
ADAM SMITH

S O C I E T Y

MANHATTAN INSTITUTE

CHAPTER HANDBOOK

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SMITHSOC

**CHAPTER
HANDBOOK**

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WELCOME TO SMITH SOC

MISSION & INTRODUCTION

The Adam Smith Society is an expansive, chapter-based association of MBA students, alumni, and business leaders who believe in capitalism and the open exchange of ideas. Our influential network of 9,000+ members is dedicated to preserving and strengthening the free-market economy.

In concert with dedicated MBA student leaders, the national office of the Adam Smith Society underwrites and helps to coordinate exclusive events that give graduate business students and alumni access to prominent business leaders, academics, journalists, and public officials. Speakers discuss their experiences and offer insights about the connections between successful businesses, free institutions, and a robust civil society. The Adam Smith Society also convenes regional, national, and international programming for student and professional members. We hope to inspire business students and young professionals to think about their own responsibility in seeing our economic system endure and thrive.

Why?

The Adam Smith Society believes that MBA students should acquire more than just expertise in areas such as management, marketing, and quantitative analysis (as important as these skills are). They should also come to understand—and be able to defend—the nature of the free-market economic system, which fosters job creation, wealth generation, the alleviation of poverty globally, and scientific innovation.

Who?

Historically, captains of industry have not only driven the growth of the economy, but they have also been among the foremost advocates of the free-enterprise system, publicly expounding the broader societal benefits of the market economy. The future prosperity of our nation and our world will depend on tomorrow's business leaders' ability to continue this tradition of promoting free markets.

How?

The Adam Smith Society works to provide a venue where the discussion of foundational ideas can be explored and applied to the current economic environment. The Society hopes to arm members with the tools necessary to vocally discuss and educate others on these issues.

HISTORY

In late 2010, the **Manhattan Institute** partnered with the **Marilyn G. Fedak Capitalism Project** and began to explore the possibility of building programming at elite U.S. business schools.

Taking the Federalist Society and its success at reinvigorating a discussion of constitutionalism and America's founding principles within law schools as a model, our goal was to create a new organization that would provide future business leaders with access to contemporary thought leaders who were at the forefront of understanding and promoting the market economy, while giving young men and women the tools they needed to promote a positive and thoughtful understanding of the free-market system on their campuses.

**OVER 9,000
members**

We began recruiting MBA students to found chapters of the Adam Smith Society at their home business schools in 2011. These students were committed to engaging in dialogue about individual liberty, limited government, and free enterprise—"big picture" ideas—among MBA students.

With financial assistance and programming guidance from the Manhattan Institute and the Marilyn G. Fedak Capitalism Project, chapters began to host events with prominent business leaders, journalists, scholars, and public officials who inspire students to think about their own responsibility in seeing our economic system endure.

In our first five years, we launched 25 student chapters and five professional chapters and grew our membership to more than 4,000 members. At the start of the 2018-19 academic year, we will have 30 student chapters, nine professional chapters, and 9,000 members. Looking ahead, we anticipate that one of the biggest impacts of the Adam Smith Society will emerge vis-à-vis our professional network. Just as the Federalist Society's network now includes Supreme Court justices and attorneys at prestigious law firms, we envision our members having commensurate success in business, politics, the media, and other fields. These executives, financiers, and entrepreneurs of tomorrow must be willing to assume a responsibility for perpetuating—and, in key areas, restoring—America's commitment to a fair, open, and competitive market economy; and encouraging the expansion of this system throughout the rest of the world.

Over the long term, we hope to see members of the Adam Smith Society emerge as articulate, passionate advocates for free enterprise. We envision professional members in upper management, on boards of Fortune 500 companies, and in leadership in key government institutions.



**COMMITTED TO ENGAGING IN DIALOGUE ABOUT
INDIVIDUAL LIBERTY, LIMITED GOVERNMENT,
AND FREE ENTERPRISE**



CHAPTERS

31 STUDENT CHAPTERS

The goal of our student chapters is to sponsor programming for MBA students interested in the free market and a free society and to give these chapters opportunities to connect with business leaders and experts who share this vision. Although guided and supported by our national office, the student chapters are organized and led by current MBA students on each campus.

- Baylor (Hankamer)**
- Berkeley (Haas)**
- BYU (Marriott)**
- Carnegie Mellon (Tepper)**
- Chicago (Booth)**
- CU-Boulder (Leeds)**
- Colorado Springs**
- Columbia**
- Cornell (Johnson)**
- Dartmouth (Tuck)**
- Duke (Fuqua)**
- Georgetown (McDonough)**
- Harvard**
- Hebrew Univ.**
- Indiana (Kelley)**
- MIT (Sloan)**
- Michigan (Ross)**
- NYU (Stern)**
- Northwestern (Kellogg)**
- Penn (Wharton)**
- Rice (Jones)**
- SMU (Cox)**
- Stanford**
- Texas (McCombs)**
- UCLA (Anderson)**
- UNC (Kenan-Flagler)**
- USC (Marshall)**
- Vanderbilt (Owen)**
- Virginia (Darden)**
- Washington Univ. in St. Louis (Olin)**
- Yale**

8 PROFESSIONAL CHAPTERS

Smith Soc professional chapters have been established to maintain and grow a community of market-minded professionals outside of MBA programs. Professional chapters comprise Smith Soc alumni, as well as professionals in each city who are interested in our mission. Professional members receive invitations to industry- and policy-specific salon dinners, receptions, and talks with established business leaders, journalists, academics, and other thought leaders as featured guests.

- Austin**
- Boston**
- Chicago**
- Dallas**
- Houston**
- London**
- New York**
- San Francisco**



YOUR CHAPTER

MANAGING YOUR CHAPTER

As a chapter leader, you have accepted a critical role in preserving the spirit of the Adam Smith Society by encouraging debate and discussion about the free-market economic system. The Society relies on the talent and dedication of individuals like you to ensure that business remains characterized as a noble endeavor.

To run a successful chapter, you must organize and creatively promote interesting events, foster recruitment, and act as an engaging and inclusive Smith Soc ambassador. Your success will ensure that your chapter has a lasting impact, not only on your campus but also on the business world as a whole.

KEYS TO SUCCESS



KNOW YOUR SCHOOL

Each university has different requirements for setting up student clubs, organizing events, and structuring chapter leadership. For example, if your university requires a faculty advisor, be sure to identify and recruit your advisor as soon as possible.



DELEGATE TASKS

As chapter leaders, you will find it helpful to have an organizational structure that delegates responsibility for events, budget tracking, membership, etc. to other members of your leadership team. At the Leadership Retreat, take time to discuss with other chapters how this has worked best for them.



RECRUIT PARTNERS

Partnering with other clubs on campus—professional clubs, Federalist Society, affinity groups, etc.—is a great way to increase event turnout and recruit new members. You might also consider sponsoring nontraditional events, such as debates with organizations that have divergent views, or working with an innovators' group on a startup event.



SOLICIT BUY-IN

Be sure to secure and maintain the support of the university. Plan and conduct events that place both the Society and your institution in the most positive light.



PROMOTE SMITH SOC

Use innovative marketing and communications principles and practices to communicate your chapter's programs to the widest audience possible in your campus community.

CHAPTER LEADER CHECKLIST



Goals

- Dues:** Convert 50%+ of your chapter membership to paid members
- Growth:** Capture 10%+ of your MBA student body as local members of your chapter
- Featured Members:** Nominate 1+ featured member(s) per semester
- Social media:** Ensure that 90%+ of your chapter members (who are active on social media) follow both chapter and official Adam Smith Society accounts on at least one platform
- Awards:** Aim to become a finalist (and winner!) of one of our annual chapter awards



Recordkeeping

Fall Semester:

- August 10:** Provide pertinent dates (club fairs, breaks, exam schedules)
- August 31:** Provide names, non-edu email addresses, phone numbers, graduation years, and titles of the leadership team
- August 31:** Send full-year chapter plan (including budget and chapter agreement)
- September 28:** Provide—at a minimum—the following data about your members: names, non-edu email addresses, phone numbers, and graduation years ([template](#) is available via the Resources tab on our website, under My Account)

Spring Semester:

- December 14:** Send updated chapter plan for the spring semester
- April 1:** Send updated lists (leadership team and comprehensive membership roster)

Ongoing:

- Book travel far in advance, and submit expenses in a timely fashion



Events

- Before the fall semester:** Send at least one chapter leader to the Leadership Retreat on July 28
- During the spring semester:** Send representatives to the National Meeting
- Per semester:** Your chapter must host at least four major events per year—of which one must be a social event and another a debate
- Coverage:** Delegate one person within your chapter to take photos and a video of every event hosted on campus and upload directly to [Google Drive](#) via the Resources tab (under My Account) on our website
- Participation:** Encourage paid members to apply for destination-based treks and other special events

MEMBERSHIP OVERVIEW

STUDENT	GENERAL	PREMIUM	EXECUTIVE	INVESTOR
 <p>\$10 PER YEAR</p> <p>Connection to network of business leaders</p> <p>Free copy of the book <i>What Adam Smith Knew</i></p> <p>Access to on- and off-campus events</p> <p>Opportunity to attend National Meeting in NYC with partial travel reimbursement</p> <p>Ability to apply for destination-based treks, retreats, and competitions</p> <p><small>Students can join their local student chapter without electing a local membership, but will still have and be eligible for several benefits outlined above.</small></p>	 <p>\$50 PER YEAR</p> <p>ALL STUDENT LEVEL BENEFITS, PLUS:</p> <p>Professional events in city of your choice (if discounted, per-event fee)</p> <p>Branded merchandise</p>	 <p>\$250 PER YEAR</p> <p>ALL GENERAL LEVEL BENEFITS, PLUS:</p> <p>Reciprocal Manhattan Institute (MI) membership</p> <p>Quarterly updates from MI's president</p> <p>Free print subscription to <i>City Journal</i> magazine</p>	 <p>\$1,000 PER YEAR</p> <p>ALL PREMIUM LEVEL BENEFITS, PLUS:</p> <p>Ability to bring one guest to Smith Soc events (free of charge)</p> <p>VIP reception at National Meeting</p> <p>Guaranteed spot at National Meeting and one Smith Soc trek</p> <p>Free copies of books published by MI scholars</p> <p>Ticket to exclusive MI black-tie events</p>	 <p>\$5,000 PER YEAR</p> <p>Contact us to inquire about special Smith Soc investment opportunities: SUPPORT@MANHATTANINSTITUTE.ORG</p>  <p>WWW.ADAMSMITHSOCIETY.COM</p>



Dues

Our membership structure includes tiered levels. While unpaid student members are welcome to continue enjoying some benefits of their local student chapter and attend on-campus events at no additional cost,* students must join at the Student level (\$10/year) or above to participate in our membership-wide programming—which includes our National Meeting and Smith Soc Treks. At least **50% of your chapter membership** should be paid members.

As chapter leaders, you are given a complimentary national membership for this academic year.

*Any chapter that is based on a campus where club dues are required or allowed by the university are welcome to dedicate a portion of those dues to cover the national membership fee for their chapter members.



Growth

Chapter leaders and members should continually work to grow and engage membership. At least **10% of your MBA student body** should be local members of your chapter.



Recordkeeping

At a minimum, you should collect the following data from your members:

- ◆ Name
- ◆ Email Address (non-.edu)
- ◆ Graduation Year
- ◆ Telephone Number

Please visit the Resources link on our website (under My Account) to download a [data collection template](#). The program office should receive your initial 2018–19 membership list by September 28, followed by an updated end-of-year roster on April 1.

CHAPTER REQUIREMENTS

Leadership

Chapter President and Leadership Team. The national office requires you to name a chapter president. Additional officers are only necessary as the president deems fit and/or the university requires.

MBA Required. All chapter leaders must be MBA students (full- or part-time). In rare instances, there are exceptions to this rule; consult with your program officer if you have questions.

Succession. The method of selecting/electing new chapter leaders is at the discretion of the current chapter president. However, the national office must receive new officers' names, contact information, and bios by April 1. As chapter leaders, you are given a complimentary national membership for this academic year, but in return we ask that you encourage the members of your local chapter to join at the national level. Your chapter should aim to have at least 50% of its members join as national members.

Faculty Advisors

The national office does not require that a chapter have a faculty advisor, but your school might. Please be aware of your school's policies, and be sure to conform to them.

In cases where an advisor is required by the university or deemed necessary by the chapter president, you must provide the national office with his or her name, title, and contact information. Faculty advisors will be invited to the National Meeting, and we may contact them at other times throughout the year.

Event Requirements

Your chapter must host at least four major events (as defined on [page 18](#)) per year, one of which must be a debate and another of which should be a social event. The debate does not need to conform to formal Oxford-style guidelines but should represent (at least) two distinct points of view on the issue at hand.

While events may be open to students and faculty in any program on your campus (undergraduate, law school, engineering school, etc.), both local and national student membership is restricted to students in the graduate school of business.

Become familiar with your school's 2018–19 academic calendar as soon as possible. You will want to build a schedule of events that works with, rather than against, the academic calendar that includes holiday and spring breaks, recruiting, internships and interviews, and midterms and finals.

Chapter Plan

Each year, the Adam Smith Society provides each chapter with a budget to cover event expenses throughout the year. In order to establish this allocation, chapters must submit a chapter plan, including an estimated budget. A [sample chapter plan](#) and more information on approximate costs can be found on the Resources tab (under My Account) on our website. Chapter plans should include, to the extent possible, details on all proposed events, treks, and club activities:

- ◆ Chapter name
- ◆ Leadership team members' names and contact information
- ◆ A detailed description of all of your chapter's planned events/treks, along with a preliminary list of speakers/topics you would like to cover. For each event, please provide as much information as possible.
- ◆ An overall budget, broken down by event, for your chapter's activities
- ◆ Any additional information you would like the national office to take into consideration

Budget

What your chapter budget covers	What Smith Soc covers directly
<ul style="list-style-type: none"> ◆ Facility rental fees ◆ Catering/food and drink ◆ Speaker gifts ◆ Marketing materials 	<ul style="list-style-type: none"> ◆ Speaker honoraria ◆ Speaker travel & lodging ◆ Smith Soc banners/printed materials

Speakers

- ◆ The national office must approve all speakers, and national office staff must sign any and all funding agreements between speakers and/or outside vendors.
- ◆ Chapter leaders may not sign agreements with outside organizations on behalf of the Adam Smith Society.

Additional/Special Events

- ◆ If a chapter wishes to host an event that requires additional budget or is particularly innovative, a chapter officer should email his or her assigned program officer with a description of the proposed event and the anticipated budget required.

Payments

- ◆ Unless specified in your chapter agreement, payments will be scheduled on a reimbursement basis.
- ◆ As chapter activities are completed, the chapter is to complete an [Event Report](#) and a [Reimbursement Request](#) (found on the Resources tab under My Account on our website) to the national office.
- ◆ Payment will be processed pursuant to receipt and approval of both forms, which must be submitted within 30 days of each event. Any requests received after 30 days cannot be processed.
- ◆ The national office can pay directly for certain events over \$1,000 via credit card. In order to do so, the national office must be notified at least seven days in advance of the event. In these instances, we will submit the credit-card authorization directly.

Tracking

- ◆ The national office tracks all expenses for your chapter, including direct payments and speaker travel and honoraria. However, you are also responsible for tracking your chapter's expenses and making sure you are within your budget.
- ◆ Upon request, the national office will report on the status of your yearly budget. If you have any questions regarding your chapter's budget during the academic year, please contact your assigned program officer.

Online Resources

All of the resources you need to run an effective chapter can be found via the Resources link (under My Account) on our website.

Resource	Use this to . . .
Sample Chapter Budget	Develop your annual chapter budget that you will provide as part of your chapter plan.
Chapter Agreement Template	Construct a chapter agreement between your chapter and the national office.
Chapter Roster	Provide your membership's contact information to the national office.
Reimbursement Request	Request a reimbursement check for any expenses surrounding chapter events or other expenses, or travel reimbursements for National Events.
Event Report	Report the details of an event you held on campus. You must complete an Event Report for all chapter events.

EVENTS

Overview

Events make up the foundation of all Adam Smith Society chapters. They are the public face of your club on campus, the space where the discussions that drive our mission happen, and a key site for new member recruitment. A robust program of events allows your chapter to put its best foot forward.

Event types:

- ✓ **SOCIAL EVENTS***
- ✓ **DEBATES***
- ✓ **OTHER**
 - ◆ Lectures/Keynote Speeches
 - ◆ Panel Discussions
 - ◆ Interviews & Fireside Chats
 - ◆ Private Dinners

*at least one event of this type per year

Each chapter must host four (or more) events per year—of which one must be a social event and another a debate. Your assigned program officer is available to assist you with securing speakers and to provide basic event support, but each chapter is ultimately responsible for the success of its own event planning.



Event Checklist

To assist you in planning a successful event, we have developed an event checklist that details the steps you should take to organize your event.

Planning: Following the Leadership Retreat, each chapter should assemble a basic chapter plan. The plan should serve as an outline of your events for the year. Include as much information as possible about topics and speakers, as well as the type, size, and atmosphere of each event. The national office will review all chapter plans and schedule a call to discuss action items / next steps, including:

- ◆ Potential dates for fall events (including club fair, educational, and social events)
- ◆ Preferred topics
- ◆ Outreach to specific speakers
- ◆ Budget questions

Coordination: Prior to each event, it is helpful to assemble a detailed list of what needs to be accomplished, by what date, and who is responsible. Hold periodic status updates by phone or email, and keep your program officer informed of your progress. Considerations include:

- ◆ Selecting location and coordinating event logistics (e.g., food and beverages; room setup, including tables and chairs; audiovisual equipment, if needed; tables for books and other giveaways, if needed; photographer, if needed) and signage—including any applicable sponsorship placards—and Smith Soc banner, etc.
- ◆ Developing a concrete event timeline and agenda. Keep in mind the calendar of competing events, including recruiting events, when picking a date.
- ◆ Recruiting and securing cosponsors or faculty involvement.
- ◆ Determining what materials and services you will need from outside vendors.
- ◆ Drafting and distributing invitations, posting events on internal messaging boards and social media, where applicable.
- ◆ Deciding how you will handle RSVPs and who will be responsible for tracking them.
- ◆ Determine who will introduce the speaker and moderate any conversation (if necessary). Make sure introducers/moderators are prepared with information on the speaker and the topic.

Execution: In the days before the event, double-check all details, assign a point person who can be on call throughout the day of the event, and be prepared for multiple contingencies. Make sure your chapter has taken care of the details that make for a great event:

- ◆ Touch base with your program officer to confirm that the speaker(s) has the correct date and location of the event, as well as the time they are expected to speak, and an on-campus contact.
- ◆ If you have been connected with your speakers directly, ensure that they receive the most updated agenda for their event and keep them updated about any changes that arise. Provide speakers with the name, email address, and cell-phone number of the contact person who will greet them upon arrival.
- ◆ Resend event invite to encourage attendance. Check in with any cosponsoring clubs and ask that they resend the invitation.
- ◆ Assign event responsibilities (including registration, room setup, speaker greeter, media liaison, etc.), and explain duties to all personnel.
- ◆ Provide venue and/or caterers with an updated head count by their stated deadline.
- ◆ Make a list of materials to be taken to the location and begin packing them (e.g., print name tags, if applicable, and bring Smith Soc banner and other necessary collateral).
- ◆ Pack a supply kit with any miscellaneous materials you may need (tape, scissors, stapler, pens, paper, phone numbers of speakers, event timeline, blank name tags, flash drive with any visuals, etc.)
- ◆ Send a confirmation email to attendees, noting time and location. Ideally, this will be sent 24+ hours prior to the event.

On the Day of the Event

- ◆ Arrive early and check that the location is set up correctly and that any audiovisual materials requested are available and functioning. Check all microphones, projectors, audio equipment, and computer connections.

- ◆ Check the registration area. Make sure to set up name tags (if using), books (if applicable), and any other promotional materials or giveaways. Set up the Smith Soc banner and any other signage.
- ◆ Allow time for run-throughs / sound checks if requested by your speakers or others participating in the event.

Follow-Up

- ◆ Send thank-you notes to speakers and other key personnel. Email is fine, but a handwritten note is appreciated.
- ◆ Conduct a wrap-up meeting with the planning committee, including a debriefing on what worked well and what could be improved for future events.
- ◆ Complete and submit an [event report](#) form and [reimbursement request](#) form online to be reimbursed for event expenses (Note: event reports are mandatory. You will not be reimbursed for expenses incurred for the event in question until you have submitted an event report. All forms must be submitted within 30 days of the event date, or you will forfeit reimbursement.)

Speakers Bureau

A speaker can make (or break) any event. As a chapter leader, you have several sources available to you to recruit just the right speaker.

Smith Soc Speakers Bureau

You have access to our speakers bureau through your account on our website. Here, you will be able to search through our comprehensive list of speakers, and sort them by name, location, and topic. Our speakers bureau includes scholars, journalists, policy experts, and business leaders who can address a variety of topics in different formats (classroom lectures, keynote speeches, interviews, debates, dinners, etc.).

Chapter Leaders' Email

Throughout the year, you will receive our weekly chapter leaders' email. These emails will highlight new speakers we've added to the speakers bureau, speakers whose schedules make them available at that moment, trending topic areas, and other unique opportunities to enhance your chapter's programming and presence on campus.

Personal Network

Chapter leaders should actively assess members' personal or business connections, the MBA program alumni office, and the faculty resources available on campus in order to find appropriate speakers. If you do choose to invite a speaker to campus independent of the national office, via a personal connection or otherwise, we ask that you inform the program office at least two weeks prior to the event.

Other Ideas

We also encourage chapter leaders to think broadly and creatively when planning events—you should not feel limited to speakers listed in our bureau. Should you have additional speakers or topics in mind not listed in the bureau, our program office is happy to work with you to extend invitations and provide follow-up to the best of its ability.

Please note: We do not guarantee the ability to retain a particular speaker for your event; however, the more advance notice a speaker has about an event, the more likely he or she will be able to participate.

ANNUAL AWARDS

Best New Chapter*

GUIDELINES:

- ◆ **Establishment.** The chapter works with the Adam Smith Society national office to formally establish a chapter on campus. The chapter has ascertained and followed any rules set by its home university for establishing a student club in order to be officially recognized.
- ◆ **Launch.** The chapter plans, organizes, and conducts a launch event, in coordination with the national office. The event should actively build momentum for chapter growth and promote the profile of the Adam Smith Society on campus.
- ◆ **Leadership.** The chapter formally selects and confirms a leadership team and provides for the team's succession. The structure of, and personnel selected for, the leadership team actively contributes to the club's success.
- ◆ **Presence.** The chapter, via both traditional and innovative methods of marketing and communication, establishes a presence on its campus and within its MBA program and promotes a variety of events and programs.
- ◆ **Growth.** Between launch and the conclusion of the chapter's first year, the chapter demonstrates growth through both membership recruitment and the organization of a robust calendar of events.

*To be eligible for consideration for the Best New Chapter award, your chapter must have launched after last year's National Meeting.

Chapter of the Year

GUIDELINES:

- ◆ **Growth.** The chapter demonstrates continued growth from launch in terms of membership and attendance at events.
- ◆ **Engagement.** The chapter is an active part of the life of current MBA students, as well as the campus at large. The chapter makes efforts to connect with allied student groups within the business school and beyond to help host a robust slate of events and build membership.
- ◆ **Innovation.** The chapter works to move beyond the minimum chapter requirements as spelled out on [page 16](#). The chapter reaches beyond the standard event template to create events that increase engagement among MBA students and the campus community. The chapter encourages members to engage the campus community outside of events to promote the Smith Soc message and mission. The chapter shows a willingness to utilize new and nontraditional modes of marketing and communication to increase its presence.
- ◆ **Leadership and Legacy.** The chapter successfully transitions from one leadership team to another, and has in place a succession process. The current and future leadership teams are poised to contribute to the success of the chapter. The chapter engages with faculty and maintains faculty and administrative support for the organization. The chapter is on sound footing to be a vibrant part of campus and MBA life into the future.

Featured Member of the Year

Chapter leaders are required to submit at least one featured member nomination per semester. Each week, we choose a featured member to spotlight in the weekly Adam Smith Society email newsletter. All persons who have been featured are in the running for our annual Featured Member of the Year award—presented at the National Meeting.

GUIDELINES:

- ◆ **Smith Soc Involvement.** The member is actively involved in building and managing his or her local Smith Soc chapter. Involvement at the national level is also a plus.
- ◆ **Extracurricular Activities.** The member is an active participant in activities beyond his or her Smith Soc chapter.
- ◆ **Commitment to Free-Market Capitalism.** The member has a demonstrated record of commitment to free-market capitalism and the philosophical viewpoint espoused by Adam Smith.
- ◆ **Uniqueness of Experience.** The member has a unique or unusual story to tell or background to share.

Members of our award-winning chapters' leadership teams, along with the Featured Member of the Year, are given a prize, to be announced at the National Meeting. For instance, the 2018 reward was an all-expenses paid trip to the annual GrowCo Conference.

Please note: The national office may, from time to time, choose to honor an exceptional effort by a chapter beyond the awards detailed above.

STARTING A NEW CHAPTER

Connect with Us

Contact the national office

- ◆ In cases where a chapter does not yet exist, the national office can help initiate the first steps toward establishing a chapter and putting a chapter agreement in place. Depending on the time of year, this will likely involve a phone or in-person meeting with the national office to go over chapter guidelines, expectations, and funding.
- ◆ Once you have connected with the national office, you should register for a website account with us so that you can familiarize yourself with our history, mission, and resources.
- ◆ Over the summer, two representatives from your school will be invited to attend our annual Leadership Retreat, where our chapter leaders will participate in networking, sharing best practices, and beginning the process of planning for the upcoming year's on-campus programming.

Know Your School

Familiarize yourself with your school's procedures for starting an official club

- ◆ Find out your school's requirements for a club to be deemed an officially recognized student organization. Does your school require a faculty advisor? A certain number of officers? Well-attended events? Make sure to find out the answers to these questions.
- ◆ Inquire as to the university's policies on funding for student groups. It will be helpful to determine the rules regarding external funding, as well as what money may be available to you by virtue of becoming a student group.
- ◆ Keep the national office informed of your progress with the administration. We want to be a resource to you throughout this process.

Make your case in front of the administration and/or student government

- ◆ Business school student governments often need to approve new clubs. Have a presentation prepared that shows a demonstrated interest in the club, as well as a compelling rationale for it. [Sample PowerPoint decks](#) that you can customize are made available in your account on the Resources tab (under My Account) of the Smith Soc website.
- ◆ Be sure to mention that the Adam Smith Society—and the Manhattan Institute, which sponsors it—is a 501(c)(3), nonpartisan, and nonprofit organization with tax-exempt status.
- ◆ To quote the Federalist Society's student manual: "If they accuse you of being a part of the vast right wing conspiracy, be reasonable and serious and show they are silly."
- ◆ Obtain the appropriate signature(s) for your Chapter Agreement—both from the university and from the national office.


Build Your Chapter

Participate in your school's club fair, and recruit student members

- ◆ Make sure to recruit students and collect their contact information early in the semester, typically at your school's club fair. We will ask for membership lists at both the beginning and end of the academic year.
- ◆ Contact the national office in advance of this event if you need to secure promotional materials.

Hold a well-publicized first event

- ◆ See [page 19](#) of this handbook for details.



BEYOND CAMPUS

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SMITH SOC EVENTS

One of the highlights of a Smith Soc membership is the opportunity to participate in a diverse set of lively and thought-provoking events featuring the leading minds in industry, academia, journalism, and politics.

As a chapter leader, you are a key component in ensuring the continued success of the Adam Smith Society's programming initiatives. We welcome your participation in our events, but just as importantly, we encourage your promotion of our events to your chapter membership.

NATIONAL EVENTS

Leadership Retreat

To equip MBA student leaders to launch and manage chapters, we hold the Leadership Retreat each summer in New York City. In addition to providing students with guidance on logistical issues related to starting a chapter and holding events, we view the retreat as an opportunity for the national office to collaborate with each chapter's incoming leadership team in order to brainstorm and share best practices. Past chapter leaders are invited to share their experiences in launching and leading a chapter.

Chapters must be represented by at least one member, but no more than two members, of their incoming leadership team in order to receive their budget for the year. If no one from the incoming leadership team is able to attend, a member in good standing may attend as an alternate.

National Meeting

The Smith Soc National Meeting brings together students, alumni, and business leaders for a weekend of thought-provoking panels and lively discussion. Smith Soc members have the opportunity to meet with some of today's most important free-market business and thought leaders and to network with many other students from top business schools across the country. Additionally, chapter and individual awards are presented at the conference.

Due to an overwhelming response to the National Meeting, chapters will be initially limited to 15 attendees per club (including chapter leaders). Once the initial registration deadline has passed, space may open up for those on our wait list.

Smith Soc Treks

Our series of destination-based, weekend-long retreats, Smith Soc Treks, is designed to provide our members with the opportunity to engage in seminar-style discussions on a particular topic. Each semester, Smith Soc convenes two all-expenses-paid treks, where a small group of student and professional members will participate in relaxed but engaging, seminar-style, directed discussions. Participants are selected by application only, and applications are open to paid student national and professional members.

Each semester, one trek will focus on a key historical and philosophical question, and the other on a current and pressing public-policy issue. Each trek's sessions will be led by experts in the field. Smith Soc Treks allow members from a variety of industries, geographic regions, and MBA programs to connect and interact, sharing intellectual conversations that are possible in few other venues.

A few past treks have included an examination of the future of energy policy in Los Cabos, Mexico; a deep dive on entrepreneurship in Laguna Beach; and an in-depth discussion on Adam Smith's view on ethics and economics in his hometown of Edinburgh, Scotland. Details on Smith Soc Treks can be found on our website and are also shared via email as they become available.

Case Competition

The annual Smith Soc Case Competition brings together members from around the country to address an issue currently facing the business community. Chapters field teams of four members who compete against other chapters to analyze the issues at hand, and then develop recommendations to effectively address these challenges. Presentations are evaluated by a distinguished group of judges, with winners announced at the end of the competition.

Each year, a different chapter sponsors the competition in its home city and takes the lead on organizing the competition. If your chapter would be interested in sponsoring this year's competition, please contact your assigned program officer for more details.

Other Special Events

In addition to our regular slate of events, Smith Soc may make available special events that are open to your participation. As these events present themselves, we will provide the details and the process for applying for participation. As a chapter leader, you are encouraged to communicate this information to your local membership.

TRAVEL POLICIES

In order to attend Smith Soc national events, students must join at the Student level (\$10/year) prior to participating in the event.

	Leadership Retreat	National Meeting	Treks/ Special Events
Transportation	Full reimbursement	Full reimbursement for up to 4 chapter leaders Partial reimbursement for non-chapter leaders	Full reimbursement
Lodging	Double-occupancy lodging provided	Double-occupancy lodging provided	Single-occupancy lodging provided
Attendee Limits	2 chapter leaders (or authorized representatives)	15 total attendees (waiting list available for additional attendees)	N/A (competitive-based selection process)



Booking

To be eligible for reimbursement, travel must be booked more than one week in advance. For international destinations, travel must be booked at least one month in advance.



Single Occupancy

Single rooms are extremely limited and cannot be guaranteed. If you would like to guarantee a single room, you may book your own reservation directly. Please note that if you choose to do this, you will be required to pay the full amount of the hotel room.



Guests

If you are planning to bring a nonmember guest or spouse to a national event, you may book your room directly with the hotel. Please note that you will be required to pay the full amount of the hotel room directly to the hotel at the time of checkout. Following the conference, you may submit half of the hotel charges for reimbursement. We welcome nonmember guests to join us at the closing event receptions; however, we are unable to accommodate nonmembers during all other events.



MARKETING PLAYBOOK

MARKETING YOUR CHAPTER

The key to success for any enterprise is effective marketing. Your Smith Soc chapter is no different. Whether you're building your membership, promoting a local event, or encouraging participation in our national programming, communicating the right message should be a core component of your chapter's strategy.

This Marketing Playbook includes all the tools you need to ensure that your chapter adheres to the marketing guidelines established by the national office, while providing helpful tips to effectively promote your chapter and its events.

MARKETING OBJECTIVES

Marketing is an increasingly strong ranking factor for determining chapter award finalists each year. Be sure to use state-of-the-art marketing principles and best practices to promote the Adam Smith Society and communicate your chapter's programs to the widest audience possible in your campus community.

Below are a few high-level goals for this upcoming academic year:

- ◆ Ensure that 90%+ of your chapter members (who are active on social media) follow both chapter and official Adam Smith Society accounts on at least one platform
- ◆ Reshare posts from the official @smithsoc account frequently
- ◆ Ensure coverage of every event hosted on campus; share photos and video
- ◆ Adhere to social media guidelines (within this handbook)
- ◆ Nominate 1+ featured member (Smith Soc member who is doing great things to advance the mission) per semester
- ◆ Launch out-of-the-box campaigns for promoting your chapter and boosting membership

If you'd like to confer with the Adam Smith Society directly on new ideas or marketing tactics, please email adamsmith@manhattan-institute.org.

For access to a range of assets (logos, premade chapter avatars, event flyer templates, etc.), please visit the [Resources tab](#) (under My Account) on our website.

BRANDING

In order for any brand to be effective, it needs to be consistent.

With the Adam Smith Society’s growing presence across top business schools and cities—both in the U.S. and abroad—we want to emphasize the importance of presenting a clear and consistent brand identity. Repetition of the same logos, fonts, colors, avatars, and messaging is critical to the organization. As a chapter leader and a graduate business student, you can appreciate the request for cohesion when it comes to maintaining various elements that support a brand like Smith Soc.

This brand guide should help ensure that your chapter’s online and offline content meet the highest standards, bringing uniformity to communications and design.

Always remember: the look and feel of your campus activities and outreach efforts are a representation of the overall Adam Smith Society!

Logos

All [logo files](#) are available for download via the Resources tab (under My Account) on our website. There are full-color, black, white, and reverse-color versions available for use across a range of backgrounds.

Please use the official Adam Smith Society logo, below, for any official print and digital collateral.



The graphics below can be used for your chapter’s [social media avatars](#) (see: Social Media). These, too, are available to download for each chapter on the Resources tab (under My Account) of our website.



Student Chapter Example



Professional Chapter Example

Messaging

Below, please find a few versions of approved Adam Smith Society messaging, at varying character counts.

- ◆ The Adam Smith Society is a network for market-minded business leaders.
- ◆ The Adam Smith Society is an expansive, chapter-based association of MBA students, alumni, and business leaders who work to promote debate and discussion about the moral, social, and economic benefits of capitalism.
- ◆ The Adam Smith Society is a growing network of intellectual business leaders who believe in free-market principles, the benefits of capitalism, and the open exchange of ideas.
- ◆ The Adam Smith Society is a growing network of intellectual business students and professionals who energetically espouse the virtues of the free market and the open exchange of ideas.
- ◆ The Adam Smith Society—a project of the Manhattan Institute—is an expansive, chapter-based network of MBA students, professionals, and business leaders who work to foster debate about the moral, social, and economic benefits of capitalism. The Adam Smith Society provides a venue where members can engage in meaningful dialogue about free enterprise with fellow students and professionals as well as prominent figures, journalists, and public officials. Launched in 2011, in partnership with the Marilyn G. Fedak Capitalism Project, the society has grown to more than 30 chapters at elite business school campuses and major cities in the U.S. and abroad.

Colors

	BLUE	GRAY	YELLOW
HEX	#006aa9	#999999	#d7dd3b
RGB (digital)	0-106-169	153-153-153	215-221-59
CMYK (print)	91-57-7-0	42-34-35-1	19-1-92-0

**Yellow is used sparingly, as a pop of fresh color when needed.*

Font

Adam Smith Society’s official fonts are “Bebas Neue” and “Proxima Nova.” You can find these [font files](#) on the Resources tab (under My Account) of our website.

Insignia

You might have seen our “secret society” emblem, designed around the following concept by Adam Smith: “It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own interest.”

Given considerable interest in this insignia for items like shirts, hats, water bottles, and other giveaways, we have shared the [vector file](#) on the Resources tab (under My Account) of our website.

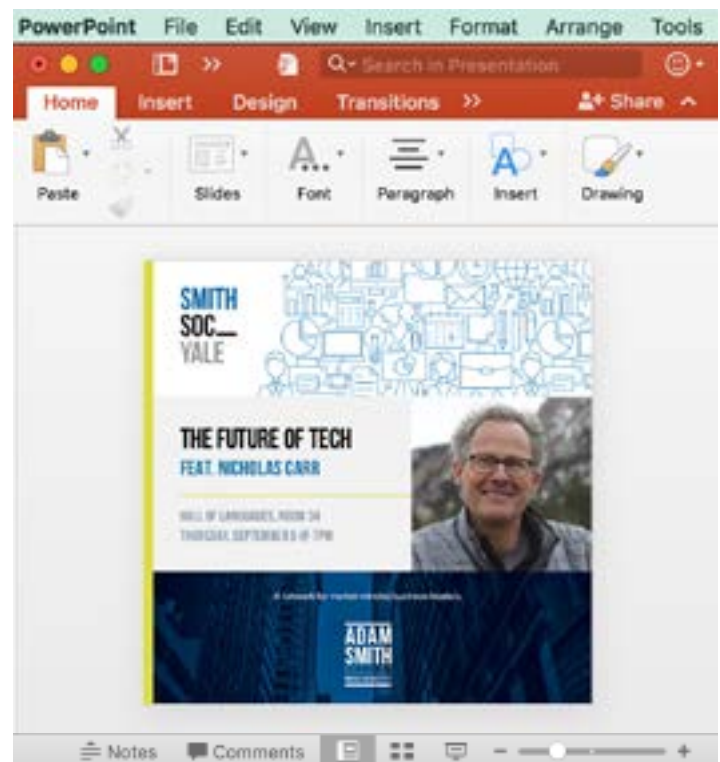


Event Flyers

For on-campus events, we have provided an [event template](#) (on our website’s Resources tab under My Account) that can be used and easily updated for your event.

- ◆ On-campus debates and panel discussions
- ◆ Frequently hosted local events, gatherings
- ◆ Lectures/keynote speeches
- ◆ Salon dinners and socials
- ◆ Community involvement, volunteering

Simply open the template file and swap in whatever copy you need (event title, date, location) along with high-res headshots of speakers and their biographies, if applicable.



On-Campus Recruitment

To help with your chapter’s new member recruitment efforts, we’ve put together a [one page information sheet](#) that explains what the Adam Smith Society is all about in a succinct way. Please utilize this resource and print it for recruitment events, club fairs, general interest meetings, tabling, and so on.

SOCIAL MEDIA

The Adam Smith Society maintains a social media presence across all major channels, including [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [YouTube](#), and occasionally Snapchat. If you are not yet following us, please take the time to do so, and encourage your members to do the same!

@SMITHSOC



Chapter Accounts

While the overarching brand is present on all these platforms, we do not require chapters to take on all channels. We do, however, require that your chapter maintain a presence on at least one platform; we recommend a chapter Instagram account since most of your members likely have or use Instagram—a platform that encourages a special kind of interaction, fosters a sense of community, and achieves a very visual representation of what Smith Soc is all about. Posts and stories can include event highlights, networking, and social photos.

If your chapter wishes to stand up chapter accounts via Facebook and Twitter, please feel free to do so—though we feel it has worked best for the official @smithsoc accounts to manage and push content at a more consistent pace, with individual members reacting to and resharing posts.

Post regularly! A stale, inactive account is arguably worse than no account at all.

Handles

Please use the following naming convention for handles across platforms. Your school name should be what your school is commonly referred to.

Examples are below:

@smithsocchaptername

@smithsocstern

@smithsoccarden

@smithsocsloan

@smithsocwharton

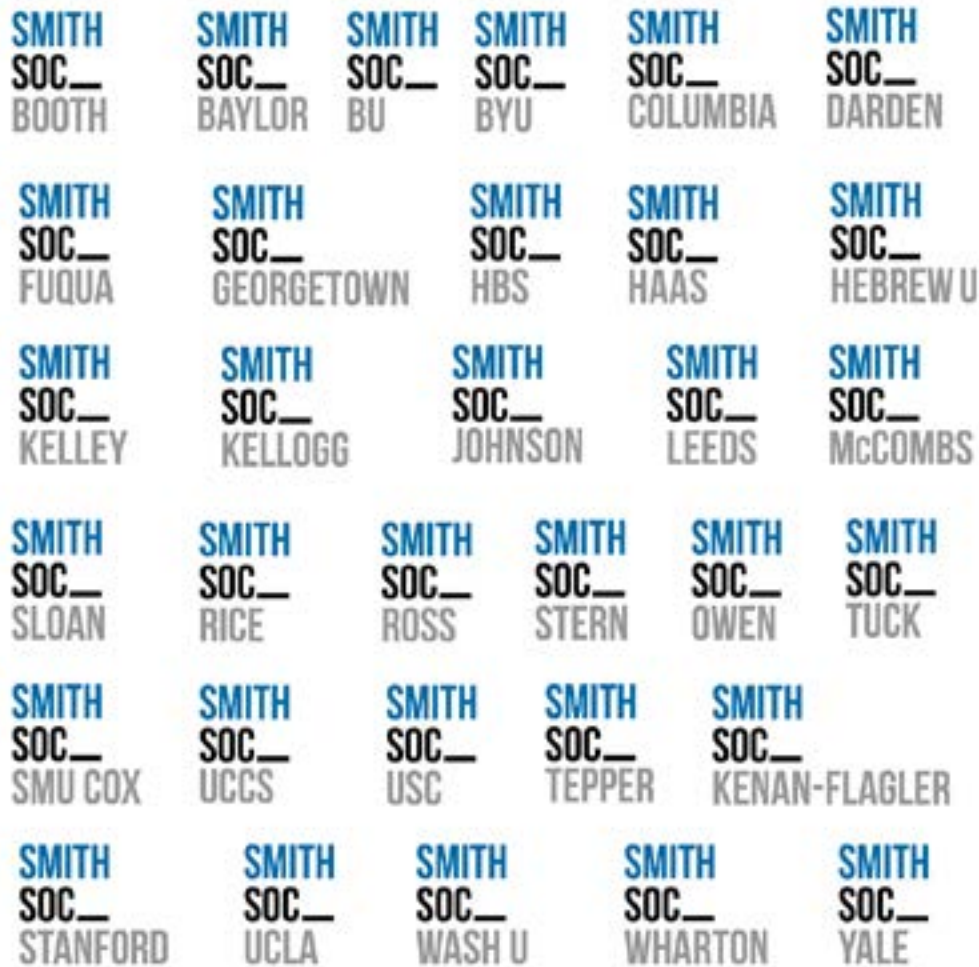
@smithsocbyu

@smithsochbs

If you have questions about how to change existing handles to comply with this naming convention, please email adamsmith@manhattan-institute.org.

Avatars

Each chapter should use the following logos for [social media profile avatars](#). They are available for download, per chapter, via the Resources link (under My Account) on our website. We will monitor accounts to be sure they are properly using these files for profile photos. There will also be a midyear checkpoint after the spring semester to ensure compliance with this guideline.



Profile

Name: Adam Smith Society — [School] Chapter

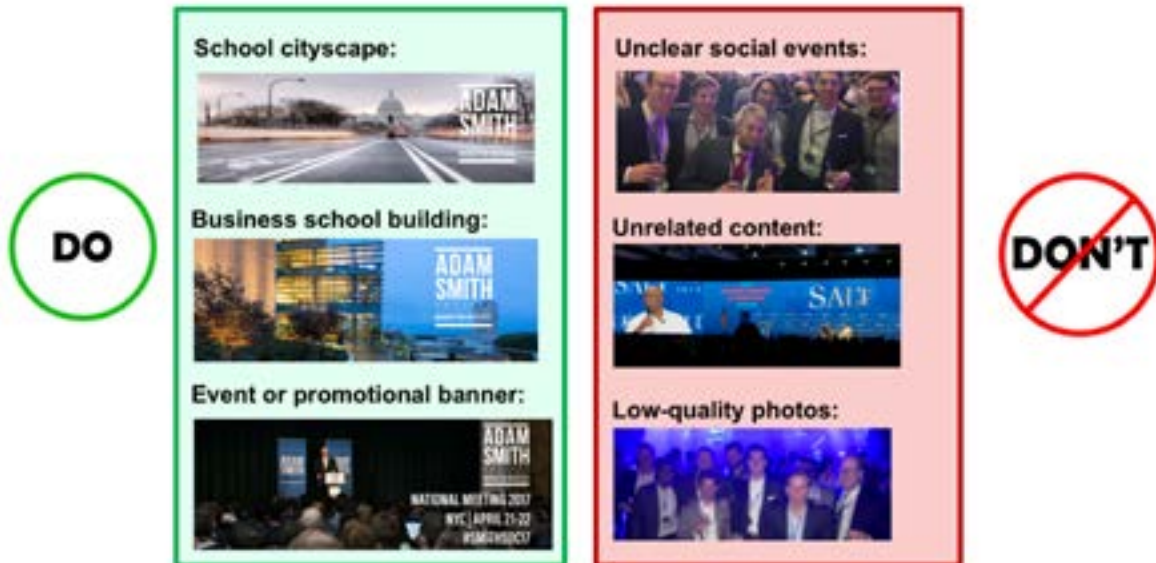
Bio: The [school] chapter of the Adam Smith Society, an expansive network for market-minded MBA students and business leaders

URL: www.adamsmithsociety.com



Cover Photos and Channel Art

- ◆ Use engaging cover photos (e.g., on Facebook and Twitter)
- ◆ Overlay the national Adam Smith Society logo within



Posts

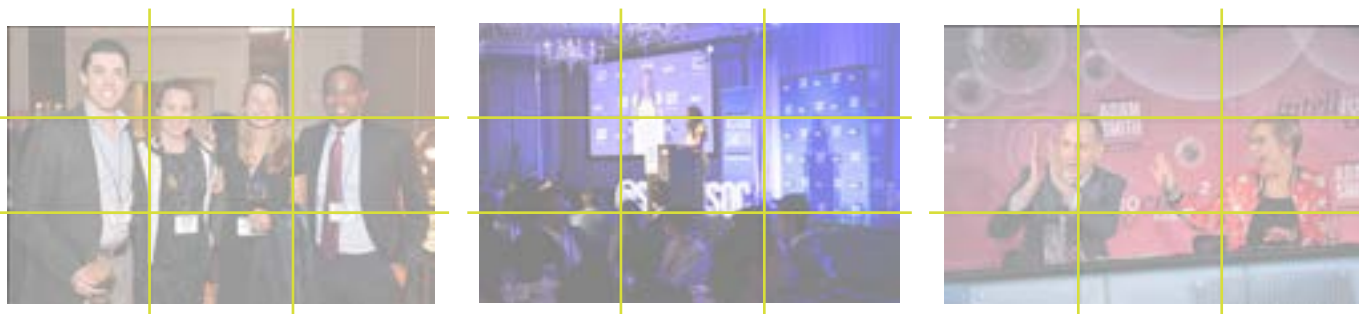
High-quality photos are essential to the success of social media posts. Content that is visually appealing or agreeable to a viewer performs best. When you go to snap a picture, it's sometimes helpful to remember the rule of thirds (dividing the frame along thirds horizontally and vertically, illustrated below).

Built-in photo-editing tools on your phone or other apps (such as VSCO Cam) offer contrast, sharpen, luminate, and other adjustments to enhance the quality of your pictures before posting. These, as opposed to some stock filters, will bring a dose of life and color to your pictures.

For events, like a panel or lecture, we highly recommend designating a member to be on camera duty, thereby ensuring that one person can be accountable for capturing pictures of the stage, crowd, or even a group photo of a speaker posing together with members. For social events or more intimate salon dinners, contextual group or networking shots are best. For all of the above, wide photos (cell phone sideways) tend to be the best.

With respect to notes, utilize social media channels to share event reminders and details the day before and the day of the event (e.g., date, time, location, dress code, whether it is an on- or off-record session, and so on). Please tailor your social media activity to the speaker's wishes.

Upload your photos within your chapter's [Google Drive folder](#), available via the Resources tab (under My Account) on our website, after each event.



Hashtags

The official hashtag of the Adam Smith Society is #SmithSoc.

Captions and Tags

We recommend keeping captions concise. You can use a quote or simple summary of the event.

Below are a few examples.

- ◆ *Manhattan Institute's Mark P. Mills joined us for a discussion on innovation, technology, and growth.* #SmithSoc
- ◆ *"Automation and AI will lead to a new era of economic growth and a whole new generation of jobs." — @ManhattanInstitute's Mark P. Mills.* #SmithSoc

Using the #SmithSoc hashtag will catalog your post along with posts from the official Smith Soc account and from other chapters. You can tag @smithsoc (either in the photo or in the caption) if you wish, as well. Often, a business school has its own hashtag, which we encourage you to use.

If a member posts his or her own photo, the hashtag or @ tag will help us locate it. The official @smithsoc account will reshare most posts from chapters and individuals (if they are not private accounts).

If the speaker has an account, tagging him or her is a good practice, as well as tagging your home MBA school. Rather than putting your geolocation to a specific building, you should map to your general MBA school campus.



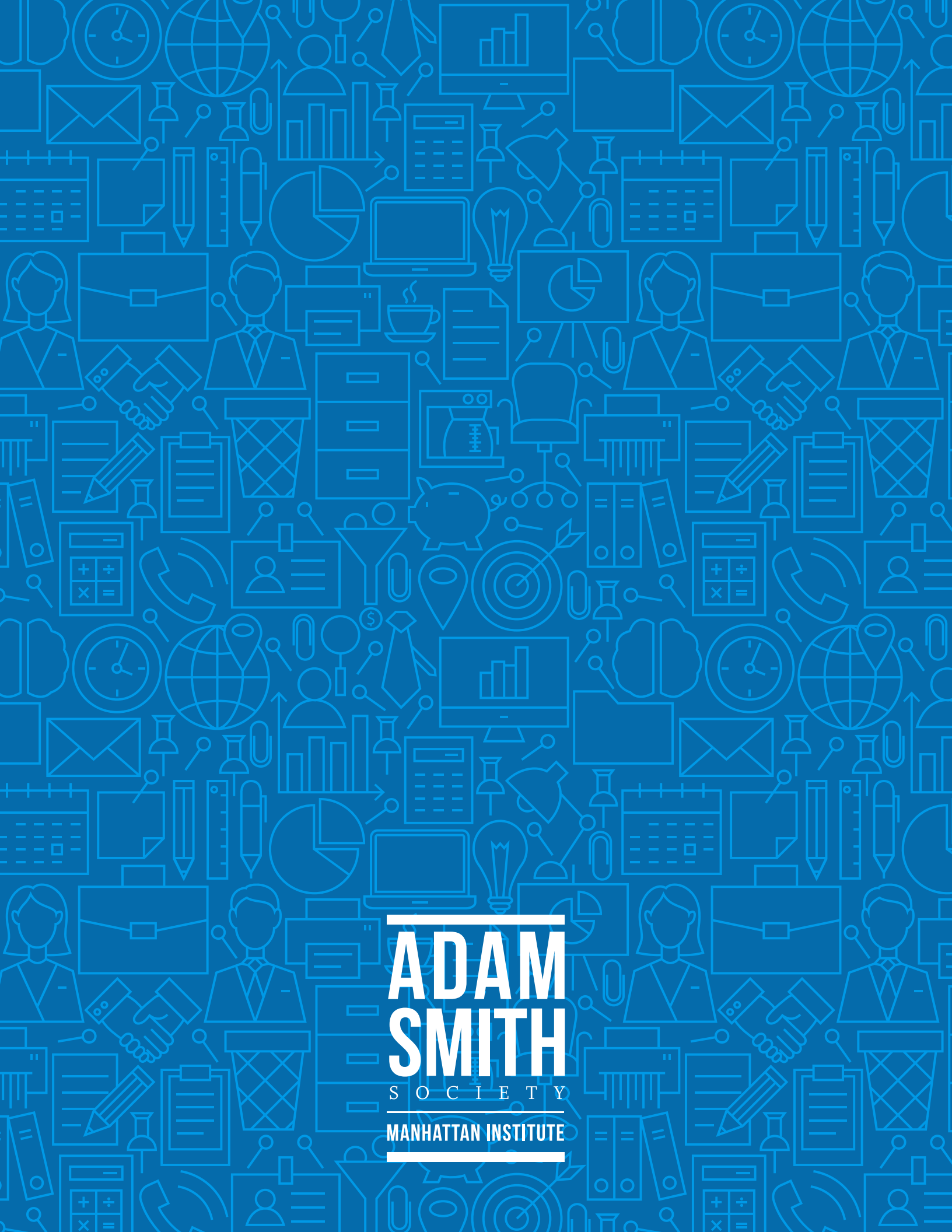
Internal Chapter Communications

We recommend WhatsApp as a method to organize logistics and foster discussion with your members. Chapter leaders are responsible for moderating content and reporting any poor conduct to the national office.



Video

We love receiving video snippets from our chapters. Upload video files (along with photos) within your chapter's [Google Drive folder](#), which is available via the Resources tab (under My Account) on our website.



ADAM SMITH

SOCIETY

MANHATTAN INSTITUTE
