**Team HBV Member Retreat, Recruitment, and Training**

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**General goals:**

The purpose of having a member retreat is to build a standardized curriculum for every member in every Team HBV chapter. This is meant to be a general guide for Team HBV Executive Boards on how to structure a short, efficient and hopefully fun retreat for new and returning members at the beginning of each term. The purpose of the retreat is to:

1. Strengthen member bonding and increase membership retention and unity.
2. Educate members about hepatitis B facts, organization infrastructure, and resources available to them.
3. Brainstorm and plan campus and community outreach for the coming year/term.

This document also includes some basic suggestions on how to recruit new members and collaborate with other campus organizations (especially new chapters) as another way to recruit.

**Example structure of the retreat (courtesy of Team HBV at Stanford)**

* Length: half day to one day
* Location: on campus or off campus, if financial resource is available?
* Time: within first 2 weeks of class in the fall
* Contents to cover: Executive Board goes over the Team HBV infrastructure, especially emphasizing that there are many other chapters across the nation, basic Hep B knowledge, go over main goal for the year, rough timeline for events, quarterly or semester goals, go over the Team HBV mission statement

*See below for Team HBV at Stanford’s 2010 detailed member’s retreat agenda*

**Resources and Suggestions for Training:**

* Use Know HBV brochure, physician's guide, or self-made PowerPoints
* Team HBV Internal Site also contains past chapter resources and Advisory Board resources as well as all presentations from the annual conference
* Hep B Jeopardy (see UC Berkeley) to train basic Hep B knowledge. Categories may include: “By the Numbers”, “World”, “U.S.”, “Personnel”, “Grab Bag”
* Use our Semester Reports to discuss events different chapters have been doing.
* Use the Team HBV Chapter Manual to discuss what different exec members should be doing
* Use the Team HBV website: remind webmaster to post updates under the chapter
* Screen Another Life, Across Qinghai, or other recommended Youtube videos.

**Ice Breakers:**

* Leadership Colors: piloted at the Team HBV Collegiate Chapters Conference
  + Participants take a self-quiz ranking their personality traits, then determine the “color” they most represent (red, gold, green, blue).
  + The room is then divided into the 4 colors, and groups brainstorm and draw their ideal \_\_\_\_ (ie. Transportation device, University, Car, etc.)
  + Each group present to the entire room; moderators go over the stereotypical traits for each color and their observations during the exercise
  + Materials: self quiz, scoring sheet, leadership colors overview handout, markers, butcher paper
  + Purpose: everyone gets a chance to be creative, and presentations always tend to be amusing; participants are aware of different personalities and learn how to work with and manage different personal styles
* Building challenge:
  + Divide room into groups of 4-5
  + Facilitators hand out identical packets of miscellaneous materials (rubber bands, paper, toothpicks, tape, plastic bags, spoons, paper cups, etc.)
  + Each group is allowed to view all their materials and have 3 minutes to plan how to build the tallest free-standing structure (another option is to build something that can be useful)
  + After the planning stage, all teams have 3 minutes to build their structures but they must build IN SILENCE
  + Purpose: groups present their structures, and facilitators measure each freestanding structure (toppled ones are disqualified) to pick a winner. The key part is that each team has to learn how to communicate well enough and delegate tasks efficiently in order to build their structures well, and in time.
* *Apples to Apples* board game
  + Effective in smaller gatherings or meetings
  + Participants can quickly learn their peers’ personalities and sense of humor, their likes and dislikes
* Hep B Jeopardy
  + Effective as a refresher game for returning members and an exec board/chapter group that already know each other
  + Should be headed by the VP of Recruitment and Training

**Suggestions for Recruitment:**

* It is fairly consistent across all chapters that recruitment is the heaviest in the fall, when a fresh batch of students look for new clubs to join in the new school year. Therefore, it is best to focus the attention on advertising Team HBV and recruit new members in the fall semester/quarter. For example, recruit freshmen by table at Organization Fair or campus-wide events, or by partnering with freshmen dorm (I think I wrote something about avenues to recruit on the chapter manual, so feel free to copy and paste).
* In the spring, focus on advertising actual events. 1) Many large-scale events are held in the spring when the board has had most of the year to plan, 2) Hep B Awareness Week is in late spring, 3) you will already have the man-power from fall recruitment
* **Collaborate with other student groups to:**
  + 1) Increase visibility
  + 2) Add manpower
  + 3) Consolidate funds when money is hard to come by
  + 4) Reach out to a larger demographic
  + 5) Piggyback strategy especially for smaller starting chapters that want to get the Team HBV name
  + 6) Recruiting new interested members; members from other clubs, by working with you and hearing about JRC and Team HBV, may be interested in being part of the organization
* **Make meetings open:** as suggested above, make the fall general body meeting the main event to recruit new members. The Exec Board may even consider making exec meetings open to interested members
* **Utilize careerlistservs and departments:** department listservs tend to be smaller than a general listserv and handing out flyers around campus. However, don’t use the same spiel for each listserv – cater to your audience. If it’s career, focus on the health knowledge and clinical aspects. If it’s volunteer, focus on the education aspect. If it’s leadership, focus on the opportunity to work abroad and at a national/international scale
* **Link with career center adviser:** career advisers talk to students one-on-one, and can pass on the relevant information to students who will be most interested and fit in with the organization instead of sending out a mass email.
* **Branding**
  + Don’t be afraid to just make the Team HBV name visible: chalk in different classrooms for your GBM and events.
  + Even though a few people would actually pay attention to the information, at least people can see the name of the organization simply from repetition.
* **Know your student body**
  + Take advantage of the student body demographics: each campus is different, so the marketing is different for each chapter.
  + In general, go to where students feel the most comfortable/their natural spaces,ie. Dining halls, putting balloons on bikes, reaching out to peer advisers, career centers
* **Wording**: make sure you emphasize that Team HBV is a national organization and part of a global umbrella non-profit (ALC) and campaign (JRC). This is what makes Team HBV unique from other local organizations.

**The Team HBV Collegiate Chapters Mission Statement:**

The mission of Team HBV Collegiate Chapters is to educate campus and local communities about hepatitis B and liver cancer. By focusing on education, Team HBV raises awareness about the dangers of hepatitis B, liver cancer, and their prevention and treatment options. Our hope is that by working with the student body and surrounding communities, we can empower individuals to get themselves and their loved ones screened and vaccinated in a timely manner.

*-- Team HBV Collegiate Chapters’ Manual*

*Please refer to the Chapter Manual or email advisors (advisors@teamhbv.org) for more guidance.*

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**Adapted from Stanford Team HBV 2010 Fall Retreat Agenda**

3pm: Welcome and Introductions   
  
***Hepatitis B Overview***  
  
3:05 - 3:20: HepB Facts Powerpoint  
3:25-3:40: Elevator Pitches (practice in partners)

3:40-4:00: Health Ed – partners are assigned different roles (doctor, classmate, politician, President Henessy, etc.)

***Bonding***  
4:00-4:45: Icebreaker (Stanford: ZUMBA with Alena from ALC)   
  
***Stanford Team HBV Roles***  
4:55 -5:10: Review + Revise constitution   
5:05 - 5:15: Goal Setting for the year

* SMART goals: Specific, Measurable, Attainable, Realistic, Timely
* Individual goals: Ask each member to write down a small or more ambitious goal for the quarter/semester (ie. “Convince my roommate to get tested for Hep B” to make the mission more personal
* Team goals: outreach/educate at 1 other student organization, present at Wellness fairs, incentives for screenings, discuss target audiences and how to reach out to more people, publicity for events, HBV Google calendar

5:15 - 5:30: break into divisions (outreach, recruitment & training, website), goals, brainstorming

5:30 – 6:00: Event of the year – plan with everyone, ie. Hep B Awareness Week in the spring; divide up tasks and meet in groups if necessary   
  
***Closing:***  
6:15-6:40: Talk about why people joined Team HBV or more ice breakers

***Group Dinner after!***