

7 - Chapters

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● General

o Effective Chapters

The concept of chapters is to start at the grass roots of the CACVT. Each chapter has something to contribute to the Association. Not only do the chapters generate more members, they provide a network of people who want to promote the profession while bringing together people within a smaller geographical area.

Chapters are a necessary building block of any organization. Chapters make it easier to be active in the Association on a local level. It is the goal of the CACVT to allow chapters the freedom to get together with others and generate ideas on how to make the association run smoother and grow better.

Effective chapters are those chapters that have:

1. Three **Chapter Representatives** voted into their respective positions (Chairperson, Finance Director and Activities Director)
2. Regular scheduled **meetings** with a formal agenda and minutes
3. **Goals** for the chapter
4. Active **participation** in meetings
5. The **desire** to help the association to grow
6. Form a **mission statement** to help direct the chapter
7. Establish a yearly **budget**

Each chapter is different just like each person is different. One chapter may decide to become actively involved in the Public Relations Committee while another may set their sights on local awareness through their employers. Whatever decision is made, it is still an excellent opportunity to meet and generate friendships with others in the veterinary world.

Chapters are also productive if they can set up and run effective continuing education in their areas. Not only does this benefit the chapter members, it also helps those members who are unable to attend all seminars offered by the CACVT to accumulate credit hours.

As established during the Leadership Conference held on August 11, 2001, chapters were paired with committees in order to establish a better relationship among the groups. By doing this, an effort is made to increase Chapter participation and provide from a stronger pool of resources. Currently, these pairings are not being utilized.

The following pairs were established:

Finance Committee	--	Northern Chapter
PR Committee	--	Pikes Peak Chapter
CE Committee	--	Mile High Chapter
Ethics/Bylaws Committee	--	Ute Valley Chapter
Membership Committee	--	Mile High Chapter

o Course of Action for implementing a new policy / recommendation

- a. Proposal idea or program is drafted by a member.
- b. The idea is discussed and then a course of action is recommended either to an appropriate Committee or to the Executive Board.
- c. The Executive Board considers the recommendations and either approves, disapproves, or sends it back to the committee / chapter for further review.
- d. If accepted by the Executive Board, the program is implemented.

o Responsibilities

There have been up to six established chapters: Pikes Peak, Mile High, Ute Valley, Northern, Grand Mesa, and Roaring Fork. An active chapter is defined as three or more members meeting on a regular basis.

■ Chapter Report Forms

All Chapter Chairs should use the forms located in sections 6&7 of this manual to report expenses, mileage, meeting information and any other information necessary for reimbursement or report to the Executive Board on a monthly basis. A copy of all information should also be filed in the office.

■ Chapter Focus

Each Chapter may have its own focus. A great beginning is a Mission Statement. Create a meaningful statement, one that is simple and to the point.

Ideas for Chapter Events:

- Local team building and relief work possibilities.
- Open houses for the public, to include client education and technician awareness.
- Recognition during National Veterinary Technician Week.
- Sponsor a booth during career days at high schools or fairs.
- The possibilities are endless. Use your imagination.

■ Proposed Chapter Budget

Each Chapter shall submit a proposed budget to the Finance Committee for the fiscal year July to June. Each Chapter must keep accurate records, receipts, files, and minutes. The Chapter shall work with the Executive Director and Treasurer on all money-related issues.

Areas to consider when establishing the budget:

- Postage
- Registration Materials
- Copies
- Refreshments
- CE Speaker Expense
- Certificates
- Income from CE events

o Benefits of Active Participation

All Chapter Chairs shall receive complimentary CACVT memberships so long as they are actively participating at an appropriate level (determined by the Board or Chapter that the individual is serving on) in the association. This includes holding meetings at appropriate intervals, providing all reports in a timely fashion, attending all events (unless appropriate arrangements have been made) and actively pursuing the mission of the chapter. Documentation (minutes) of chapter meetings must be submitted to the office within one month of the meeting.

This does not include any task forces that may be established although Chairs are responsible for disseminating information about the outcomes.

Should the Chair resign or be removed from his/her position, a proportion of the dues for the remainder of the certification period shall be assessed.

Other assistance may include hotel accommodations, meals, and mileage reimbursement as the budget allows. All reimbursements shall be overseen by the financial committee.

Conferences:

CACVT Conferences: The Conference Committee, Executive Board, Committee Chairs, Chapter Chairs, and Staff will receive complimentary admission to all CACVT Conferences/events. Admission to any CE hosted by an individual chapter will be determined by that chapter.

CACVT will, if appropriate, provide ½ room (2 people to room) to each event participant. If anyone prefers a private room, ½ of the hotel room fee will be payable to CACVT.

Other Conferences:

CACVT will not pay for, nor assist with, any other conferences that may be offered to any of its members.

Mileage Reimbursement

All reimbursements are subject to budget approval. Executive Board Members and Chairs shall be reimbursed at ½ standard IRS rate/mile for all CACVT conferences, the CACVT Strategic Planning Session, the Fall CVMA Convention, and all CVMA Leadership Conferences.

Any requests for mileage reimbursement not pre-approved must be made in writing to the Finance Committee who will approve or deny based on budget allowances and reason for request.

Reimbursement requests shall be submitted to the office using the form in section 6. It is encouraged to submit forms as soon as possible to maintain appropriate financial records.

■ Requirements for Benefits

The Chapters will meet as determined by the activity of each individual chapter to accomplish forward movement of activity. Chairs must attend at least 75% of the total number of meetings/activities to be eligible for compensation for active participation. If Chairs cannot attend, they must still provide a written report (if deemed necessary) and ensure that their duties are covered.

All Chairs must have regular access to a computer with Internet. The ability to receive attachments, have access to the Internet, and respond to e-mails in a timely fashion, is critical for strong communication and running of the association.

o Chairs

Ideally, chapters should consist of the Chapter Chairperson, Secretary, Activities Director and the Finance Director. Each chapter is responsible for submitting a schedule of meetings to the Newsletter Editor, preparing a chapter mission statement and running meetings associated with the chapter. Chapter Representatives are strongly urged to attend all Board meetings, and must have written reports for all Board and membership meetings. As the grass roots for the association, chapters should promote all activities in their areas that support veterinary technicians, hold fund-raisers and have direct contact with the Public Relations Committee.

● Leadership Directives

o Professional Appearance and Conduct

It will be the Chairs' responsibility to oversee the volunteers in the committee or chapter, and it is the Executive Board's responsibility to oversee the Chairs.

Appropriate Attire:

All Executive Board members, Chairs, Committee Members, and staff (collectively referred to as the "leadership") should, when representing the association in a public setting, dress in the appropriate attire of a professional. These positions are the image of the association and the profession, and will be recognized by others. Clothing is an external indicator of the internal attitude, and should be that of a leader.

In addition, body piercings and tattoos should be removed or covered at all times as deemed appropriate by conventional fashion. Unusual hair color or style is also not appropriate. If there is a question as to what is conventional fashion, the executive board will decide if it is appropriate, and if necessary, by vote.

Appropriate attire and footwear, unless otherwise stated, is business to business casual (a general summary is available in chapter 9). Absolutely no scrubs, blue jeans, t-shirts, sweatshirts, gym clothes, midriffs, clothing with holes, rips, or obvious wear patterns, mini skirts, underwear as outerwear, flip flops, ball caps, or any other "casual" clothing is acceptable at any time.

Appropriate Conduct:

Since these leadership positions are identified as CACVT association leaders, people in these positions are held to a higher standard of conduct at CACVT events. Language used shall be in a more positive fashion without profanity or extreme negativity towards any association activities or individuals. Public forums are not the venue for these types of discussions. If an individual has a complaint, it is for the leadership to note and work through the situation in a professional manner. If it is not easily and quickly resolvable, it should be continued in a more private location or passed to a more appropriate individual.

Cell phone activity will be kept at an extreme minimum (both conversation and texting). Cell phones will be kept on vibrate at all times. If a call is required, the leadership will do it in a discrete manner as to not draw attention.

While children are appreciated, there is a time and place for them. In general children are not encouraged to be at any event where CACVT leadership is present. If there is an exception, it should be brought to the attention of the executive board prior to the event for consideration. In addition, no animals of any nature (mammal, reptile, avian, etc) are allowed at CACVT events unless they are service animals or are approved ahead of time by the committee or executive board, depending on the nature of the event.

Consequences

If an individual leadership member is at a CACVT event, and in the opinion of the other leadership present, this individual is not representing the association in a professional manner, the individual may be asked to not participate in the interactions with the members, or even asked to leave the premise (since the person would still be recognized as a CACVT leader). If the person stays at the event in a non-leadership role, the individual will be responsible for any fees from the event.

There will be a formal documentation of the infraction (forms are available in section 9). After two formal documentations, the individual will be asked not to represent CACVT at the next event.

Any further infractions after this, the person will be asked to step down in the capacity as an association representative for a period of one year. It is up to each individual to maintain the highest standards and lead by example as CACVT leadership is held accountable at a higher standard than the average member.

o Responsibilities and Expectations

General

1. Be knowledgeable of the Association's mission, goals, policies/bylaws, programs, services, strengths, and needs.
2. Assess Executive Board and Chairs' performance.
3. Serve in leadership positions and/or undertake special assignments willingly when asked.
4. Offer personal assistance, or assist in finding external professional resources, when requested.
5. Engage in relationship building that will add to development of the Association as a whole.
6. Understand the Association's capabilities and take an active role in defining, approving, and monitoring the Association's objectives and accomplishments
7. Serve as an advocate for the Association and its mission throughout Colorado.

Meetings

1. Prepare for, attend, and participate in all meetings and activities as possible.
2. Ask timely and substantive questions while supporting Executive Board or Committee/Chapter majority decisions.
3. Maintain confidentiality of the Executive Board or Committee/Chapter's activities unless they are a matter of public record.
4. Speak on behalf of the Executive Board or Committee/Chapter when asked to do so.
5. Suggest agenda items periodically for meetings to ensure that significant policy related matters are addressed.

Fiduciary and legal responsibility

1. Faithfully read and understand the Association's financial statements and otherwise help the Executive Board fulfill its fiduciary (financial) responsibility.
2. Ensure compliance with applicable tax law, and understand reporting and record keeping.
3. Ensure legal and ethical integrity and maintain accountability.

Financial support

1. Be a member in good standing.
2. Assist with the cultivation of members: "friend-raising" is a critical first step.
3. Assist with fundraising strategies in all aspects: planning, preparing, and attending.

Avoiding conflict

1. Avoid even the appearance of a conflict of interest, and disclose any possible conflicts to the President or Chair in a timely fashion.
2. Maintain independence and objectivity and act with a sense of fairness, ethics, and personal integrity.
3. Refrain from accepting or offering favors or gifts from or to anyone with specific intent of influencing the Executive Board/Committee/Chapter.

o Conflict of Interest Policy

Definition

A "conflict of interest" is a transaction or relationship that presents or may present a conflict between an Executive Board/Chair member's obligation to the Association and the person's personal, business, or other related interests.

CACVT's leaders have a fiduciary duty to conduct themselves without conflict to the interests of the Association.

Disclosure of potential conflicts

Executive Board/Chair members are expected to disclose conflicts or appearances thereof on an annual basis or whenever a conflict arises. This should be done as soon as the Executive Board/Chair member is aware of the conflict or potential conflict.

Once such a disclosure has been made, the rest of the Executive Board/Chair/Committee will determine whether or not there is a true conflict of interest and how to proceed. All such disclosures and subsequent discussion shall be noted in the minutes of the meeting.

Abstention from decision-making

Should the relationship be considered a conflict or create the appearance thereof, the Executive Board/Chair member involved shall abstain from voting and shall not participate in the discussion other than to answer any specific questions directed at him/her. In some circumstances, the member may be asked to leave the meeting during the discussion and return after the vote has been obtained. Abstaining Executive Board/Chair members can still be included in attendance figures for the purposes of maintaining a quorum.

No return benefit

No loans shall be made by the Association to any of the Executive Board or Chair members.

o Terminology

It is important that the leadership speak with one language and one voice when representing the association. Appropriate verbiage is found in Chapter 1 of this manual. Name tags with CACVT will reflect appropriate designations regardless of what individual practices use.

o Tape Recording of Meetings

In general, meetings will not be tape recorded unless the majority of members present have agreed to it ahead of time and the reasoning has been justified. If recorded, per Colorado State law, prior to the meeting starting, but after the tape recorder has been turned on, it will be stated that the meeting is being taped and a request for objections will be asked. If there are any objections, the meeting will not be taped.

If the meeting is taped, the tapes will be destroyed immediately after the meeting minutes have been approved. This will be validated by at least two Executive Board members and/or Staff.

At no time shall Colorado State law be violated by unknown or unauthorized tape recordings of any meeting and/or conversations. If any parties are caught violating state law, they will be reported to the proper authorities and removed immediately from their CACVT positions. They will not be able to volunteer in official CACVT capacity for at least one year from time of violation. The Executive Board and Ethics Committee will oversee any such suspected violations.

● Mission Statements

Mile High Chapter

The mission of the Mile High Chapter is to help promote a better understanding within the field of veterinary medicine regarding the capabilities of the certified technician and supporting hospital staff.

Pikes Peak Chapter

The mission of the Pikes Peak Chapter is to focus on communication between technicians, veterinarians, and health care providers and to stress the capabilities of the Certified Veterinary Technician in the field of veterinary medicine and to perpetually continue our education.

Ute Valley Chapter

Grand Mesa Chapter

The mission of the Grand Mesa Chapter is to educate our community about the improvements within animal health care, including the role of the veterinary technician, and expand our knowledge through continuing education on the western slope.

● Forms

- ❖ Application
- ❖ Chapter Attendance Form



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Veterinary Care

CACVT

191 Yuma Street
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 Toll free: 866-318-0652
 Fax: 303-318-0651
 Efax: 309-408-3976
 info@cacvt.com
 www.cacvt.com

Application for a Chapter

A chapter may be created in any town or area of the state where three or more members organize and submit a petition with a budget proposal and plan of activities for the next fiscal year. A mission statement should also be in place within the first few meetings.

Please refer to the Leadership Manual for further information.

The chapter will be identified by the town or area name.

Chapter Name: _____

The chairperson must be a CVT and CACVT member in good standing.

Chairperson: _____

Phone: _(_____) _____

E-mail: _____

Recorder (for the minutes): _____

Phone: _(_____) _____

E-mail: _____

* Please attach a list of any other members, with mailing addresses, phone, and e-mail who will be involved in this chapter.

* Please attach a budget proposal and a plan of activities.

An accounting for all funds and CE credits will be required following activities and at the annual meeting of the Association.



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**CHAPTER ATTENDANCE
FORM**

This certifies that _____ (CACVT member) attended the following chapter meetings:

Chapter	Date (month, date, year)	Signature of Chairperson

A total of 4 chapter meetings must be attended before this form can be submitted. Theses do not include meetings that are already offering CE by having a scheduled speaker or topic. **One CE supportive credit** will be issued for the current renewal period. All 4 meetings must be attended during this renewal period. No carry over will be allowed. Any chapter meeting is acceptable (i.e., they do not all have to be from the same chapter).



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● Helping Chapters Get PR

From: Association Efficiency Symposium © 2002 – R. Harris phone: 850-570-6000

Introduction

Chapters are an excellent source of information at the local level. Because of regular meetings, speakers, seminars and fund-raisers, there are plenty of opportunities to inform the local news media about chapter events.

When your chapter is noticed in the news, it gives a sense of pride to the members and entices prospective members to learn more about the organization.

PR is not hard. It does take time and determination to be successful. Some members have an instinct for public relations. Give this workbook to the chapter's PR chairman or a committee.

Chapter PR is Easy

Managing an effective chapter public relations campaign is not as difficult as you may think. You may have members or colleagues with journalism experience; or members who know people at broadcast stations, newspapers or magazines. Do an audit of your resources as you start your efforts to promote your chapter.

Make a list of the people, services and programs in your chapter that could be of interest to news reporters and others in your community.

Why PR Seems Challenging

To be really successful in PR, you need to plan your efforts carefully and assign the right people to manage these efforts. You should select one member to be the chapter's PR director and spokesperson, they should make contact with the press. This ensures that all messages are consistent.

Discuss with the leadership the kind of news you have recently seen in your local media, and discuss how your chapter can make new impressions in the press with special events such as fund-raisers. If you can identify what type of stories the local reporters are interested in, they're more receptive to your releases.

Build a Media List

One key job is to build a list of all the reporters, editors, program directors and broadcasters in your area. You can get most of the names right off the mastheads of the papers and magazines, or by watching TV, listening to the radio or reading the yellow pages.

Make a list of every editor and then call to verify that they are the appropriate contact. Update this list every three to six months because journalists tend to change jobs frequently. Mail addressed to the wrong person usually gets tossed out and mail to a media outlet without an editor's name may never make it to the right person. If you have fax capabilities, also include fax and phone numbers in your media listing.

Competing for Coverage

The press does not usually think of chapter programs as a source of news. They tend to focus on more timely "hard" news such as crime, government affairs and sports. However, you can change their thinking by becoming their source of "expert" information about your chapter's area of concern.

Explaining to editors why your issues, programs and services are of interest to the public is a top priority. When the press needs information, they should think of you as one of the best sources. Remember, always be responsive and professional when the press calls you.

Photos and Press Releases

The media will respond more eagerly if you send them "professionally-prepared" news releases with captioned photos. You should send monthly releases to all the names on your distribution list.

Human Interest Features

Every chapter has members who have an exceptional situation in their lives that make them candidates for human-interest coverage. One staff member might have earned outstanding achievement in the business world, or a member might have overcome a difficult situation to become a successful professional. Just be sure your member is willing to appear in the press.

Then formulate your story, include a captioned photo of the member and send it off to the appropriate journalist. Usually the business or city editors are the best candidates for chapter stories. Remember that you are not limited to magazines and newspapers. TV stations like to film interesting people and radio talk shows are eager for quality interviews.

Public Service Activities

Public service means public education. Establish your chapter as a source of information and plan ways to serve your community.

Establish a speaker's bureau of knowledgeable chapter members who are willing to address local civic and community organizations on issues of importance. Make sure your members follow a prepared outline and are good speakers before sending them into the community.

Media Participation Events

You will probably conduct at least one fund-raiser per year. This special event should benefit the chapter or a local charity and involve some kind of interesting activity. Be sure to create a PR kit for interested press who will need to know the purpose of your chapter and its members.

Consider inviting members of the media to participate. When a reporter participates in a community event, they are almost always sure to cover it in their paper, magazine or on their station. This creates visibility for your chapter and positions you as more than just a self-serving professional. Use your imagination and build an exciting event.

Media Day

Proclaim a month or week as the media event to promote your chapter (Note: state and national associations usually have a month or week out of the year to recognize their organization. The local chapter of the association should use that month or week to proclaim their media event, making it more newsworthy). Plan at least six months ahead and include valuable experiences so the reporters will feel it is worth attending. Ask your local government to officially proclaim the activity. Be sure to use the proclamation presentation as a photo opportunity.

Invite important members of the community to attend. Remember, only your imagination and the knowledge level of your staff limit your success.

State and National Press

Chapters have opportunities to receive state and national attention if they are willing to distribute their news releases beyond the local media. Prepare news releases for readers outside the local area with a different slant and deadline. National trade publications often take a month or more to produce, so be sure your announcements are sent with plenty of lead time. Also, consider that the reader across the country won't know as much about your chapter; therefore, things may need to be written with more explanation. Before distributing news releases outside your chapter's boundaries, check with the state and national associations to see if they can help.

● CE Guidelines for Chapters

o General

Only CE programs, as defined by the CE committee, will be accepted. Topics need to be approved through the committee prior to presentation. It is important to keep the CE at a high level of excellence.

- 1) All monies collected need to be turned into the main office.

The number of attendees X amount charged = amount turned into the office. (do not take money from fees to cover your own costs)

Any reimbursements will be made through the treasurer.

If you need money ahead of time, a check can be issued, a check request must be made to the treasurer or office administrator.

- 2) An official registration form must be filled out and accompany the monies turn in.

- 3) Individual CE attendance forms to each participant (mandatory for CVTs)

This must include date, title, speaker(s), # CE hours and type (technical or supportive), and name of attendee

- 4) An official expense report must be made out and submitted to the treasurer or office administrator for reimbursement.

Please attach all original receipts. If at all possible, only have the items for CACVT on the receipt (ie, don't put your personal items on the receipts as well - get a separate receipt for CACVT items only).

- 5) Make copies of everything for the chapter's records.

It should be up to the chapters as to how much they wanted to offer the speakers based on the projected amount that they could cover. However, the amount cannot exceed the standard CACVT amount (see Honorarium in Section 6 under Conference Committee) without prior approval from the financial committee.

o Forms

- ❖ CE Summary
- ❖ CE Sign In



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Chapter CE Summary

Please fill out and submit to CACVT office. Thank you.

Chapter:

Coordinator:

Date of Conference:

Title:

Speaker:

Credits:

Technical or Supportive:

Number in attendance:

Cost per individual:

Total \$ amount made:

Itemized Costs:

Speaker fees:

Facility rental:

Food:

Supplies/Copy/postage/etc.

Other:

Total cost for conference:

\$ Difference:

CACVT Seminar: _____ Date: _____

Continuing Education Speaker: _____ CE Credits: _____ Tech./Support.

Host Chapter/Contact Person: _____ Page _____ of _____

Name (Print)	Title (CVT)	Clinic	Address	E-mail address	Phone #	Amt paid (cash / ck#)	CACVT Member yes / no

● Acknowledgment of Policies and Guidelines

I have read the policies and guidelines set forth in this chapter and agree to comply fully with its terms and conditions at all times during my service as a Chapter Chair. I recognize that not everything is written and some common sense and knowledge of Board governance and association management must also be considered in my service to the association.

Please initial by each area:

- _____ Mission
- _____ Benefits Policy
- _____ Professional Appearance and Conduct
- _____ Responsibilities and Expectations
- _____ Conflict of Interest Policy
- _____ Terminology Policy
- _____ Tape Recording of Meetings
- _____ What to Expect as a Chapter Chair
- _____ Individual Duties and Responsibilities of the office
- _____ Legal Considerations

Disclosure or potential conflicts of interest:

Chapter Chair (print name): _____

Chapter Chair signature: _____

Date: _____

Please submit to the CACVT office. Thank you for your dedication to the association.