name some outstanding accomplishments of the past.

Name some of the key figures of the past, particularly those in the organization's executive ranks. Be a name dropper.

PRESIDENT

OBJECTIVES, GOALS & PLANS

(10 minutes)

What's the purpose of the chapter?

What are the chapter's goals for the year?

Where does the new member fit in?

Introduce chapter officers and other key members.

PROGRAM CHAIRMAN

CHAPTER PROGRAMS FOR THE YEAR

(5 minutes)

The monthly program is probably your best-attended function—sell it. If you can't honestly and enthusiastically sell it, you need to redesign your program.

Convince the members now they can't afford to miss a single meeting.

PROFESSIONAL DEVELOPMENT

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(5 minutes)

Describe each course by content, method, instructor, fees, time, location and title.

Encourage enrollment now. If the organization has a human resource director, he or she should be asked to say a few words.

Emphasize professional development as the basic purpose for any NMA chapter. Mention future plans. Try a brief survey of interest in types of courses for the future, using a show of hands.

VICE PRESIDENT

OTHER ACTIVITIES

(5 minutes)

Cover role of booster/member relations committee. Describe recreation, youth, scholarship, community activities, plant tours, etc. If you don't have these activities now, ask for volunteers to organize the events.

NMA DIRECTOR

OUR CHAPTER AND THE NMA

(5 minutes)

What National events do we attend? How do they affect our chapter?

Cover Council activities (if applicable).

Describe the NMA Annual Conference and the Leadership Development Conference (*offered annually, in the East and West parts of the country*).

What's an NMA Director?

What does the NMA Board of Directors do?

Display your NMA membership pin, president's pin, past president's pin. Display your chapter banner.

PANEL

QUESTIONS AND ANSWERS

(10 minutes)

If the group is large, circulate small question cards before the meeting.

Request written questions to be submitted during the program.

Keep answers brief – remember, you’re on a tight schedule.

MEETING HINTS

Because this is usually the new member's first exposure to the leaders of the chapter, you are "under the gun." The image you create will be a lasting one. Here are some helpful tips:

IMPRESS the members with your knowledge, your competence, and your energy.

BE PUNCTUAL and start and finish at the time quoted in your announcement.

ALERT your video operator to be ready for action at your signal.

MOVE BRISKLY from one subject to another. Don't waste a single minute.

Consider also:

USE VISUAL AIDS wherever possible. They're particularly effective in portraying the organization chart and the monthly programs.

DISTRIBUTE HANDOUT copies of the chapter's constitution, letter from top management, letter from the chapter president, annual program of events, etc. These could be included in your New Member Packet.

DISPLAY the American flag. Open with an invocation and the Pledge of Allegiance. *(Keep in mind, if there are international guests in attendance, their country flag should be displayed as well).*

REHEARSE this entire meeting in advance. You'll be surprised to learn how much you can improve with proper preparation.

FOLLOW-UP

ONE HOUR is hardly enough time to tell the whole story of NMA and your chapter. You can cover the high points, however, and your chapter is sure to benefit by conducting one of these formal indoctrination meetings at least once every year, regardless of the number of new members joining. At any rate, the program should be repeated frequently enough so that every new member has an opportunity to attend as soon as possible after joining the chapter.

INDOCTRINATION, like keeping up with your profession, is a continuing process and should be carried out both formally and informally throughout the year. There are a number of ways this can be accomplished.

BOOSTERS should maintain regular contact. The NMA Code of Ethics or some other facet of NMA can be featured in an occasional spotlight feature at the monthly meeting. Officers and booster chairmen should attempt a personal interview with each new member, not only to welcome, but encourage participation by serving in an active role in the chapter. NMA literature is available for occasional distribution.

EVERY APPROACH to member indoctrination can be beneficial to your chapter, but nothing is likely to equal the effect, on new and old members alike, that a well-planned indoctrination meeting can have.

FURTHERMORE, as you conduct these meetings, you'll find an interesting thing happens among some of your long-time chapter officers and members. They, too, will find themselves taking a closer look at the objectives and activities of their own chapter. In planning, preparing, and conducting an effective indoctrination program for the new members, they may be surprised to learn that even they too can learn more about their NMA organization.

USE your former officers in planning and conducting all phases of your new member indoctrination. This blending of knowledge and experience of the former leaders, with the enthusiasm and ambition of the new members, will ensure a constant development of new talent in the chapter. Here is your reservoir of potential chapter officers of the future.

FORMAL INDUCTION CEREMONY

As soon as possible after a new member has joined your chapter, the NMA membership pin and other materials in the New Member Packet should be presented. A formal induction with a membership pledge can be a memorable occasion for the new member. This induction should be held during a regular membership meeting, and should not be confused with the member indoctrination to be held later. Each serves a different purpose. Each is important and both are recommended for NMA chapters.

Here is a recommended induction procedure:

Provide space for new members to stand facing the chapter membership.

The Chapter President or other chapter official should conduct the ceremony.

Introduce each new member individually and ask them to come forward.

Read the “Pledge” and ask the new members to respond with “I Will.”

CHAPTER PLEDGE

“Will you support to the best of your ability, the aims and ideals of this NMA chapter, participating wholeheartedly in its programs and activities, for the development and self-improvement and endeavoring to develop within yourself the necessary qualities of leadership?”

INDUCTEE RESPONSE

“I will.”

CODE OF ETHICS

“If you believe in the tenets expressed therein, repeat after me the NMA Code of Ethics.” (See page 10) Recite the NMA Code of Ethics one line at a time, allowing time between lines for the new members to repeat in unison.

After the collective reading of the Code of Ethics, congratulate each new member in turn and present them with a membership pin and New Member Packet. Encourage the membership to respond with a round of applause for the new members.

NEW MEMBER PACKETS

Presentation of a New Member Packet¹ should be a part of your chapter's overall indoctrination program. In addition to the material provided by NMA, the packet should include information about your chapter and should be given to each new member when joining.

Special attention should be given to the presentation of the New Member Packet to each new member. Don't distribute the packet during a casual conversation, or leave it on the member's desk for the member to pick up later. Draw special attention to it by officially presenting the packet during a regular chapter meeting or during the new member indoctrination meeting. Make a new member feel that it is significant and that an important, positive step has been taken in joining your organization.

Listed below are some suggested items you may want to include in your packet for new members.

- A letter of welcome from the Chapter President
- A letter from a company or community official endorsing the chapter
- Your chapter's constitution and bylaws
- Chapter organization chart
- List of officers and committee chairmen
- Schedule of meetings and programs
- Information about professional development activities
- NMA Code of Ethics

SUGGESTION FOR A NEW MEMBER'S FIRST CHAPTER MEETING

Ask new members to indicate if this is their first meeting on the meeting registration form. Then pair the new member(s) with an ambassador/member relations person so they don't have to walk in the meeting alone or have no one with whom to interact. Don't have a formal meeting reservation process? Then simply find a way to be sure and INVITE new members to that first meeting and make sure you have a definitive way to partner them with another member and "host them" at their first chapter meeting.

¹These folders, are available for all new members and sent by the National office, upon payment of national dues. For a nominal charge, additional packets to have on hand, can be ordered from the NMA National office.

NEW MEMBER SURVEY

Try to obtain some information about your new member at this first meeting—information which will be helpful in making committee assignments later. Get sufficient information to know where best to utilize the member’s expertise, but not so much you will turn off the new member.

Prepare your own questionnaire to obtain these and other significant facts about your new member.

<p>QUESTIONNAIRE FOR NEW MEMBERS OF THE <i>(insert Chapter Name)</i></p>	
Name:	Position:
Company Name:	Department:
Address:	Phone Number:
Email:	Fax Number:
Have you been a member and/or held an officer position in any other volunteer and professional organizations?	<i>(Please list):</i>
Would you be willing to serve on any of the committees discussed during the meeting and if so, which one(s)?	<i>(Please list):</i>
The Chapter conducts educational programs for large groups and professional development courses in small groups. Please indicate subjects and titles which appeal to you.	<i>(List a variety of choices):</i>

NMA CODE OF ETHICS

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability. I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment and processes. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen management/leadership development through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our Free Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

