

NSMH

Chapter Advisor Quick Reference Guide

2026–2027 Program Year



"From Today's Students to Tomorrow's Leaders"

With Gratitude from the National Chair



Dear NSMH Chapter Advisor,

On behalf of the National Student Board, I want you to know how much we appreciate your commitment to our students and our mission.

As a student leader, I've experienced firsthand the difference an engaged advisor can make. My advisor has been a trusted mentor, offering encouragement, perspective, and support while giving me the confidence to lead. That balance has helped me grow both personally and professionally, and I know many students across NSMH share a similar story.

Thank you for investing in the next generation of hospitality leaders. Your time, encouragement, and mentorship make a lasting impact, and we are grateful to have you as part of the NSMH family.

Sincerely,

A handwritten signature in cursive script that reads "Semiyah Smith".

Semiyah Smith

Why NSMH Matters



NSMH is more than a student organization. It is a community dedicated to educating, empowering, and connecting future hospitality professionals. Our open-door logo represents our commitment to creating opportunities for every student through leadership development, industry partnerships, mentorship, and lifelong professional relationships.

STUDENT-LED. FUTURE-FOCUSED.

Since 1989, NSMH has empowered students to lead at both the chapter and national levels, making it one of the few hospitality organizations governed by the students it serves.

Students don't just participate. They lead.

From planning programs to serving on the National Board, members gain hands-on leadership experience while advisors provide guidance and continuity.

Gallup research shows students who engage in strengths-based leadership experiences are **25% less likely to leave college after their first year**, reinforcing the value of the NSMH model.



Your Role as Chapter Advisor

Advisors create the conditions for students to lead well. You are not expected to run the chapter. As a Chapter Advisor, you serve as:

Coach

Help students think through decisions instead of making decisions for them.

Connector

Help students access campus resources, alumni, hospitality professionals, employers, and NSMH opportunities.

Continuity

Help the chapter maintain institutional knowledge as student leaders graduate and new officers take over.

Chapter Membership

All students are welcome to join NSMH.

Membership is more than a number. A strong chapter gives students a community in which they can build relationships, strengthen their leadership skills, access professional opportunities, and contribute to something larger than themselves.

NSMH encourages chapters to build and maintain a membership base of 10 or more students to support chapter continuity, engagement, and sustainability.

Students who register as national members receive direct updates from NSMH HQ & member-only benefits, including discounted conference registration.

Advisor Checklist

NSMH follows the academic calendar. Use this checklist as a starting point throughout the academic year. Select the linked items below for current dates, deadlines, requirements, and registration information.

Beginning of Year

- ☐ Meet with chapter officers
- ☐ Review chapter goals, meeting schedule, and recruiting efforts
- ☐ Review the **National Programs Calendar**
- ☐ Ensure members are registered as national members
- ☐ Register and plan for the **Fall Conference & Career Fair**

Throughout the Year

- ☐ Attend chapter meetings when possible
- ☐ Connect students with industry professionals & alumni
- ☐ Register and plan for the **National Conference & Career Fair**
- ☐ Encourage members to apply for **NSMH scholarships**
- ☐ Encourage chapter e-board to apply for **Chapter Awards**

End of the Year

- ☐ Recognize graduating seniors and outstanding contributors
- ☐ Oversee chapter e-board elections
- ☐ Ensure updated chapter leadership information is submitted to NSMH HQ

Contact

Q: How do I contact NSMH?

A: You can reach NSMH HQ via the organization's shared inbox at hq@nsmh.org or by phone at **(765) 393-9445**.

Nonprofit Status

Q: Is NSMH a nonprofit organization?

A: Yes. NSMH is a 501(c)(3) nonprofit organization. The organization's EIN is 33-3188730.

Acronym

Q: What does "NSMH" stand for?

A: Founded in 1989 as the National Society of Minorities in Hospitality, NSMH has always welcomed individuals from all backgrounds who share our mission. We now simply refer to ourselves as NSMH on a day-to-day basis and in communications because it's more concise and familiar.

Historical Context

Q: Why does NSMH still use the term "minorities" in its legal name?

A: The term "minorities" reflects the language of the late 1980s, when NSMH was founded. At the time, it was the common way to describe populations underrepresented in hospitality. Today, we recognize that the word is imprecise and doesn't fully capture the wide range of identities or communities found today.