

# THE BROTHERHOOD BULLETIN

THE JOURNAL AND RECORD OF THE ALPHA SIGMA PHI FRATERNITY

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## *New Member Satisfaction: The Key to a Successful Chapter*

*-By Jackie Gilpin*

Customer satisfaction is a sound business policy. The creed below can be found displayed in many places of business:

### **CUSTOMERS**

Customers are the most important visitor on our premises.

They are not dependent on us—we are dependent on them.

They are not outsiders to our business—they are a part of it.

We are not doing them a favor by serving them...they are doing us a favor by giving us the opportunity to do so.

Our Greek organizations can learn a valuable lesson from this popular business creed. Just as satisfied customers are vital to the success of a business, new members are important to the future of our sororities and fraternities. How can we commit ourselves to ensuring that we obtain "New Member Satisfaction"?

We must welcome our new members as members. New members can be considered provisional members, but we should devote the majority of our time choosing members during rush, not during their new member program. The chapter should train members well as rushers so they can be selective and find members who will best fit their chapter. It is important to keep in mind that just as we are getting to know the new members better, they are in the process of confirming their decision to pledge our chapter.

The main differences between new members and initiated members is that the initiates know ritual, generally know more people in the chapter, and have had more time to learn about chapter operations. Ritual is the only aspect of membership for which the new members will have to wait to discover. The

initiated chapter members should devote time and energy to getting to know the new members and educating them on chapter and inter/national operations so they become interested and involved chapter members as soon as they join. Because of the efforts of initiated members to communicate their appreciation of new members, the new members will begin to feel satisfied in their chapter.

In asking new members to become involved, we need to realize that their time is just as valuable as ours, and we should spend it wisely. Most students have many commitments in their lives today. New members will have more positive attitudes and appreciate chapter events if they are worthwhile. They will have separate new member meetings, but other than that, their requirements should be the same as all other members. The more their interests are taken into consideration when planning events and programs, the more satisfied new members will be with the chapter.

Through treating members as we wish we had been treated as new members, they will become satisfied chapter members who will carry on that tradition. Some chapter members still defend hazing by saying that since they had to go through it, so will this new member class. That attitude is detrimental to everyone in the chapter. Rather than carry on a negative tradition, chapter members should assert their influence as role models in positive ways. Initiated chapter members and officers have the challenge of being the sort of member all new members aspire to become.

The new members are the most important members because they are the future of the organization. One of them may someday be a dedicated officer, another an involved alum; one could become a caring Big Brother or Sister to a future new member who holds potential for further contributions. Without these new members, our organizations would lose their potential for continued and future greatness.

Satisfied customers translate into profit and success for businesses. Satisfied new members will become involved and successful initiated members, which will

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ensure the successful future of our Greek organizations. Altering the business creed to suit the above suggestions, the creed below focuses on new members. It can serve as a reminder of why it is important to us as members, our chapters, and our inter/national organizations that we strive for "New Member Satisfaction."

#### **NEW MEMBERS**

New Members are the most important people in our organization.

We must communicate our confidence in them to them.

They are not dependent on us—the future of our sorority or fraternity is dependent on them.

They are not outsiders to our organization—they, through new member education and programming, are a part of it. We are not doing them a favor by offering them a bid...they are doing us a favor by giving us the opportunity to do so.

*Reprinted with permission from MIFCA Mailer, November 1995. Jackie Gilpin served her chapter as the new member educator, and is currently the New Member Development Coordinator for Bowling Green State University.*

### **Why the Insurance?**

Often times brothers ask why liability insurance costs so much. And the answer is because fraternities are a very high risk. In determining the cost of insurance for Alpha Sigma Phi, the insurance company, Lloyds of London, assesses the premiums paid versus the claims paid out. As of the start of this school year alone, Alpha Sigma Phi was faced with four lawsuits. One was settled for \$25,000, another dropped, and still two remain. The remaining two lawsuits have the potential to cost as much as \$138,000. These are claims that no chapter could sustain. Unfortunately, the two lawsuits outstanding have been filed by members of Alpha Sigma Phi, a very sad comment on the fraternity in 1995. We will need to focus on the reason Alpha Sigma Phi exists and show, in our actions, that we live up to the ideals of Alpha Sigma Phi. It is better that we brothers determine the future of Alpha Sigma Phi rather than the U.S. Court system.

### **BB Goes Online**

Beginning with this issue, every member of Alpha Sigma Phi Fraternity that we have an e-mail address for, will receive The Brotherhood Bulletin over e-mail. Headquarters can be reached at [alphasigs@hcca.ohio.gov](mailto:alphasigs@hcca.ohio.gov)

### **AL Reminder**

The Academy of Leadership will be held January 19-21 in Charlotte, NC. All presidents and new member

educators are expected to attend this program, which is provided free of charge to undergraduates. If you have questions regarding the meeting or travel arrangements, please contact Fraternity Headquarters immediately.

### **Top Ten False Assumptions Made About Recruitment**

1. Potential members assume what a fraternity is.
2. The prospective members will come to us.
3. Most prospective members want to join fraternities for the parties.
4. Rushees tend to join fraternities with nice houses and good reputations.
5. Only freshmen are interested or will make good members.
6. Commuter students are not interested and will not make good members.
7. Rush is expensive.
8. Rush is very time-consuming.
9. Rush happens at a certain time, in a specific place, in a consistent manner.
10. Rush is a preliminary round. Pledging is when we really see if a person will make a good member.

From the presentation by the NIC staff at the NIC/AFA Annual Meeting in Kansas City, MO, "Been There, Done That, What's Next"

### **Chapter Reports**

#### **Alpha Pi Chapter**

#### **Purdue University**

#### **-submitted by Scott D. Phillips**

Alpha Pi Chapter recently attended an Old Masters Dinner with the women of Alpha Gamma Delta, at which Dr. Clinton F. Lane, Executive Vice President of Aldrich Chemical Company spoke. Dr. Lane did graduate work at Purdue University. During his time at Purdue, Dr. Lane worked with Professor Herbert C. Brown on his research into organoboranes, a topic studied by all organic chemistry students.

A goal of Alpha Pi Chapter this semester has been to improve the chapter academic standing on campus. One of the new programs that is being tried was developed by HA Greg Ryan. A fair way to reward brothers for achievement in academics was implemented that doesn't just reward the smartest brothers of the chapter. The program works like this: Whenever a brother in the chapter earns an A on a test or a major paper, he gets a star by his name on a tallying board. At the end of the semester, all of the brothers who received A's get their names put into a hat, one time for every A. Three winners will be drawn, and prizes such as sweatshirts and gift certificates will be awarded.



## **Beta Theta Chapter**

### **Rutgers University**

**-submitted by Christopher Rogers, HR**

Our chapter was recently awarded the honor of hosting the Brotherhood Building Retreat, sponsored by the Fraternity. Only two chapters were chosen to participate this year. I assure you, each one of us took something away from the experience that will help us our entire lives. I encourage other chapters to apply to participate in this worthwhile program.

## **Beta Gamma Chapter**

### **Bethany College**

**-submitted by Darren O'Toole, HSP**

It has been a very active semester at Beta Gamma Chapter in Bethany, WV. After a poor recruiting period last year, we were forced to open our eyes a little bit. Although this poor recruitment was obviously a negative experience, it is probably the best thing that could have happened to our chapter. It forced the brotherhood within the chapter to bond stronger. Over the past year, we, as a chapter, and I, as president, have matured greatly.

The chapter became knowledgeable about the Constitution and developed a working set of By-Laws. We improved our academic standing, moving from the bottom of the academic list to the second highest fraternity, with a 2.9 GPA.

We became more aware of the risk management policies. We had experts come in and talk about alcohol awareness, and fire safety and responsibility. We improved our relationship with IFC and with Greg Krikorian, Dean of Greek Life. We performed over four hundred hours of community service, taking part in such activities as street sweeps, maintenance of Campbell Mansion, sponsoring a stray from a local animal shelter, and making calls for the college to raise money. We ran a haunted house with a local sorority, from which we donated \$200 to Bethany Primary School. We supported Special Olympics through Dial America. We also sponsored an Alcohol Awareness project for the entire campus. All of these activities helped us to grow as individuals, as a chapter, and helped us to improve our image on campus.

Another aspect that has improved is the condition of our house. The exterior of the house has been recently renovated, and the focus has moved to the interior of the house. Through detailed work with our Property Association and our Alumni Association, we have been able to complete the first stage of renovation for the interior of Nave's Mansion. Plumbing, restoration of lavatories, electrical work, plastering, and painting of walls, replacement of windows and doors, and acquiring new carpet are just some of the things that have made our home a more comfortable place to live.

Through tremendous support and guidance of our dedicated alumni and the undergraduate officers who will soon take over, the future of the Beta Gamma Chapter looks promising.

## **Delta Iota Chapter**

### **Longwood College**

**-submitted by Marc Settimo**

At this point last year, the future of Delta Iota looked very grim. It appeared that if there was not weekly conflict with the college, something was wrong. However, positive leadership has turned us around 180 degrees. We recently acquired a new advisor, Major Perry Colvin, Missouri Valley '70, the Professor of Military Science at Longwood. HSP Bobby Ratcliffe did an outstanding job of helping us to look better to the college faculty and the Greek Community.

The chapter worked hard to get off probation by doing hours of community service for Habitat for Humanity. It was quite rewarding, especially when the family we helped wrote the chapter a thank you letter. The chapter also helped "Waterworks," the local theatre group, move their equipment from their old theatre, destroyed in the 1993 blizzard, to the new theatre in town. We also recently "kidnapped" the town mayor and released him once the desired amount of food was delivered to social services. These donations benefitted those less fortunate in Farmville at Thanksgiving.

Nine members were recently initiated, bringing our total chapter membership to 53, making us the second largest chapter on campus. Our spring rush looks good, with the likelihood of pledging 10-15 new members. Scholarship is a high priority as well. HA Chris Ray has compiled several motives for new members to achieve better grades. This includes gift certificates for up to \$50 for the highest GPA. For brotherhood development, one of our chapter members, who is involved in ROTC, took the new members and brothers on a field leadership reaction course at Ft. Picket, VA. This obstacle course teaches leadership and teamwork.

Delta Iota prides itself on strong intramural participation at Longwood. The chapter is currently contending for the all-sports trophy and hoping that flag football next semester will capture that trophy.

*The Brotherhood Bulletin* is published once a month during the academic year by the Fraternity Headquarters. It is distributed to all chapters, colonies, advisors and Fraternity volunteers in an effort to keep all informed of their Fraternity's activities, plans and progress. News items for *The Bulletin* may be sent to Alpha Sigma Phi Fraternity, P. O. Box 838, Delaware, OH 43015. Tel: 614/363-1911; Fax: 614/369-1845; E-Mail: [alphasigs@hcca.ohio.gov](mailto:alphasigs@hcca.ohio.gov)

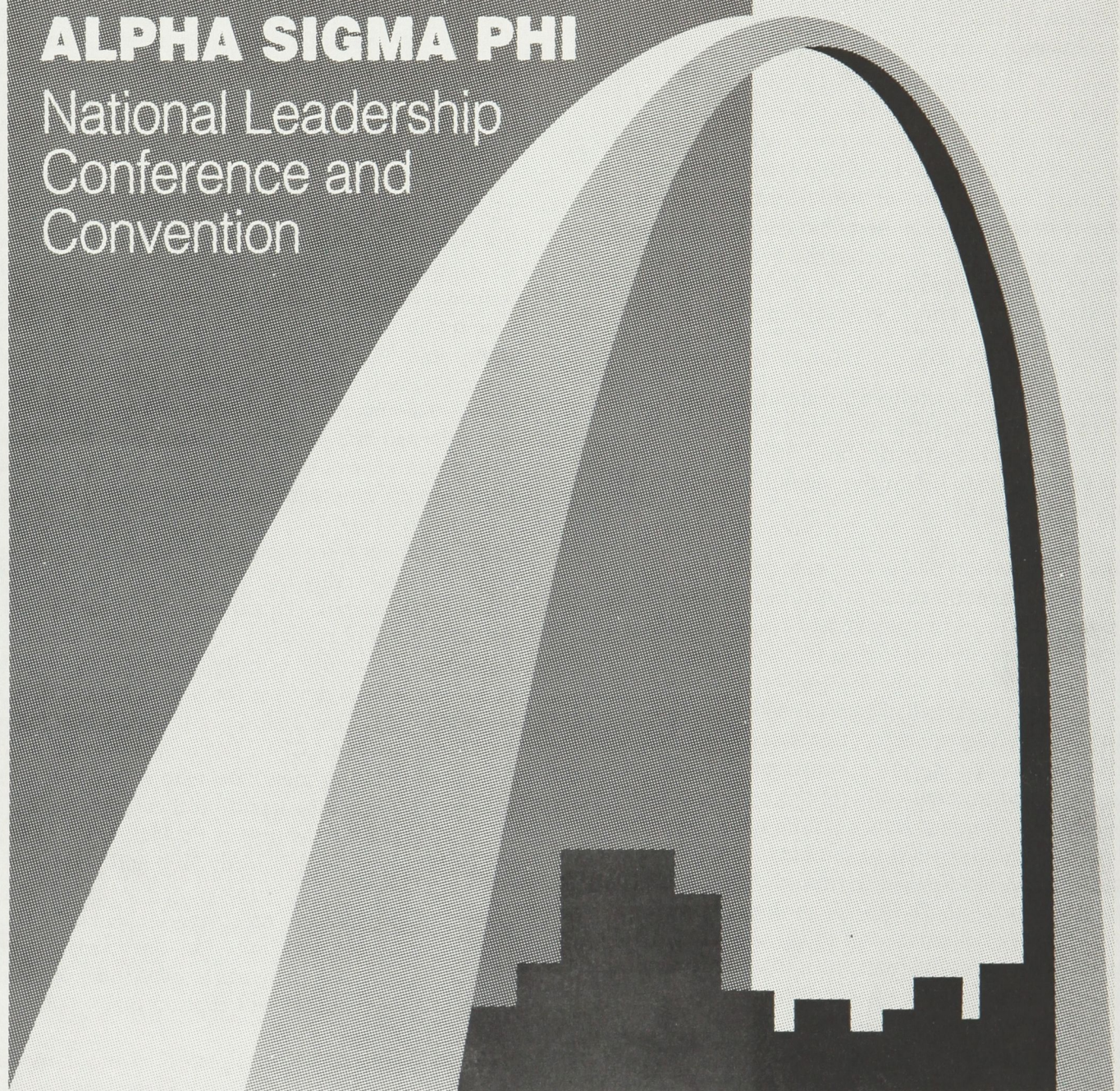




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# **ALPHA SIGMA PHI**

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