

# A IN THE SIDE A



May 2017 Issue: Undergraduate

# The True Value of Brotherhood



Understanding trends in the world of Fraternity is important. Knowing the size of the incoming freshmen class, understanding tuition costs, housing costs, amenities, competitors dues structures and so forth all play a very big part in the goal setting of our Fraternity. For instance, we know that in the next 5 years the incoming freshmen class at most institutions will start to level off and then drop in size. We know this because we know that high school enrollment and expected graduation numbers are dropping. These types of things are what the National Headquarters staff monitors regularly. I share this as an example of intangible value of being part of a National Fraternity.

A lot of the value that members and/or chapter receives from the Headquarters is hard to quantify like the above example, unlike buying a video game, car, food or other physical item you can't touch what we sell so to speak. Our insurance isn't a value until you need it and when you do you are thankful. A chapter that doesn't have a risk management issue or crisis situation doesn't realize the benefit of having trained individuals on standby until "something" happens and a staff member is there to help. Manual production, conference planning, educational resources, financial management tools and programs are all things that benefit chapters but aren't necessarily realized every day by every member.

I share this with you because it costs money to be a part of a National Fraternity. Many times our members rightly so ask what they get for paying the bill. The cliché answer would be "Brothers for Life All Across the Country" but that is not really what you are buying. That is more what you are joining. What you are buying is association management services that make sure your chapter has the support it needs, that the Fraternity can continue its mission, and that our individuals are provided the resources needed to have the best experience possible both in college and beyond.

This is just a glimpse of what the National Office does but I hope it provides perspective of what our chapters and members are "buying" when they pay their dues and insurance bills.

Good luck with finals and have a great summer!

Fraternally,

Jeremy Slivinski,  
Fraternity of Alpha Kappa Lambda Executive Director

*Front Cover: Gamma Nu at Mansfield University celebrate their Greek Week first place status.*

# Founders' Day Xi Chapter at Truman State

*Saturday April 29th, active members of Xi Chapter* at Truman State University hosted alumni for their annual Founders' Day celebration. The event was hosted at the chapter house in Kirksville Missouri and began with a Corporation Board meeting before lunch. Other activities included indoor games of cornhole and a cookout.

Although the day was a chilly rainy one, chapter Advisor David Lusk volunteered to work the grill cooking burgers and brats with other side dishes provided by a few local sorority members. Even the Truman State Dean of Students Lou-Ann Gilchrist stopped by with baked beans and homemade cookies for the guys.

"Our Founders' Day was a great time," said Chapter President Troy Marroquin. "It was a great opportunity for our younger guys to meet older alumni and to give a chance for everyone to make connections."

This event came at the end of a semester of loss with three suicides within the chapter. Affected by a grieving process unprecedented by any other student organization, the brotherhood of the members stood true in keeping the chapter not only operating but growing stronger.

The event followed the chapter's annual fundraiser "Teeter for Todd." The week long event raises money for a past chapter advisor's son's college fund. Now

13 years old, the chapter has pledges to assist every year until his son reaches 18 years old and begins his college career.

The fundraiser consists of undergraduate brothers paired with sorority volunteers on a teeter-totter, having already had donors pledge to their time fundraising. The seesaw is located on campus and pairs work together in hour intervals with someone on at all times. Although the weather shifted to rain towards the end of the week the fraternity was able to have another successful event.

Earlier this semester Xi chapter celebrated several Greek Week wins. Alpha Kappa Lambda placed third for fraternities overall and took home first place in the school's ever-popular Lip Sync competition. Partnered with Sigma Sigma Sigma, the duo rocked an intergalactic performance with an outer space theme.

In addition to a spirited participation, a couple brothers also volunteered on the Greek Week Committee. Stephen Powers represented as one of two Court and Apparel chairs. While Francisco Juarez led as one of two Greek Week Directors.



*Xi chapter members and the ladies of Sigma Sigma Sigma after a first-place win at the Greek Week Lip Sync.*

# Awards & Recognition

*As the spring semester comes to an end, many chapters may find themselves present at Greek Banquets and Ceremonies. For the brothers of Lambda chapter at Emporia State University they found themselves as winners as well.*

Members won several individual Greek Week events including tug-of-war and the canned food drive but also were awarded for the semester with the IFC Scholarship Trophy, IFC Sports Trophy and the Overall Fraternity Trophy, all three awards that fraternities could be considered for (pictured left.) Brother Barret Koch was also recognized with the Campus Leadership Award. The chapter's success is no shock considering their busy semester volunteering for philanthropy and service.

Throughout the month of April members volunteered at two local runs, the Nitty Gritty Dirt Dash on April 22nd and the IFC sponsored Dog Jog on April 29th. Brothers spent their time setting up, helping with registration, directing traffic and cleanup, despite the latter facing rainy weather (pictured right.)

The chapter also partnered to help with the Butcher Education Center's annual Easter Egg Hunt. Volunteers helped the children find eggs while



managing to keep things fair and getting the kids to share the eggs.

For philanthropy, the chapter partook in Laps for Landon which benefits a four year old diagnosed with cystic fibrosis. The weekend of April 21st-23rd, the chapter worked with the Didde Catholic Center with their Sleep in a Box philanthropy. Although the start of the event was effected by bad weather and the brothers having to rebuild their fort, the event raised over \$2,000 for the Emporia Rescue Mission.



**Contact us** with any awards and recognition you'd like featured in the next issue of "Inside AKL" by emailing [trey@akl.org](mailto:trey@akl.org) or clicking [here](#) for our online event/article submission form.

# 5 Simple Rules to Avoid Recruitment Disaster

Originally published May 11th, 2017 on [www.launchpointsolutions.org](http://www.launchpointsolutions.org) by Brandon Baltzell

*These 5 rules from Fast Company could have* been lifted from the training we do with chapters on recruiting, specifically on strategies we teach to both SELECT the best candidates and then to RETAIN them throughout their entire time on campus as a student. Just like companies struggle with finding and keeping to talent, so do fraternities and sororities.

**1) Make the job description painfully honest.** It is important for potential members to know exactly what you expect from them once they join. Being clear and upfront about time commitments and financial obligations with anyone you are considering for membership will ensure that you do not lose members down the line because they did not know what they were getting themselves into. Do not just tell them the bare minimum requirements, tell them what it takes to be an outstanding member of your organization. Your best members will join because of the things you are doing, not in spite of the required time and financial commitment.

**2) Stop trying to “sell” the company to potential hires.** A prevalent example of this is big-budget recruitment events that have nothing to do with what you value as an organization. Chapter-sponsored concerts, skydiving, and moon-bounces on the front lawn may seem like the best way to get people in the door, but the unintended consequence is a class of new members thinking that is what your organization is about. Right around the time they realize you don't host a big event every week is the same time that

your retention rate plummets. Recruitment events should be things your active members enjoy doing so potential members can see your true culture and can determine if it is a good fit for them (and so you can determine if they are a good fit for you). Including recruitment in things you already do will help you avoid the bait-and-switch retention problem. As an added benefit, your active members will complain less about coming to recruitment events.

**3) Focus on track records.** Past performance is an indicator of future performance. If you want to recruit great members, find people who have done great things. It is easy to dream, but it is much harder to accomplish. Ask about their proudest achievement. Ask about previous and current involvement. If you want to find leaders for your organization, find people who are currently leading or who have been successful leaders in the past. Build this into your bidding decisions by coming up with clear and measurable eligibility requirements for membership including an involvement requirement and a GPA requirement, and ask potential members to share how they meet your requirements. This will attract better members and intimidate lesser ones – saving you from wasting your time on people who had no intention of contributing to your organization in a meaningful way.

**4) Personality assessment.** This article proposes using a certified personality test to determine if

potential employees would be a good fit. If your current membership supports this type of assessment, it would definitely help you offer bids to the right people. If you are like most chapters, a commercially available personality assessment may be a little over the top (save it for your executive board retreat). There is an alternative simple solution that provides the same value. Have potential members fill out an application for membership. This application should include questions that tell you if they are interested in joining for the right reasons and if they would be a good fit. [For example; leadership roles, why he wants to join, how he would impact the organization.]

**5) Remind candidates that they're also interviewing you.** If you want your new members to be engaged, talk to everyone you consider for membership about the importance of finding a great fit. If they join and later find out they would have been a much better fit in another chapter, they are unlikely to contribute like they would if they had joined the right group. You end up with an apathetic member and the other group misses out on a good member. Do the smart thing and encourage potential members to look at other groups in the community. Doing this will decrease the likelihood of buyer's remorse.

# Expansion News University of Maryland

*Alpha Kappa Lambda is pleased to announce* the founding of the newest colony at the University of Maryland. The colony at the University of Maryland started early this May when an enterprising freshman student, Sam Stahler, contacted National Headquarters about founding the Fraternity on campus with his group of 16 classmates. After visiting campus and meeting with the students, AKL agreed that these young men were up to our standards and were more than deserving of being the first Founding Fathers of the colony.

The colony is currently 16 members strong representing diverse majors such as mechanical engineering and political science. The members desire to double their size in the Fall while making an impact on campus philanthropically and socially.

A colony pinning ceremony was held Friday May 12th on campus with a brotherhood dinner following at a local pizzeria.

The colony will receive on-site support from headquarters staff and AKL Alumni in the DC Metro area beginning in August. If you are interested in lending a hand or some advice to our newest colony members, contact Jeremy Roberson, Coordinator of Growth, at [jroberson@akl.org](mailto:jroberson@akl.org) to facilitate communication and "like" the colony Facebook page [here](#).



**“We were all very close before the decision to found the Fraternity. Some of us did not consider ourselves the classic fraternity type, others had rushed before but did not connect with the current fraternities on campus. Everyone is excited and the general goal is to do fraternity better than anyone of us could have imagined elsewhere.”**

**-Sam Stahler, Founding Member**

# AKL

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Inside AKL is a monthly educational and alumni publication by the Fraternity of Alpha Kappa Lambda. Brothers and friends are encouraged to submit news, articles and photographs of chapter events, philanthropy and service projects as well as other notable achievements. Correspondence can be emailed to [info@akl.org](mailto:info@akl.org) with "Inside AKL" in the subject line.

[Online Event/Article Submission Form](#)

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### ***Statistics***

Active Chapters & Colonies: 44

Undergraduates: 1,600+

Alumni: 25,149

Spring New Members: 257

Fall New Members: 554

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***Counter-Clockwise from top right: Dante Mautino, Psi at Iowa State Chapter President, with his date before Spring Formal. Lambda Chapter at Emporia State at a bowling brotherhood event. Iota at Kansas State with kickball partners Tau Kappa Epsilon and Alpha Chi Omega. The Founder Fathers of the Colony at Texas Tech University finishing off a strong start.***