

## The Key to Expansion - Iceland's Experience

Iceland installed two new chapters recently. The Icelandic way requires time and preparation. Here are some considerations:

1. **How big** do we want the chapter to be?
2. **Who** is going to do lead the process? Choose *Expansion Committee* members who know women in the community and in different fields of education.
3. **Collect** a list of names. Make sure that you have more names than you need to start a chapter. We collected 25-30 names like the average Iceland chapter. See the **Constitution, Article V** for more information.
4. **Call personally** all the women on the list and introduce the Society. Tell them why they were chosen and make clear that the person is special. Send them an E-mail with Society information and ask if they are interested.
5. **Schedule a meeting** within a reasonable period of time.

6. **Send a charter form** to the International Society, when you see that a chapter is going to be formed.

In Iceland, an important part of the process is **the introduction meeting**. We establish a welcoming, comfortable environment where the candidates, the expansion committee and the future mentor can meet. The meeting provides an example for conducting Society meetings, emphasizes why they have been chosen and explains the purposes. For those who speak English, use the *Pride in the Big Picture Orientation*. **Ask them to sign in if they want to join before they leave this meeting**. If they have not yet decided whether they want to join, ask them to let you know within a certain time. It is important that they see the **warmth, friendship and professionalism** in the Society.

### Why, Who and How

**Why?** We want to have impact on educational matters. We want opportunities for women. We know there are women who want to join. We have to strengthen the organization with more members and more dues and fees.

**Who?** Look for diversity and different professions within the educational field. Look for educators who have demonstrated excellence and have much to contribute.

**How?** The procedure has to be carried out with care and should take into consideration the culture of each country. BUT we should portray elegance, ambition and professionalism.

## Initiate and Install Promptly



Mu Chapter, Iceland

Plan a ceremony to initiate new members and install the chapter. Invite the state organization president and other members as well. Iceland gives it dignity and makes it professional by having a lecture on an interesting subject. **A mentor** works with the board and the chapter president to inform, guide and support. This arrangement has proved to be very successful in Iceland.

See the **Ceremonies book** for ceremonies and guidelines for installing new chapters.