



## Apprentice Programs:

Chapter programs, usually up to a year in duration, designed predominantly for non-members, to teach them about the business of professional speaking.

## By Design:

- ❖ Help emerging and aspiring speakers qualify for NSA and chapter membership
- ❖ Provide enrollees the support and accountability needed to make it as professional speakers.

## Their Value:

- ❖ Allows chapters to usher new members into the fold as a group, rather than piecemeal
- ❖ Helps inculcate NSA culture into learning for aspiring speakers
- ❖ Fills pipeline with future members, many of whom will become chapter leaders over time
- ❖ Lucrative program for generating chapter revenue
- ❖ Gives newcomers standing in eyes of NSA chapter as a "class"
- ❖ Less attrition than with random new members, many of whom leave within 1 yr. of joining
- ❖ Utilize and provide chapter resources: Veterans teach, and enrollees volunteer for chapter events and committees, hastening their socialization by the chapter

## Chapters of Varying Sizes with Apprentice Programs:

- |               |                       |             |
|---------------|-----------------------|-------------|
| ❖ Arizona     | ❖ Central Florida     | ❖ Colorado  |
| ❖ Connecticut | ❖ GLAC                | ❖ Houston   |
| ❖ Illinois    | ❖ Michigan            | ❖ Minnesota |
| ❖ New England | ❖ Northern California | ❖ Ohio      |
| ❖ Oklahoma    | ❖ Oregon              | ❖ Wisconsin |

## *Apprentice Programs, Con't*

### Considerations for a Generic Apprentice Program:

**Length:** Generally 1 year or longer Some add 2nd & 3rd year pgm. GLAC launching 6-mo. pgm.

**Location:** Benefits to using the same location each month. Additional advantages if it's the same location as your chapter meetings. Free is best. Accessibility a consideration.

**Scope:** Your program can follow NSA's four core competencies<sup>1</sup>, or model itself after existing chapter apprentice programs other chapters are running. (Links to syllabi included in this handout)

#### **Subjects to consider:**

Topic development	Marketing	One-sheets	Business plans	Negotiating skills
Platform mechanics	Bureaus	Ethics	Articles	Demo videos
Product development	Keynotes	Sales	Seminars	Markets
Teleseminars,	Webinars	Podcasting	Storytelling	Signature speeches

**Resources:** Many chapters utilize their CSPs to present particular modules. Others use local and national resources within and beyond their chapter and NSA, drawing from IMC, ASTD, local universities and the business community. Most volunteer.

**Additional features:** Your Apprentice program can have its own *website, listserv, lending library, directory*, arrange its own *video shoots* and *audio tapings* to help members obtain footage/recordings of themselves. Within apprentice groups, *mastermind* and other *small groups/ teams* can form by design or organically.

**Pricing:** Ranges from \$150/year to \$2,250/year, dependent upon venue, materials, meals, etc.

**Forming an Identify:** Design your apprentice program with these features in mind:

1. **Name Badges** and a **Logo** for your program builds identity and helps apprentices feel a part of your chapter. They wear them to general membership meetings to be known.
2. **Price** your apprentice program to *include your chapter's regular meeting fees* too so its members will attend chapter meetings and begin to see their future.
3. Have your chapter acknowledge **apprentice enrollees** during and between regular meetings, **giving them opportunities for visibility, experience** at registering members, setting up the room, helping AV techs, etc.
4. Create a **discount for apprentices who qualify for membership**. The goal should be qualification for national/chapter membership.

---

<sup>1</sup> Expertise, Eloquence, Enterprise and Ethics.

## *Apprentice Programs, Con't*

### What you will need:

- ❑ **Location:** secure site for key dates.
- ❑ **Dates:** develop dates for programs in sync with existing chapter and national events.
- ❑ **Dean of program:** Past president, CSP or member with educational background recommended.
- ❑ **Faculty:** begin with chapter resources. Augment with local or visiting faculty.
- ❑ **Syllabus:** review existing program syllabi to develop yours. (*See pages 4-5.*)
- ❑ **Curriculum:** develop in concert with your instructors.
- ❑ **Pricing Structure:** rates for members, non-members, National (but not local), ASTD, etc.
- ❑ **Equipment:** microphones, sound system, video camera, materials binder, website ideal.
- ❑ **External Promotion:** to Toastmasters, IMC, ASTD, BNI, eWomen Networks, etc.
- ❑ **Internal Promotion:** market through your e-zines, newsletters, meeting flyers, to guests.
- ❑ **Open House:** Create a special event to showcase upcoming program, answer questions.

### **Among the things some chapters have done to promote their programs:**

- ❖ Placed ad in Toastmasters' printed programs for fall, spring district conferences.
- ❖ Reached out to advanced Toastmasters clubs to introduce 'the next level up'
- ❖ Announced program through local chambers of commerce newsletters, mixers, events.
- ❖ Promoted to aligned organizations through announcements & flyers at their meetings
- ❖ Press Releases regarding Open House.
- ❖ Radio spots on talk shows promoting speaking, their program.

### **Ideas for integrating your Apprentice Program into your Chapter:**

- ❖ Spotlight the program, its progress and successes at each chapter meeting.
- ❖ Spotlight the program, its progress and successes in your e-zine, newsletter.
- ❖ Give enrollees chance to serve on logistics, registration or PR team for chapter events.
- ❖ Apprentice program can publish its own directory, newsletter or showcase event.

*E-mail Craig for electronic version of this handout with hot links for pp. 4-5!*

# APPRENTICE PROGRAMS

## Chapter (members/candidates)      Apprentice Program Name      URL or E-Mail

<b>Arizona</b> (109/86) .....	Candidate Program .....	<a href="http://nsa-arizona.org/candidate-services/">http://nsa-arizona.org/candidate-services/</a>
Michelle May or Vickie Bouffard	<i>MMay@AmHungry.com / Vickie@QuantumPerformanceTraining.com</i>	
<b>Central Florida</b> (62/25) .....	Speaker's Academy .....	<a href="http://www.nsacentralflorida.com/speakeracademy.htm">www.nsacentralflorida.com/speakeracademy.htm</a>
Dean: <i>Hardy Smith</i> .....	<i>dean@nsacentralflorida.com...</i>	<a href="http://www.nsacentralflorida.com/speakeracademy.htm#curriculum">www.nsacentralflorida.com/speakeracademy.htm#curriculum</a>
<b>Colorado</b> (100/9) .....	Speaker's Academy (formerly Fast Track) .....	<a href="http://www.nsacolorado.org/fasttrack.html">http://www.nsacolorado.org/fasttrack.html</a>
<i>Christie Ward</i> .....	<i>Christie@ChristieWard.com</i>	
<b>Connecticut</b> <sup>1</sup> (45/13) .....	FastTrack .....	<i>Dennis Mahoney DM02124@AOL.COM</i>
<i>Noreen Reilly</i> .....	<i>noreen@reillytraining.com</i>	
<b>Greater LA Chapter</b> (80/13): .....	ProSpeak Academy .....	<a href="http://www.glaacnsa.org/prospeak/prospeak.php">www.glaacnsa.org/prospeak/prospeak.php</a>
<i>Liz de Clifford</i> .....	<i>650-400-0375</i>	
<b>Houston</b> (28/limit of 12) .....	ProTrack .....	<a href="http://nsahouston.org/speakers/protrack.html">http://nsahouston.org/speakers/protrack.html</a>
<i>Karen McCullough</i> .....	<i>Karen@karenmccullough.com</i>	
<b>Illinois</b> (81/5) .....	Candidate University .....	<a href="http://www.nsa-il.org/candidateu.html">http://www.nsa-il.org/candidateu.html</a>
<i>8 months for \$549 (year 1 and 2 programs)</i> .....		<a href="http://www.nsa-il.org/syllabus.html">http://www.nsa-il.org/syllabus.html</a>

---

<sup>1</sup> NSA Connecticut's FastTrack is combining with New England's for 2008-09. See next page for New England info.

# APPRENTICE PROGRAMS

Chapter (members/candidates)	Apprentice Program Name	URL or E-Mail
<b>Michigan (55/14)</b> .....	ProTrack.....	www.nsamichigan.org/pro_track_syllabus.pdf
<i>Marilyn Semonick</i> .....	<i>semonick@comcast.net</i> .....	www.nsamichigan.org/pro_track_application_form.pdf
<b>Minnesota (77/___)</b> .....	Inst. for Prof. Speaker Development. ....	http://www.nsa-mn.com/ipsd.php
<i>3 years: 1. Apprentice; 2. Graduate program; 3. Advanced Speaker Dev. Series</i>		
<b>New England (79/13*)</b> .....	Fast Track Speakers Academy .....	www.nsanewengland.com/page.asp?PageID=1048
<i>25 sessions: \$1,250 members NE, /CT or NY; \$2,000 Emerging Speakers; \$2,250 Toastmasters; \$2,250 non-members.</i>		
<b>Northern California (111/30)</b> .....	Pro-Track.....	http://nsanc.org/speakers_protrack.php
<i>Michael Lee CSP</i> .....	<i>michael@ethnoconnect.com</i>	
<b>Ohio (60/15)</b> .....	ProTrack .....	www.nsaohio.org/protrack/
<i>Laura Lee</i> .....	<i>lauralee@nsaohio.com</i>	
<b>Oklahoma (26/10)</b> .....	Fast Track .....	Kyle Eastham (Kyle@BlackBeltSpeaker.com)
<b>Oregon (19/20)</b> .....	Fast Track + Y2 labs .....	http://www.nsaoregon.net/beaspeaker.html
<i>Christine Richards / Jan Carothers</i> .....	<i>christine@blackbeltbizsolutions.com ; jan@jancarothers.com</i>	
<b>Wisconsin (80/8)</b> .....	Speaker U(niversity) .....	www.wisconsin-speakers.com/blog/speaker-u.html
<i>Eliz Greene</i>	<i>eliz@embraceyourheart.com</i> .....	<i>www.wisconsin-speakers.com/blog/files/hsa-wis-speaker-u.pdf</i>