Volunteers Have Needs, Too!

Have you ever volunteered for a committee and felt like it was less a give-and-take partnership and more of a give-and-give relationship on your part? If so, you’re not alone.

A less-than-satisfying volunteer experience has lasting impact. It can damage the organization’s reputation, impede others from volunteering and impact your ability to move the organization forward. No new volunteers can mean burnout for the few you do have.

To counter this situation, keep in mind three important facts when planning a program or initiative that requires the work of volunteers:

- Volunteers are an important part of your affiliate’s success.
- Your entire organization runs on volunteers.
- Without volunteers your organization will not thrive.

A fourth and often overlooked fact is: Volunteers have needs too. In a 2011 survey of ASRT members, our volunteers told us they need:

- A chance to gain new skills.
- An opportunity to network with others.
- A meaningful volunteering experience.
- Flexible volunteer positions that fit in with their busy lifestyle.

To learn more about this topic, join us for our next affiliate webinar, “Targeting Your Volunteer Members,” on November 20 at 2 p.m. (Mountain Time).

What do volunteers need?

Thank you for leading your affiliate and for your volunteer time!
Do Patients Know
Who You Are? Tell Them!

We launched the ACE campaign to educate patients about the radiologic technologist’s role on the health care team. The ACE campaign highlights your skills and expertise and reinforces your commitment to providing top-notch patient care. The ACE acronym reminds you to follow three simple steps:

A nnounce your name
C ommunicate your credentials
E xplain what you’re going to do

These steps will show patients you’re a highly qualified medical imaging or radiation therapy professional. As part of the campaign, we gave every ASRT member materials to help you promote the profession and communicate with patients. In the October/November issue of ASRT Scanner, you received a poster that educates patients about who you are and what you do. In November, in Radiologic Technology, you received cards to give to patients so they can record their medical imaging and radiation therapy exams.

M ake sure you C lick To Commit at www.asrt.org/ace.

To share the campaign with your friends and family, sign up for the ACE campaign Thunderclap at https://www.thunderclap.it/projects/5368-support-the-ace-campaign.

Q uestions? E-mail ace@asrt.org.

ASRT’s State Legislative and Regulatory Tracking Tool:
A New Way to Keep Current on State Legislative and Regulatory Affairs

This fall, the ASRT will roll out the State Legislative and Regulatory Tracking Tool, a new service to help members and affiliate societies keep current on state legislative and regulatory news and events. You’ll access the members-only Tracking Tool by logging in at the ASRT Web site.

O nce the Tool is up and running, members can search and access state legislative actions and regulatory changes affecting their practice and profession. Affiliates can expand the reach of their advocacy programs by providing detailed information and analysis of legislation and regulations affecting practice.

E very bill introduced in all 50 states will be screened for relevance to issues affecting radiologic technologists and provided in full text along with bill summary, complete history and current status. With just a few clicks, you can access regulatory and legislative reports by issue, state, status or other searchable criteria. This service will allow for increased communication and rapid mobilization of affiliate society members when action is needed and can provide your advocacy program with the information it needs to win.

R oman Moore III, State Legislative Manager

S pecial note: The RT in DC event is March 17-18, 2014. Watch for more information in future issues of Affiliate Connection.
**Change and Advocacy**

As we move into the fall legislative session and ramp up for what promises to be a challenging 2014, two things come to mind: change and advocacy. The goal of advocacy is to bring positive change to important issues. To be an effective advocate, you also must be effective in leading change within your organization. Your leadership will help create the environment necessary for implementing a successful advocacy development program.

In his book *Leading Change*, John Kotter lays out an eight-step process that can help affiliate societies become successful within their state’s changing political environment.

1. Establish a sense of urgency – Legislative issues affecting the profession sometimes move at light speed before you even know they exist. Make sure your members can respond quickly if needed.
2. Create a guiding coalition – Develop a legislative committee.
3. Develop a change vision – Identify what you want to accomplish and the strategies you will use.
4. Communicate the vision for buy-in – Ensure as many members as possible understand and accept the vision and the strategy.
5. Empower broad-based action – Remove barriers and obstacles to change, dismantle systems that undermine your vision and encourage risk taking.
6. Generate short-term wins – Plan for achievements that easily can be made visible, follow through with achievements and recognize and reward volunteer members who are involved.
7. Never let up – Use your increased credibility to change systems, structure and policies that don’t fit your vision. Develop and recruit volunteer members who can implement your vision.
8. Incorporate change into the culture – Articulate the connection between the new behavior and affiliate society success. Develop new leadership and implement succession planning.

As your affiliate moves into fall and prepare for success in 2014, don’t forget to move forward in a spirit of advocacy and change by implementing your own eight-step process.

*Roman Moore III, State Legislative Manager*

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**Encourage Your Members to Reach Their Potential**

Providing opportunities for your affiliate members that enable them to further their career is important, and that’s why the ASRT Foundation offers scholarships for professionals.

In 2012 the debut of the Parsons Degree Achievement Scholarship provided 20 radiologic technologists funding toward achieving their first college degree. This year, additional opportunities exist through the Varian Radiation Therapy Advancement Scholarship, the Siemens Clinical Advancement Scholarship, the Professional Advancement Scholarship and the Radiologic Science Educators Scholarship.

In total, the Foundation will award $250,000 for educational funding in 2014-2015. Professionals and students can **apply for multiple scholarships** through one convenient online application. The deadline to apply for the 2014-2015 academic year is Feb. 1, 2014.

Recipients are selected based on a combination of leadership, commitment, achievement and financial need. A panel of ASRT members specially trained to evaluate scholarship applications reviews all submissions according to objective criteria.

Learn more at [www.asrtfoundation.org](http://www.asrtfoundation.org).

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**Affiliate Leader Training Available**

Educational webinars on various topics specific to affiliate leaders are offered throughout the year, and all are available on the [ASRT Web site](http://www.asrt.org). Check out our latest offerings on advocacy, finance and strategic planning. Other topics include fundraising, adding value to membership and developing corporate supporters for your affiliate. Take advantage of free training today!
Compliance Corner

What is probation?
Affiliate probation describes an affiliate that has not complied with the requirements set forth in the ASRT Bylaws. The probation period – a term of one year – serves as a warning to affiliate leadership that the affiliate is in danger of going inactive or needs to revise procedures and policies to meet compliance. Affiliates that are on probation for two consecutive years will go inactive and must petition to become active again.

Affiliate probation results when compliance and/or affiliate delegate requirements are not met or due to subordinate noncompliance. Affiliates with subordinates are audited periodically to ensure compliance has been met.

How to prevent your affiliate from going on probation:
• Turn in completed and current compliance documents before the due date, which is 60 days after the last day of your fiscal year. For help, see the compliance checklist.
• Turn in four affiliate delegate names by the due date, which is the last business day of January. Both delegates must be seated at the Annual Governance and House of Delegates meeting in June. The forms for affiliate delegate information are on the ASRT Web site. See the call for affiliate delegates in this newsletter.
• Make sure your subordinates are compliant. Manage them appropriately. For help, refer to the subordinate compliance checklist.

Questions? Contact affiliaterelations@asrt.org

ASRT Call for 2014 Affiliate Delegates

Attention Affiliate Society Leaders:

Each affiliate society president or secretary shall submit the names of two affiliate delegate and two alternate affiliate delegates using the Affiliate Delegate Submission Form. Delegates must meet Affiliate Delegate Criteria.

Once the affiliate delegate submission form has been received, the ASRT will contact the individuals and request that the Affiliate Delegate Information Form be completed and returned to the ASRT by the end of the last business day of January. Only those individuals who complete affiliate delegate information forms by the deadline can be seated during the 2014 ASRT House of Delegates.

For more information about the ASRT House of Delegates or the affiliate delegate process, contact the Governance Department at governance@asrt.org or visit the 2014 Annual Governance and House of Delegates Meeting page on the ASRT Web site.

Email Blast Request Form
Are you looking for a way to advertise your conference or membership drive? Try an affiliate e-mail blast sent to ASRT members in your state. The affiliate president can request this free ASRT service by filling out the e-mail blast request form and e-mailing it to affiliaterelations@asrt.org. Please allow four weeks to process the request.