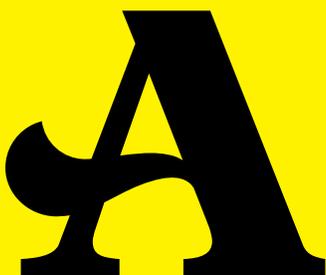


# Secretary

Responsible for Records  
and Communications



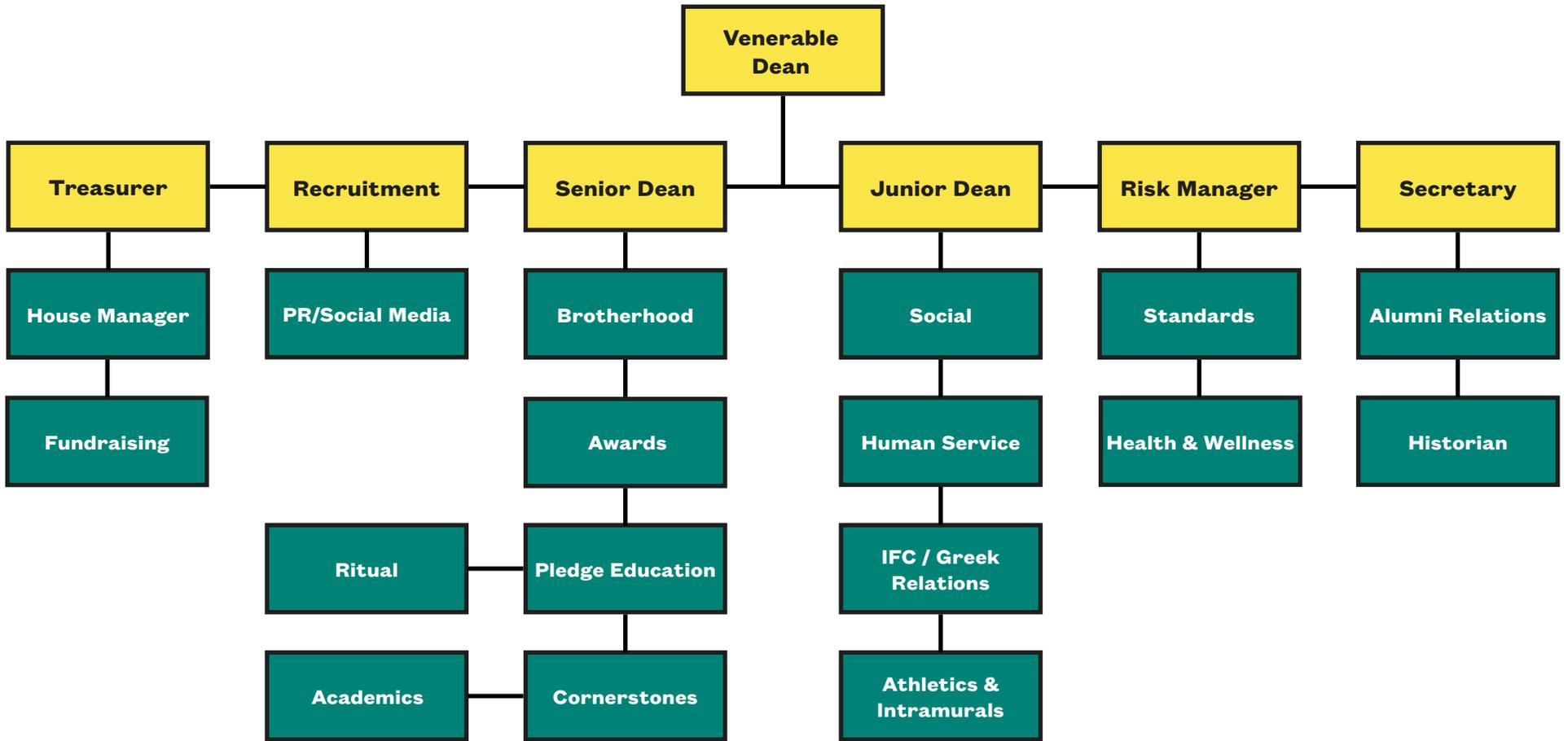
**Gold Book Series - 2019 Edition**

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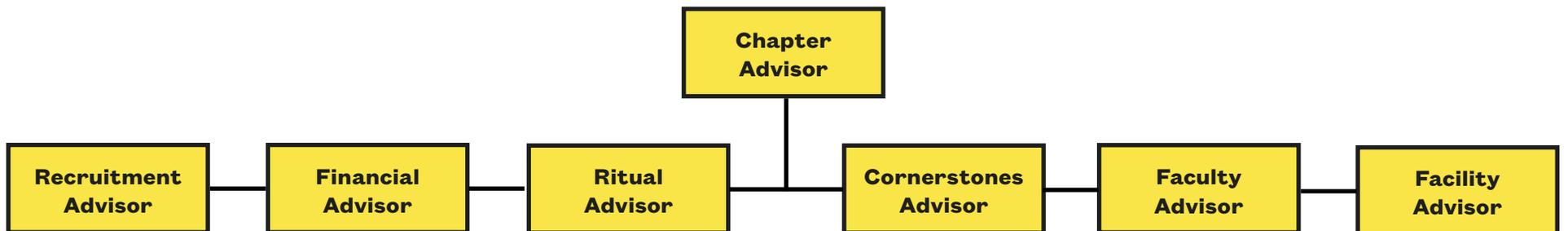
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# Acacia Chapter Organization Chart

## CHAPTER COUNCIL



## ALUMNI ADVISORY TEAM



# Acacia Fraternity Gold Book

## A Message from the Headquarters

Dear Brother Secretary,

Congratulations on being elected to serve your chapter as Secretary. You are now responsible for providing an important service to Acacia and have a vital role to fulfill for your chapter to run as smoothly as possible.

This Gold book provides an outline of your responsibilities and duties as Secretary. In it, we try to assist you in the performance of your duties during your tenure. The majority of your job is not extremely technical in execution and is explained fairly thoroughly in this manual. However, procrastination is a Secretary's worst enemy. To be effective, you must act promptly, giving special attention to accuracy and detail. The way people view your chapter and your chapter's Venerable Dean will be determined in a large part through your actions. By promptly completing forms and answering correspondence, you can show others how well managed and efficient the chapter is. Missing deadlines and not answering chapter correspondence will have the opposite effect. You have an important responsibility at hand. It is our hope you will more than meet this challenge.

I extend my best wishes to you for every success in your administration. Should you ever require assistance, please feel free to contact me at the Headquarters. Congratulations, and best of luck!

OF SPECIAL NOTE: It is also your responsibility to see that your successor is thoroughly and properly trained. You will want to have him read this guide and personally instruct him on the finer points of his new job. In this way, you can help ensure that the good work you will have done will be continued.

So Live,



Benjamin B. Turconi, *California '12*  
Director of Communications & Education  
Acacia Fraternity

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# Quotes on Leadership

*"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."*

- Theodore Roosevelt, April 23rd, 1910

# Introduction

In this guide, the Headquarters Staff will clarify your purpose as Secretary by outlining your role and responsibilities. We will offer some practical advice and some helpful perspective based on the experiences of our Acacia leaders over the years.

This Gold Book provides an outline of your responsibilities and duties as Secretary. In it we try to assist you in your performance of these duties during your term in office by organizing the information into three part: Good, Better, and Best Operations. This is to aid you in assessing where you are at and providing a path forward. The majority of your duties are fairly straightforward and are explained in this manual. However, procrastination is a Secretary's worst enemy. To be effective, you must act promptly and give special attention to accuracy and detail. The way people view your chapter and your chapter's Venerable Dean will be determined in a large part through your actions. By promptly completing forms and answering correspondence, you can show others how well managed and efficient the chapter is. Missing deadlines and not answering chapter correspondence will have the opposite effect. You have an important responsibility! It is our hope that you will meet this challenge.

This guide will not have the answer to all of your questions. Much of your success as Secretary we revolve around the accuracy and meticulousness of your notes and records. When you have a question, ask your Venerable Dean, ask your Chapter Advisor, ask your predecessor, and ask the Headquarters Staff.

Please take the time to read through this entire book, including the appendix. Then, go through the operations checklists and make a plan to finish everything you can on the checklists. Even if you will not be able to complete everything on the following lists, you should strive to leave your chapter better than you started, so take the time to see what you've been doing and what you can add from the following lists.

# Good Operations

Task	Timeframe	Y/N
Read Secretary Gold Book		
Attend an executive committee planning retreat prior to the start of the semester.		
Keep Vault up to date with members statuses with the help of the Treasurer for those using Vault for billing.		
Update website with active members and current exec board		
Update membership records immediately after: elections, pledge induction, pledge initiation, change of address		
Be prompt in responding to message sent to the chapter		
Take accurate meeting notes and keep attendance		
Produce an Agenda prior to every Chapter meeting		

# Better Operations

Task	Timeframe	Y/N
All items under 'Good'-unless expanded upon below		
Write/send in monthly reports and Triad/Crest articles when requested		
<a href="#">Write/send out Alumni newsletter at least twice per year</a>		
Send greeting cards to sororities, the university, or community for events, thank yous, and holidays.		
Send out weekly internal newsletter with chapter minutes		
Keep Alumni records		
Archive minutes in an easily accessible location to the executive board		

# Best Operations

Task	Timeframe	Y/N
All items under 'Better'-unless expanded upon below		
Maintain orderly/organized on Vault of all governing documents, reports, meeting minute etc.		
Collect and compile information for the Chapter Excellence Awards		
Manage Fraternities social media accounts and collect information for consistent, relevant posts		
Archive minutes in a place that is not only easily accessible to the executive board but to the active members as well		

# International Identity

The identity that your chapter has with the international aspect of our fraternity is very important. You should do all in your power to give the members a clearer understanding of the fact that you are not out there entirely on your own. You are part of a nationwide system of chapters that represents Acacia from coast to coast. Through attendance of Acacia Leadership Academies, Conclaves, submittals of scholarship applications from the AFF, yearly chapter visits from Leadership Consultants, and other such services your chapter should have a sense of the value of recognizing the Fraternity as being international in scope.

It is unfortunate, but many chapters simply see the International Fraternity as some "father figure" that sends you bills and pulls charters if you make some mistake! That could not be further from the truth. In essence, that is putting the cart before the horse. The only reason that the International Headquarters exists is to make our undergraduate chapters stronger and more able to provide a quality Acacia Fraternity experience. Period. It is not as though the Headquarters could exist without the undergraduate chapters. The Headquarters is there to help you, but they cannot predict your needs without you telling them. So, constantly stay in touch, ask for help if needed, and take advantage of the fine International Fraternity of which you are a part.

# Complete Officer Transition

**Review officer binder checklist: carefully review all guidelines and understand the suggestions from predecessors; assemble new information if necessary**

How: Summary page included on Page 6 of Officer Transition Gold Book

**Set goals for time in office: goals should be S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Timely), use the Success Through Habit system and the Chapter Action Plan.**

How: Utilize Goal Setting Guidelines (included in Appendix)

**Meet with Chapter Advisor**

# Acacia Fraternity Communcations

Your administrative responsibilities to Acacia Headquarters are few, but important. Most of the actual work should be handled by your Secretary, your job is to ensure that he gets everything submitted efficiently. The forms that are requested by Acacia Headquarters allow our Fraternity to maintain member archives, and to document the history of our chapters. Each report is important in the history of Acacia.

The following is a list of information requested by the International Fraternity, the corresponding due dates, and the chapter officer responsible for completing the appropriate materials.

Item	When Due / How Much	Who
<b>Updated Roster</b>	Opening of fall term / semester	Secretary
<b>Per Capita Dues - \$170</b>	Fall semester, upon receipt of roster	Treasurer
<b>NIC Fee - \$14 per man</b>	Fall semester, upon receipt of roster	Treasurer
<b>Technology Fee - \$18 per man</b>	Fall semester, upon receipt of roster	Treasurer
<b>Insurance - \$175 per man</b>	Fall Semester, upon receipt of roster	Treasurer
<b>D&amp;O Insurance</b>	Fall Semester; \$65 unhoused / \$165 housed chapters	Treasurer
<b>Chapter Budget</b>	October 15th, every year	Treasurer
<b>Colony/Chapter Report</b>	End of every month	Venerable Dean
<b>Pledge Record</b>	Within 24 hours of Pledge Induction Ceremony	Secretary
<b>Pledge Dues - \$100 per man</b>	Within 24 hours of Pledge Induction Ceremony	Treasurer
<b>Member Record</b>	Within 72 hours of Initiation	Secretary
<b>Initiation Dues - \$250 per man</b>	Within 72 hours of Initiation; \$250 per man	Treasurer
<b>De-pledging Report</b>	Upon de-pledging	Secretary
<b>Report of Elections</b>	Upon new elections	Secretary
<b>Necrology Report</b>	Upon death of a member	Secretary
<b>Human Service Form (Seven Days of Service, Acacia Claus, etc.)</b>	Upon completion of events	Human Service Chair
<b>ALA/Conclave - \$400</b>	Spring semester (pays for 2 members)	Treasurer
<b>VD Summit - \$75</b>	Fall semester (pays for 1 registration)	Treasurer

***To see the complete Acacia Fraternity Fee Schedule, please look in the Appendix.***

# Chapter Meetings

One of the most visible and important roles you will have as Venerable Dean is that of chairman for the chapter meetings. This is an area that tests every area of your position: organization, tact, executive committee teamwork, knowledge of fraternity laws, and leadership abilities.

## **Formal or Informal**

The first decision that has to be made is whether or not to hold a formal meeting with a Ritual opening. Even though it may seem that the hassle of having the members wear a coat and tie and having them perform the Ritual might not be worth the time and effort, you might just be surprised. It might be the best decision that you could have made.

## **Creating an Agenda**

An agenda must be created before every chapter meeting, and it must be on paper for everyone to see. This is the single most effective way to make your meetings run efficiently, yet this is the thing that is probably forgotten more than any other in the area of effective chapter meetings. Refer to the section on Parliamentary Procedure below for a meeting agenda outline.

## **Suggestions for Agenda and Chapter Meetings**

- Require that all motions coming to the floor be submitted in writing to you before your executive council meeting, or 24 hours before the chapter meeting, whichever is earlier; this will ensure a meaningful agenda and guard against unplanned, spur-of-the-moment motions from the floor. Alternatively, make sure that it is understood that you have the discretion to waive that requirement should some emergency arise that needs immediate action.
- The best time to make your agenda is during your executive council meeting. Have your Secretary keep track of the discussion points from each officer, and give him any motions that have been submitted that week. The agenda should cover Officer Reports, Old Business, and New Business.
- Require that the Secretary type up the agenda and print enough copies for each member at the meeting.

# Take accurate meeting notes and keep attendance

The Secretary maintains a permanent record of the chapter through the chapter minutes. Minutes are to be kept of all regular and special meetings of the chapter and of the executive council. Remember that the minutes are a permanent record of all events that have transpired in the chapter and therefore should be correct, legible and complete.

On the following pages marked "Produce an Agenda prior to every chapter meeting" are possible forms that can be used while taking minutes during the actual meeting. After the meeting, those notes should be transcribed immediately into finished minutes. These are best typed.

1. Begin by listing the date, time of call to order, presiding officer, and meeting location
2. Roll Call - call the roll in the chapter meeting, and record the results in the attendance ledger. Record the total members both present and absent in the official minutes. List all officers absent by name and office and state if it was an excused absence.
3. Approval of the minutes from the previous meeting.
4. Record in memo form all actions of the meeting in three basic sections:
  - a. Officer Reports - each officer and committee chairman should make a weekly report to be recorded by the secretary. Seemingly unimportant facts could become important, so take detailed notes.
  - b. Old Business - this section comprises business that was not finished at the last meeting. Tabled motions and unfinished discussions are included. Appropriate action taken should be recorded or if the motion is tabled again, this should also be recorded.
  - c. New Business - record all motions accurately noting who made and seconded the motion. Record pertinent discussions and action taken on the motion. Record discussions and actions taken on programs and plans such as social functions, scholarship promotion, participation in college programs and interfraternity activities, etc. Record discussions on chapter challenges and possible solutions.

# Take accurate meeting notes and keep attendance

5. Record all comments by the Chapter Advisor and/or any visiting international staff member.
6. Record time of adjournment.
7. While still fresh in mind, transcribe the rough notes into finished minutes, filling in enough to make the minutes complete and understandable. These transcribed finished minutes are the ones submitted for approval at the next meeting. Minutes should be typed.
8. Sign the typed minutes and provide a space for the Venerable Dean's signature after they have been approved.

## **Write/send in monthly Triad/Crest article**

Articles for the Triad and The Crest are the responsibility of the Secretary. At least one article per month should be sent in. There is no minimum length or restriction as to the subject covered or content. Everyone loves to read about his own chapter and find out what other chapters are accomplishing. Send articles in . . . remember, pictures always enhance a story!

## **Write/send out Alumni newsletter at least twice per year**

If there is no Alumni Relations Chairman, then the responsibility of the chapter alumni newsletter is up to the Secretary. At least two per year are strongly recommended with most of the content (80% or more) specifically about or for alumni. Remember to include the International Headquarters on your alumni mailing list.

## **Sorority, University, and Community Relations**

One thing that a secretary can do to help improve the chapter's relations with sororities and with the university is to send greeting cards for the holidays. Thank you notes should be sent out when appropriate as well as letters of congratulations to university officials and community leaders. Anything you can do to improve your relations with sororities, the university, or your community will ultimately help improve your chapter.

# Officer Binders

## ***Excerpt from Officer Transition Gold Book:***

The key to officer transition is having an effective way to pass on important information from year to year. The creation of officer binders should become a top priority for chapter officers. These binders should contain all information that is pertinent for an officer to do his job.

An officer binder should contain, but shouldn't be limited to, the following items:

- University Mission Statement
- Acacia Mission Statement and Preamble
- Office Role/Responsibilities
- Office Gold Book (this guide)
- Laws of Acacia
- University Academic Calendar
- Chapter Calendar
- Chapter Bylaws
- IFC Bylaws
- Contact information
- Acacia International Headquarters
- Chapter Advisor
- Chapter Corporation Board
- University Student/Greek Affairs
- Events (Venues/Vendors)
- Publications (Student and Local Papers)
- Archives
- Past Calendars
- Event/Activity/Project Ideas
- Activity and Project Reports
- Any other information useful for a specific office

Benefits: Organizing this information for current and future officers will help the chapter succeed and lower the stress of new office holders.

The key word is continuity. You need to establish continuity in programs and operations so that the majority of your time is spent on new, productive ideas and not on reinventing things that have been invented hundreds of times before by previous Venerable Deans.

# Personal Notes

Use this section to take notes on anything you learn during officer transition or throughout your term that will help with fulfilling your role as Venerable Dean.

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Use this section to take notes on anything you learn during officer transition or throughout your term that will help with fulfilling your role as Venerable Dean.

# Personal Goals

Use this section to take set three goals for your term of office. There should be a short-term (one week to one month), a mid-term (one month to one semester), and a long-term (one year/end of your term) goal.

Goal #1:

Due Date:

Goal #2:

Due Date:

Goal #3:

Due Date:

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Use this section to take set three goals for your term of office. There should be a short-term (one week to one month), a mid-term (one month to one semester), and a long-term (one year/end of your term) goal.

Goal #1:

Due Date:

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Due Date:

Goal #3:

Due Date:

## **Questions/Concerns**

**If you have any questions about the specific content in this document, please contact: [programming@acacia.org](mailto:programming@acacia.org)**

**If you are experiencing any technical difficulties with this document, please contact: [programming@acacia.org](mailto:programming@acacia.org)**

## **Visit Acacia Fraternity on the web**

**General Fraternity Website: [acacia.org](http://acacia.org)**

## **Stay Connected on Social Media**

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**Follow us on Twitter and Instagram: [@AcaciaHQ](https://twitter.com/AcaciaHQ)**