pcma Students

General Guidelines for Meetings

I. To be discussed at Chapter Meetings

- Involvement
    - Committees and Executive Leadership position opportunities open
    - Volunteer opportunities available
    - Become more involved with PCMA outside of the school chapter
    - Create schedule of meetings for chapters and committees
    - Encourage inclusion amongst group members
- Membership
    - Create a value and FAQ sheet for potential members
- Outreach Opportunities
    - Via email
    - Speaking opportunities in classes
    - Flyers to post in school buildings
    - Social media
- Hot Topics
    - Set up a Convene subscription for the school chapter
        - President/Executive team selects topics from each month
    - Webinars on PCMA website
- Attend PCMA Events
    - Fundraising opportunities
    - Live streaming keynotes/webinars

II. Engaging Chapter Members (see "Involvement" above)

III. Frequency of Meetings (see "Involvement" above)

- Include University Employee on scheduling to request speakers and events

IV. Conducting Meetings

A. Chapter Meetings

- Executive Office
    - Agenda to be distributed prior to meeting
    - Secretary will take roll and minutes (distribute after meeting)
        - Minutes to include all action items and members to reply with their timeline to complete
    - President/Vice President will review the agenda and present accordingly

        - Pres/VP to ensure that those speaking (ex: committee leads) are keeping on topic and Secretary to ensure the timing is not running over
- Committee Leads
    - Present accordingly based on the agenda
    - Report should include action items that were completed since the last meeting and future items that are on the list along with help needed
- Sample Agenda (on separate document)

B. Committee Meetings

- Executive Position
    - One person from the executive leadership team is to attend a committee meeting in order to ensure that the meeting follows the expectations and needs of the chapter
- Committee Chair will:
    - Distribute agenda prior to meeting
        - Agenda to be sent to assigned Executive Leader for review prior to distribution
    - Assign committee member to take roll and minutes (does not have to be the same person each meeting)
        - This person will distribute the minutes after the meeting
    - Report on outstanding action items and upcoming items that reflect the needs of the chapter
- Committee Members will:
    - Report on their assignments and take on new action items
    - Provide suggestions and request opportunities to be discussed at the upcoming Chapter Meeting
- Sample Agenda (on separate document)

C. Executive Leadership Meetings

- President will develop the agenda with a University employee
    - Agenda should follow PCMA recommended guidelines and topics that will further advance the chapter's involvement with PCMA and enhance member engagement and professional development
    - President to distribute agenda
- Conducting Meeting
    - Meeting agenda should be reviewed by leadership members prior to the meeting

- President will conduct the meeting with University employee supervision
- Secretary to take minutes and roll
- These meetings should serve as reviews of previous meetings and to develop tasks and other items for upcoming meetings

V. Monthly Topic Suggestions for Chapter Meetings

- Provided by PCMA and selected by the Executive Leadership team and University assigned employee.
- Topics can fall under these categories (see Hot Topics above)
    - Professional Development
        - Ex: Resume upkeep
    - Trends in the industry
        - Ex: Sustainability
        - Ex: Returning to Normal; Post-COVID event trends
    - Audio Visual
    - Corporate Event Planning
    - Association Event Planning
    - Hotel Sales/Events
    - Convention & Visitors Bureaus (CVB's)
    - Destination Marketing Organizations
    - Food and Beverage
    - *Other*