



THE NATIONAL SOCIETY OF LEADERSHIP & SUCCESS
Building Leaders Who Make a Better World



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Society Overview: History

The National Society of Leadership and Success was founded in 2001 with the sole purpose of creating lasting positive change. Beginning with a handful of chapters and no membership component, the Society now has over half a million members on more than 500 college campuses.

The Society is founded on the core beliefs that one can achieve one's dreams with proper support and dedicated action, and that we accomplish more together than we would achieve alone. The Society encourages community action, volunteerism, personal growth and strong leadership from its chapters and members around the world.

Mission

The National Society of Leadership and Success is a leadership program that helps students achieve personal growth, career success and empowers them to have a positive impact in their communities—Building Leaders Who Make A Better World.



OUR SHIELD

ΣΑΠ

Σ = Success A = Action Π = Purpose

Success comes from continual action towards your purpose.

Two Stars

Accomplishing more together than we would alone

5-Pointed Star

Key qualities of a successful leader

1. Integrity
2. Positive Attitude
3. Compassion
4. Purpose
5. Motivation

Phoenix

Overcome adversity

Knight

Lead with integrity

Six Bars

Six steps of leadership:

1. Clarify Your Purpose
2. Create a Shared Vision
3. Challenge the Status Quo
4. Inspire Positive Action
5. Empower Others
6. Seek Constant Improvement



Society Overview: Statistics

“Only six to seven out of ten beginning freshmen survive beyond the first year of college and only four or five of the tensucceed in earning a bachelor’s degree in four years.”

– American College Testing Program

Roughly half the students who begin college in the United States graduate within six years. This dropout rate reflects a significant educational challenge that colleges and universities are attempting to address. Society college chapters report that the Society helps students excel in school and beyond, providing a support system that helps students handle the rigors of both college and career.

Upon graduation, Society members are over four times as likely to be employed in the job of their choice (as reported in the *New York Times*).

In a National Survey, Society Advisors Indicated:

- The Society made a positive difference in their students' lives: **100%**
- The Society is achieving its mission of “Building Leaders Who Make A Better World”: **100%**
- They would recommend the Society to other administrators: **99%**
- The Society positively impacts students' grades: **99%**
- The Society increases student retention on campus: **98%**
- The Society met or exceeded their expectations: **98%**

In a National Survey, Society Members Indicated:

- They would recommend the Society to their peers: **99%**
- The program was worth their time spent: **99%**
- That inclusion in the Society increased their belief in themselves: **97%**
- The Society makes it more likely they will achieve their life goals: **97%**
- They have improved their decision making skills, self-awareness, respect for others, ability to be assertive, and interpersonal relationship skills: **95%**

*June 2014 national survey of Chapter Members and Administrators

“Joining The National Society of Leadership and Success greatly contributes to our overall attitude of being a student in a university. Gaining confidence, critical thinking skills, perseverance, and team networking are all small components of the beneficial experience.”

– Emily Nallin, California University of Pennsylvania

“It is a society that will not only benefit you during school, to connect you with peers, but also keep helping you once you have graduated college.”

– Madelyn Gutkosi, The Ohio State University



Society Leadership: Chapter Leadership

Society chapters are typically led by two people: a faculty/staff Advisor and a Student President. Some chapters may have multiple Advisors or co-Presidents, but most commonly there will be one of each. The Advisor and Student President are volunteers that dedicate a significant portion of their time and energy to improving the lives of students on campus and supporting Society members.

The Advisor and Student President are in frequent contact with the National Office in order to stay up-to-date on the latest national information that may impact chapters. The duties of each role vary per chapter, but between the two the Advisor and Student President will typically do the following:

Communicate with the Chapter: The Advisor and Student President are able to send emails to members within the membership area of the website, sharing valuable information that helps members to successfully complete the steps to membership. Emails may contain information such as upcoming events, progress updates and awards/scholarship information.

Liaise with the National Office: The Advisor and Student President are responsible for keeping infrequent contact with the National Office to ensure each member's progress is tracked, and to capitalize on the collective knowledge base from chapters around the country.

Schedule and Host Events: The Advisor and Student President typically arrange the event schedule for each semester, and solicit volunteers to form event committees when needed. The Society is a very hands-on organization and members frequently attend 3-4 events per month, if not more.

Lead the Executive Board and Committees: Every organization needs strong leadership and decision-making in order to thrive. Within the Society, the Advisor and Student President serve as leaders of the Executive Board and may also oversee additional committees. This creates a smooth line of communication while spreading responsibility around to those members that want to take a very active role in creating lasting positive change on campus.

Coach/Approve Success Networking Team Submissions: Advisors do not usually attend each Success Networking Team (SNT) meeting but they do review, provide coaching, and approve each pending member's and member's SNT submissions online. Advisor approval is immediately tracked at the National Office and is registered as a fulfilled step towards membership.



Society Leadership: The Executive Board

The Executive Board works alongside the Advisor and Student President to support members, plan events, recruit, encourage community service and a variety of other roles and tasks involved in successfully running a chapter. Executive Board members are encouraged to form committees as needed to help connect the members of the chapter, increase creative involvement, and provide a vehicle for enhancing the leadership skills of members. As a community of leaders it is typically very easy to find many members interested in taking a very active role.

Members interested in holding a position within the chapter can reach out to the Student President or Advisor for information about the process. The most common Board Officers and a list of general duties are as follows:

President: The primary role of the Student President is to oversee the completion of chapter goals and manage the Executive Board. Duties include:

- Govern the chapter towards completing goals
- Help conduct Society meetings
- Engage in a bi-weekly session with the National Office and Advisor
- Initiate and coordinate contact with the new members to welcome them into the chapter
- Participate in monthly National conference calls. If unable to attend, designate another board member to represent the chapter
- Filling in for various positions as needed
- Recruit and lead the Executive Board

Vice President: The primary role of the Vice President is to assist the President with all duties necessary to successfully run the chapter. Duties include:

- Acting for the President upon his/her absence, upon his/her request, or in the event the President is temporarily unable to serve
- Oversee Committee Chairs by supporting them with needed tools and resources, as well as holding them accountable for their goals

Secretary: The primary role of the Secretary is to handle all administrative tasks needed to successfully run a chapter. Duties include:

- Record minutes at Executive Board Meetings
- Take attendance at Orientation, Leadership Training Day, and Speaker Events, as well as enter attendance online in the Members area for the events
- Send email reminders about upcoming events, such as awards and scholarships deadlines



Treasurer: The primary role of the Treasurer is to oversee the Society financial operations on campus. Duties include:

- Create a bank account for the Chapter either on campus or at a local bank with the President and Advisor
- Attend any necessary Student Government financial meetings
- Create and manage budget for National dues and local expenses
- Work with Fundraising Chair to assess needed funds to support chapter

Success Networking Team Coordinator: The primary role of the SNT Coordinator is to oversee the facilitation and completion of SNT's for the chapter, and train and manage SNT facilitators. Duties include:

- Help facilitate the first SNT meetings for all groups
- Create a schedule for Executive Board to assist at first SNT meetings
- Reserve rooms for the first three SNT meetings for each group
- Collect attendance from SNT groups after each meeting
- Send friendly email reminders to SNT group members that did not submit an SNT reflection within 24 hours after each meeting

Publicity Chair: The primary role of the Publicity Chair is to promote the Society and specific events as they occur throughout the academic year. Duties include:

- Recruit and oversee Publicity Committee
- Work with IT Coordinator to create and maintain content for chapter website and Facebook group
- Creatively advertise the Society, as well as specific events hosted by the chapter
- Reach out to professors, Residence Life, student organizations, athletics, and other groups on campus as a way of promoting the Society
- Customize provided press releases for school newspaper
- Create flyers

Fundraising Chair: The primary role of the Fundraising Chair is to plan and execute successful fundraising events for the chapter. Duties include:

- Recruit and oversee Fundraising Committee
- Develop and implement fundraisers for the chapter
- Participate in the Society Internship Referral Program to earn money for your chapter
- Enlist the help of local sponsors to help raise money for your chapter

Information Technology Coordinator: The primary role of the IT Coordinator is to act as the official contact person for any and all information technology issues within the local chapter. Duties include:

- Supply all events with proper IT equipment and make sure it all functions correctly by arriving at each event at least one hour prior to test equipment and internet connections
- Create chapter email address
- Design and maintain content on the chapter website with the Publicity Chair
- Work with IT and AV departments on campus, as well as the Society, surrounding tech issues
- Form a Facebook group with Publicity Chair



Society Events Chair: The primary role of the Events Chair is to coordinate all Society-sponsored events, both official and social in nature. Duties include:

- Recruit and oversee Society Events Committee
- Reserve rooms and coordinate set-up for Orientation, LTD, Speaker Events (live and Video-on-Demand) and Induction
- Take lead on ordering food if serving refreshments at events

Community Service Chair: The primary role of the Community Service Chair is to create and arrange community service projects that unite the local chapter members in creating local positive change. Duties include:

- Recruit and oversee Community Service Committee
- Establish partnerships with service organizations on campus and in the local community to offer a variety of projects
- Keep track of where members are participating in service events

Membership Outreach Chair: The primary role of the Membership Outreach Chair is to ensure all members feel involved, engaged and part of a strong community at all events. (There should be two coordinators if chapter has more than 150 members). Duties include:

- Recruit and oversee Membership Outreach Committee
- Review Membership Outreach section or manual with Committee during first meeting
- Create an outreach timeline with Committee to call, email, or Facebook members
- Complete “check-ins” with committee for members who have not been attending events
- Divide member list among committee so that each person has 10-20 members to establish and maintain a relationship
- Within the week following Orientation, each committee member should contact their assigned members and ask if there are questions that went unanswered
- About a month after Orientation, have committee do temperature check outreach
- Request table or booth at campus involvement fairs to promote Society and membership

Social Chair: The primary role of the Social Chair is to continually engage members and develop a fun local community. Duties include:

- Recruit and oversee Social Events Committee
- Plan and implement social events (Examples include Ice Cream Socials and Game Night)
- Reserve rooms and coordinate set-up for non-Society related events
- Take lead on ordering food if serving refreshments



Membership Explained: Membership Basics

After signing up online to join the Society, you are considered a member. Members have access to many (although not all) of the same benefits as inducted members, but have not yet completed the leadership training and are not able to list membership in the Society on a resume. Members receive training and development in leadership while demonstrating their dedication to the Society mission. Once they have completed the steps for membership, members are formally inducted into the Society and become eligible for continued development opportunities and benefits including scholarships.

Society members are distinguished from their peers as leaders on their campuses and in their communities. Each Society member has completed a rigorous training program that prepares them for leadership in the academic arena as well as the workplace. Society members may list their involvement on their resumes, and are also eligible for additional benefits and scholarships due to their membership status. Once membership is attained, it is a lifetime benefit and does not expire upon graduation from college.

Membership Explained: Steps To Induction

To be inducted as a member of the Society, you must complete the steps to induction. While many members complete the four steps in one semester, this is not a requirement for induction.

Orientation: Attend an informational meeting at the beginning of the membership semester that details the rights and responsibilities of membership, along with setting up the schedule for attaining induction. There will also be a chance to learn more about your specific chapter.

Leadership Training Day (LTD): Attend a video training session that focuses on exploring challenges, recognizing strengths, identifying passions, and setting up a personal plan to initiate the change needed to move forward as a leader.

Success Networking Teams (SNT): SNT meetings teach members the “soft skills” of leadership imperative to success in nearly any venture. Team members learn to work within a team framework, provide peer coaching, set and achieve goals along specific timelines, and hold themselves and others accountable for results. Attend at least three SNT meetings every two weeks to experience these benefits.

Speaker Broadcast Events: Attend three internet broadcasts (live or via Video-on-Demand) with nationally known speakers.



Membership Explained: Membership Benefits

In addition to the opportunity to hear some of the world's leading presenters, authors, and success coaches, Society members are a part of a community of like-minded, goal-oriented individuals. Members are placed together into teams to share challenges, goals and aspirations, make commitments to each other, and hold one another accountable for their actions.

The Society has partnered with several other organizations around the world to offer tangible benefits for members in terms of discounts, promotions, etc. These benefits can be found by visiting the Members Area of the Society website. While the tangible benefits are a nice perk, the real benefits are intangible and will last a lifetime.

Intangible Benefits include:

- Understanding of accountability, integrity, and experience with setting and keeping commitments.
- Improved GPA reported by Society members nationwide as a result of their participation.
- Improved personal interaction skills.
- Training in working as a team.
- More likely to continue to excel in school through involvement in the Society.
- Experience with peer mentoring.
- Knowledge and real world experience in setting and achieving goals.
- A network to help achieve goals upon graduating.
- Improved communication skills.
- Exposure to motivated, positive, high achieving individuals.
- More likely to secure the job of choice.

How the Society changes you:

- Leadership training improves self-esteem and profoundly affects participants' lives. Members gain confidence in themselves and that transfers into their everyday life.
- The Society empowers members. The leadership training gives members skills they can use in their life including, among others, how to get along with others, how to work in groups and how to plan effectively.
- Leadership training in the Society is modeled by members for members, and it encourages members to step up and take positive action.
- Shows members how to value accomplishments and encourage others to improve.
- Encourages members to take on the role of coach. Members learn to encourage and support one another as well as push one another to the next level.
- Members give and receive feedback from others in the Society. As part of the program, members reflect on what went well and what needs improvement. Members learn that they and others are not perfect, and that we are always continuing to learn, grow, and improve.
- Members learn how to work in and facilitate groups and team meetings. Learning requires more than just putting people in groups and assigning them specific roles. The Society actually gets members to experience the process of getting along in groups.
- Through peer coaching and focusing on areas of improvement, members improve different parts of their life and make positive changes much faster.



Scholarships And Awards: Overview

The National Society of Leadership and Success allocates two dollars from each membership fee to the Scholarships and Awards program. The total monetary value of the program changes each year based on national membership.

Visit www.societyleadership.org/memberinfo/awards/overview for the most up to date information. The standard Awards/Scholarships Application Form is found in the application tab under Scholarships and Awards in Membership Benefits.

Scholarships and Awards categories include chapter tribute awards, mission based, need based, and success in service.

The National Review Board reviews all submissions and checks for proper eligibility and truthfulness. Any fraudulent applications for scholarships and awards will be treated with the utmost seriousness.

Any questions regarding Awards/Scholarships applications can be directed to awards@societyleadership.org.

Society Events: Orientation

The Orientation is primarily information driven; the majority of the meeting is a review of local events, expectations and leadership opportunities. This is also a time during which many chapters introduce the Executive Board and arrange committee sign-ups in addition to announcing the schedule of events for the coming semester. You will also learn more about your chapter.

A lot of information is covered in the Orientation, and each member must attend an Orientation meeting to complete the steps for membership.

Keep in mind; this should also be a lot of fun! Many of our members have reported meeting some of their best friends through the Society, and it all begins at Orientation



Society Events: Leadership Training Day

The Leadership Training Day (LTD) is the second step towards membership, and is a wonderful team building experience for new members to embark on a leadership journey together. This event takes place at least once per semester, shortly after the Orientation and before the first speaker broadcast.

The LTD is the first opportunity for pending members to engage in serious introspection and self-discovery regarding future goals and methods of achieving them. The training session focuses on exploring challenges, recognizing strengths, identifying passions, and setting up personal plans to achieve goals. You will also learn the six foundations of leadership, which is the core of the program. This event is restricted to pending and inducted members, and serves as an excellent opportunity early in the semester for members to interact with one another on a deep level.

It is during this event that members will be placed in Success Networking Teams for the term.

Society Events: Success Networking Teams

The Success Networking Team concept is based on Napoleon Hill's research of the most successful people in our country. He worked with and interviewed Thomas Edison, Woodrow Wilson, Andrew Carnegie and numerous others. In the process of conducting his study, Hill discovered that many of his participants created a support team network with which they regularly met to share ideas and hold each other accountable for achieving goals. Today, highly successful people around the world routinely use Success Networking Teams to foster great achievement.

Within the Society, Success Networking Teams (SNTs) are one of the vital components that inspire and encourage members to achieve individual and group successes. Within their SNT meetings, members discuss the speaker presentations, set S.M.A.R.T. (Specific, Measurable, Achievable, Rewarding, Timely) goals based upon what they've learned and where they are in their individual progress, and hold one another accountable for completing the action steps necessary to achieve their goals. This peer-to-peer mentoring, when paired with the speaker events, has proven to be extremely effective in enabling members to continually gain momentum and strive to achieve higher goals.

Success Networking Teams, in addition to the benefits of setting and achieving goals, begin helping members to develop the "soft skills" of leaders through the nature of teamwork. These skills include self-awareness, supporting others, directing action, effective meetings, networking, working in teams, holding oneself and others accountable, and more.

After each SNT meeting, members submit their meeting report through the "Submit SNT Report" icon under "My Membership" on the Members Area page. This report is reviewed by the Advisor and/or a National Office Representative and may receive constructive coaching before it is approved. The National Office works with Advisors to make sure that members are given feedback and coaching to maximize the impact of the SNTs and ensure that all members have fully committed to making personal changes of a significant nature. Members that receive coaching need to revise their submission and re-submit for approval.



Society Events: Speaker Broadcasts

Each academic year, the Society broadcasts six live speaker events to chapters via internet. These presentations are a vital component of the leadership training that members receive, with topics as diverse as effective money management techniques, cutting edge internet networking tools, and personal health and wellness for a lifetime of achievement.

The speakers are carefully chosen for their ability to relate to a diverse audience as well as for the relevance of their topics to Society members. Past speakers include Arianna Huffington, Jesse Eisenberg, Al Roker, John C. Maxwell and others discussing how to create vision, identify and work towards goals, and successfully transition from college to career.

While other activities are restricted to members, Society speaker events are open to anyone on campus or in the greater community that would like to participate. This helps each chapter to create lasting positive change.

To add scheduling flexibility and help more pending members achieve induction into the Society, many chapters also receive the broadcasts via Video-on-Demand. This has proved to be particularly helpful for non-traditional and commuter students that may face challenges attending scheduled live broadcast times.

Society Events: Community Service

The Society mission, "building leaders who make a better world" naturally attracts members that want to improve their communities and campuses.

While community service is not a required component of membership within the Society, the majority of chapters host or co-host community service events once or twice per semester. Chapters want members to "think globally and act locally." Additionally, many of the national Awards and Scholarships have community service as a requirement for eligibility, to encourage all members to give back locally.

Members that are interested in helping to arrange and facilitate community service projects can reach out to the Community Service Chair, Student President and/or Advisor to become involved.



Society Events: Induction

The Induction Ceremony takes place at least once a year and in many chapters once per semester. This is a formal occasion welcoming pending members into the Society and recognizing individual achievement. In order to be inducted, Society pending members must have completed all of the steps for membership. The induction ceremony solidifies the effort members invested in earning their membership, and grants access to a lifelong network with other inducted members.

The date of the induction ceremony is typically planned at the beginning of the semester. All members are responsible for checking their membership progress by clicking on the Membership Status icon under “My Membership” on the Members Area page, and ensuring it has been updated accurately at least two weeks before the induction ceremony date. This deadline ensures every member will have a certificate and induction items sent in time from the National Office. No exceptions can be made, as the membership items and certificates are printed and mailed by an outside vendor that requires advance notice for processing.

Members that like to plan and coordinate special events should contact the Advisor and Student President as early in the semester as possible in order to work on the Induction Committee. make arrangements to pick them up from your Advisor if you can't make the induction.

Frequently Asked Questions

When do I receive my membership items (Society t-shirt, pin and certificate)?

The money you paid to join was a one-time, life-time membership fee. The membership items are to welcome you into the Society once you've completed the steps to induction and become an inducted member. You'll receive these items at your Induction Ceremony, or you can make arrangements to pick them up from your Chapter Leaders if you can't make the Induction.

What if I can't complete the membership steps this semester?

You can certainly finish the requirements next semester if you don't manage it this term. If you are a graduating senior, you can complete what's possible in-person and then transfer your membership to the National Online Chapter.

What if I can't make the scheduled speaker events?

Most chapters host both live speaker events and Video-on-Demand events. As soon as you know you have a schedule conflict that cannot be avoided, reach out proactively to your Advisor and/or Student President for support.

What is the Leadership Training Day?

This is a video-based leadership training with interactive exercises and a participant workbook. Most chapters hold a Leadership Training Day once per semester, so members are encouraged to make every effort to attend in order to complete the steps for membership. Ideally, the Leadership Training Day should be completed prior to participating in a Success Networking Team.



Do I have to come to three speaker events a semester/year? That seems like a lot.

No, the broadcast requirement for membership is three events total. Most members come to as many as they can fit in because there's such great content in the presentations (and there are competitive scholarships for people that complete more than the minimum steps for membership) but that is entirely your choice.

What happens if/when I transfer to another school?

If your new school has a chapter, you just need to call the National Office and ask them to transfer you to that chapter. If they don't have a chapter yet, you can work with the National Office as an intern to establish a chapter at your new school.

How much is membership? Is there an annual fee? Why do I have to pay?

The cost to register and become a pending member of the Society is about half that of most other honor societies when you add in their fees and annual dues. Here, you pay a one-time fee of \$85, and once you complete the membership steps you are a member for life. There will never be any annual dues for you to pay. Members pay a fee to support the operational costs of delivering a life-changing leadership training program.

Why was I invited to join the Society?

Most chapters choose to invite students to join the Society either based upon academic standing, identified leadership potential, or class. Successful leaders are not, however, limited to just those individuals that achieve the highest GPAs, and so the Society has a nomination process for students that do not receive a personal invitation. Please ask your Advisor and/or Student President for more information about nomination forms if you have friends that are interested in joining.

What does it mean to be a presidential level member?

While there is no national GPA requirement for membership, the Society does recognize academic achievement among our members with the presidential level membership distinction. Students that have a 3.3 GPA or above upon joining are presidential level members, and will receive a presidential seal on their membership certificate as well as a personalized letter from the national president.

If a student raises their GPA to 3.3 or above during the time they are completing their membership requirements, they become eligible for the presidential distinction. Simply contact the National Office and we will change their membership status. If for any reason a student's GPA falls below 3.3 during their training period, they nonetheless remain a presidential member as they joined with the needed GPA.



I've lost my Member ID and/or password – what do I do?

Step 1: Visit and click on the "Members Area" at www.societyleadership.org

Step 2: Click on the link "Forgot Password" and you will be instructed to type EITHER your email OR your username and it will be sent to you.

Step 3: Check your email.

If you still haven't received your password:

Try checking your SPAM folder or try adding emails from the societyleadership.org domain to the approved senders list. If for some reason you still haven't received your password, it is possible you are not getting any of the other emails we send. Please contact the National Office at 800-601-6248.

What if I have a problem with my SNT group?

Please contact your SNT Coordinator if you are having issues with your SNT group.

What happens after I become an inducted member?

There are numerous ways to still be involved after you complete your steps toward induction. There will be opportunities to join a committee or become a member of the Executive Board. You can also go above the requirements and earn the National Engaged Leader Award (NELA) by attending 3 additional speaker broadcasts, participating in three more SNT meetings, and completing 5 hours of community service.