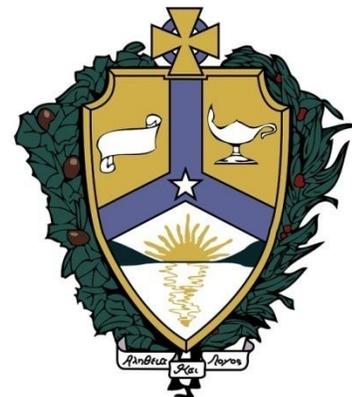


# INSIDE AKA



**August 2015**

## **Are You Ready?**

The school year is starting. This means moving in to your residence hall, chapter house or apartment. You have to chase down all of your classes and make sure your class schedule is right. You may also have to search for that part-time job you need while at school. It is also the time that Fraternity Operations ramp back up. Many times we simply assume that our Chapter Leaders will handle getting that started but it really depends on all of us.

Alpha Kappa Lambda is expecting another great year for our chapters and colonies. To make sure that happens we recommend all members verify the following things are ready for this semester:

1. A Fraternity Calendar is set and shared with all members, volunteers and chapter alumni. This calendar lists every chapter meeting, homecoming, all known social and service activities as well as all educational activities for the semester. We can't expect our members to participate if they don't know something is scheduled.
2. Recruitment is the lifeblood of the Fraternity and is one of your most important responsibilities. Do you know what your chapter recruitment plan is? Everyone should know and everyone should participate.
3. Pay your bill on time or in advance. Normally this time of year our members have the most cash available for expenses thanks to summer employment. Clear your dues bill now so you don't have to worry about finding the money later this semester. Having your bills paid means one less thing to worry about.
4. Create a personal plan. Try to estimate how much time you will need for your academics, for your personal health, your job and for your social life. Organizing up front helps remind you of all of the commitments you have to others as well as to yourself.
5. Get Excited! This is going to be a great year! You are a part of our Fraternity at a time when history is being made. Your experience should reflect that.



## **A New Position at NHQ – Coordinator of Volunteer Engagement**

Alpha Kappa Lambda has taken the next step in our organizational development through the creation of a full-time Coordinator of Volunteer Engagement. The first year for this position will be focused on building a foundation for what volunteer engagement will look like for AKL. This will include volunteer recruitment, advisory board development and training, and working with the Volunteer Development Committee. We will be looking to more firmly establish the role of chapter advisors and advisory boards in conjunction with the corporation boards, and how they interact with our collegiate chapters. This role is constantly developing and changing to address the needs of the volunteer force.

The person that has been hired for this position is Brittany Booth (Kappa Alpha Theta). Brittany holds an M.A. in Student Personnel Administration from Saint Louis University (SLU), a B.A. in Psychological Science from Albion College. While at SLU, she served as a Graduate Assistant for Fraternity and Sorority Life, which included responsibilities such as advising the IFC fraternities on campus, the Interfraternity Council, and the Greek Conduct Board. Her efforts during graduate school did a lot to prepare her for this role, particularly her work with headquarters professionals, chapter volunteers and students.

### **Introducing ALPHA Experience: The New Member Education Experience for AKA**

For nearly 20 years, Alpha Kappa Lambda used a program called KAI to educate new members. Over the past two year, the Member Education Committee, a group of alumni and higher education professionals conducted a review of the Fraternity's member education processes and determined it was time for a change. The curriculum included in ALPHA Experience is the result of research on current needs of college student, feedback from undergraduate members, and review and direction from Fraternity staff and the National Executive Council.



The Spring 2015 semester was used as a pilot semester for the ALPHA Experience. Over the summer, revisions were made to the curriculum based on feedback from pilot chapter New Member Educators and new members. ALPHA Experience comes with new content and new resources to ensure chapters are well prepared to provide an experience that prepares new members “to assume leadership responsibility in fulfilling the obligations of life.” We believe it is vital for the success of our brothers that we provide an experience that meets their needs. By continually collecting feedback, we will be able to adapt ALPHA Experience to the needs of our brothers for years to come.

The purpose of ALPHA Experience is to provide a foundation of development for new members as they begin their journey in becoming *Men of Character Committed to Making a Difference*. New members will work through content and discuss eight topic areas over a four to six week period in ALPHA Experience. As with a home, the foundation is the starting point. It is the first piece to be put into place. A strong foundation provides stability for the remainder of the construction and significantly influences the home's ability to last for years and years. ALPHA Experience should provide an opportunity for new members to establish a strong foundation in the Fraternity.

By developing strong relationships with fellow new members AND chapter brothers, learning Fraternity, chapter, and university history, fraternity operations, and being able to articulate what it means to be *Men of Character*, new members will establish a strong foundation to build upon. All of these pieces will help ensure brothers in AKA are prepared to represent themselves and the Fraternity to the highest regard and positively contribute to society as a result of being a member of Alpha Kappa Lambda.

## **2016 Clark–Thompson Presidents’ Academy & Officers’ Institute**

The Fraternity of Alpha Kappa Lambda will once again be hosting its annual Clark – Thompson Presidents’ Academy, January 15 – 17 in Carmel, Indiana. This continues to be an extremely successful event and one we always receive positive feedback. This year, we are adding a second development track to the event and are inviting all chapter treasurers to attend. The National Headquarters staff recognizes treasurers are a vital part of the chapter operations and we know this additional education will only help our incoming officers.

### **Event Details**

Dates and Location:

- January 15 – 17, 2016 at the Renaissance Carmel Hotel in Carmel, Indiana

Costs to Attend:

- President registration costs, including meals, and hotel reservations are covered. Chapters with a \$0 balance as of December 1, 2015 will have travel purchased by National Headquarters for President only.
- Treasurer hotel reservations are paid for but there will be a registration fee to cover meals and the chapter is responsible for all travel accommodations.

For Chapter Presidents

- Newly elected Chapter Presidents are required to attend.
- You cannot run for President during elections if you cannot attend.
- Must have a GPA of 2.5 and current balance in OmegaFi
- Select Colony Presidents will be invited to attend.

For Treasurers

- Newly elected Treasurers are strongly encouraged to attend.
- Must have a GPA of 2.5 and current balance in OmegaFi

## **What Makes a Good Chapter Services Consultant Visit?**

The Fraternity of Alpha Kappa Lambda is an ever growing organization built on the ideals first laid out by our founders. As times change and our organization expands, it's important to keep a connection to our foundation. In an effort to assist our chapters in understanding that importance, what it means to be an AKL and the role their chapter plays, the National Headquarters utilizes young professional staff members to consult our chapters on what it means to be a Man of Character Committed to Making a Difference.

When a Chapter Services Consultant visits a chapter there are a number of variables that can determine the success of a visit. The first being communication with the chapter members, alumni, volunteers and university staff. There should always be information flowing between all parties so that everyone is on the same page and improvements can be made. When a Chapter Services Consultant visits a chapter they need to be involved with any conversations that are happening and know about any issues ahead of time so they can address them. All parties must be open and honest about the state of each chapter so that true growth can begin.

The next thing that makes a chapter visit successful is organization and involvement of all parties. During a visit a Chapter Services Consultant must be able to meet with Executive Board members, alumni, university staff and all other members at least once. Continued face to face time will allow for any concerns to be addressed and for any positives to be praised. This also allows for better communication with the parties.

Lastly, the chapter must be willing to work with the Chapter Services Consultant and strive to improve in the areas where he sees need. Chapter Services Consultants should be in regular contact with all parties and as a result get a better understanding of what a chapter does well and what they need to work on. Therefore, chapters need to be open minded about suggestions and encouragements that the Chapter Services Consultant provides because in the end he wants every chapter to be successful.

## **Risk Management**

We are our Brothers' Keepers. That is why Risk Management is so important for our chapters. Here are a few important points to remember as you start your fall semester.

1. Every brother must know our Fraternity's policies and go through a refresher program on these policies the first month of school.
2. Alcohol is only allowed on chapter property if a chapter is meeting all of the standards of Alpha Kappa Lambda. If you aren't sure if your chapter meets these please contact NHQ.
3. City, State and Federal law is considered part of our policies. Even if one of these laws is not directly stated in our policies it must be followed.

# **Winning at Recruitment**

**(Written By Tom Healy, CEO of Launchpoint Solutions)**

Recruitment is the lifeblood of an organization and your effectiveness at it will determine the future of your chapter. Below we have outlined five specific activities that high-performing AKL chapters continually use. They yield men who contribute to the success of the fraternity and make you proud to call brother.

## **1. Align Individual and Chapter Actions with AKL values**

Trust is essential in any successful relationship – personal or business. Trust is built through credibility. Does someone consistently do what they say? Is your brother there for you in times of need? Does your business' supplier deliver on time and budget? Nobody trusts a hypocrite. And nobody wants to do business with a hypocrite. If your chapter doesn't live the values espoused by AKL it is obvious to anyone considering membership. But, if I can learn what a AKL man is by watching your fraternity operate, you have the credibility to be worth my time, effort and money. You are worth the investment of these valuable resources.

## **2. Utilize a Powerful Brand**

By using our brand, we have the opportunity to “select with branding.” Our brand, and the ideal of the AKL man, will be appealing to the right guys will deter the wrong guys. Regardless of which specific image you decide to utilize, you'll want to make sure you are consistently displaying it to create brand awareness among your target market (potential members). You should use the same brand across your social media accounts, website, t-shirts, flyers, banners and anywhere else that you display your brand. Have a member of your chapter review all of your marketing efforts to make sure you are communicating one consistent message everywhere!

## **3. Manage Recruitment Effectively & Efficiently**

A major reason why chapters fail to meet their recruitment goal is simply by lacking strong organization throughout the recruitment process of turning a potential member into a brother. The most effective way for chapters to manage all of their potential leads is by establishing a **Wish List** on a Google Doc spreadsheet shared with their brothers.

Track the potential members First Name, Last Name, phone number and which brother and team to which he is assigned. As appropriate, add information, such as an email address, notes, which events he has attended, if he has filled out an application, GPA and any other relevant information to your chapters recruitment process.

Assigning each PNM to a brother and team allows for accountability. You can insure he is being inviting them to upcoming events and someone (the brother and his team) is responsible to evaluate if they are the right fit. Chapter that outsource recruitment to just one or two guys to do all the work insure that you aren't screening everyone as best you could. There is no way one person can get to know every potential members well enough to bid, and then quickly initiate a stranger. You will be significantly more effective if each brother is responsible for a few potential members than if the recruitment chair is singlehandedly trying to evaluate every new guy. The chapter will establish a guide so that each brother is using a consistent measure against which a potential member is judged. (More on that later in #4.)

The Wish List must be 2-3 times the size of your chapter in order to maintain a healthy pipeline of potential members. There are always guys that will join others chapters and some won't meet your standards for membership – by maintaining a strong list you can be selective as opposed to having to give out bids to everyone who is interested.

#### **4. Develop Eligibility Standards for Membership**

It is important that you are evaluating a potential member **prior** to giving him a bid. The best way to overcome this challenge is by establishing clear Eligibility Standards he must exceed. To insure he has met your standards you need a specific and effective evaluation process in place. No more guessing based on a brother saying, “He’s a good guy!”

Eligibility Standards must be agreed upon as a chapter and are required to be met by a potential member to extend them a bid. Some chapters use 3-5 mandatory standards, while other chapters measure 6 characteristics and require a guy meets a minimum of 4 or 5 of them. Some examples include GPA, offices held, sports played, etc. In either scenario, the chapter uses these standards to evaluate men to learn who is more likely to align with their values and will make great brothers.

Once you have established your standards, your chapter must determine how you will evaluate men against these standards. There are three basic ways you can do this:

- Personal Observation – your chapter knows exactly what it is looking for in a potential member and uses recruitment events and conversations with them to determine if they meet your standards for membership.
- Brief Application – your chapter requires potential members to complete a brief application (either written or online) that collects the information needed to learn if your standards for membership have been met.
- Sit-Down Interview – members of your chapter sit down with each potential member and ask him a series of questions to determine if he meets your standards. This should be closer to a job interview not an interrogation. We aren't trying to evaluate how much he “want it”, but rather how likely he'll be a good member.

Your standards and evaluation process will send a clear message to potential members that AKL cares about the type of men they recruit while allowing you to only extend bids to men who have a high probability of making a positive contribution to your chapter.

Here are examples of Eligibility Standards used by AKL chapters across the country as they evaluate whether a PNM is the right fit:

- High School or College GPA (require a certain minimum)
- Past Community Service and Leadership Experience
- Past Athletic Experience
- Strong Communication Skills
- Ambition in their plans after college
- Desire to join the fraternity for the right reasons
- Produce a letter of recommendation from a non-relative

## 5. Utilize a Team-Based Model

The most common question we get is, “How can I motivate my members to recruit?” One person can’t do all the recruiting for the chapter, and too often they get frustrated and burn out when they try. A simple Team-Based Recruitment Model, allows the recruitment chair to manage the efforts of the chapter instead of doing everything by himself. Select 20% of the chapter and make them Team Captains. They should be current and future leaders who are dependable and can manage a team of four chapter members.

Have the Team Captains run a “draft” to place each member on a team. Chapters commonly do this in a Fantasy Football format taking turns selecting one man off a roster until none are left. This distributes better recruiters while breaking up the cliques that exist in chapters. Next, assign each person on the Wish List to a team and a particular brother on that team. As mentioned, this helps add a layer of accountability so nobody on the Wish List gets lost.

Instead of telling every brother to rearrange his busy schedule for the mandatory two-hour recruitment event next week, smart chapters tell each team to find two hours next week to do something fun as a Team, with their guys on the Wish List. Since it is more accommodating of brothers’ schedules, you’re more likely to get them to participate. Since it is in small groups you’re actually able to get to know the potential member better, and thus make a better evaluation as to his qualification for membership. Team activities allow for a more effective evaluation process of potential members so you are only bringing the right men into your chapter. Potential members can be cycled through a few different Team’s activities so more brothers can get to know them.

## Staff Contact

Do you need to get in touch with NHQ? If so here is how you can do it:

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Email: [nhq@akl.org](mailto:nhq@akl.org)

Twitter: <https://twitter.com/#!/AKLFraternity>

Facebook: <http://www.facebook.com/AKLFraternity>

Phone: 317-564-8003

***Suggestions for future articles in Inside AKL can be emailed to [info@akl.org](mailto:info@akl.org). The focus of this newsletter is to keep our undergraduate membership informed. Your thoughts help us improve this communication.***