



## *League of Chiropractic Women*

# What to Expect as a Chapter Leader

As a Chapter Leader you will be responsible for your chapter. You will be the liaison between your local chapter and the LCW Board. You will be the leader, responsible for organizing the chapter's activities and meetings.

### *Expect Change...*

The LCW is an organization that is committed to excellence in the chiropractic profession. With this commitment to excellence, there are continual updates happening internally to always improve the organization. With each step forward the LCW Board will communicate advancements, changes, and updates to the chapters.

### *Expect Support...*

The LCW Board is committed to support and nurture the growth and prosperity of local chapters. You are supported in your journey of being a Chapter Leader and your enthusiasm is highly valued and appreciated. The Chapter Leader Chairperson and the Membership Committee are here to help you. Please reach out if you have inquiries.

### *Expect Hard Work...*

Starting a new chapter is not easy, but it is fulfilling. As a Chapter Leader you will watch your chapter go from an idea to reality with your persistence and hard work. The majority of hard work comes in the initial stages as you reach out to women in your community and establish the foundation of the chapter. Once the initial stages are completed, the processes and procedures can be repeated to grow and strengthen the chapter.

### *Expect Monthly Commitments...*

As a Chapter Leader you will have commitments to your chapter, plus monthly Chapter Leader calls. These calls are facilitated by the Chapter Liaison to ensure that all Chapter Leaders have the information that they need. This is an opportunity to connect with other Chapter Leaders and share ideas and insight of how to grow your chapter and expand membership in support of all women in chiropractic.

### *Expect Leadership Training...*

The LCW Board is committed to growing your leadership. As a Chapter Leader you are invited to join the other Chapter Leaders for a live training session at the annual LCW Success Summit. This is an incredible

opportunity that is reserved exclusively for Chapter Leaders. You will spend the day with the other Chapter Leaders from around the world, learning leadership principles and strategies.

In addition to the yearly live training, you will receive a seven video series entitled *VitalisTIC Leadership Chapter Leader Development*. The esteemed co-presidents and the vice presidents of the organization have created this training on behalf of your growth in the LCW.

## **Chapter Leader Development – Video presentations**

### **Topics included in: "VitalisTIC Leadership" Chapter Leader Development:**

- Video 1: Co-presidents, Dr. Patti Giuliano and Dr. Kim Stetzel
  - What is the League of Chiropractic Women
  - The mission, vision, and beliefs of the organization
  - What it means to be a Chapter Leader
  - The unique role that women play in the chiropractic profession
- Video 2: Chapter Leader Chairperson, Dr. Shawn Powers
  - Leadership in Chiropractic
  - The vision for Chapter Leaders
  - How to be a successful and engaged Chapter Leader
  - How to be supported as a Chapter Leader
- Video 3: Vice President of Sustainability, Dr. Mary Oberstein
  - The Ethics of the organization
  - How to deal with challenges
  - Rules to follow when leading your chapter
  - Ethical leadership
- Video 4: Vice President of Membership, Dr. Krista Burns
  - How to do effective outreach campaigns
  - How to connect with local women to grow your chapter
  - What it means to be a member of the LCW
  - The importance of membership to support the advancement of women in the organization
- Video 5: Vice President of Programming, Dr. Cathy Wendland-Colby
  - How to plan chapter events
  - How often to plan events
  - Best attended events
  - Join the online programming provided by the LCW
- Video 6: Vice President of Marketing, Dr. Pam Jarboe
  - How to do effective Facebook marketing within the LCW guidelines
  - How to utilize the marketing templates to market your local events
  - How to "Market LCW from the Heart" to women in your area
- Video 7: President Emeritus and Chapter Ambassador, Dr. Sharon Gorman
  - How and why the LCW was started (an insight of our history)
  - How the LCW has impacted you and other members
  - The development of the LCW throughout the years and the impact it is making on chiropractic throughout the world
  - The impact that the LCW foresees making on the women in chiropractic in the future

## *Expect Monthly/Quarterly Reports*

We like to know what our chapters up to so we can support your process. Each Chapter Leader will submit reports to [chapters@lcwomen.com](mailto:chapters@lcwomen.com). To be included in the Quarterly Reports are the following information:

- Name of Chapter Leader and location of chapter
- Number of members
- Recent meetings and objectives that were accomplished
- Recent events held by the chapter
- What is working in your chapter
- What do you feel needs improvement in your chapter?
- Pictures from your chapter meetings and events (e.g. pics of new members, pics of the activity, pics of presenter with the group, etc.) Note: these pictures will be sent to the Chapter News section of the LCW newsletter!

## *Expect Greatness...*

And finally, expect greatness as a Chapter Leader! Being a Chapter Leader is very fulfilling; you are a vital leader in your community, a role model to the women in chiropractic in your area! By building a strong chapter you are contributing to the vitalistic change that the world needs. All great changes start at the grassroots level.