

NCMA Chapter Relations Matrix: Foundational Four

A research-based structure that may be used to guide chapter planning. The structure organizes chapter activities based on four distinct areas critical to a chapter's success regardless of its size.



Chapter Leadership	Chapter Operations	Member Involvement	Member Services
<i>Visioning, strategic planning, and mentoring potential leaders to build a leadership pipeline, as well as a strong elections process to support leadership transitions.</i>	<i>Managing chapter governance, reporting, and establishing policies and procedures; financial, business operations including marketing practices.</i>	<i>Engaging members to actively participate in meetings, networking opportunities, and chapter volunteerism, as well as building relationships with local communities.</i>	<i>Developing and delivering a compelling mix of activities and products that meet the unique needs of the chapter.</i>
Visioning	Governance	Membership	Education
<ul style="list-style-type: none"> • Building chapter vision • Strategic planning • Program planning 	<ul style="list-style-type: none"> • National policies and bylaws • Chapter policies and bylaws 	<ul style="list-style-type: none"> • Recruitment activities • Retention activities 	<ul style="list-style-type: none"> • National Education Seminars • Webinars • Conferences • Certification • Study Groups • CMLDP
Leadership Pipeline	Financial	Chapter/National Volunteerism	Events
<ul style="list-style-type: none"> • Engaging chapter officers • Succession planning 	<ul style="list-style-type: none"> • Financial procedures • Budget development • Bank reconciliations • Audits • Payment services 	<ul style="list-style-type: none"> • Chapter/committee volunteerism • Volunteer management • National volunteerism 	<ul style="list-style-type: none"> • Workshops/special events • Fundraising events • Networking events
Mentoring	Reporting	Awards	Speakers
<ul style="list-style-type: none"> • Formal/informal activities to develop leaders 	<ul style="list-style-type: none"> • Chapter Annual Reporting • Chapter Grant writing and reporting 	<ul style="list-style-type: none"> • Chapter Excellence Award • Individual awards 	<ul style="list-style-type: none"> • Finding, vetting, contracting
Elections	Marketing	Community Services	Chapter Unique Products or Services
<ul style="list-style-type: none"> • Management and process for healthy, fair elections 	<ul style="list-style-type: none"> • Newsletters/eNews • Websites • Social media • Branding • Promotion • Sponsorships 	<ul style="list-style-type: none"> • Local business relations • Community relations • University relations 	<ul style="list-style-type: none"> • Products or services that differentiate or demonstrate chapter individuality