



# LEADERSHIP TIPS

## PRO AND CAMPUS CHAPTER PARTNERSHIPS

SPJ chapter leaders can create some wonderful, mutually beneficial chapter-to-chapter relationships. Student and Pro chapters are a natural place to start. Students benefit from networking with and developing professional relationships with SPJ members who are working in the industry. Professional members benefit by connecting with students eager to learn. Those younger leaders tend to ask for and follow advice from experienced members. Student members can be a direct pipeline of future members for Pro chapters.

Before calling a chapter president to inquire about a partnership, consider the needs of the other party. Students and alumni have very different needs, wants and goals. Put yourself in the shoes of the other party and consider the following.

### STUDENT NEEDS

Students are looking for meaningful connections. They may not have a lot of experience working with nor talking with adults in their profession. Because they're surrounded by other college students all day, they seek mentors and experienced pros who can help them navigate the transition from journalism student to professional. They also want a future job. They will ask a lot of questions as they move closer to their graduation date and ensuing SPJ post-grad membership. They want to learn about different workplace cultures and their potential success in those different workplaces.

### PRO NEEDS

Pro members have different needs. They may be busy with work, partners, families, their communities, volunteer work and other interests. They may be long-time journalists in a wide variety of industries. Some may be freelancers while others have a professional "home". Remember, SPJ is the most broad-based journalism society in the U.S. Pros want to help others, but on their own terms and time. They will want to know the newest technologies and tactics students are learning in the classroom.

### WHAT DO YOU WANT AND NEED?

#### o **What does success look like?**

At the end of the year of partnering, what's different? What's better?

How have relationships been strengthened?

What has been accomplished?

What are the numbers important to you? For example: how many people do you want to attend events? How many person-hours do you want to invest in each other? How many programs/professional development sessions do you want to plan?

#### o **What outcomes/output do you want?**

Do you need extra hands for specific projects?

What are your short-term goals (the next three to six months)? What are your long-term goals (the next year)?

Do you want the campus chapter members to join the pro chapter?

#### o **How satisfied are the current members?**

Did you meet each other's needs?

Was this partnership a good investment of time with each other?

What could be improved?

What were the most enjoyable aspects of the partnership?

Were the events and activities manageable?