

Building Successful EWCA Chapters

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Introduction and Background

This How To Manual is designed to provide chapter leaders with suggestions and ideas for organizing successful chapters and planning successful programs. We hope you will find this useful.

EWCA Mission: The mission of the East-West Center Association is to support the mission of the East-West Center in our individual lives and actions and through the communities and networks we build

EWCA Goals

1. **BUILD CHAPTERS** (Expand the scope and impact of the active EWCA network by building chapters)
2. **STRENGTHEN NETWORKING** (Keep alumni and friends up to date and fully engaged through frequent and effective communication and personal interaction)
3. **SUPPORT PARTICIPANTS** (Secure resources for participants and assist with recruitment and mentoring)

Overall Chapter Goal: The goal of each chapter is to extend the outreach of the Center throughout the region in contributing to the building of a just, prosperous, and peaceful regional community. This goal is achieved by providing networking opportunities for members, professional programs such as workshops and seminars, community service projects, events that publicize the Center in the local community, and informal social events.

Chapter programs and activities are designed to a) continue the professional, cultural, and social interactions begun while members were participants at the Center and b) to focus on issues of local, regional, and international concern which contribute to a better understanding of these issues and to the role of the Center and EWCA in the region.

Operational Guidelines for EWCA Chapters

In order to provide an appropriate degree of uniformity among all our EWCA Chapters, the following guidelines have been established. Each chapter is expected to follow these guidelines. If you have any questions or comments regarding the guidelines, please let us know.

Communications.

- Each chapter should maintain regular and close contact with the Associates Office and the EWCA Executive Board.
- The Chapter Leader should have access to email and/or phone/fax and allow his/her contact information to be available to other members.
- If the Chapter Leader does not have email access (or alternately fax access), a contact person with email (or fax) access should be designated.
- The Associates Office will assist the Chapter in publicizing its activities and events.
- Chapters should help to publicize and support EWCA activities such as regional and international conferences and organize chapter delegations to attend these events.

Chapter Leader Meetings.

- Each chapter should make every effort to send a representative to meetings of the Chapters Leaders.

Leadership.

- Each chapter should develop a leadership group (committee or board) of key volunteers who can share the responsibilities and tasks required to ensure a successful and active chapter.
- Chapters may prefer to set up a formal board with elections of members and officers. However, a formal board is not a requirement for recognition. If a chapter is interested in formally organizing, sample By Laws are included in Appendix B of this manual.

Succession.

- Each leadership group, whether informal or formal, should provide a regular mechanism to ensure the orderly succession of old and new members of the leadership group.
- All leadership positions should be reviewed on an annual basis.
- An orderly succession process prevents burn out by continuing board members and ensures the infusion of new energy and new ideas into the chapter.

Inclusive.

- The EWCA Charter specifies that all individuals who have been affiliated with the Center are Association Members.
- Each chapter should be inclusive (not exclusive) in its efforts to involve all members in its activities.

- Each chapter should welcome and encourage new members and recently returned participants to actively participate in the chapter and become a part of the leadership group.
- Our Association includes both short-term and long-term Center participants and each chapter should welcome all former participants into its activities (regardless of how long they spent on Center award).

Area of Responsibility.

- Each chapter should clearly define the parameters of its area of concern (for geographical chapters - the geographical area it is responsible for, for special interest/constituency chapters - the specific programmatic or interest area it is responsible for).
- Existing chapters should not prevent the establishment of new chapters in different locations where there are significant concentrations of members.
- All chapters, regardless of their location or size, are provided equal status by the EWCA and the Associates Office.

Frequency of Activities.

- Each chapter should organize at least two events/activities each year.
- These events should serve as a way to bring together members in the area and to support the programs and objectives of the East-West Center.

EWC Day.

- It is recommended that each chapter hold one of its events on or near May 14 which was the founding date of the Center in 1960.
- This day can be designated as “East-West Center Day” and celebrated and publicized throughout the region.
- Types of activities which can be organized include seminars, workshops, mini-conferences, lectures, panel presentations, etc.

Link with EWC programs and priorities.

- In planning events/activities, each chapter should consider activities which contribute to the development of Center programs such as
 - workshops or seminars focusing on the theme areas of Center programs,
 - get-togethers with students and participants who are on their way to the Center or returning from the Center, and
 - meetings with Center staff/officials who are traveling in their area.

Cooperative Efforts.

- In order to save time and effort and to increase participation in chapter events, it is strongly recommended that programs and activities be organized in cooperation with other organizations that have similar interests and objectives (e.g UH members, Fulbright members, etc.).
- For Asia/Pacific chapters, check with the local American Embassy or Consulate as they can sometimes help in providing facilities for your meetings.
- Jointly planned activities are easier to organize and result in a larger turnout, ensuring a more successful event.

Conferences. If appropriate, chapters should consider the feasibility of hosting EWCA conferences. The EWCA and the Associates Office work closely with chapters undertaking such a major program commitment.

Fund Raising.

- Each chapter should support the Center in increasing the diversified funding base of the Center by encouraging members in its area to contribute to the Center,
- by helping to identify potential donors (individuals, foundations, businesses, governmental entities, etc) and
- by working with the Center's Foundation Office to cultivate these potential donors.
- As the leaders and models for the other members in their chapter, each member of the leadership group should make an annual contribution (even if it is only a modest amount) to the Center.

How to Start a New Chapter

The following steps should be followed by volunteers who are interested in forming an EWCA Chapter.

- Inform the Associates Office of your preliminary interest in forming a Chapter. The Associates Office will provide advice and assistance in forming your Chapter.
- Determine the geographical or special interest bounds for the Chapter. Most Chapters represent a country, region, or city within a country. Special Interest Chapters may also be formed if sufficient interested alumni are associated with a specific professional interest. All Chapters (including country-wide, regional, and special interest) are appropriately recognized by the EWCA and the Associates Office. If one or more Chapters already exist in your country, be sure to check with the existing Chapter/s to work out the appropriate relationship between the new Chapter and existing Chapter/s.
- In preparing to establish a chapter, the alumni should (1) identify five to ten alumni who, by their signatures, express a commitment for developing an EWCA Chapter; (2) review the Operational Guidelines for EWCA Chapters (previous section) to ensure that the Chapter can meet those guidelines; (3) determine if the Chapter will be informally or formally organized – see Appendix B - Sample Charter and By-Laws if you prefer a formal organization; (4) arrange an organizational meeting of the alumni in your area; and (5) hold an election for leadership members and officers for your Chapter.
- After the first organizational meeting is held, a copy of the alumni petition with signatories, the organizational guidelines if adopted (e.g. Charter/By-Laws), the notes of the first meeting, and the list of leadership members and officers should be sent to the Associates Office.
- After these materials are reviewed by the Associates Office and the EWCA Executive Board, the new EWCA Chapter will be formally recognized.

How to Attract Members

In developing a chapter, you need to know why individuals are interested in joining the chapter. If you understand why members become involved, you can develop programs and activities that meet those needs and interests.

There are two basic reasons why most EWCA members become active in EWCA Chapters.

1. *To give something back to the Center.* The first reason is the goodwill and related sense of responsibility members share for the success of the East-West Center. Because they had a positive experience at the Center and support its mission, they want to help ensure that the Center succeeds. They are willing to give something back to the Center by becoming active Chapter members. Their contributions to the Chapter and the Center may include their time, their talent, and/or their financial resources.

2. *To continue receiving benefits from the Center.* By joining the chapter, members can facilitate their own professional and personal development through networking and related activities organized by Chapters. Specific activities may include professional lectures, seminars, workshops, tours, and conferences which update the members on issues facing the Asia Pacific region and contribute to their professional development.

When developing a chapter, be as inclusive as possible in designing programs that appeal to a variety of EWCA members. Some members will be attracted to the nostalgia and memories of the “good old days.” For them, a picnic or informal social get together will meet their needs. But many other busy professional members will be attracted to substantive programs which update them on their professional interests and facilitate networking.

Check List for Ensuring Interesting Programs

In order to establish a viable and active organization, each Chapter needs to develop programs for the members in its area. Program objectives should include: facilitating professional development opportunities for members; increasing the profile of the Center and the Association in your area; supporting Center programs, and addressing important issues facing your community or region.

Lectures and Seminars. The Associates Office can assist in locating resource speakers who can participate in a lecture or seminar. The Center's publication "*Specialists on the Asia-Pacific Region*" details the professional expertise of Center staff. Also, remember that interesting and prominent local speakers (whether members or not) often make excellent programs. Suggested topics include critical issues facing the local community and/or region. Lectures can be associated with breakfast, lunch, or dinner meetings.

Regularly scheduled lectures provide opportunities for developing a series of programs that can be publicized through a long-term schedule. This approach is particularly useful if you wish to build up the frequency of your meetings and stimulate more local interest.

Supporting the Center's Student Program. There are many ways your Chapter can support the Center's student program. These include identifying promising students and encouraging them to apply to the Center, assisting with the screening of student applicants (where feasible), providing orientation get-togethers for students before they leave home for the Center, helping students who are on field study in your area, assisting returning students who may need career advice and support in reentry adjustment, and providing scholarship support for EWC students.

Supporting the Center's Short Term Programs. The Center also needs support in identifying qualified participants for short term programs such as the Jefferson Fellows Program for journalists and the New Generation Leaders Seminar. Chapters can provide names of qualified individuals to participate in these programs. Chapters can also provide local hospitality for these groups when they travel in your area.

Local Advocates for EWC. The Center needs to raise its profile throughout the region. Chapter members can help to spread the word about the Center and the Association to local governmental agencies, institutions, and key individuals in your area. Chapters are in an excellent position to help expand understanding and support for the Center and the Association. Activities include organizing programs on important community issues, which encourage understanding of the Center within the local community. Chapters can also assist EWC officials in making local contacts in the governmental, educational, and business sectors.

Community Service Projects. Chapters can support their local community by organizing volunteer groups of chapter members who can help address local community problems (e.g. highway and beach clean up campaigns, reforestation projects, tutoring students, improving English language skills, serving as mentors, etc.). Community Service Projects help address community issues and raise the profile of the Center in the community.

Hospitality Network. Set up a network of volunteers in your area so that traveling members, EWC staff, and EWC participants (e.g. degree students who are on field study) may meet with local members or receive assistance from local members when they first arrive (e.g. assistance in making professional contacts, home hospitality, etc.)

Social Get Togethers. Strengthen fellowship among members by arranging social get-togethers. Activities can include dinners, picnics, hikes, visits to scenic or interesting locations, sports outings, barbeques, etc.

Fund Raising. Raising funds for the Center and the Association are important goals for a Chapter. Joint fund raising activities can be arranged to share the proceeds between the local Chapter and the EWCA. Activities can include support for the Center's annual fund drive, establishing a student scholarship endowment fund, fund raising dinners, sponsoring cultural events, auctions, phonations, and raffles. Chapters can also help the Center identify individuals and organizations in their community that could potentially contribute to the Center.

Regional Conferences. These conferences focus on important issues for the future development of the countries in the adjacent region. Regional conferences are a major undertaking that require a significant commitment from the chapter. The Associates Office and the EWCA Executive Board work closely with chapters that take on such major commitments.

So far, six Chapters have organized regional conferences. The Indonesian Chapter organized the first regional workshop in 1989 on "Resource Issues in ASEAN." The Southern California Chapter organized a regional conference in 1991 on "The Asian-Pacific Experience in California." The New Zealand Chapter organized a conference on "Ecotourism," which was held in October 1992. The Okinawa Chapter organized a regional conference in November 1993, the Philippine Chapter held a successful regional conference in 1999, and the New Delhi Chapter organized a conference on South Asia in 2005.

EWCA/International Conferences (Corrected and updated 11/2014). Since 1977, major international conferences have been hosted by the Hawaii Chapter (1980, 1985, 2000, 2010), the Singapore Chapter (1983), the Indonesian Chapter (1988, 2008), the Bangkok Chapter (1991), the Southern California Chapter (1994), the New Delhi Chapter (1997), the Kuala Lumpur Chapter (2002), the Tokyo Chapter (2004), the Hanoi Chapter (2006), the Beijing Chapter (2012) and the Okinawa Chapter (2014).

Decisions on future International Conferences are made in conjunction with the EWCA Executive Board and the Associates Office.

Petition for Chapter Recognition by EWCA

CHARTER OF THE _____ CHAPTER
(area or special interest)

EAST-WEST CENTER ASSOCIATION

We, the undersigned, have associated ourselves for the purpose of forming a Chapter of the East-West Center Association. The submission of this petition serves as a request to be recognized by that organization with the full rights and privileges of membership.

(Printed Names and signatures of at least five local members should be listed below):

	Name-printed	email address	Signature
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____
4)	_____	_____	_____
5)	_____	_____	_____
6)	_____	_____	_____
7)	_____	_____	_____
8)	_____	_____	_____
9)	_____	_____	_____
10)	_____	_____	_____

Appendix B Sample By Laws for Chapter

Chapters have the option of organizing informally or formally. If your chapter prefers to be formally organized, the following proposed Charter and By Laws are suggested. They are general in nature and should be adapted to meet the specific needs of each Chapter. After adoption by the Chapter, the final Charter should be sent to the Associates Office for review and endorsement purposes.

ARTICLE I – NAME

The name of this organization is the _____ Chapter of the East-West Center Association.

ARTICLE II – OBJECTIVES

This organization is formed to bring together in an organized manner the efforts of East-West Center members to support the goals of the Center in promoting better understanding and good relations among the peoples of the Asian/Pacific/U.S. region. The Chapter cooperates with the East-West Center Association Executive Board and the Associates Office in promoting the interest and welfare of the East-West Center and the Association network, and in encouraging and coordinating activities of these members.

ARTICLE III – TERRITORY

The territory or special interest to be served by this chapter shall be _____.
(identify and describe area)

ARTICLE IV – MEMBERSHIP

Section 1. This chapter shall be open to all participants and former staff who have been affiliated with the East-West Center.

Section 2. Individuals who support the mission of the Center and the Association, although they have not had any formal affiliation with the Center, may be designated as Honorary Members of the chapter. Chapters may submit names of Honorary Members to the Associates Office for full recognition by the EWCA.

ARTICLE V – MEETINGS

Section 1. Membership meetings shall be held at least annually and at such more frequent intervals as the Board of Directors may deem proper. A meeting shall normally be held in _____ (month or season) and shall be designated as an Annual Meeting for the election of officers and board members.

Section 2. The chapter shall be represented at the Chapter Leaders Meetings at EWCA International Conferences, and other special meetings of the Chapter Leaders.

ARTICLE VI – BOARD AND OFFICERS

Section 1. The leaders of this chapter shall consist of a Board of Directors selected from the general membership. The Board of Directors shall include at least six (6) members. The Board shall determine all policies and progress of the chapter and shall meet upon the call of the Chairperson (president) or by request of the Executive Board of the EWCA or the Alumni Officer.

Section 2. At the first election of the Board members, one-third of the members shall be elected for the term of one (1) year, one-third of them for the term of two (2) years, and the remaining one-third for the term of three (3) years. At each succeeding annual meeting, one-third of the members shall be elected for a term of three (3) years to replace the members whose terms are expiring. Each member of the Board of Directors must be a member of the East-West Center Association.

Section 3. The Board of Directors shall have full power to fill all vacancies between regular elections.

Section 4. The general supervision and management of the chapter, as well as the direction of the chapter's activities between membership meetings of the chapter, shall be vested in the Board of Directors.

Section 5. The Board of Directors shall hold a minimum of two meetings per year. Such meetings are to be held at such time and place as shall be determined by the Chairperson (President), with the approval of the Board of Directors. A meeting of the Board of Directors may be called either by the Chairperson (President) or by three (3) members of the Board upon written request to the President. A simple majority of the Board constitutes a quorum for actions of the Board of Directors.

Section 6. The Board of Directors shall annually elect from its number a Chairperson (President), vice-Chair (vice President, Secretary/Treasurer, and such other officers as may be designated by the Chapter. These officers shall perform the usual duties as may be prescribed in the By-Laws. The term of office of these officers shall be one year. Individuals may be reelected to the same position. However, the same individual may not serve a fourth consecutive year in the same position

ARTICLE VII – HONORARY COUNCILORS (Optional Article)

The Board of Directors may appoint distinguished representatives of the government, education, and business sectors to serve as Honorary Councilors to the board. These individuals will provide advise and support to the Chapter.

ARTICLE VIII – DUES (Optional Article)

The annual dues of the chapter shall be _____, payable in advance, at the same time of the annual meeting. Life membership dues shall be _____, (or as determined in the By-Laws).

or

No dues are required to gain membership in this chapter.

ARTICLE IX – BY-LAWS

Such By-Laws may be adopted from time-to-time by the Board of Directors as shall be deemed advisable by this chapter. Notice of a change in the By-Laws shall be reported in writing to the Associates Office.

ARTICLE X –AMENDMENTS

This Charter may be amended by a majority vote of those present at the Annual Meeting of this chapter. Notice of a change in the Charter shall be reported in writing to the Associates Office.

BY-LAWS

The By-Laws should contain sections that:

1. Define the duties of each officer.
2. Identify and define the roles of standing committees.
3. Include any other details regarding the organization and operation of the chapter which are considered important to the Board of Directors.
4. The By-Laws may be adopted or amended by action of the Board of Directors.