



American Red Cross

# National Collegiate Assembly

## Hub Club – Chapter Unit Mission, Vision, and Goals

### Mission of the American Red Cross

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

### Mission of the National Collegiate Assembly

The National Collegiate Assembly (NCA) is a network of Collegiate Red Cross Clubs and their Chapters. This network facilitates communication and builds collegiate partnerships within each division and across the nation.

The NCA allows the Red Cross to demonstrate the capability of Collegiate Clubs, to fully integrate the Red Cross mission into all Club activities, to contribute to the success of national initiatives, and to track the impact of Club activities.

### Vision of the National Collegiate Assembly

The work of the NCA shall be to:

- **Communicate and Network** to create a support structure between chapter-Club units in each division. Collect, write, and distribute resources, toolkits, and best practices from across the division and distribute them throughout the country.
- **Facilitate** and catalyze national initiatives. Help to interconnect Red Cross Clubs and their Chapter units to each other.

### Objectives of the National Collegiate Assembly

- **Communicate** via monthly divisional conference calls with support from the National Youth Council and club-chapter units in each division.
- **Encourage participation in division-wide events** by coordinating and promoting remote activities during the same time.
- **Encourage Clubs to register** on Volunteer Connection. This online tool provides a great way to share Club information and search for Clubs within the division.

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 create help  
 spread the word  
 redesign your passion  
 give  
 teach kids to save lives  
 change a life  
 discover your passion  
 volunteer with your friends  
 build skills to be an excellent leader  
 be a role model  
 be yourself  
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# National Collegiate Assembly

## Hub Club – Chapter Unit

### Definitions

#### Hub Club (or Hub Club Unit)

**The Red Cross Chapter and Collegiate Club Unit**, that serves as the leadership point of contact for all colleges and chapters in its division. This leadership unit is made up of a partnership between the NCO and the Chapter Contact.

#### Division

Groups of states that are overseen by a DVP. Chapter CEOs report to Regional CEOs. Regional CEOs report to the DVP. Divisions are served by 1-2 Hub Club Units.

#### Region

A group of chapters that work together under one budget and regional CEO.

#### Chapter Contact

The director, coordinator, manager, or primary liaison at each chapter who **supervises and is actively engaged** with their collegiate Red Cross Clubs. The Chapter Contact may share duties with local Blood, PHSS, or SAF units.

#### National Collegiate Officer

The point of contact at the Hub Club who is responsible for overseeing all divisional and national activities relating to the National Collegiate Assembly.

#### National Collegiate Assembly (NCA)

The network of college Red Cross Clubs and their corresponding chapters across the country. The NCA includes Hub Clubs (the lead for each division), division Clubs, all corresponding chapters, the National Youth Council, and NHQ.

#### National Youth Council (NYC)

A leadership team consisting of 13 youth members and adult advisors who nationally represent the youth volunteers at Red Cross and strive to better serve them.

#### NCA Engagement Officer

Designated point of contact for each participating division Clubs.

#### Division Clubs

All the collegiate Red Cross Clubs in each division of the country.

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## Roles in the NCA

### Hub Club Collegiate Club Commitment

- **Attend monthly National Hub Club Conference calls** – between Hub Clubs and NHQ.
- **Communicate with division Clubs.** Facilitate inter-club partnerships.
- **Lead monthly divisional conference calls** (Connect Call).
- **Create an officer position** dedicated to the Hub Club duties (National Collegiate Officer - NCO).
- **Coordinate division-wide collegiate events** between Clubs & chapters.
- **Encourage division Clubs** to register on Volunteer Connection.
- **Collect and share best practices** across your division and the country.
- **Support and catalyze national initiatives** within your division.
- **Copy** the Club leadership team and the appropriate chapter leadership on all Hub Club—related emails.
- **Recommended:** create a committee of volunteers to support the NCO.

### Division Club—Collegiate Club and Chapter Commitment

- **Identify a Club member** to attend monthly divisional conference calls (Connect Call) and to maintain regular communication with the Hub Club NCO and other Clubs across the division. This is the National Collegiate Assembly Engagement Officer position.
- **Share best practices** with the Hub Club and other Clubs in the division.
- **Make sure Club is registered** on Volunteer Connection.
- **Support national initiatives.**
- **Participate in division-wide collegiate events** between Clubs and their chapters.
- **Copy** the Club leadership team and chapter leadership on all Red Cross emails.
- **Facilitate Club participation in chapter activities.** Help establish volunteer opportunities at the chapter for every committee.
- **Encourage students to maintain close contact with the NCA.**
- **Recommended:** invite members to join the Hub Club Committee with the NCO.

### Red Cross NHQ Commitment

- **Facilitate monthly National Hub Club Conference calls.**
  - Send agendas and reminders prior to the call.
  - Post meeting minutes one week following the call in Volunteer Connection via GroupShare.
- **Provide Hub Clubs with current information and resources** to support National Initiatives.
- **Promote youth programs** to Senior Leadership, DVPs, and Chapter CEOs.
- **Advocate for youth and young adult volunteer opportunities** in all Red Cross lines of service.
- **Provide training, guidance and resources** for Red Cross Clubs.
- **Provide leadership development opportunities** for students.
- **Provide recognition opportunities** throughout the year.
- **Create and maintain an environment** where youth feel empowered to lead and mobilize peers in community service projects addressing local and global issues.

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## College Club Protocols

### Expectations of the National Collegiate Officer (NCO)

**Expectations of the National Collegiate Officer. Modify the qualifications by adding any additional needs you have for your NCO. But, don't forget, this is a big job! The NCO should probably have no other major responsibilities in your Club other than this:**

- Communicate on a monthly basis with your chapter contact regarding the National Collegiate Assembly (NCA).
- Communicate on a monthly basis with NHQ regarding the National Collegiate Assembly.
- Be organized, reliable, and reachable by phone and email.
- Respond to any Red Cross related communications within 48 hours.
- Include the Club president, faculty advisor, and chapter contact in all club related emails (e.g. administrative, projects, meetings, any new business).
- Attend and be prepared to speak at all general body and executive board meetings, class schedule permitting.
- Communicate on a monthly basis with the Club's executive board and the Club's Chapter Contact.
- If Club decides to create NCA committee, meet and communicate with their committee on a monthly basis.
- Be knowledgeable and positive in any communications about the Red Cross.
- Follow the fundamental principles of the International Red Cross movement.

**Tip!** Modify the qualifications above by adding any additional needs you have for your NCO. But, don't forget, this is a big job! The NCO should probably have no other major responsibilities in your club other than this.

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## Communications

### Chapter Contact Expectations

#### Expectations of the Hub Club Chapter Contact

##### Monthly:

- Support NCO's outreach to join monthly divisional call (Connect Call) – provide contact information for Chapter Contacts in division.
- Support NCO in developing and planning dynamic Connect Calls. Participate in call, and aid in facilitating conversation.
- Offer guidance and help NCO overcome barriers they may face during outreach in division.
- Actively attend and participate in all monthly National Hub Club Conference Calls with NHQ.
- Provide guidance and resources to Chapter Contacts throughout the division when requested. Share ideas, solutions, advice, and work on division-wide projects.
- Include NCO in all NCA communications. Copy them on all related emails. Acquire their input before committing the Club to new endeavors.

##### Twice a year:

- Set up meetings to connect Chapter department heads with the NCO, so he/she can better understand all Red Cross lines of service.
- Attend Hub Club Officer Meetings (OMs) if Club is located in close proximity to chapter. Provide guidance, Red Cross updates, and answer questions. Students should run the meeting. If Club isn't in close proximity, participate via phone.
- Conduct a performance review with each Club officer (together with the Club President and Faculty Advisor).
- Advocate for the Club's needs and new opportunities within your chapter, especially to your department heads, chapter CEO, and DVP.

##### Once a year:

- Attend a Hub Club General Body Meeting (GBMs) if Club is located in close proximity to chapter. With the NCO, provide an overview of the National Collegiate Assembly and role of the Hub Club. Provide guidance, updates, and support. Students should run the meeting entirely. If Club isn't in close proximity, participate via phone.
- Participate in the group interview of potential new NCO. Ensure they would be a good Red Cross representative.

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## National Collegiate Assembly Engagement Officer Position Description

- Respond to monthly communication from the National Collegiate Officer (NCO).
- Dedicate a Club representative to attend Connect Call if must miss for an emergent reason.
- Respond to annual request for conference call with Hub-Club Chapter Unit.
- Attend and be prepared to speak at all monthly Connect Calls.
- Facilitate the implementation of division wide Club events within respective Club.
- Communicate on a monthly basis with the Club's executive board and the Club's Chapter Contact regarding the National Collegiate Assembly (NCA).
- Follow the fundamental principles of the International Red Cross movement.
- Be organized, reliable, and reachable by phone and email.
- Respond to any Red Cross related communications within 48 hours.

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Communications

## Divisional Connect Call Agenda

### General Information

- Divisional Connect Calls are held on a monthly basis on pre-planned dates.
- The divisional Hub Club's National Collegiate Officer (NCO) serves as the call's facilitator.
- Recommend that both a representative of the Club and chapter should participate as a complete college-chapter unit.

### Connect Call Agenda (60 minutes)

1. Subject matter based presentation (10-15 minutes)
  - A. Guest presenter or best-practice Club speaker from within the division.
  - B. See recommended topics below
2. National Updates (10-15 minutes)
  - A. NYC member shares national updates.
  - B. Discussion of what we in our division want to do to implement this initiative.
    - i. Intercollegiate event?
    - ii. Individual events?
3. Individual Club sharing (1-2 minutes each)
  - A. Recent events, achievements, or results of fundraisers
    - i. Have a specific question to ask Clubs (i.e. What types of activities does your Club have planned for March is Red Cross Month?)
4. Open floor discussion: questions, comments, and concerns (remaining time)
  - A. Based on materials covered earlier in call

### Recommended Topics

- Creative fundraisers i.e. zombie 5K run, battle of the bands, mock shelter
- Ideas for campus-wide service projects
- Building successful leadership
- How to plan your leadership retreat
- Marketing and advertising successfully
- Working with other organizations on campus
- Hosting a blood drive battle with a rival school
- Preparedness made fun

**Tip!** How to increase attendance: contact people individually, personally telling them you look forward to having them attend. Choose topics that matter to them, so it's worth their time. Start/end when you say you will.

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Connect Calls 2013—2014

**Call in number:** 866-692-4538

**Participant Code:** 6058437

Calls take place the 3<sup>rd</sup> week of the month, if you would like to be added to the email list for your division please email the contact listed below.

**Pacific Division:** Alaska, Hawaii, Oregon, Washington, California

**Call time:** Thursdays 7PM PST

**Hub Clubs:** University of California – Los Angeles & University of California – Berkeley

**Chapter Contact:** Bee Kong, Director, Youth and Young Adult Services, [Bee.kong@redcross.org](mailto:Bee.kong@redcross.org)

**North Central Division:** Kansas, Nebraska, North Dakota, South Dakota, Montana, Idaho, Illinois, Iowa, Minnesota, Missouri, Wisconsin

**Call time:** Wednesdays 6PM CT

**Hub Club:** University of Nebraska

**Chapter Contact:** Susan Epps, Executive Director, [Susan.Epps@redcross.org](mailto:Susan.Epps@redcross.org)

**Southwest and Rocky Mountain Division:** Arizona, New Mexico, Nevada, Utah, Wyoming, Arkansas, Oklahoma, Texas

**Call time:** Thursdays 4PM CT

**Hub Club:** Houston Baptist University

**Chapter Contact:** Kimberly Patel, Volunteer Program Manager, [Kimberly.Patel@redcross.org](mailto:Kimberly.Patel@redcross.org)

**Caribbean and Southwest Division:** Alabama, Florida, Georgia, Puerto Rico, Tennessee

**Call time:** Fridays 3PM EST

**Hub Club:** University of South Florida

**Chapter Contacts:** Stephanie Ring, Youth Specialist, [Stephanie.Ring2@redcross.org](mailto:Stephanie.Ring2@redcross.org)

**Crossroads Division:** Indiana, Kentucky, Ohio, West Virginia, Michigan

**Call time:** Tuesdays 7PM EST

**Hub Club:** University of Michigan

**Chapter Contact:** Stephanie Boles, Volunteer Resources Director, [Stephanie.Boles@redcross.org](mailto:Stephanie.Boles@redcross.org)

**Mid-Atlantic Division:** Delaware, Maryland, North Carolina, Pennsylvania, South Carolina, Virginia, Washington, DC

**Call time:** Wednesdays 4PM EST

**Hub Club:** Penn State University

**Chapter Contact:** Wendi Keeler, Donor Resources Field Rep for Penn State, [Wendi.Keeler@redcross.org](mailto:Wendi.Keeler@redcross.org)

**Northeast Division:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont

**Call time:** TBD

**Hub Club:** Siena College

**Chapter Contact:** Skip Zimmerman, Regional Director of Volunteer and Community Services, [Skip.Zimmerman@redcross.org](mailto:Skip.Zimmerman@redcross.org)

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## Division Map



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