

National Career Association Handbook

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RESOURCES

Headrush is a Learning Management System for participants that incorporates the agile method of project management into bite-size learning activities that promote participant-driven instruction. Additional support documents and templates will be uploaded online for Specialist and participant use.

Headrush is referenced many times throughout this handbook. You can access it at jag.headrushapp.com.

Being a part of the National Career Association is beneficial to JAG participants as it prepares them for initial employment and advancement opportunities in their chosen career field.

What is the goal? Memorizing career information or truly preparing students to successfully pursue a career? If the goal is the latter, then you need to take a closer look at how involvement in the National Career Association can help members in the student organization bridge the gap between the JAG classroom, chapter learning, and career success.

NCA chapters play an important role in preparing members to pursue a career of interest. Members learn content knowledge in the JAG classroom, and then put that knowledge to work in the NCA chapter. NCA provides the motivation and employability skills that enhance learning, change attitudes, and make a difference.

NCA is Individualized. While classroom content is standard for all participants in a program, NCA provides an opportunity for members to explore and pursue the careers and skills of their own choosing. NCA members get involved in the events and activities that are meaningful to them. Because they have ownership, they are generally more intrinsically motivated toward achieving their goals.

NCA Extends the School Day. Education experts regularly recommend a longer school day and longer school year to improve student achievement. NCA members voluntarily extend the school day and year when they participate in competitive events, investing countless hours of study and preparation outside the classroom. Because NCA is 100% career focused, the added learning provides a return benefit in the classroom, and in future educational programs.

NCA Empowers Members. Because NCA is member-led, members are empowered to take responsibility for their chapter and their personal success. NCA members are responsible to know the rules, be prepared, and work as members of a team. While the classroom is JAG Specialist directed, members are personally responsible for NCA.

NCA is Fun. Members are involved in NCA because they enjoy it, and because NCA involvement is rewarding. The fact that there is learning going on at a community-based event, a chapter service project, practicing for the NCA Quiz Bowl, or attending a national conference with thousands of high achieving future career professionals is a bonus.

NCA supports the competency-based employability curriculum and more. NCA involvement brings the real world to the classroom, developing members who not only have goals, but have the tools and vision to achieve them.

JAG and NCA are a powerful partnership working for students and members in the classroom and chapter. Take advantage of every opportunity, every experience, and every event to maximize learning!





CHAPTER 1

National Career Association

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Purpose

The purpose of the National Career Association is to help members explore career pathways, to assess the opportunities and appropriateness of pursuing further education, to connect members with representatives of their chosen pathway, to develop their knowledge and skills, to secure employment in a job, and to demonstrate their ability to enter and advance with the employer.

NCA Chapter Enhances the JAG Classroom

- The purpose of the National Career Association is nearly identical to the JAG program with one big exception--**who is in the leadership role.**
- The **JAG Specialist** leads in the classroom, and in the NCA Chapter the members lead with the JAG Specialist serving as the **NCA Advisor.**
- In the classroom, the JAG Specialist develops **Project Plans** utilizing the JAG competencies. In the NCA chapter, members develop the **Plan of Work.**
- In the classroom, the JAG Specialist uses a **variety of techniques to develop competent, career prepared students.** In the NCA chapter, **JAG projects are enhanced by using project based learning** to energize and motivate members as they develop leadership, social, and professional skills.
- The NCA chapter should monitor progress of each member using the **Electronic National Data Management System (e-NDMS) or JAGForce.**
- At times, the JAG Specialist may anticipate subject matter gaps and may include lessons to cover content in anticipation of it being needed for committees, task forces, or members to facilitate their success and efficiency.
- Periodically, a review of the NCA Chapter should occur to assess how successful members are in building a cohesive NCA chapter with a high functioning officer team, an engaged membership, an effective NCA Advisor, and a developing plan of work.

Career Clusters and Pathways

The National Career Association adopted the National Career Clusters® Framework representing the Career Pathways to help NCA members progress in their pursuit of a career, employment, or pursuit of a postsecondary education. There are sixteen Career Clusters in the National Framework:

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, A/V Technology & Communications
- Business Management & Administration
- Education & Training
- Finance
- Government & Public Administration
- Health Science
- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

Learn about Career and Technology Education and [Career Clusters and Pathways](#) from [Advance CTE](#) and the [U.S. Bureau of Labor Statistics](#).

There are several Career and Technical Education curricular programs with partner student organizations within schools taking advantage of the CTE and the Career and Technical Student Organizations (CTSO).

Research has shown numerous benefits to fully integrating programs like JAG’s classroom instruction with a member-led CTSO. The benefits depend greatly on the Chapter Advisor (Specialist), the commitment to the JAG & CTE Models, and the integration of the member-led organization into the JAG program—Middle School, High School, and Out-of-School.

The NCA Chapter

The National Career Association is a **member-led organization for career-minded members** who are interested in preparing themselves to enter the workforce and are enrolled in a program affiliated with Jobs for America’s Graduates. Students enrolled in a JAG program are automatically a member of a local NCA Chapter. Three levels exist in the NCA – national, state, and local.

Curricular Program	Student Organization
Jobs for America’s Graduates	National Career Association
Business Management, Office Administration, Information Technology	Business Professionals of America
Marketing Hospitality	DECA, Inc.
Agricultural, Food & Natural Resources	FFA
Family & Consumer Science	FCCLA
Business and Consumer Education	Future Business Leaders of America
Health Science, Project Lead The Way	HOSA-Future Health Professionals
Trade & Tech Education	SkillsUSA
Technology Education	Technology Student Association

Benefits of Member-Led Chapters

The National Career Association is integral to JAG instructional practices as all NCA activities are offered to develop, practice, and refine skills necessary for personal, academic, and career success. An active and successful National Career Association Chapter has many benefits for members:

1. Members experience a lower dropout rate and a higher retention rate in the JAG program.
2. Members develop “people skills” to strengthen their ability to develop lasting positive interpersonal relationships.
3. Members are provided opportunities to develop, practice, and refine their leadership skills as a chapter officer, committee chair, or committee member for special projects. Serving in a leadership role in the National Career Association is more likely to prepare members for their future employment.
4. Members develop responsibility as they are held accountable in their role. Chapter officers and the Advisor should be diligent in coaching members to do their part and provide them with the knowledge and tools to be successful in their assigned projects.
5. Members develop an increasing sense of self-confidence and their focus of control shifts from external to internal influence.

Local NCA chapters provide activities to help members develop the confidence, competencies, and commitment to remain in school through graduation and to achieve a successful transition from school to the workplace or to pursue a postsecondary education. The NCA chapter advisor (JAG Specialist) is held accountable for implementing the National Career Association and using it effectively to achieve five (5) fundamental yet powerful goals. The National Career Association recommends each goal has a committee with a Vice President or Chairperson serving as the leader.

The five goal areas are:

1. Leadership Development
2. Career Development
3. Social Awareness
4. Civic Awareness
5. Service Learning



National Career Association Goals

Goal #1: Leadership Development

The value of developing leadership qualities is best illustrated in the workplace where managers (**leaders**) create an environment in which employees (**team members**) are expected to achieve specified outcomes (**results**). The chapter can be thought of as a **workplace team**. As a member of an employer's team, members (**employees**) are expected to take a leadership role or a team member role depending upon the project. Employers are anxious to find employees capable of fulfilling leadership and team member roles when the situation requires it.

LEAD

Members are provided opportunities to seek elected office, serve as committee chairpersons, and/or accept responsibility as project leaders. The NCA chapter advisor will provide training to help members develop the skills required to be effective leaders. Eventually, members will help each other to develop, practice, and refine their leadership skills.

FOLLOW

There are times when NCA chapter members must demonstrate teaming skills. Without dedicated, disciplined, and well-trained team members, NCA chapters may not be able to achieve the results they want. In some projects, members will take leadership roles, while in other projects, teaming roles are preferred. Team training will also be provided to all NCA chapter members.

GET OUT OF THE WAY

There are times when leaders must empower others to design and implement a plan to achieve the desired results. In such cases, leaders must get out of the way and give a chapter and/or a team the responsibility to achieve the intended outcomes. Chapter officers must sometimes get out of the way of those who have been empowered to achieve an objective. Chapter advisors must also step aside and allow members the opportunity to take a course of action for which the team is committed. Each decision is an opportunity to teach and learn.

Goal #2: Career Development

NCA members will be provided opportunities to meet and work closely with employers and employees. These same employers could potentially offer employment opportunities to students with whom they are engaged when a high level of commitment and competency are demonstrated.

Through career development activities, members engage with employers to explore careers and develop a better understanding of employability skills. Chapters should encourage employer engagement as:

- Guest speakers at chapter meetings
- Hosts for field trips to their place of business
- Coaches for members entering various competitive events
- Judges at local and state competitions
- Opportunities for internships and job shadowing
- Sponsors to send delegates to state and national competitions



Goal #3: Social Awareness

Social activities provide Career Association members with opportunities to mature and feel comfortable in group settings. Members who are not comfortable in groups may have difficulty developing important social-emotional skill sets that will benefit them in securing and staying in a job. Career Association activities will provide considerable opportunities for members to develop, practice, and refine skills that will ensure success in group settings.

The types of social awareness activities that occur as part of the NCA chapter will depend on the needs of the membership, varying from chapter-to-chapter.

Social activities are successful when they help members learn the following:

- Selecting the proper attire for various occasions
- Organizing an event requiring considerable project management skills
- Valuing deadlines and a sense of urgency
- Interacting with special guests
- Communicating with others
- Practicing proper social etiquette

The ultimate outcome of a social activity is not just “fun.” Social activities provide NCA members with opportunities to mature and feel comfortable in group settings.

For most NCA chapters, the first social event of the membership year is the Initiation and Installation Ceremony (referred to as the I&I). Learn more on [Headrush](#).

Goal #4: Civic Awareness

Civic Awareness activities allow members to better connect and understand how their community functions. In addition, citizenship skills are developed within the members. NCA chapters use the following types of activities to achieve this goal:

- Tour the municipal or county courthouse
- Meet with political leaders
- Observe a panel of municipal or county employees from various departments

Goal #5: Service Learning

Through involvement in service learning projects, members are provided opportunities to develop their sense of social responsibility. Helping others through service learning builds soft skills, which can be transferred, which can be transferred to the workplace where employees utilize strong customer service skills to help customers and other employees.

The National Career Association expects local chapters to provide members with opportunities to contribute hours of personal time toward service learning projects. Middle School, Multi-Year, and Senior Model Applications must complete at least ten (10) hours, while Alternative applications must complete 7.5 hours and Out of School members must complete five (5) hours of Service Learning.



Levels of Involvement

Members should be strongly encouraged to be active in the NCA Chapter. There is ample evidence active participation in the National Career Association provides numerous benefits to members. Organizational characteristics, which are most often listed as evidence of the value-added benefits of National Career Association membership, include:

- The National Career Association is a member-led organization.
- The National Career Association provides opportunities for personal and career development.
- The National Career Association nurtures a healthy competitive spirit through participation in the NCA State and National Competitive Events and Recognition Program.
- The National Career Association develops the total person – as a leader and a team player.
- The National Career Association actively involves members in school, community, state, and national activities providing members the opportunity to travel, meet new people, and share ideas.
- The National Career Association provides members an opportunity to be associated with a nationally affiliated organization.

Each level of NCA involvement offers greater opportunities to develop, practice, and refine skills that can be applied at school, in the workplace, or in the community. NCA chapters are expected to provide involvement opportunities for all members.

NCA Chapter Involvement

There are numerous opportunities for NCA chapter involvement, including:

- Chapter member
- Chapter officer
- Chapter committee chairperson or member
- Project leader
- Participant in the NCA National Competitive Events Program at the local, state, and national levels
- Speaker at a local function
- Recruiter to attract other students to the program
- Participant in local fundraising projects
- Participant in service learning projects
- Involvement in an Initiation and Installation Ceremony (I&I)
- Other leadership and teaming opportunities

NCA State Association Involvement

In some states, the following opportunities for involvement are possible:

- Leadership Development Conference (LDC)
- Career Development Conference (CDC)
- State officer candidate or elected office
- Voting Delegate to state delegate assembly
- State participant or winner in competitions
- Helper at the state conference
- Participant in statewide fundraising projects
- Participant in leadership training workshops

NCA Career Development Conference Involvement

At the national level, the following opportunities for involvement are possible:

- Delegate to the NCA Career Development Conference
- Voting Delegate to the NCA Career Development Conference
- National officer candidate or elected officer—President, President-Elect, Secretary, Parliamentarian
- Competitor in the NCA National Competitive Events and Recognition Program
- Participant in workshops and leadership training workshops

Managing the Partnership

A National Career Association chapter cannot be successful without the support and involvement of “partners.” Partners are those persons who have an interest in the outcomes of the National Career Association and Jobs for America’s Graduates.

1. Identifying Partners

In establishing a successful Career Association chapter, it is extremely important for the chapter to identify partners:

- **Student members** are the partners of greatest importance, since all activities revolve around the needs of those who are involved in the NCA. A positive image of the program is essential if students are to be recruited and retained as members.
- **Parents/Guardians** are crucial partners because their support and involvement are needed if the ultimate outcomes of the program are achieved—high school graduation, a quality job, postsecondary education, or military service.
- **School staff and administration** are key partners in the NCA as they approve and support chapter activities.
- **Employers** are interested in the NCA because they are looking for a qualified workforce to help them serve their customers.
- **Community-based organizations.** Faith-based organizations, civic groups, trade associations, and workforce development programs represent several partners who are vitally invested in the quality of life and the well-being of people of all ages in the community.

2. Relating Membership Needs to Partners’ Needs

Once partners have been identified, it is essential a win-win relationship be developed with each stakeholder. Partners must see a benefit in being involved in the program or they will withdraw their support—financial and educational.

For example, an employer partnership provides NCA members with a quality entry-level job with advancement opportunities, while the employer benefits from having access to motivated and competent employees.

3. Engaging and Involving Partners

After determining who your partners are, there must be an understandable and recognizable “**win-win**” strategy to strengthen the relationship through **ownership, involvement, and commitment**. Do not take a partnership for granted—strengthen the relationship continuously. Communicate through newsletters, email, or similar updates and thank partners in writing and publicly, when possible, for their support and involvement.

NCA Membership Categories

ACTIVE MEMBERS

A participant enrolled in an accredited Jobs for America’s Graduates program is also a member of the NCA. Active NCA members are eligible to hold chapter, regional, or state offices as well as to participate in local, state, and national activities.

ADULT MEMBERS

A JAG Specialist in an accredited Jobs for America’s Graduates program is also the advisor of the NCA chapter.

ALUMNI MEMBERS

Former active NCA members who have completed the JAG program in good standing may be considered alumni members of the National Career Association.

HONORARY LIFE MEMBERS

Honorary Life Membership may be awarded to persons who make an outstanding, sustained contribution and is considered significant in impact or influence on NCA’s ability to deliver its mission or purpose.

NCA Chapter and State Bylaws, Policies, and Procedures

NCA Chapter Bylaws provide direction for development of state associations and local chapters. The Bylaws are the fundamental laws and principles serving for a long period of time. They can be changed, and additions can be made by following the procedure prescribed by the Bylaws.

In contrast, the Policies and Procedures are more easily changed and are designed to guide the operational procedures. It is recommended that local chapters draft and adopt chapter bylaws. The drafting of chapter bylaws should be guided by the national and state bylaws. The bylaws should in no way conflict with the national and state bylaws, although each chapter may modify the wording to more specifically meet their local needs.

A template for state and local Bylaws is included on [Headrush](#).

National Career Association Resources

The Career Association Competitive Events Guide contains the event guidelines. Check with your State Advisor as to which competitive events will be used at your State Career Development Conference (CDC). More about the State CDC is in Chapter Three.

Awards, Apparel, & Chapter Essentials: Awards Unlimited

The National Career Association has access to a variety of items that can be used to recognize, reward, and celebrate active member involvement and success in the NCA Chapter through [Awards Unlimited](#) or call 1.800.950.3553.

NCA Products include apparel, awards, chapter materials, gifts, promotional items, graduation cords, etc.





CHAPTER 2

Chapter Advisor Roles And Responsibilities

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The Chapter Advisor

The term “advisor” conjures up a unique image of the role of the adult leader in a member-led organization. In using the National Career Association as a classroom-based educational vehicle, the responsibility of leadership is passed from the adult leader to the members.

The term **advisor** has several meanings.

- **First**, the adult leader assumes the role of advisor and coach. In the NCA, the Specialist must convert from “the teacher” to the chapter “advisor and coach.” **Remember:** The NCA chapter is member-led. That does not mean the full responsibility of the chapter is given to members on day one.
- **Second**, it suggests the adult leader is an understanding and supportive person and a role model with the knowledge and skills from whom members can learn.
- **Third**, the term “advisor” gives credibility to the adult leader in dealing with sensitive and vitally important issues. The advisor, as a role model, makes credible decisions and builds trust within the group. The advisor must follow-through on the responsibilities and tasks of which they commit, and lead by example as the members develop their own leadership skills.

Effective Advisor Techniques

The most effective chapter advisors are those who:

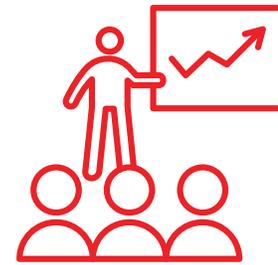
- Advise, guide, support, and coach—do not dictate.
- Familiarize members with all facets of the NCA.
- Instill enthusiasm for the NCA among the membership.
- Become thoroughly versed in the history, principles, bylaws, ceremonies, typical activities, parliamentary procedure, and other essentials of the NCA.
- Assist in the plans for securing and developing an effective officer team.
- Instruct newly elected officers in their duties and responsibilities.
- Provide all members with leadership and team training on an ongoing basis.
- Assist members in developing a Plan of Work and guide them to successful completion.
- Ensure JAG programs and NCA chapters are adequately financed and funds are protected.
- Ensure chapter meetings are held regularly and are conducted in a businesslike manner.
- Help members take part and get into the spirit of NCA chapter activities.
- Ensure NCA members share the work, accept the responsibility, and participate in planned activities.
- Help set up adequate NCA chapter records and accounts.
- See that needed equipment and supplies are procured, used, and protected.
- Advise individual members and committees on solutions to problems.
- Encourage members to take advantage of learning opportunities through the NCA Competitive Events Program.
- Reinforce JAG competencies in the NCA chapter environment.



Connecting to the Classroom

The NCA chapter reinforces the style of project-based learning typically delivered in the JAG classroom. Utilizing the NCA's practical leadership development provides a vehicle to practice skill development in real life. Preparing for competitive events helps to refine the professional skills highlighted in the JAG competencies. The practical application of real-life scenarios provides relevance and motivation to participants as they engage in classroom and member-led activities.

The NCA chapter provides a "learning laboratory" for members to develop, practice, and refine their personal, leadership, and employability skills. Just like a science class and its lab, the learning lab for JAG programs are the NCA chapters!



In the learning laboratory (the NCA chapter), members are provided opportunities for:

- Leadership Development
- Career Development
- Social Awareness
- Civic Awareness
- Service Learning

Through a series of NCA chapter activities selected by the membership, members are able "to learn by doing"¹ rather than sitting and listening. By observing members in both the classroom and the NCA chapter environment, Specialists provide targeted guidance and counseling to improve the academic and employability outcomes of their JAG students and NCA members.

Delivering Competencies through NCA Chapter Activities

The NCA chapter is a unique vehicle to deliver JAG competencies. The NCA chapter is not extracurricular or co-curricular...it is **curricular!** Class time should be used to plan, implement, and evaluate NCA chapter activities to devote time and energy to develop career focused members for the future.

For example, a NCA chapter decides to adopt a class of elementary students at a nearby school. They meet with them during the holidays throughout the school year to devote time, make crafts, sing songs, etc. In December, they make snowflakes and decorate cookies for an hour (during their regularly scheduled class time).

Possibly three committees could evolve as a part of this service learning

- **Project committee** (responsible for budget, donations or purchase of snowflakes, art supplies, cookies, and edible decorations)
- **Public relations committee** (take pictures, write a press release, contact the local media, write a story for the monthly newsletter)
- **Proposal committee** (write and present the proposal to the principal for approval)

Consider everything involved in the planning, implementing, and evaluating¹ each committee, as several competencies were addressed.

After the activity is complete, the next class time is spent evaluating and reflecting on the experience from planning to follow-up. To measure the level of competency attainment, you will want a reflection activity that addresses those specific competencies.

Reflection can take many forms:

- Small or large group discussion
- Journal
- Paper
- Artwork
- Presentation

Competitive Events— An Instructional Tool

Chapter members will gain the competitive edge on other students as they enter the workforce if they have participated in the NCA Competitive Events Program. Using the guidelines and rubrics in the classroom, members are provided “simulated activities” to develop, practice, and refine their personal, leadership, and employability skills and competencies. The rubrics for these events are valuable instructional resources because they help members identify the elements of a successful procedure and judge their performance against a standard.

Visit www.jag.org or the Genius Homepage to access the NCA National Competitive Events Guide, which contains events from which to choose.

The National Competitive Events Program begins at the classroom level. Grades alone may not motivate members to devote their absolute best. Recognition through the National Competitive Events Program may be much more effective than traditional academic recognition.

Competitive Events are curricular tools used with individual members, teams, and the entire chapter. There is something about competition that brings chapter members together as they seek to achieve a common goal. To the members, the goal may be to win an event and to successfully represent their chapter. To the chapter advisor, the events are integrated into the classroom to achieve higher-level learning and performance outcomes.

The chapter advisor should review the curriculum, the competencies to be taught, and the competitive events available to the membership. The competitive events should be integrated into the classroom as instructional activities not just “competition.”



The impact of competitive events will be greater if the chapter advisor will:

1. Encourage all members to participate in the local classroom competition.
2. Assign members to an individual or team event to practice and rate each other based on the rubrics.
3. Use the rating sheets to assess competency. Discuss what is acceptable and unacceptable to others.
4. Facilitate classroom discussion to critique the event rating sheets to better understand the standards on which the event is based.
5. Ask members to develop new competitions with rubrics.
6. Invite outside judges to the classroom to determine which members will represent the chapter in regional or state CDC competition. State champions will qualify for the National CDC competition.
7. Prepare news releases announcing the delegation that will represent the chapter in regional, state, or national competition. The delegation will be motivated through this type of recognition.
8. Provide the chapter delegation with additional practice and training to improve proficiency in their respective events. Invite alums, board members, employers, teachers, and supporters to mentor individuals, teams, or the chapter to be the best competitor possible.
9. Read the conference and event guidelines carefully to ensure none of the members are disqualified from competition due to a technicality or an unfortunate oversight by not understanding the guidelines.
10. Invite past competitors and champions to the class or to chapter meetings to describe the conditions under which past competitions were held. The more students know about what to expect, the higher the ratings. A basic principle to remember in competition – “No surprises!”
11. Review an event checklist individually with the competitors to determine if they have everything needed to compete successfully with minimum anxiety.

Using Leadership Development Tools

A key responsibility of the chapter advisor is to develop each member's leadership skills. Through a "learning by doing" approach, members are provided leadership opportunities through elected office, committee chairs, and project assignments. Even though each NCA member is at a different level of development, the advisor will work to involve all members in leadership development opportunities. Chapter 3 presents numerous ways in which all members can take on leadership roles.

The single most important benefit of developing leadership through NCA chapter involvement is all chapter activities are outcomes driven. Further, the outcomes are selected and "owned" by the membership. "Members tend to support what they help create;" therefore, the membership and not the advisor must own the chapter. When members claim the ownership of a chapter or an activity, the commitment level will be much higher than if the school or advisor owns the chapter or activity.

Through involvement, members should:

- Apply new information quickly and effectively
- Adapt to change
- Communicate effectively—verbally, nonverbally, or in writing
- Listen for feelings and facts
- Formulate a vision of the future
- Develop a plan to achieve goals
- Recognize and define problems
- Invent and implement creative and innovative solutions
- Participate as effective team members
- Accept responsibility for career planning and management
- Cope with stress, change, and criticism
- Recognize the need for new information
- Inspire confidence in others
- Interact easily with others
- Provide and receive feedback
- Influence others in a positive manner
- Achieve personal and career goals

Developing a Competent Workforce

The member-led organization helps to prepare NCA members for the workplace. In the current and future workforce, employers are being forced to adopt a series of competitive strategies to be successfully implemented by an innovative and adaptable workforce. Employers expect employees to possess basic "workplace skills." Before applying for employment, review the workplace skills valued by employers and demonstrate in the employment interview your proficiency in using the skills.

Workplace skills include:

- Learning to learn
- Basic academic skills—reading, writing, and computation
- Communication skills—listening and oral communication
- Adaptability skills—creative thinking and problem-solving
- Personal management skills—self-esteem, goal setting, motivation, personal and career development
- Group effectiveness skills— interpersonal skills, negotiation, and teamwork
- Influence skills—organizational effectiveness and leadership



Data Management Systems and Contact Hours

JAG's Electronic National Data Management System (e-NDMS) and JAG Force are used to capture contact hours for Career Association activities. The information collected includes:

- The date service(s) are provided
- The number of minutes involved in delivering the service(s)
- The types of service(s) or activities
- The contact narrative

The types of services the JAG Data Management Systems track are:

- Academic Remediation
- Career Association
- Service Learning
- Employability Skills Instruction
- Field Trips/Guest Speakers
- Guidance Counseling
- Work-Based Learning
- Other

Members in the in-school program applications should have an opportunity to contribute no less than 10 hours of personal time towards service learning. This is tracked using the JAG Data Management Systems. The types of service learning volunteerism reported could include:

- Hospitals and Nursing Homes
- Daycare or After School Programs
- Zoos or Animal Shelters
- Food Banks or Soup Kitchens
- Homeless Shelters
- Libraries, Museums, and Parks
- Nonprofit Organizations (dedicated to a cause that members admire)

¹ <https://www.nylc.org/page/WhatisService-Learning>

² <https://cft.vanderbilt.edu/guides-sub-pages/teaching-through-community-engagement/>



CHAPTER 3

Encouraging Leadership Development

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The NCA Chapter does not require an excessive amount of time to organize because it fits within the overall JAG program model. The NCA chapter activities are instructional tools to deliver the competency-based curriculum.

An NCA Chapter should not be perceived by anyone (inside or outside the school) to be an extracurricular student activity. It is important all stakeholders understand the curricular nature of the NCA Chapter.

Why have elected officers? Two major skill sets are developed through participation in the NCA Chapter—leadership and team building!

What are two skills that employers' value highly? Leadership and team building!

Electing officers to lead the chapter is a best practice of the National Career Association. The following officer positions are recognized as part of the NCA, but local chapters have the option to elect officers/leadership in positions that make sense for them.

Chapter Officers

Each NCA chapter should seek qualified candidates for the following offices:

- President
- Vice President (or Coordinator) for Leadership Development
- Vice President (or Coordinator) for Career Development
- Vice President (or Coordinator) for Social Activities
- Vice President (or Coordinator) for Civic Awareness
- Vice President (or Coordinator) for Service Learning
- Secretary
- Other offices will be recommended.

In addition, all members should select or be assigned a committee. Chapters should establish the following committees with vice presidents (or coordinators) serving as the chairpersons.

- Leadership Development Committee
- Career Development Committee
- Social Activities Committee
- Civic Activities Committee
- Service Learning Committee

The elected officers are members of the Chapter Executive Committee.

It is important for the growth of each chapter to have well-qualified, enthusiastic, and dependable officers. Capable officers ensure that:

- The business of the chapter will be conducted in proper parliamentary fashion.
- Records and minutes will be up-to-date and complete.
- Good public relations will be forthcoming.
- Members will grow personally and professionally.
- All members have opportunities to develop and demonstrate their leadership and team building skills.

When electing officers, the membership should consider their selections. All chapter members should have a general understanding of the duties and responsibilities of each office as well as knowledge of the qualities of leadership. With this understanding, an effective team of officers will be elected.

Good officer candidates should be willing to listen and to respect the rights, ability, and dignity of every member. They should convey enthusiasm and inspire confidence. Effective officer candidates should be enthusiastic about developing the chapter to its full potential.

Following are descriptions of the proposed NCA officer positions.

PRESIDENT

The Chapter President must be willing and capable of leading the chapter toward achieving NCA Chapter goals.

QUALITIES OF THE PRESIDENT

- Is a leader with the skills to help others develop their leadership and team building skills
- Is a motivator
- Has the ability to organize the chapter activities outlined in the plan of work
- Has the ability to attract community, government, business, and peer support
- Is able to delegate authority and give directions
- Has an understanding of community, school, and member issues
- Has a school record documenting effort, work, conduct, and attendance
- Has a working knowledge of parliamentary procedure

SECRETARY

The Chapter Secretary must be an effective member of the chapter leadership team and will perform special tasks.

QUALITIES OF THE SECRETARY

- Is organized and able to disseminate information in an orderly fashion
- Can present information in a clear, concise, and interesting manner
- Is able to write well
- Has skills in business correspondence
- Can recognize important points and ideas
- Enjoys gathering information for chapter use
- Has the initiative to recognize when something needs to be done and does not wait for someone else to complete the tasks
- Works effectively with peers and adults
- Enjoys working with details

VICE PRESIDENT OF LEADERSHIP DEVELOPMENT

QUALITIES

- Is prepared to take command whenever, for one reason or another, the President is not available
- Has a working knowledge of officer responsibilities and election procedures
- Possesses similar characteristics as the President
- Can coordinate responsibilities of chapter officers and visits to other chapters throughout the state
- Capable of coordinating leadership development opportunities for members

VICE PRESIDENT OF CAREER DEVELOPMENT

QUALITIES

- Likes public relations and communicating with people
- Can collect information and report back to the group
- Can coordinate the planning and securing of guest speakers and field trips

VICE PRESIDENT OF SOCIAL AWARENESS

QUALITIES

- Is capable of creative thinking and innovative ideas
- Enjoys coordinating social activities
- Helps provide an outlet for student enthusiasm through a well-directed and guided chapter social program
- Assumes the role of the chapter Secretary in case of absence or resignation
- Can evaluate or analyze a situation or activity and its merits and benefits

VICE PRESIDENT OF CIVIC AWARENESS

QUALITIES

- Has an interest in government and the workings of the community
- Is comfortable in communicating with local government employees and officials
- Has a working knowledge of officer responsibilities and election procedures

VICE PRESIDENT OF SERVICE LEARNING

QUALITIES

- Likes the communications arena and working with the community
- Enjoys writing news releases
- Likes to put together service learning opportunities and activities
- Likes to encourage community partnerships with the Career Association chapter

Chapter Four in this handbook provides an extensive list of potential activities for each Vice Presidential position.

OTHER OFFICER POSITIONS

The President, Vice Presidents, and Secretary are the traditional officer positions. However, many chapters elect additional positions such as:

- **Treasurer** — oversees the chapter's budget and fundraising activities.
- **Historian** — may oversee the chapter scrapbook which consists of pictures, captions, and stories from the year's activities.
- **Parliamentarian** — helps maintain order during chapter meetings.
- **Public Relations Director** — writes press releases and newsletters, develops relationships with the media, and takes photos.
- **Online and Social Media Manager** — in charge of the local chapter's website and updating social media channels with alumni stories, employment opportunities, business trends, or whatever the NCA chapter chooses.

Additional positions allow more members to hold elected office and further develop, practice, and refine their leadership skills. Some of the positions can be filled by a different person each quarter or semester, as deemed appropriate to the membership. This allows everyone to have opportunities to lead and to use their talents appropriately.

Headrush has several templates to assist the chapter advisor and officer team in building a strong and active membership.



Committees

Committees are additional avenues for members to take on leadership roles. In addition, committees serve multiple purposes in the NCA chapter:

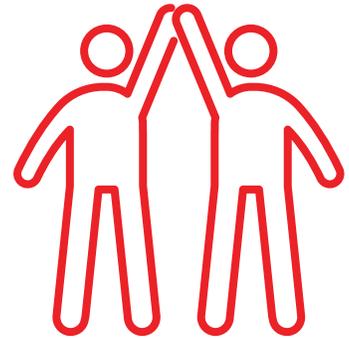
- Provide a unique environment for developing leadership and team building skills.
- Provide members with greater opportunities to be involved in decision-making and chapter activities.
- Allow the work to be shared by all members.

More detail is devoted to establishing, maintaining, and evaluating committees in Chapter Four of this handbook.

Teambuilding

Before the chapter conducts officer elections, the chapter advisor should conduct leadership and teambuilding activities to help members become better acquainted. In addition, members will begin to learn which members are prepared to lead and begin to appreciate their skills and talents. These experiences will help them do a better job of electing the right persons for the right positions.

The Leadership and Self Development competencies (E) in the curriculum are an excellent place to begin the membership year. These competencies have many activities to help members learn to work effectively as a team. These same skills are effective in the workplace as well.



Officer Elections

This section highlights a variety of approaches for officer elections. It is important to mention, if a Multi-Year program exists in your school, you should consider how to structure the officer team.

Campaign and Candidate Speeches

It is best to have at least two candidates for each elected office. To build enthusiasm and interest in the election, candidates should be allowed to campaign prior to the election. Chapters are encouraged to be creative in other ways for candidates to campaign for office. Campaign guidelines should be determined by the membership in advance, and all candidates must adhere to those mutually agreed-upon guidelines.

An election campaign is an outstanding tool for gaining visibility around the school with students, teachers, and administrators. Encourage candidates to prepare campaign posters that can also be used to promote a better understanding of the mission and goals of the National Career Association, the NCA chapter, and the JAG Program.

A best practice some chapter advisors use is for every member to choose an officer position (even if they do not want to seek an elected office) and write a campaign speech. This assists them in their writing skills, but it may also encourage them to run for office after this experience.

Voting

The officer election should be the conclusion of an educational program that provides members with a clear understanding of how the NCA chapter is organized and the role that each officer plays in accomplishing chapter goals. The final step in the election process is balloting.

The Election Committee should organize and conduct the election according to acceptable guidelines. It is recommended that the election be handled similarly to local political elections. The committee may want to contact a local election official and discuss the guidelines that should be implemented to ensure a fair election.

If available, an actual voting machine and/or voting booth might be used by members to cast ballots. The balloting experience could prove invaluable, as members better understand the election process. It may be necessary to have run-offs in case of ties.

One of the first events conducted by the officers will be the Initiation and Installation (I&I) Ceremony. Every effort should be expended to make the I&I an impressive and memorable event where the officers are installed and the members are initiated into the National Career Association.

Following the I&I, chapter officers are encouraged to appoint or encourage unelected officer candidates to be engaged in a significant manner. It is important that all members who wish to serve in a leadership role be

provided the opportunity to do so. There are several ways for members to serve the chapter and to practice and refine their leadership skills. It is the responsibility of the chapter advisor and the officer team to build a strong organization that accomplishes more together than the individual members could if they worked separately. (Synergy is the goal!) The chapter advisor should demonstrate that the total is greater than the sum of the parts.

There are several ways in which elections can be used to build self-esteem and commitment among elected officers and the membership.

- Announce the election results over the school's public address system
- Submit a press release to the local newspaper
- Submit press releases to local television and radio stations
- Send a letter of congratulations to parents
- Hold a reception at the school hosted by the elected officers and invite the NCA State Advisor
- Send a press release to the Executive Director of the National Career Association



Using Parliamentary Procedure in Nominations And Elections

Chapter 6 provides details on using parliamentary procedure in conducting meetings. This section focuses on using parliamentary procedure in nominating and electing officers.

A nomination is the formal presentation to the assembly of the name of a candidate for the office to be filled.

1. NOMINATIONS FROM THE FLOOR

- Nominations from the floor do not require a second.
- They are in order as soon as the chair calls for them.
- No member may nominate more than one candidate for each office.
- If there are no further nominations, the chair may declare the nominations closed.
- When a motion is made to close the nominations, a vote and a two-thirds majority is required.

2. NOMINATIONS BY A NOMINATING COMMITTEE

- Committees may be appointed, elected, or assembled as stated in the bylaws.
- The report of the Nominating Committee presents to the organization the names of one or more members as candidates for each office.
- The report of the Nominating Committee is not adopted, but the names are posted and treated as if the persons named had been nominated from the floor.
- Further nominations may be made from the floor.

3. NOMINATIONS BY BALLOT

- The chair directs tellers to pass out ballots, and the members write the name of the person they nominate after each office.
- If a candidate receives a majority in this manner, it is usual to declare that candidate elected.
- If no majority is received, a second ballot is then taken, in which candidates nominated by the previous ballot are voted upon. If a candidate receives a majority on this ballot, he or she is elected.

4. VOTING ON NOMINATIONS

- After nominations are closed, the assembly proceeds to vote on the names by the method prescribed in the bylaws.
- An election becomes effective immediately, if candidates are present and do not decline, or if they are absent but have consented to candidacy. If they are absent and have not consented to their nominations, the election becomes effective as soon as notified, if they do not decline.

Training Officers

For the newly elected officers to be successful, the advisor needs to work with them as a group and individually to build their skills and confidence in leading the NCA Chapter.

[Headrush](#) includes an Officer Training Checklist with suggestions on what to include in training sessions with officers.

Initiation and Installation Ceremony

The purpose of the Initiation and Installation Ceremony (I&I) is to celebrate member involvement in the JAG Program and the National Career Association. By recognizing members and officers in a public ceremony, members are more likely to be actively involved in NCA chapter activities. After officer elections, this is the first function the chapter officers will plan and implement as a team. The I&I is usually scheduled in the months of September or October.

[Headrush](#) provides advisor information, guidelines, and a proposed script to assist the chapter in implementing the I&I. [Headrush](#) also includes guidelines on planning a NCA Chapter Banquet.



Other Celebrations to Recognize and Reward

The I&I is a large celebration, but it is equally important to have mini-celebrations throughout the year. Recognition and rewards reinforce positive behavior. The NCA Chapter is committed to catching members doing something right!

Suggestions for recognition and reward include:

- Chapter membership card
- Certificate of Achievement
- Discount coupons rewarding improved behavior (improved attendance or grades)
- Handwritten note from the NCA Chapter Advisor
- Positive phone call to a parent
- Postcard sent to a parent
- Bulletin board (or website) that displays photos of students' successes (on the job, in sports, in other organizations, outside hobbies, etc.)
- Website that recognizes member successes, organizational activities, and employer support
- Monthly birthday celebrations
- Celebrations at the conclusion of each project
- Announcing student and NCA chapter achievements over the school's public address system
- Pizza parties or other social celebrations



Fall Leadership Development Conference

The Fall Leadership Development Conference (LDC) is a state or regional event for chapter officers to attend officer training. Each state decides when, where, and how they will implement the Fall LDC. It usually occurs in the fall and is a one-day event. The State Advisor will announce if the Fall LDC will be held statewide or by region.

Career Development Conference

The Career Development Conference (CDC) is a state event that is held in the spring. The CDC is an opportunity for all members to participate in general sessions, competitive events, and workshops. This is a recognition opportunity to demonstrate the competencies gained in the classroom, in the competitive events program, and participation in other CDC activities.

Some states organize this as a day event or an overnight function. Check with the NCA State Advisor for specifics.

[Headrush](#) has a sample NCA Code of Conduct Form that can be used with delegates attending conferences.





CHAPTER 4

Developing the Plan of Work

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The Chapter Plan of Work (POW) lays out the activities for the year as they relate to the five NCA goal areas.

- Leadership Development
- Career Development
- Social Awareness
- Civic Awareness
- Service Learning

The Ultimate Goal

All activities of the NCA chapter must contribute to the ultimate goal--developing the necessary competencies to graduate, be employed with career advancement opportunities, pursue further education, or combine work and further education. Activities that do not contribute to the goal should be carefully evaluated to determine if the time and energy expended might be used more effectively in alternative activities. The strategies featured throughout this chapter work best when woven into the classroom activities, and delivered through a project approach.

Commitment to the Plan of Work

When all members are involved in the development of the chapter's Plan of Work there is a higher level of ownership. We know "members are more likely to support what they help create." Plans formulated by the chapter advisor alone may not generate the same degree of commitment and involvement as a plan created by chapter members.

[Headrush](#) has an extensive list of chapter activity suggestions. This list may activate some ideas the chapter may want to implement. In addition, a Plan of Work template is included on [Headrush](#).

When the POW is finalized, it is important that all members make a commitment to see the chapter Plan of Work achieved. The value of planning is best demonstrated by a close examination of the "results." A Chapter Activities Plan should:

- Be developed at the beginning of the year (timely)
- Be complete (organizational skills)
- Address member needs (goal-oriented)
- Be planned to assure success (results-oriented)
- Be planned and conducted within fiscal guidelines (fiscal responsibility)
- Involve all members in the planning and implementation (ownership and responsibility)

The process used to develop the Plan of Work will be a good investment of time when chapter members are able to transfer what they learned from this experience to planning their personal and career plans. Most components of the National Career Association "model" are designed to improve personal and career opportunities for chapter members. What is learned through being an officer or member in the NCA chapter has direct transfer to members' personal and career lives.



Developing the Plan of Work

A beneficial, well-rounded Plan of Work does not “just happen”—it must be developed. The development of a POW requires advanced thinking and careful planning. “What,” “when,” “where,” “who,” and “how” are important questions to be considered at the beginning of the planning process.

To gain a broad view of the proposed Plan of Work, it is necessary for the entire plan to be outlined.

Before developing the Plan of Work, it should be evaluated on its ability to produce the following results. Does it:

- Engage the entire NCA chapter membership?
- Demonstrate the NCA chapter officers’ capacity to lead?
- Distribute responsibility among all NCA chapter members?
- Motivate all chapter members to achieve the plan of work?

Preparation for Planning

Experience shows most chapter members have little or no knowledge of budgeting or planning. Therefore, the chapter advisor should realize that development of the Plan of Work by the membership is a valuable skill-building opportunity.

The chapter advisor should instruct chapter members in the various tools and techniques of “quality planning.” While the announced learning goal is to develop a Plan of Work, the skills learned are invaluable to members in their personal and leadership development plan, as well as their future employability prospects.



Researching the NCA Plan of Work

In the days preceding the presentation of the Plan of Work (POW), the leadership team (in close cooperation with the chapter advisor) should conduct the necessary research and collect appropriate data. This data will be valuable to committees as they developed the NCA Chapter Activities Plan.

Previous Plan of Work. Except for first-year chapters, committees should be provided copies of prior years’ plans. Some of the prior activities might be traditional and should be presented to members as annual events (i.e., I&I Ceremony and State and National Career Development Conferences.)

Available Funds. Various sources of funds used in the past to carry out the POW should be identified. Consideration should be given to:

- The previous year’s balance
- Projected incomes and from what sources
- Funds available from the school
- Funds available from the local and state program
- In-kind services

School and Chapter Calendars. Before chapter members can produce a chapter calendar, members should consider the school calendar and any NCA activities planned by the local chapter, the state association, or the national organization.

Curriculum Schedule. The chapter advisor should share the outline for teaching the instructional competencies. Chapter activities and classroom instruction should reinforce each other.

Other Chapter Activities. POWs can be collected from other NCA chapters in the state. These can be of value as committees develop their activity plans.

Collect Data and Costs. Committees will look to past officers and the chapter advisor for guidance in the possible cost of an activity, its feasibility, and potential challenges to consider. Chapter members should look to the chapter advisor for assistance in four major areas: fiscal considerations, legal considerations, the appropriateness of activities, and school rules.

Planning Guidelines

The chapter advisor should develop and conduct a lesson on how to plan. The lesson should include the benefits of planning and basic guidelines for quality planning and decision-making. A strategy to complete the POW is to follow the six-step process outlined below:

Step One: Brainstorm

1. Encourage members to share ideas even if they sound silly or irrelevant. There are no bad ideas in a brainstorm setting. The more ideas the better; therefore, do not inhibit or discourage sharing.
2. Write/display all ideas so everyone has access to them. Members who do not normally have much to say will be motivated by seeing their ideas recorded or in print.
3. Take turns sharing ideas to avoid one person dominating the flow of ideas. Everyone in the chapter should quickly learn they are owners and should participate in all activities. Participants may pass if they cannot immediately share an idea. Do not embarrass anyone if they cannot think of an idea or allow someone to help someone without an idea.
4. Build upon ideas shared by others. Someone may share an idea and someone else is able to add greater value to the idea for a win-win comment.
5. No discussion or explanations will be allowed during the brainstorming session. State the idea only.
6. Nobody may judge (praise, criticize, or ridicule) another's idea. Focus on identifying as many ideas as possible.
7. Encourage every person to share at least one or more ideas. Equal ownership of the ideas shared is an advantage to the chapter. Everyone feels like an owner.
8. Conclude the brainstorming session when the time has concluded or when everyone has participated, and no additional ideas are forthcoming.

Advisor tip: You can structure this section by posting flip chart paper on the walls of your classroom and entitle them with the 5 goals of the NCA. Break participants into small groups and ask them to brainstorm activities for each goal area. Set a timer and ask the groups to rotate around the room to generate their ideas.

Step Two: Discuss

Once a list of activities has been produced, members should discuss each activity by closely examining the **strengths and weaknesses** of each activity. A simple chart can be drawn to review each activity:

Activities	Strengths	Weaknesses
1. I&I Ceremony	Impressive, Memorable, Parents Welcomed, Involve Alumni, engage civic leaders	Finding a time that works for all, fundraising for food, etc.
2. Fall Leadership Conference		

Step Three: Prioritize

The planners should assign **priorities or preferences** to the activities listed. The priorities should be based on those activities having the most significant value to the expressed goals of the chapter or committee. For example, the Social Awareness Committee might identify ten activities. The committee should rank the most preferred activity, the second most preferred activity, the third preferred activity and so forth.

Step Four: Outline

The planners should then **develop an outline of what is needed for each activity** including the activity goals, a brief description of the activity, and the preferred date to conduct the activity.

Step Five: Budget

The planners should then work with the chapter advisor to **project a cost** for each activity.

Step Six: Finalize and Assign

The membership should then be given the opportunity to select the activities for the final POW. Once the membership has approved the POW, the committee will assign **members the responsibility for various tasks**. Members will set up reporting dates and a schedule that shows when the activity will begin and conclude.

Appointing Standing Committees

Consideration should be given to the following rules for establishing committees for a National Career Association chapter:

- Committees provide a unique environment for developing leadership and teaming skills.
- Committees provide members with greater opportunities to be involved in decision-making and chapter activities.
- Committees allow the work and responsibility to be shared by all members.

The Officer Team should be prepared to appoint standing committees immediately after the officer election. The most critical of the committee assignments relate to program goals. Committees are responsible for organizing

all activities within their assigned areas. The committee also assumes responsibility for carrying out the activity once it has been approved.

Chapter Vice Presidents serve as the committee chairs. In addition, each committee should have a Secretary to record important decisions and prepare committee reports to share with the entire chapter.

Headrush has **Guidelines for being a Committee Chair, Secretary, and Member. Also included is a Committee Assignment Sheet and Committee Report Form.**

Below are NCA chapter committees and a brief overview of each.

Leadership Development Committee

The NCA chapter provides members with a variety of experiences and activities that will develop valuable leadership qualities through individual and group meetings; election of chapter and state officers; leadership training workshops; and meetings with community leaders.

Leadership Development activities can include:

- Conduct a workshop entitled "How to be a Leader."
- Training on "Parliamentary Procedure."
- Plan and conduct the NCA Chapter Initiation and Installation Ceremony.
- Elect officers for the NCA chapter.
- Participate in state-sponsored activities and meetings.
- Attend the Fall Leadership Conference
- Assign or allow members to select committees.
- Prepare competitive events for local, state, and national competitions.
- Attend State and National Career Development Conferences.
- Attend all chapter meetings.
- Invite leaders from career and technical student organizations to chapter meetings and discuss their organization and mission and goals.
- Assign selected "community leaders" to members and request that they prepare a report and present their findings at a chapter meeting.
- Attend a state legislative meeting or schedule a Legislative Day.
- Arrange for an elected government official to speak at a chapter meeting.
- Ask an alumni member and former officer to address the chapter.

Career Development Committee

Prepares members for careers and employability through career awareness and employee engagement activities. Members must also be motivated to acquire employability skills through a comprehensive recognition program that includes a series of competitive events held at various levels within the National Career Association.

Career Awareness activities can include:

- Plan tours to local businesses where members might consider employment.
- Invite speakers from career areas of interest to members.
- Conduct a Career Fair for the entire school.
- Conduct workshops on “employability skills” at chapter meetings.
- Arrange “shadowing” sessions with employers who are of immediate interest to members.
- Schedule speakers from trade associations who are of interest to members.
- Secure information to help members become more aware of job opportunities, employability skills, and other qualities necessary for success-oriented students.
- Secure career awareness and orientation materials for members.
- Establish a chapter career library for member use.

Social Awareness Committee

Provides social awareness activities to help members gain knowledge of social graces, poise, and professional etiquette through recreational activities, image building projects, field trips, workshop presentations, and participation in school, community, and social programs. Social activities provide a valuable outlet for student enthusiasm, motivation, and membership interaction.

Social Awareness activities can include:

- Conduct an Open House at the school.
- Recognize members on their birthdays.
- Conduct a workshop on “social etiquette.”
- Attend a concert.
- Sponsor a dance.
- Attend a play.
- Take a teacher to lunch.
- Adopt a grandparent.
- Plan a high-profile event involving leaders in the community.
- Attend social functions provided by employers.

Civic Awareness Committee

The NCA chapter should provide opportunities for involvement in the community, visits to government offices, civic appearances, and campaign and election activities.

Civic Awareness activities can include:

- Visit a city council meeting.
- Get involved in “Get out the Vote” campaigns.
- Encourage members to get involved in local political campaigns as individuals (not as a chapter).
- Tour local, county, state, and/or national government buildings in the area.
- Prepare and present programs to civic organizations.
- Visit a Chamber of Commerce meeting.
- Meet with local and state political leaders.
- Arrange for local or state proclamation for the National Career Association to be recognized for its civic activities.

Service Learning Committee

The Service Learning Committee provides activities to help members learn to think of others, give their time, and make an impact in their community.

Service Learning activities may be school-based, community-focused, or a combination. [Headrush](#) presents a list of service learning ideas.

[Headrush](#) provides a Service Learning Verification form that may be useful for the chapter.

Financing Committee and Fundraising Projects

The need and ability to finance the NCA chapter committees and projects will vary greatly from school-to-school and state-to-state.

It is the Advisor's responsibility to know and follow school policies regarding fundraising.

- The justification for a NCA chapter to raise funds is to carry out activities of the approved Chapter Activities Plan.
- A fundraising project is simply a means of creating sufficient resources to enable members to participate and fully complete the Chapter Activities Plan.

Fundraising activities should not be conducted simply to raise money. Fundraising in an educational setting may bring the activity into question if the purpose is to raise money only.

Chapter members, officers, and the advisor should be prepared to explain to program and school leaders how the fundraising project will achieve the mission and goals of the program and NCA chapter.

Without a clear purpose of a Fundraising Committee, reasons for raising money can be misunderstood by school and community officials. While many chapter advisors see the need to raise money to conduct chapter activities, the significant learning outcomes derived from the fundraising activity itself must be clearly understood. Most school administrators do not view fundraising as a learning activity and are especially concerned when several organizations are conducting fundraising projects during the same period of the school year. Excessive fundraisers have caused school boards and community leaders to question how the school is handling its taxable income.

Many schools and Boards of Education have policies in place that govern fundraising. **The chapter advisor must be aware of and adhere to local school policies that relate to conducting fundraising activities.**

[Headrush](#) provides a list of **Fundraising Activity Ideas and 20 Fundraising Questions** the chapter should ask themselves prior to finalizing their choices of fundraising projects.



Developing a Chapter Budget

A chapter advisor is provided a unique experience to teach a critical life skill. The chapter budgeting process can help students learn how to develop a personal financial plan.

It is a valuable lesson for members to learn: “If you don’t have the money, you can’t buy it!” Through the NCA chapter, members can learn to make critical choices between alternative activities based on available funds. The following steps will prove helpful in developing a viable chapter budget:

Step One: Prepare for Committee Planning Meetings

Before the various committees meet to select chapter activities for the year, the chapter advisor should work closely with the Leadership Team to identify the available funds and the approximate cost of chapter activities. Each committee will be expected to identify and select activities to achieve chapter goals.

Step Two: Brainstorm Alternative Activities

As each of the committees begin to narrow down a list of alternative activities, the Leadership Team, with support from the chapter advisor, can be helpful by providing costs for possible activities. A committee or chapter should consider cost when assessing the appropriateness of activities.

Step Three: Project Revenue Requirement

As the committees select activities and assign costs, they should project revenue required to implement the Chapter POW.

Step Four: Establish Overall Activity Costs

The Executive Committee and committee chair should review the list of activities and calculate the overall activity cost proposed to the chapter.

Step Five: Identify Additional Costs

The Leadership Team should do their best to anticipate the incidental costs that may be above and beyond their initial budget for the POW.

Step Six: Prepare a Budget

The Treasurer (in close communication with the Leadership Team and chapter advisor) should prepare a yearly budget based upon the activities selected by the committees. The Leadership Team should review the budget before presenting it to the membership for consideration.

Step Seven: Secure Membership Approval of the Proposed Budget

The Leadership Team should present the proposed budget to the membership after each committee has presented its suggested activities. It is vitally important that membership endorses the Plan of Work and commits itself to raising the necessary funds to fully implement the selected activities.

Step Eight: Conducting the Fundraising Projects

The projected budget is only useful if the fundraising projects are successful. The POW can only be implemented if sufficient funds are raised by a motivated membership.

Additional Committees

The Executive Committee may establish other committees. Below are brief descriptions of possible duties and activities of additional standing committees.

Publicity Committee

The primary function of the Publicity Committee is to oversee the public relations activities of the chapter. The committee is responsible for the chapter newsletter, preparation of news releases, overseeing invitations to the media, working with various media on chapter activities, and evaluating the effectiveness of the public relations program.

Archival Committee

This committee works with the chapter historian or designated officer. Its primary function is to collect, document, and archive the year's activities. This committee should prepare an end-of-year publication in a style suitable to the chapter such as a scrapbook or digital report. The publication can also be posted on the website.

Additional committees are encouraged based on the needs of the individual program; however, the five-goal areas are the ones recognized at the national level.



Organizing Committees

The five primary committees should be set up as soon after officer elections as possible. The **Leadership Team** might choose to name members to this committee and encourage members to elect a chair, or they could ask for volunteers at a chapter meeting.

If the Leadership Team assigns members to committees and appoints chairs, they must be willing to put forth additional work in scrutinizing their members and determining those who might best serve in particular positions. Further, it requires a Leadership Team to involve the work among a greater number of chapter members.

Once a committee has been chosen, a representative from the Leadership Team and the advisor should attend the first committee meeting. At this meeting, the Leadership Team representative should lay out the responsibilities of the committee and the expectations for the committee members.

The representative, or the advisor, should train committee members in the use of parliamentary procedure as they begin committee work. A part of the initial training should lay out the reporting rules and procedures of the committee to the Leadership Team. The training also should include the responsibilities and duties of the committee chair.

At the conclusion of the initial meeting, the representative or advisor should lay out timelines for committee plans and outcomes. The advisor should either be a part of subsequent committee meetings or should work with a member from that committee to provide whatever assistance might be required.

Evaluating Committees

The committee should evaluate each of the activities for which it is responsible. The evaluation might include:

- The number of members who participated in the activity
- The positive outcomes of the activity
- Opportunities for improvement for the activity
- The actual cost versus projected cost; actual revenue versus projected revenue
- The written evaluation of the perception of the activity (financial, organizational, perceptual evaluation)

The evaluation should be done as a part of the committee meeting and a written record should be provided of the items listed above. Committee records can be of significant value to subsequent committee members in their decision-making. The evaluation is important for the individual committee members' self-esteem. The committee might, as a part of its evaluation, recognize the efforts of each member toward successful outcomes. The advisor might privately evaluate individual membership growth resulting from the activity.

In alignment with PBL, incorporating opportunities for reflection and critique and revision reinforce student-centered teaching strategies - this reinforces the NCA is curricular!

[Headrush](#) provides an **Evaluation Sheet for the Chair and Members to use.**



CHAPTER 5

Public Relations

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Visibility

How might maximum visibility be gained for the National Career Association, local NCA Chapter, and Jobs for America's Graduates (JAG)?

1

First, realize that the National Career Association/JAG Story is best told by students enrolled in the JAG program and who are members of the National Career Association.

2

Second, when a NCA chapter is involved in a service-learning project, members make a positive impression on community members. It is critical that the chapter advisor and members recognize the positive relationship between the image an organization has in a community and the positive impact that image can have on future employment and advancement opportunities. Gaining positive visibility for members pays huge dividends over time.

3

Third, once the media is aware of the impact of the program on the youth of the community as well as the impact of the youth on the community, the story may be told through chapter activities.

4

Fourth, all stakeholders in the program – students, teachers, administrators, counselors, parents, employers, and Specialists – should be mobilized to secure the visibility needed in the media to tell the story about the National Career Association and JAG. As the story is told, everyone who has a stake in the program will be more proud of their membership, participation, and association with such a worthwhile community-focused program.

5

Fifth, the media is often willing to report newsworthy chapter activities. Over time, the impact of regular visibility in the media tells a positive story about the National Career Association and JAG.

6

Sixth, the Plan of Work is the public relations plan. Since the POW will provide activities throughout the school year and summertime, an effective chapter/program will have year-round visibility in the media. A year-round public relations program is very much needed to provide the program with the visibility needed to compete successfully for limited public and private funds.

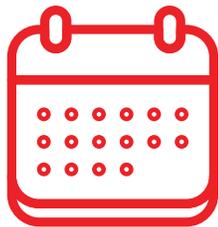
[Headrush](#) provides a questionnaire on Evaluating Public Relations.



Public Relations Calendar

Once the Plan of Work is finalized, the chapter should develop a public relations calendar.

The public relations calendar requires the same degree of planning and organization as the Plan of Work. Events assigned the highest priority are determined by considering the following questions:



1. Will there be media interest in the event?
2. What are the positive outcomes from conducting the event?
3. How photo descriptive is the activity? For example, a blood drive is more descriptive and interesting than a regular chapter meeting.
4. Which media are likely to be interested? Print? TV? Radio? Online? Social Media? The press release should be tailored to the most appropriate medium.
5. What other events are in competition with the chapter event? What is happening in the community at that time that competes with the chapter event?
6. How many chapter members will attend or participate in the event?
7. Does the nature of the event invite public interest?

In reviewing the chapter's public relations calendar, are there activities being held during each month? It takes time and frequency of contact to create a positive image about an organization or program. Will the stakeholders in the program receive periodic press releases to keep them interested and involved? If there are voids in the calendar, consideration should be given to adding chapter activities during those periods.

Consideration should be given to press releases during the following seasons:

FALL

- New members
- Chapter leader elections
- Unique classroom activities
- Participation in Fall Leadership Conferences
- Initiation and Installation Ceremony

WINTER

- Review of a service-learning project
- Describe a unique fundraising project
- Spotlight alumni accomplishments
- Spotlight employers working with grads in follow-up and current students in class

SPRING

- Participation in Regional and State Career Development Conferences
- Spotlight on students' career plans
- Coverage of the year-end recognition banquet

SUMMER

- Participation in the National Career Development Conference
- Spotlight employers working with grads in follow-up and mentoring students



Public Relations Examples

This portion of the handbook provides basic guidelines for public information gathering and dissemination. Once you learn the provided information and develop a public relations program, you will be more successful in “telling the story.”

Background Release

A “background release” should be prepared for distribution to the media. This should be handed out to media representatives at chapter events. The background release provides basic information about the National Career Association, the local NCA Chapter, and the JAG program.

- Mission
- Services
- Outcomes
- Description of the National Career Association and Jobs for America’s Graduates
- Description of the activity in the release
- Persons responsible for the event – NCA members and adults
- Contact person for further information
- Significant web address – such as www.jag.org

Press Release

A press release should be prepared for all chapter events regardless of whether the event is covered by the media or not. A press release should include a descriptive paragraph for each chapter event. Attached to the press release should be background information in case the media representative is not familiar with the National Career Association or JAG. Press release templates are included on [Headrush](#).

WHAT SHOULD BE INCLUDED IN A PRESS RELEASE?

- **WHAT** Business meeting, speaker, activity
- **WHO** Names of organizations, people involved, committee chairman, elected officers, and speakers
- **WHEN** Date and time of activity
- **WHERE** Place
- **WHY** Purpose of activity
- **HOW** Details of how activity was carried out

Write the press release in order of declining importance of facts—editors usually cut copy from the bottom.

The lead paragraph should clearly inform the reader of the content of the article. Stick to the facts—do not editorialize. If opinions are stated, be sure to provide the person’s name to whom the quote should be referenced.

[Headrush](#) provides a Press Release Worksheet to guide the author.

PRESS RELEASE MECHANICS

- Press releases should be typed using 12 pt. font
- Most press releases are submitted electronically as an email attachment
- The editor should be told if other media sources received the same release

Name, school, phone number, and any other identifying information and date should be placed at the top of the press release. If the release is more than one page in length, conclude each page at the end of a paragraph and write “more” at the bottom.

Indicate by means of a release date when the story can be published. If a specific release date is not necessary, write “for immediate release” and be sure to type the date so that the use of “today” and “yesterday” makes sense in the story. Allow plenty of time for the release to reach the papers.

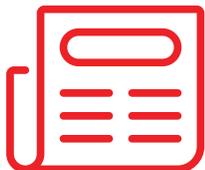
Be brief, accurate, and neat. Use short words and sentences. Avoid abbreviations, slang, adjectives, and wordiness.

SUGGESTIONS

- Think of what your story has to say and what you want your audience to think after reading the press release.
- Be professional in your approach. Amateurs think only of the story – professionals think of their audience!
- In planning your publicity campaign, keep in mind that news departments of modern media are highly departmentalized. Segments you may want to approach are Education, Teens, Civic Affairs, or Community Happenings.

Preparing A Chapter Publication

A publication is an issue of printed or online content, such as a newsletter, magazine, or online article (e.g., blog) offered for distribution. A quality chapter publication is an impressive public relations tool. A good publication provides stories about individual members (past and present), chapter activities, programmatic results, or alumni accomplishments. As a part of the Plan of Work, chapter members should discuss how to plan, share and distribute chapter news to members and key stakeholders.



Initial considerations in publishing content:

- **Approvals.** Before considering a publication (newsletter, magazine, blog, etc.), determine any rules of the school administration and community.
- **Time Frame.** Determine the size and number of issues. This must be considered against financial resources and available time.
- **Assistance.** Identify members who are interested and qualified to work on the publication.
- **Equipment.** Determine the equipment available to produce the publication and distribute the publication (printed or online).
- **Budget.** Determine the basic costs of publishing to ensure the budget has sufficient resources to absorb the publication cost.

Integrating a Publication Into the Classroom

By planning effectively, articles for the publication can be the result of classroom assignments. Members who prepare articles receive a byline for authoring them, which becomes another form of recognition. The chapter publication is also a key recruitment tool.

All chapter members can be involved in publishing chapter news. There are several functions to involve everyone, including:

- Researching and writing articles
- Securing guest editorials (employers, community leaders, etc.)
- Taking photographs
- Designing the layout
- Preparing an email or mailing list
- Securing advertisers (optional way to finance the newsletter)
- Determining reader interest
- Promoting and distributing the newsletter

Publication Timeline

Depending on the preferred method of publication—newsletter, magazine, or blog, the distribution of content may vary. If the chapter chooses to share the information in a blog, more frequent posts may be required for the online format. However, if the chapter chooses to publish a newsletter or magazine, consideration should be given to publishing three major issues per year. The three issues might include:

FALL ISSUE (OCTOBER/NOVEMBER)

- Chapter activities – Plan of Work
- Initiation and Installation Ceremony
- Advisor comments
- Articles by chapter members exploring careers
- Principal’s Corner
- Brief bio on each chapter member
- Report on fundraising

SPRING ISSUE (JANUARY/FEBRUARY)

- Chapter activities
- Articles on careers
- Principal’s Corner
- Report on upcoming conferences
- Committee reports presented as articles
- Service Learning project highlighted
- Job Market - brief report on potential jobs
- Alumni – article on graduates

GRADUATION ISSUE (APRIL/MAY)

- NCA chapter members who graduated
- Briefing on each job or career goal
- Comments on program
- Chapter activities since last issue
- Alumni Corner
- Principal’s Corner
- Recognition and awards
- Chapter Advisor’s salute to the Class of__
- Conference results including competitive event awards and recognition

Publication Recipients

The following groups of stakeholders should receive a copy of the publication.

- Chapter members
- Prospective members
- School administrators, faculty, and counselors
- Employers
- Parents
- Media contacts
- National/State NCA and JAG Leadership

Writing Interesting Articles

BE TIMELY

If you want your articles to be read, then articles must be relevant to your readers. Make sure articles and topics coincide with what your audience is focusing on at that time.

BE BRIEF

Your articles do not need to be more than one Word document page. Make sure you have short sentences and paragraphs. This makes it easy to glance down the screen and read the page.

BE PROFESSIONAL

Your articles represent not only yourself, but the entire NCA chapter leadership team as well as JAG. Make sure you use correct grammar and punctuation, appropriate language, and put the necessary thought and effort into your articles.

BE YOU

Just because you need to be professional does not mean you have to lose your personality! Your members want to feel connected to their NCA chapter officer team, so make sure you add some of YOU into the article! Sharing your stories, thoughts, opinions and even fears will help readers relate to you.

BE VISUAL

Be sure to include images with your articles. Articles with photos are best for sharing.

BE ORGANIZED

Coordinate with chapter members to make sure your articles do not overlap on topics or repeat the same ideas.

BE CATCHY

Be creative and use interesting and catchy titles to capture readers' attention! This will also help when promoting articles on social media.

BE LISTY

The best articles are ones that break down the main points into numbered lists or easy-to-understand bullets. "Top 10" or "Best 5" are great ways to engage your readers' interest without thinking they will have to read a drawn-out article.



Taking Quality Photographs

Finding a good photographer in the NCA chapter should be one of the first tasks at the beginning of each year. Good photos are the result of the camera being in the right hands. A digital camera or cell phone can take professional-looking photographs by following general pointers.

- Compose the subject of the photograph to show what is wanted.
- Take an ample number of close-up shots. Digital photography makes it easy to erase unwanted pictures and zoom to create good close-up shots.
- Hold the camera steady when taking a photo.
- In sunlight, use the flash to fill in shadows. When a flash is not used, images will be dark especially if there is a backlight. Do not point the camera directly at the sun, the photographer should stand with the sun behind the photoshoot.
- Shoot every important picture two or three times if not more.
- Pictures should be in focus, clear, and sharp. Avoid using filters.
- Label each photo. Identify everyone shown in a photograph and provide a brief explanation of what can be observed in the photograph.
- Obtain permission to use photos featuring JAG participants, minors, and adults.

Implementing Additional Public Relations Activities

There are multiple ways one might improve public relations for the National Career Association. It is important to think of public relations as spreading goodwill for the organization. Some approaches seem insignificant but produce great results.

These suggested activities are proposed to reach specific populations.

MEMBERS

- School Announcements
- Bulletin Boards
- Dress-Up Day—NCA members dress up to identify self, NCA chapter and JAG program.

FACULTY

- Teacher appreciation activities
- “Thank you” letters—letters from NCA members to class teachers thanking them for their support of the JAG program and the NCA chapter
- Share press releases or publications
- Conduct an appreciation breakfast or serve doughnuts in the faculty lounge
- Invite faculty to the NCA Chapter Initiation & Installation Ceremony

PARENTS

- Send letters describing NCA chapter activities, including fundraising
- Host a parent reception
- Share press releases or publications
- Invitation to the NCA Chapter Initiation

& Installation Ceremony

- Form parent support organization

COMMUNITY

- NCA members speak to civic organizations
- Newsletters left at business or office reception areas
- Displays in store fronts or mall area
- Billboards—the space could be donated
- Advertising/handout on NCA and JAG distributed with fundraising item

EMPLOYERS

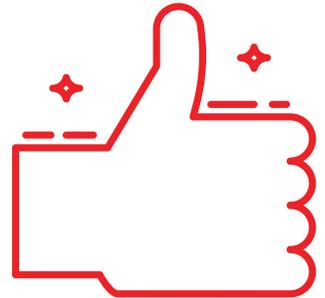
- Host a “Thank you” reception
- Write letters of appreciation
- Share press releases or publications
- Send an Invitation to the NCA Chapter Initiation & Installation Ceremony
- Send an Invitation to the State Career Development Conference

Social Media

Social media has grown to become the dominant form of communication in today's world. It is more important now than before to establish a strong social media presence for the NCA chapter to ensure you are attracting potential members, business partners and connections that can help your chapter thrive for years to come. Do not be afraid to integrate social media into your NCA chapter Communication Plan.

There are several ways to get started:

1. Select a member or a team of members from your chapter to manage your social media sites. Be sure these members understand how to conduct themselves professionally and that all school district policies are followed, if applicable. Work with your social media chair or team to develop a weekly or monthly schedule for social media posts.
2. Create a fan page on Facebook instead of a personal page for your chapter. This allows you to treat it like a business page and model professional-level communications. Other platforms you should consider creating include a Twitter page, an Instagram account, and a LinkedIn account.
3. Determine the primary social media platform used by your target audiences. Posting announcements about meeting times and due dates on Instagram may be the best way to reach NCA chapter members. Posting photos or creating events on Facebook may best reach parents, alumni, and business partners.
4. Aim to post content on your social media sites at least once a day, four times a week. Deliver content followers will enjoy. Photos of chapter events, spotlights on your business partners, chapter announcements, and upcoming events all make great posts to give your audience reasons to "like" or "follow" your chapter.
5. Tell your audience how to find you! If you promote your events through posters, flyers, and banners, be sure to include logos of the various social media sites you use, along with the information needed to look up your chapter. Send a link to parents, business partners, and administrators. This helps them stay connected and showcases your chapter's professional communication methods.
6. Follow @jagnational to stay up-to-date with activities and news at the national level. Do not forget to connect with your state association and other NCA chapters in the national network through social media as well.
7. Do not be afraid of the hashtag! Create a hashtag for your NCA chapter and encourage your members, business partners, and even parents to use it in all their social media activities!



Best Practices for Increasing Social Media Engagement

- **Complete your profile.** This is the easiest way to make your online profile better and yet it is the one thing most people never do! Select a profile picture, customize your profile background and header photo, and fill in your bio. This will help people recognize your account as authentic and increase your ability to gain followers.
- **Post at the right time.** NCA members (your main audience) have the most access to their phones and computers during the day and especially late at night. Avoid posting early in the morning, especially on weekends. Early evening or later at night during the week will reach the optimal number of members.
- **Use call to action.** By adding statements such as, "Like if you agree," or "Leave your answer here," to your posts, you will encourage far more engagement with your followers than by just hoping they like or comment. Using fill-in-the-blank posts or asking questions and prompting friends for answers are great ways to engage and connect with your audience.
- **Create a consistent presence.** Too much posting might cause some followers to hide your constant activity from their newsfeed, while too little activity might make you invisible to so many other posts. The key is to be consistent and create a presence that is inviting and engaging without being overbearing.
- **Use photos and links.** Photos and links are a great way to encourage sharing on Facebook, which is now the true test to effective follower engagement (as opposed to just collecting likes).
- **Use hashtags.** The best way to engage with your followers is through hashtags! Use current trending hashtags, chapter specific hashtags or even just #NCA to encourage conversation and engagement.



CHAPTER 6

Conducting a NCA Chapter Meeting

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NCA Chapter Meetings

Chapters should meet as often as needed but no less than once per month. The meetings can occur during class, before, or after school or over the lunch period.

The President and Secretary should work closely in creating the agenda. Providing ongoing coaching for officer roles and responsibilities will be needed as officers grow and refine their skills and resources, especially when the chapter meeting is held during class time.

The balance of this chapter focuses on the basics of parliamentary procedure. Two resources are helpful in conducting meetings according to Robert's Rules of Order.

- **Robert's Rules of Order, NEWLY REVISED, LATEST EDITION**, Henry M. Robert III & Daniel H. Honemann, et. al
- **Robert's Rules of Order in Brief, Newly Revised, Latest Edition**, Henry M. Robert, III

The classic **Robert's Rules of Order** has a proven track record of helping membership groups apply codes of conduct to serve as a parliamentary authority within a given assembly. Robert's Rules of Order in Brief offers a short, concise, and user-friendly guide to essential procedures of conducting a meeting. More information about Parliamentary Procedure can be found at robertsrules.com.

Headrush includes several resources that will assist the Executive Committee in leading a meeting. This includes:

- Sample Agenda Form
- Chapter Meeting Preparation Checklist
- Post Chapter Meeting Checklist
- Tips for the Chapter Secretary
- Suggested Form for Secretary's Minutes
- Sample Minutes of a Meeting
- Sample Treasurer's Report

Parliamentary Procedures Resources

Parliamentary law is simple in principle. It is based largely on common sense and courtesy.

Knowledge of parliamentary procedure will not only serve to strengthen chapter meetings but will provide members with a valuable tool of leadership and participation in their chapter as well as in other organizations in the school and community.

There are numerous resources in most communities and cities willing to teach NCA chapters why and how to use parliamentary procedure effectively in conducting meetings. The NCA chapter advisor should consider a field trip to watch a government agency (i.e., city council or local workforce investment board), civic club, or union meeting conduct a business meeting using parliamentary procedure. In the school, there are organizations that use parliamentary procedure for their meetings, including: Student Council, Career and Technical Student Organizations, 4-H, etc.

Consider contacting the following organizations to identify a local trainer to work with the NCA chapter to use parliamentary procedure effectively:

- University Dean, College of Agriculture
- President, Civic Organizations (Kiwanis, Rotary, etc.)
- Extension Director, 4-H Leadership
- President, Student Council
- President, FFA Chapter
- Mayor, City Council
- President, Workforce Investment Board
- President, CTSO Chapters—DECA, FBLA-PBL, FCCLA, FFA, HOSA-Future Health Professionals, TSA, etc.
- President, Local Union

Parliamentary Procedure

FIVE BASIC PRINCIPLES OF PARLIAMENTARY PROCEDURE

1. Every member has rights equal to every other member.
2. Only one subject may claim the attention of the chapter at a time.
3. Each proposition presented for consideration is entitled to full and free debate.
4. The will of the majority must be carried out and the rights of the minority must be preserved.
5. The personality and desires of each member should be merged into the larger body of the chapter.

Reasons for Using Parliamentary Procedure

Chapters are encouraged to conduct NCA meetings according to acceptable parliamentary procedure. The benefits of using parliamentary procedure include:

- To enable the chapter (or committee) to transact business with speed and efficiency.
- To protect the rights of each member.
- To preserve a spirit of harmony within the chapter.

Teaching Parliamentary Procedure

It is highly recommended the chapter advisor present or arrange for a program early in the year on parliamentary procedure. Members need instruction for making motions, addressing the chair, tabling a motion, presenting amendments, etc. When used properly, parliamentary procedure will:

- Focus attention upon one issue at a time.
- Allow all members to be treated courteously.
- Establish the wishes of the majority.
- Protect the rights of the minority.

Basic Rules for Using Parliamentary Procedure

1. Use parliamentary procedure to protect the rights of ALL members—particularly their right to be heard, to be treated fairly, and to be treated with respect.
2. Never use your knowledge of parliamentary procedure to control and intimidate members. Your ability to think and act with compassion should guide your meetings, NOT your knowledge of formal rules.
3. The presiding officer's station is called "the chair." Members address only the chair. The chair is addressed as Mr. President or Madam President.
4. A member must "obtain the floor" by being "recognized" before speaking. Generally, the member rises to speak and sits to yield the floor.
5. No one is entitled to the floor a second time in debate on the same motion on the same day if any other member who has not spoken on this motion desires the floor.
6. Three steps are needed to bring a motion to the floor:
 - A member makes a motion.
 - The motion is seconded.
 - The chair states the motion (states the question).
 - Once all three steps happen, the motion is pending.
7. A motion requires a second to be considered unless the motion is made on behalf of a committee. If the motion is NOT seconded, it is lost for lack of a second.

[Headrush](#) has additional information on **How to Make a Motion and Sample Forms of Other Motions**.

Use of the Gavel

Every presiding officer should be familiar with the use of the gavel. This gavel should be used as the symbol of authority in support of self-government and orderly procedure.

- **Two taps** of the gavel calls the chapter meeting to order.
- When a main motion has been passed or rejected, **one tap** of the gavel should follow the announcement.
- The gavel is also the instrument for maintaining order during chapter meetings.
- If at any time members engage in differences of opinion or for other reasons distractions occur, a sharp tap or a series of sharp taps should restore order on such occasions.
- A single rap of the gavel signals adjournment.



The Agenda or Order of Business

It is customary for every group to adopt a standard order of business for meetings. When no rules have been adopted, the following is the order.

1. **Call to Order.** “Will the meeting please come to order?”
2. **Reading and Approval of Minutes.** “Are there any corrections to the minutes? (pause) There being no corrections, the minutes will stand approved as read.”
3. **Reports of Officers and Standing Committees.** Officers, boards, or standing committees should be called upon to report.
4. **Reports of Special Committees.**
5. **Unfinished Business.** Unfinished business is business carried over from a previous meeting. The chair will announce the business that was pending.
6. **New Business.** “Is there any new business to come before the meeting?”
7. **Program.**
8. **Adjournment.** An individual moves for adjournment within a definite time or adjournment to meet again at a specified time; motion is seconded; chair calls for discussion; a vote is taken; action depends upon majority vote.



The Progression of a Motion

1. **A Member rises and addresses the Presiding Officer.** The presiding officer (the chair) should be addressed by title, as “Mr./Madam President.”
2. **The Member is recognized by the Presiding Officer.** The chair recognizes a member by their name, or by a nod to them. Having thus received formal recognition from the chair, a member is said to “have the floor” and is the only member entitled to present or discuss a motion.
3. **The Member Proposes a Motion.** A motion is always introduced in the form, “I move that” followed by a statement of the proposal. This is the only correct phraseology. Aside from very brief explanatory remarks, it is not permissible to discuss the merits of a motion prior to, or immediately following the formal proposal of the motion. All discussion must wait until after the chairman has stated the motion to the assembly and has called for discussion.
4. **Another Member Seconds the Motion.** Another member, without rising or addressing the chair, may say, “Second the motion.” Seconding the motion is merely an indication that the member seconding it wished the matter to come before the assembly for consideration. If no one seconds the motion, the chair may ask, “Is there a second to the motion?” If there is none, they may declare, “The motion is lost for lack of a second.” Then, business proceeds to the next agenda item.



Common Parliamentary Terms

Adjourn: To close the meeting or session.

Amend: To change a motion by means of another motion. The proposal change is called an amendment. To amend is a subsidiary motion.

Chair: Sometimes called the President, chairperson, chairman, or presiding officer. The chair is the impartial person who presides at a meeting.

Debatable: A motion that is subject to discussion.

Majority: Over half the votes cast.

Minutes: The written record of the meeting as kept by the Secretary.

Motion: The procedure of getting a matter before a group or assembly.

New Business: Matters that have not been formally discussed before but are brought up for the first time.

Nomination: Suggesting the name of a person for office to be used at the time of election, it is not a motion, and requires no second.

Obtain the Floor: Securing the right to speak either to make or discuss a motion.

Plurality: The person receiving the greatest number of votes. It is not necessarily the majority, although it may be.

Point of Order: This is a motion to correct disorder in the proceeding or in the conduct of members. Any member may obtain the floor and say, "I rise to a point of order." The member then states the point, and the chair says whether it is well taken.

Postpone: A meeting or action may be postponed to a certain day or postponed indefinitely.

Question: The motion before the assembly is called the question. When members wish to close the discussion and put the matter to a vote, they may call a "question." This is an informal request and is acted on at the discretion of the chair. The formal motion to stop debate is the Previous Question.

Quorum: A sufficient number of members present at a meeting to transact business. This number is usually a majority unless otherwise specified in the constitution.

Refer to a Committee: This is often called to commit or refer or recommit and is a subsidiary motion. The usual form of the motion is to refer the matter to a committee and it is as well to name in the motion the committee, if a standing one, or the method to be used in selecting the committee. Such a motion is debatable and may be amended by altering the committee or by giving it more specific instruction.

Second: An indication that at least a second person approves of the motion.

Unfinished Business: Motions that have not yet been decided and have been left over from preceding meetings.

NATIONAL CAREER ASSOCIATION HANDBOOK

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