



Licensing Executives Society
(U.S.A. and Canada), Inc.

Chapter Leadership Manual Frequently Asked Questions

(October 2011)

The new LES Chapter Leaders' Manual was recently released and below are answers to frequently asked questions. However, please know that if you have any additional questions, you should always feel free to contact your LES Chapter Trustee or Curtis Gore in the LES office. Thank you for your local leadership and we look forward to a successful 2011-12 LES year.

Timing

Q: When will the manual and the related policies take effect?

A: The new manual is being introduced to chapters in the summer of 2011 so it can be of use in transition planning and help get everyone on the same page for the 2011-2012 year. The policies in the manual will take effect October 2011 to coincide with the leadership change and the LES Annual Meeting. Our hope is that this extended introduction period will allow plenty of time for questions and planning.

Leadership Structure

Q: Our Chapter has a single chair or two co-chairs for many years. Why do we need to expand our leadership team?

A: While we recognize some LES Chapters have had success with a single chair or co-chairs, a more structured leadership team ensures a solid LES succession model (chair, chair-elect, past chair model) and provides opportunities for new LES Members to volunteer locally.

Q: How are we supposed to find people for all these new roles?

A: While the leadership team of chair, chair-elect and past chair is required, other chair positions within the chapter (Membership Chair, Program Chair, etc.) are suggested, but not required. LES Trustees and staff are happy to discuss what leadership structure makes the most sense for the unique needs of your chapter and work on a volunteer recruitment plan to match those needs. Volunteer leadership opportunities are often cited as one of the most valuable LES benefits and this expanded leadership structure allows for more people to get involved at the local level in a variety of projects.

Additionally, LES Chapter Trustees and the LES office can assist chapters with a local call for volunteers to help recruit new participants. Please contact the office if you are interested in more details.

Email Promotion

Q: We want as many people as possible to attend our event, and want to get the message to people frequently. How many email notices can we send?

A: We want as many people at your event as well and are committed to helping you achieve your attendance goals. In addition to highlighting your upcoming events, we also are trying to respect members' requests to limit email notices and want to ensure your event notices are opened and not deleted in the middle of a full inbox. The purposes of LES blast email notices are to announce the event, remind people of the event and finally, provide a last chance to register online before preregistration closes. To integrate Chapter notices with all LES communication, Chapters are allotted three (3) email blasts per event and the LES office will work with the Chapter to develop an email schedule.

In addition to these blast emails, Chapter leaders are encouraged to reach out locally to their professional network and the LES office can provide local member list at anytime.

Forms & Reports

Q: Do we need to send an event submission form for every Chapter event?

A: All Chapter events are formatted for the LES website and email templates for electronic distribution. The new Chapter event forms identify what information the Chapter needs to provide post an event and send email announcements. In addition, the form includes a simple budget worksheet to help the Chapter calculate the total anticipated event costs.

Q: We submit onsite registration payments and registration lists to the LES office, can we receive a report on our Chapter finances and membership?

A: Yes the LES office will provide monthly reports on Chapter finances and membership and is scheduled to begin in December 2011.

Local Partnership

Q: Our Chapter was approached by a similar/local organization to partner and promote their upcoming events. Can we send their event to the Chapter email list?

A: Many potential partners may have a national LES partnership agreement in place, and we're always interested in exploring additional opportunities. Please contact the LES office and we will work with the Chapter to develop a partnership agreement that accomplishes everyone's goals, on a local and national basis. LES can offer local partners event promotion on the Chapter website and inclusion with regularly scheduled Chapter event announcements. Partner emails will no longer be sent as stand alone announcements.

Please note: If the partner events occurs within 4 days (same week) of a LES Chapter or LES National event it will not qualify for promotion.

Registration Fees

Q: We offer a single fee for our Chapter events. Do we have to offer a LES Member & Non-Member fee? Can we offer a student or other discounted fee?

A: As a membership organization LES offers member and non-member rates for all events and meetings. This differential is a benefit to the members in your area, as well as an incentive for non-members to join. We recognize that each Chapter market is different and can work with you on establishing a pricing differential that makes sense for your area. To be an effective benefit, we strongly recommend that the minimum difference in pricing be \$10, but recognize that events vary widely and are happy to discuss pricing strategies with you.

Student rates may be offered for events and will only be available to active LES Student Members. No other discounted registration fees should be offered without consulting LES first.

Surplus Funds

Q: Why can't our Chapter retain surplus funds indefinitely?

A: All LES Chapters are expected to operate on a revenue neutral basis and some Chapters build a significant revenue surplus (\$500 or greater) through regular attendance and sponsor support. The intent of these funds is to provide benefit to the members in your area and can be used in a variety of ways. Each LES Chapter will have access to the funds until April 30 of the following year to allow ample time to plan. After April 30, the funds will be returned to the general LES Chapters fund.

Please note that the expiration date of any surplus funds does coincide with LES's participation in World IP Day, Around the World with LES, held on April 26 of each year. These events are a great time to provide extra benefit to your members (and not yet members!), so surplus funds may be especially helpful in your planning if available.