

2011-2012

New Member Resource Manual



CHI PHI

≡ *Authentic since 1824* ≡

Educators Guide

Overview: The New Member Resource Book is designed to be a starting point for the men who have recently decided to join our organization. It contains information about various areas of our organization and offers a basic overview of Chi Phi. Information alone is not enough to ensure that these New Members obtain the knowledge needed to be successful brothers of the Chi Phi Fraternity, so Chi Phi has created a supplemental packet to help educators teach the information. Chi Phi has also created presentations to correspond with the New Member Resource Manual that are available at www.chiphi.org.

In this guide you will find some sections have “Activities” in Italics. Feel free to use these to enrich the participants learning experience. All of them will help the New Members understand the information better and see it in practical use.

Sections 1 & 2

Introduction to Membership

1. Pledging Ceremony
 - a. Describe to the group what the Pledging Ceremony actually means. For example: the New Members take a pledge to act as stewards of our organization and learn the information needed to become a brother...
 - b. *Activity: Have the participant's pair off and discuss the symbolism in the ceremony. Then have them discuss as a group.*
2. The Chi Phi Experience
 - a. Encourages Individual Development
 - b. Stimulates Intellectual Growth
 - c. Promotes Friendship
 - d. Provides A Beneficial Life Long Experience For Every Member
3. Hazing
 - a. A four letter word. A no hazing stance is strictly enforced and is unacceptable. See section 3 for more information.
4. GreekLifeEDU
 - a. *Activity: Have the new Members all bring laptops and give them time to work on GreekLifeEDU for the first couple of meetings.*
 - b. Must be completed within 14 days!
5. Financial Obligations
 - a. New Member Fee: \$90 one time
 - b. Initiation: \$240 one time
 - c. Insurance: \$130 per year
 - d. National Dues: \$55 per semester
 - e. Show them a breakdown of their local dues and what it goes toward.
6. What to Expect as a New Member
 - a. *Activity: Have them individually write down their expectations as New Members.*
 - b. Overview the program with them. It would serve them well to give them a syllabus.
 - c. Discuss your criteria for initiation.
7. Mission of Chi Phi
8. Vision of Chi Phi
9. Creed of Chi Phi
10. True Gentleman
 - a. *Activity: Have the participant's pair off and discuss what they believe the Creed and True Gentleman actually mean. Discuss as a group.*
11. Chi Phi Values
 - a. Truth
 - b. Honor

- c. Personal Integrity
- d. Describe to them the actual meaning of these words. They mean nothing without personal reflection.
- e. *Activity: Ask the group the following questions: "How do you define Values? What do you think the Chapter's values are outside of the National Fraternity's? How do they know these are additional values of the chapter?" Write their responses on a flip chart. Make the connection between actions and values. Our actions should show our values on a daily basis.*

Suggested Brotherhood Activity:

Have their entire Brotherhood (New Members and Brothers) watch/go to see a movie together. The movie should be a war movie or possibly a comic book movie (Ironman, Saving Private Ryan). Then after it is over ask the following questions to the entire group:

- What values did the characters exemplify?
- Did their actions align with their values? How?
- How does this relate to Chi Phi's values?
- What can our membership do to align with our values?

Make sure that all members answer, Brothers and New Members.

Sections 3 & 4

Standards and Goals

1. Accreditation
 - a. Gives Chi Phi a tool to forecast trends in the organization.
 - b. Will shift focus of National and Regional programs to answer trends.
 - c. Recognizes the value of achievement and reward that achievement
 - d. Awards will eventually be based on Accreditation scores.
2. Scholarship
 - a. Each chapter has requirements concerning Academics. Every member must have a 2.25 to be initiated. Each chapter must have a GPA above the all men's average.
 - b. To help our chapter reach the goal they need to implement the following:
 - i. Faculty Advisor - designed to be a contact point for the chapter to engage with the faculty of the university. This Advisor can help with directing the members on where to seek assistance on a university level.
 - ii. Academic Assistance Program - each chapter should have a program to encourage its membership to reach academic excellence. This program should have clearly written expectations and goals. When members reach their goals there should be reward and when they don't meet the requirements there should be ramifications. The plan can include study hours, tutoring sessions, new member/brother teams, etc.
 - iii. Scholarship Chairman - every chapter must appoint or elect a scholarship chairman, It is his duty to manage the academic assistance plan and participate in the national programming that is designed for his position. The academic health of the chapter is his responsibility.
 - iv. Scholarship Committee - is a group of members that will assist the Scholarship Chairman in his efforts.
 - c. Risk Management
 - i. RM is designed with one basic idea in mind. That is the safety of our membership.
 - ii. *Activity: Divide the participants into small groups and give each person a copy of the Personal Safety Policy. Assign an equal number of points to each group and have them decipher the meaning of the points. Discuss what they come up with.*
 - iii. Personal Safety Policy - The Major Points
 1. Alcohol and Controlled Substances
 - a. No underage drinking
 - b. Must follow all laws and university/college policies
 - c. No open events with alcohol. Must have a guest list.
 - d. No chapter funds can be used to purchase alcohol
 - e. Chapter can not sell alcohol in any fashion.

- f. No alcohol in New Member activities or recruitment events.
 - g. Can not force someone to drink alcohol either directly or indirectly.
 - h. Must have non-alcoholic beverages and food at events with alcohol.
 - i. Must have monitors designated in advance, they can not drink before or during event.
 - j. No alcohol in advertisements for the fraternity.
 - 2. Hazing
 - a. Hazing is absolutely unacceptable in all of its forms on every level and it will not be tolerated.
 - b. *Activity: Have all of the new members work as a team to write a pledge against hazing. Have each person contribute a line that reads "I pledge and promise to (not)..." They can all sign it and present it to the chapter.*
 - 3. PSP Continued
 - a. Sex, Creed, Religion and National Origin
 - b. Fire and Safety
 - c. Sanctions
- iv. RM and Events
 - 1. *Activity: Have the Chapter Eta and Alpha come into the meeting to discuss the procedures needed to plan an event. Have them go into detail about the paperwork and what is expected of members at events. Or have a police officer come in and speak about events and give tips on successful planning and safety.*
- d. Trademark
 - 1. Have the group think of slogans that include academic health, social excellence, selectivity, and networking, and then ask if this would better reflect our organization or the images on the slide.
 - 2. Chi Phi's Trademark Policy is designed to keep the image of the Fraternity in a beneficial light. It is imperative for recruitment and public relations.
- e. Chapter Standards
 - 1. Explain to the New Members the standards that your chapter has in these areas. If your chapter does not have standards then this is a great time to start writing some.
 - 2. *Activity: Ask the group to think of some standards for the listed areas and use their input to revise the chapter's standards. They are the future and having their input is not a bad idea.*
- f. Goal Setting
 - 1. Use the SMART method.

- a. Specific. A goal should have specific parameters. Vague goals are impossible to quantify and justify if the goal was reached or not.
- b. Measurable. Numbers are your best friend in setting goals. If it is for recruitment, write down the exact number you want, If it is for a philanthropy, write down the exact dollar amount.
- c. Achievable. It is important to know the difference between goals and dreams. Goals can be reached where dreams are very unlikely. Keep the goals physically achievable.
- d. Righteous. The goals must fit in the values of the group. In our case Truth, Honor and Personal Integrity.
- e. Time-bound. Set a specific time in which the goals will be reached. A date would be best.

2. Goal Setting Cont.

- a. There are two factors that contribute heavily to the success of goals. The first is who the goals are for. It is crucial that the people the goals govern have a hand in creating them, especially in a Fraternity.
- b. Second, you can't achieve goals that you don't know about, or at least it is very difficult. Post the goals in the house or a place that the members constantly see. Also check in with your goals. At the Chapter Meeting or the New Member meeting go over the goals and reward success if they are reached.

3. Your Goals

- a. *Activity: Have the group individually write down 3 goals for the group and 3 for themselves to achieve, remind them to use the SMART Method in creating them. Remind them not to just think short term (the next 5 weeks of their New Member Education Process), but to think long term as well. Have them report out to the group and write them down on a flip chart. Have them vote on the top ten. Follow up at every meeting to see if the goals have been reached.*

g. Awards

- a. Discuss the meaning of the awards and who won them.
- b. Discuss your own chapters experience with the awards.

h. Distinguished Alumni

Sections 5 & 6

Organization of Chi Phi

1. Chi Phi Organization
 - a. Congress is made up of
 - i. Alumni Associations
 - ii. Chi Phi Clubs
 - iii. Chapters and Clubs
 - b. Congress elects
 - i. Grand Alpha
 1. Appoints Grand Council
 2. Appoints Executive Director
 - a. Hires National Staff
 - ii. Board of Governors for Trust
 1. Choose Trustees
2. Congress
 - a. Supreme governing body
 - b. Each chapter gets two voting delegates
 - c. Each Colony gets one voting delegate
 - d. Each Alumni Association and Chi Phi Club gets one voting delegate
 - e. Meets annually.
3. Judicial Courts
 - a. Court of the Chapter
 - b. Court of the Grand Council
 - c. Court of Congress
 - i. Used as an appellate court.
 - d. *Ask: How are these courts reflected in our national government?*
4. Grand Council
 - a. **Grand Alpha** (Dr. James P. Soderquist, Alpha '67)
 - b. **Grand Beta** (Ronald P. Frank, Nu Delta '83)
 - c. **Grand Gamma** (Francis D. Uryasz, Alpha Theta Chi '83)
 - d. **Grand Delta** (Eric B. Pittman, Alpha Zeta '93)
 - e. **Grand Epsilon** (Senour H. Reed, Eta '79)
 - f. **Grand Zeta** (Steven W. Hopkins, Nu '99)
 - g. **Grand Eta** (George M. MacDonald, Kappa Delta '71)
 - h. **Grand Theta** (Brad Salemi, Nu Delta '12)
 - i. **Grand Iota** (Clark Kjorlaug, Omega '12)
 - j. **Scholastic Chair** (Raymond E. Carnley, Delta Pi '00)
 - k. **Heritage & Tradition** (Glenn B. Johnson, Mu Theta '04)
 - l. **Member at Large** (Jonathan Bukva, Beta Theta '02)
 - m. **Member at Large** (Michael P. Orta, Phi Lambda Theta '06)

- n. **Member at Large** (Michael Casey W. Woolf, Phi Delta '11)
 - o. **Member at Large** (Patrick Moriarty, Tau Zeta '13)
 - p. **Executive Director** (Michael Azarian, Psi Delta '97)
5. National Staff
- a. **Executive Director** (Michael Azarian, Psi Delta '97)
 - b. **Director of Undergraduate Services** (Deanne Walters, Zeta Tau Alpha Fraternity)
 - c. **Field Executive** (David Ebner, Delta Zeta '08)
 - d. **Field Executive** (Jonathon Perout, Xi Delta '10)
 - e. **Field Executive** (Michael Erickson, Upsilon '10)
 - f. **Communication Coordinator** (Trevor Sheffield, Rho Delta '08)
 - g. **Alumni Services Coordinator** (Kip Morse, Eta '68)
 - h. **Administration Assistant** (Patty Fisher)
 - i. **Fraternity Controller** (Jan Whitten, Delta Zeta Sorority)
6. Trust
- a. **Chairman:** Christopher J. Shuler, Alpha Zeta '84
 - b. **Vice Chairman:** E. Owen Parry Jr., Alpha '65
 - c. **Secretary:** John W. McElderry, Eta '94
 - d. **Treasurer:** John E. Hutzler, Kappa Delta '90
 - e. **Trustee:** Sunny Handa, Xi Delta '89
 - f. **Trustee:** Daniel Dozer, Iota '65
 - g. **Trustee:** Denman K. McNear, Beta '48
 - h. **Trustee:** Hans U. Stucki, Iota '70
 - i. **Trustee:** David Skelton, Omega '80
 - j. **Director of Development:** Fred Maglione, Alpha Tau Omega Fraternity
 - k. **Director of Development:** Beth Knott, Kappa Delta Sorority
 - l. **Financial Assistant:** Mandy O'Brien
7. Chapter Operations
- a. *Activity: Ask the participants to name things that they expect a chapter to do on a basic level. Write them on a flip chart of board. Add the following at the end:*
 - i. Chapter meets once a week
 - ii. Chapter officers meet every week, prior to Chapter meeting
 - iii. Each member is involved in some area of Chapter operations
 - iv. Chapter is goal-driven (short term and long term)
 - v. Clear, outlined consequences for members who fail to meet their commitments
 - vi. Regular communication between officers and Greek Affairs and National Office.
 - vii. Must utilize Alumni Advisor and Faculty Advisor
 - viii. Incorporation of retreats into its leadership and education
 - ix. Promote a balanced college experience
 - x. Be pro-active and independent in decision making
 - xi. Be aware of the lifelong fraternal commitment

8. Chapter Officers
 - a. **Alpha** - President
 - b. **Beta** - Vice President
 - c. **Gamma** - Secretary
 - d. **Delta** - Treasurer
 - e. **Epsilon** - Sergeant-At-Arms / House Manager
 - f. **Zeta** - Historian
 - g. **Eta** - Risk Manager
9. Committees
 - a. Ask what is the purpose of a committee. Explain that they are created to help research and implement initiatives that are difficult and inefficient for a single person to do.
10. Delegation
 - a. Ask the participants to raise their hand if they have had a job before. Ask someone who raised their hand what delegation means.
 - b. **Good Delegation** requires:
 - i. Keeping a calendar
 - ii. Starting Early
 - iii. Inspiring a vision; don't micromanage
 - iv. Being specific with deadlines
 - v. Following up and following through
11. Reflection
 - a. *Activity: Have the group pair-off and answer the following. Discuss their answers.*
 - i. *What does commitment mean to you?*
 - ii. *How will maintaining commitments in the Chapter prepare you for post-college life?*
 - iii. *How does organization promote success?*
 - iv. *How can you organize your chapter to become more successful and efficient?*

Suggested Brotherhood Activity:

Take the entire Brotherhood (Brothers and New Members) to a sporting event. It can be a school event or any other. After the event ask the following questions:

- How does this event relate to Chi Phi Organization?
- How does this event relate to Brotherhood?
- How does the team exemplify commitment? How do the fans? (you could tie this into a professional sports team that is not successful and ask why people attend their games.)
- What are the fans committed to?
- How does this reflect our commitment to Chi Phi?

Make sure that all members answer, Brothers and New Members.

Sections 7 & 8

History

1. Colors of Chi Phi
 - a. Scarlet and Blue
2. History
 - a. Princeton Order
 - i. December 24, 1824
 - ii. Closed in 1825
 - iii. Re-established 1854
 - iv. Expanded to Franklin and Marshal College (Lancaster PA)
 - v. Ceased activity again in 1859
 - b. Southern Order
 - i. August 21, 1858 UNC - Chapel Hill
 - ii. Founded Theta Chapter in Edinburgh, Scotland (First European/American Fraternity)
 - iii. When Closed the "alpha" designation shifted to the University of Virginia
 - iv. Re-established as the "Alpha-Alpha" Chapter
 - c. Secret Order
 - i. November 14, 1860 Hobart College (Geneva, NY)
 - ii. Brother Beach saved Brother Brunson from drowning; friendship grew into the Secret Order.
 - d. Union of Northern Order
 - i. May 29th 1867
 - ii. Princeton Order and Secret Order merged
 - iii. Proceeded to expand in the Northeast and Great Lakes regions
 - e. Union of Northern and Southern Orders
 - i. March 27, 1874
 - ii. Became Chi Phi Fraternity
 - f. Moving West
 - i. One of the first National Fraternities with expansion to Berkeley on February 11, 1875
 - g. The Chronicles
 - i. Detailed History first published in 1939, followed up in 1993 with second addition.
3. Greek Alphabet
4. NIC
 - a. North-American Interfraternity Conference
 - b. 1909
 - c. 73 fraternities
 - d. Chi Phi is a founding member

- e. Discuss the role of IFC on your campus.
- 5. NPC
 - a. National Panhellenic Conference
 - b. 26 women's fraternities founded in 1902
- 6. NALFO
 - a. National Organization of Latino Fraternal Organizations
 - b. Founded in 1998 by 21 Latino Greek Letter Organizations
- 7. NPHC
 - a. National Pan-Hellenic Council
 - b. Founded in 1930
 - c. Historically African-American Fraternities and Sororities.

Sections 9 & 11

Total Membership Education

1. Total Member Education
 - a. Extends through undergraduate and alumni membership
 - b. Develops individuals through leadership, personal development, career objectives, etc.
 - c. Keeps members engaged
 - d. By no means should it be limited to basic chapter operations.
 - e. Nor should a Total Membership Education program end at initiation or graduation.
2. Areas of Education
 - a. Leadership Development
 - b. Health and Wellness
 - c. Career Exploration and Preparation
 - d. Diversity Awareness
 - e. Community Engagement
 - f. Social Awareness: Arts and Culture
3. *Activity: Have the participants answer out loud to the following questions and write their responses on a flip chart or dry erase board:*
 - a. *How does TME relate to Chi Phi's Mission of "Building Better Men"?*
 - b. *How does TME benefit our members and chapters?*
 - c. *What are other TME areas around which your chapter could educate?*
 - d. *Then have the groups come up with one idea for a TME event that the chapter can participate in. Reward the group that has the best idea with a gift card to a local restaurant or something else of your choosing.*
4. Chi Phi Educational Programs (give a brief summary of each, see the New Member Resource Manual)
 - a. Chi Phi Congress
 - b. Summer Leadership Program (COE)
 - c. Regional Leadership Alliances (RLAs)
 - d. Alpha's Academy
 - e. Officer Teleconferences
 - f. Recruitment Webinars
 - g. NIC Programs: UIFI and Futures Quest
 - h. *Activity: Have the participants answer the following questions out loud.*
 - i. *In the last year, what programs has your chapter participated in?*
 - ii. *Why would Chi Phi have so many different educational programs?*
 - i. *Write the names of the programs on separate sheets of paper and tape them to different areas of the room. Have the participants go to the area of the room where the program they would like to attend the most is taped. Ask the participants why they chose that program.*

Suggested Brotherhood Activity:

Take the entire Brotherhood (Brothers and New Members) to an Arts and Culture type of event (Play, Museum Exhibit). It can be a school event or any other. After the event ask the following questions:

- How does this event relate to Total Membership Education?
- What is something new that you have learned?
- How will this knowledge help you in your time as a student? As a professional?

Section 10

Recruitment

1. University Models
 - a. Discuss with the New Members the University models (deferred one semester, deferred one year, open recruitment etc.)
2. Know the Rules
 - a. *Activity: Have copies of the recruitment rules on-hand and pass them out. Discuss the myths behind recruitment and what can and can't be done.*
3. Alcohol and Recruitment
 - a. *Activity: Ask the group about the potential harms that using alcohol to recruitment members my cause.*
 - b. Discuss the expectations of the University and the National Office concerning alcohol being present during recruitment.
4. The 5 Step model
 - a. Meet Them
 - i. *Activity: Have the group break up into teams of 3-4 and have them discuss what they could do to meet more people. Have them report out and discuss them as a group.*
 - b. Make Them Your Friend
 - i. *Activity: Present a scenario based on an idea that one of the groups came up with. Act out and role play the scenario with two of the two New Members. Have them start up a conversation and leave with contact information and a planed next interaction.*
 - c. Introduce Them to Your Friends
 - d. Introduce Them to Your Fraternity
 - e. Ask Them to Join
 - i. *Activity: Ask the group to pair off and come up with reasons people do not join fraternities. Discuss those reasons and a benefit that may turn that apprehension into a reason to join.*
 - ii. Use the feel, felt, found method
 1. For Example if someone was to respond to the question of why they might not join with. "Well, I'm worried about my grades. I don't want them to be hurt by joining." You would respond, "I understand that the idea of your grades dropping make you **feel** uneasy, as it should. I **felt** very similarly as you do a year ago. I mean I'm here on scholarship, if my grades drop I'm out of here. But I've **found** that the fraternity has actually helped my grades, some of the upperclassmen are the same major as me and they helped me immensely with choosing the right classes, studying for test and they even gave me their books and saved

me some cash. Plus the chapters GPA is above the All Men's Average. Academically speaking, we are better than the average student.

iii. *Activity: Have them pair off again and practice answering the top 5 reasons why people don't join.*

1. *Money*
2. *Hazing*
3. *Grades*
4. *Parents don't like it*
5. *Time commitment*

5. Names List

- a. Your chapter is not recruiting without one.
- b. Collect information on potential members to help track their progression
- c. A well devised names list will have hundreds of names on it even at a small school.
- d. Show a copy of your chapter's names list to the New Members and let them see their own information on the list.

6. The 6 Cylinders of Recruitment

- a. Referrals - can be collected from anyone, professors, sorority members, advisors, etc...
- b. Summer Recruitment - will rely on some of your younger members reaching out to the high school they attendee and asking counselors and teachers for names of incoming freshman. This can also usually be collected from the university.
- c. Member Positioning- will allow you to collect the information gained by your member's roles on campus: jobs, other clubs, orientation leaders, etc.
- d. Names Drivers - events that your chapter participates in over the entire school year. They can be events planned just for recruitment or juts something you are already doing. Collect names and contact information from participants.
- e. Marketing for Names - refers to the advertising that your chapter does. Make sure to ask yourself what you are selling and whether or not your advertisement says that. Always have contact information for the chapter on your advertisements.
- f. Rush - yes you need to participate in Rush! Just remember that people don't join events, they join people.

7. 365 Recruitment

- a. *Activity: Have the participants divide into groups of 3-4 and give each group a printed copy of the calendar. Divide the months equally between the groups. Have them brainstorm on how each event on the calendar can be used for recruitment.*
- b. *Discuss their ideas.*

8. Event Planning

- a. *Activity: Pick 3-4 New Members to be captains and have them draft team members so that every participant is on a team. Have each team come up with an idea for a recruitment activity. Have one group report out. Once they are done pitching their idea ask them the following questions:*
 - i. *What specifically will happen at this event?*
 - ii. *How will this event portray our fraternity?*

- iii. What benefits of membership does it exemplify? Other than Brotherhood?*
 - iv. Who is the target market for this event?*
 - v. Does this event appeal to our target market? How?*
 - vi. What must **not** happen at this event?*
 - vii. What do we expect of our Brothers at this event?*
 - viii. How will this event make people want to join our fraternity?*
- b. Have the teams reconvene and come up with answers to the questions. They should restructure the event so that the questions are answered properly.*
 - c. Give some sort of prize to the group with the best idea.*

Suggested Brotherhood Activity:

Have the entire Brotherhood (New Members and Brothers) participate in the Brotherhood Challenge. Have a competition for the entire group to see who can add the most new names to the names list or spend time with the most potential members one-on-one. Design a point system to track every member's progression and give a reward to the members that wins (Gift Card, Dinner, etc.) Make sure that every member is participating.

Other Resources

General Information

- Chi Phi Website: www.chiphi.org
- North-American Interfraternity Conference: www.nicindy.org
- GreekLifeEDU: www.greeklifeedu.com
- Deanne Walters, Director of Undergraduate Resources: walters@chiphi.org

Recruitment Resources

- Phired Up! Productions: www.phiredup.com
- CAMPUSPEAK: www.campuspeak.com