

Student Chapter Development & Member Engagement Guidelines - Part 2

This document is intended to be a resource for new ISPOR Student Chapters to guide their operations at the 6-month mark.

It is crucial for all members of your student chapter to be engaged throughout the year. Here are some ideas to keep all your members involved and engaged in organization activities:

- **Begin Succession Planning Process to ensure continuity**
 - Begin early to solicit for interested students to take on the chapter leader roles for the next term.
 - Hold a call for nominations and engage your Faculty Advisor in the process to help aid in identifying highly involved and motivated students.
 - Plan to have the incoming leaders shadow the outgoing leaders from this point until they take over. (eg, the term lengths are usually July 1st to June 30th.)
- **Recruitment**
 - Ask individuals to join if you are aware of their interest.
 - Use inclusive language in your membership materials (avoid community-based language or slang).
 - Make sure you have a genuine desire to engage with members and can clearly articulate both how you will do so and why it matters.
- **Retention**
 - Co-program with other types of groups, like regional chapters.
 - Determine how program topics impact your members.
 - Make sure that your programs meet the needs of all your members.
 - Ask members if things need to be changed to ensure an inclusive group.
 - Plan your meetings at accessible times and in accessible places. Record meetings for those who can't attend.
 - Understand differences in priorities.
 - Create an environment where all members feel heard.
- **Member Involvement & Activities**
 - Be flexible. Be willing to make updates to meet the needs of your members.

- Grow leadership skills for those interested.
- Discourage cliques from forming.
- Keep your members engaged by giving them a project to work on.
- Prepare for your Student Chapter's Annual Report submission by keeping a log of activities that your chapter has conducted. Student chapters are expected to submit an Annual Report if you are an active chapter for more than 6 months and report for activities executed during that time. For example, if your chapter was formed in June 2026 then you will submit the Annual Report by January 31, 2027 for all activities that occurred between June 2026 and December 2026. Please note submission of the Annual Report is a requirement to maintain 'active' status as an ISPOR student chapter. Mid-Year Reports are due in June.

➤ **Communications Outline**

- Overarching goal of the communications plan – eg, our communications efforts will build support from the general student body, campus leaders, and the broader ISPOR society around student needs.
- Objectives: plan 3-4 objectives that demonstrate how you will achieve your goal.
- Target Audiences: identify primary audiences to engage with your communications efforts – eg, students, community leaders, general public, policymakers.
- Key Messages: determine 3-4 key messages related to your goal – eg, working in partnership with community agencies, business and local governments to promote better policy.
- Spokesperson and Partners: select individuals, groups and organizations to help implement your plan. This may include college administrators, student government, or a representative from a local community group.
- Tactics: identify programs, strategies, and media efforts to help achieve your objectives and ultimately your goal – eg, create products to promote your key messages.
- Timeline: plan when you will implement and complete each tactic.

Student Engagement Methods for Success!

➤ **Tips for Successful Advertising**

- Cover the basics: event name, location, date, time, sponsoring organization(s), contact email, website, or social media account. Include an eye catching graphic.
- Take advantage of the prepared [flyer templates available](#) through the ISPOR Student Network.

➤ **Student Government Organization Showcase**

- Plan to have a booth or table set up at your University's student programs and student organization events to attract new members to participate in your chapter.

➤ **Attract Engagement Through Events**

- Educational opportunities eg, workshops
- Networking opportunities eg, alumni connection events
- Volunteering opportunities that encourage community connection and chapter bonding

- Have you applied for a student chapter activity grant?
 - Chapter Activity Grant Application: <https://www.ispor.org/member-groups/students/student-chapter-president-resource-center>
 - Funding is available through ISPOR to support local chapter events.
 - Award (up to \$400 maximum) is obtainable through submission of an application for one of the 4 application periods as outlined in the application. A chapter may not receive more than \$400 throughout the year.
 - Submit an article within 30 days after your activity to the Publications Committee for the Student Newsletter.

➤ **Publicity and Communication - Examples**

- Newsletters: student organization newsletters or weekend updates.
- Posters, flyers, and banners
- Digital signage and social media promotion of the chapter (if available and not cost prohibitive to produce)
- Email
 - Email students, faculty, and staff you know are interested in the event. Draft an announcement or advertisement and send the message to your friends, asking them to forward it to a colleague who would benefit from the experience.
 - Check with your university's office to learn their policy on student organization email correspondence.
- The University's student organization website
- Bookstore promotions
- Bulletin boards to post information about your chapter including events.
- Office of Public Relations: contact your university's Office of Public Relations for assistance with news events that are open to the community and/or are of community interest.