



## A Chicken and Egg Dilemma: Advisors to The College at Brockport PSM Masters program in Biological Sciences

### *How to get them and how to keep them*

1. Email survey to assess interest in the Bio and Life Science professional community.
2. Alumni focus groups
3. Friends of friends (BINGO !)
4. New member notebook and print materials
5. Choose members at level below CEO
6. Meetings each semester at times, places, days of week preferred by board members
7. Prepare materials in advance
8. Email communication
9. Career Services involvement (internships)
10. Chicken and Egg benefits to securing board early

