

High Beta Manual

→ a Lambda Chi Alpha resource





Congratulations on your election as High Beta. Your Zeta has placed confidence in your ability to direct and inspire the brotherhood which impacts every aspect of your chapter's atmosphere and operations. Your brothers will look to you for opportunities to continue to grow in their relations to one another and in ZAX. It is important to remember that your responsibilities include not only the development of programs to enhance the internal involvement of each brother, but also to be an example of the values and ideals which our brotherhood teaches. Your example will provide the emotional energy for brothers to trust and to follow your efforts to bring them closer to our ideals and to each other. As you facilitate the enhanced involvement of each brother, remember to encourage that involvement to extend beyond the chapter to a variety of campus organizations and activities. What Lambda Chi Alpha teaches and instills within each of us, is important to share with your campus community. This will allow others to know about the remarkable impact which our ideals and values have on each of us and will also allow the opportunity for brothers to exercise these values in the larger world in preparation for their lives after graduation. Lambda Chi Alpha teaches concern for others, community involvement, and leadership. As your programming impacts your chapter's progress in each of these arenas, you will be helping each brother to grow and your influence through them will touch the lives of many others in your community. The ripples of that influence will bring impact and gratification that will continue to find productive expression many years after your term in office has ended. Remember that your contributions and investment in your brothers will not only pay dividends for your chapter's reputation and your brothers' development, but will also help you to grow as a True Brother and as a man.

Charge

Your task is also one of great importance, for you must at all times be ready to take up the duties of the High Alpha should circumstances require such action.

It is also your responsibility to originate, direct, and inspire programs of internal and external involvement for all members which allow each man to actively contribute to the Fraternity and to its various publics. Among these are the campus community, the faculty and administration, other fraternities and sororities, the non-fraternity students, parents, alumni, and the community in which this chapter is located.

You are the direct contact between our chapter and these publics on whom the welfare and favorable reputation of the Fraternity depends. You are invested with the collar and pendant bearing upon it the FASCES, your emblem of office. May you fruitfully guide this chapter in community service, campus involvement, public relations, and individual involvement.

Oath

IN THE PRESENCE OF ALMIGHTY GOD / AND BEFORE THE BROTHERS OF LAMBDA CHI ALPHA HERE ASSEMBLED / I / DO SOLEMNLY PROMISE AND SWEAR / THAT, TO THE BEST OF MY ABILITY, / I WILL AT ALL TIMES / FAITHFULLY, / HONORABLY, / AND IMPARTIALLY / PERFORM THE DUTIES OF MY OFFICE / AS PRESCRIBED BY THE LAWS OF THE FRATERNITY. / SO HELP ME GOD.

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Purpose

The Position

The office of High Beta, the chapter's second highest office, offers many challenges. The expectations are great and the responsibilities are numerous.

This Manual is intended to serve every High Beta. It offers a broad framework to provide a new High Beta with a better understanding of his responsibilities and expectations. It contains detailed information that a seasoned High Beta should use to measure his performance and to identify new programs.

The High Beta Manual is a resource only if used regularly. The High Beta should review this manual completely at the start of each school term, while planning the chapter's activities.

The High Beta Manual focuses on the individual standards areas for the High Beta listed in the Standards for Chapter Excellence Program. There are two major programming categories the High Beta is responsible for: Internal Membership Involvement within the chapter and Campus Involvement. The High Beta must also assist the High Alpha with his duties and in his absence; the High Beta must succeed to his powers and duties. To use this manual properly, it is important to be familiar with Lambda Chi Alpha's Standards for Chapter Excellence Program.

Duties and Responsibilities

Details of the High Beta Office may be found in the Constitution and Statutory Code (Code IV-17). The general responsibilities of the High Beta are as follows:

- Involve all brothers in the chapter's programming through the use of teams, committees, and incentive programs to maximize participation.
- Involve all chapter brothers in worthy campus activities, events and affairs.
- Act as the chapter's second ranking officer, replacing the High Alpha in his absence or inability to function.
- Serve as an ex-officio, non-voting brother of the Executive Committee, unless elected as a voting brother of the Executive Committee.

A successful High Beta understands and executes all of the various responsibilities of his office. At times, certain responsibilities may take precedence, but the most effective High Beta never loses sight of all his responsibilities.

THE STANDARDS FOR THE HIGH BETA

A High Beta who does not utilize the Standards for Chapter Excellence Program can not possibly involve all brothers or fulfill all of his responsibilities. His understanding and willingness to use the program is crucial to the success of his programming.

The High Beta is responsible for two of the chapter's twenty programming areas. Those two areas are: Internal Membership Involvement within the chapter and Campus Involvement.

The Standards for Chapter Excellence Program involves six distinct steps to success. These steps develop a process for setting and achieving goals:

INTRODUCING STANDARDS FOR CHAPTER EXCELLENCE

The High Beta and his committee review all of the standards in their areas of responsibility, discussing the strengths and weaknesses of each individual standard. Assign ratings based upon the chapter's Level of Performance for each area. Be objective when rating each individual standard; don't overrate the chapter's performance. The objective is to identify clearly things that are successful, things that are mediocre, and things that simply are not occurring.

BUILDING ACCOUNTABILITY

After rating the Level of Performance for each of the standards in the High Beta's areas of responsibility, set goals and priorities. Address

some of the clearly identified weaknesses, but also endeavor to improve some of the things the chapter already does well. Of course, the chapter cannot accomplish everything at once, so remember to prioritize.

FOSTERING INDIVIDUAL COMMITMENT

Once goals have been set, the High Beta must delegate responsibility to manage and oversee the accomplishment of goals. The High Beta cannot possibly do all of the work or planning alone, so use of the committee system and committee brothers is imperative when working to accomplish goals.

ACKNOWLEDGE AND REINFORCE ACHIEVEMENT

The High Beta next develops recognition methods for brothers who achieve their goals and follow through with their individual responsibilities. Develop incentives and recognition for individuals, teams and committees, and the chapter.

EVALUATE PROGRESS

The High Beta evaluates and rates the individual standards of each area monthly. He will need to review goals regularly. When necessary, redefine goals or set new goals to keep all brothers involved.

KEEPING IN TOUCH

Develop a pattern of regular meetings to review work. Have each committee meet formally at least twice a month. The High Beta takes time to meet individually with each brother of his committee to review work and to discuss progress as a group. Use meeting time to recognize achievement, reevaluate operations and repeat the process.

Getting Started

HIGH BETA TRANSITION CHECKLIST

The following checklist should be used for a successful transition.

- _____ 1. Schedule a transition meeting. The old and new High Beta need at least two hours to discuss the efforts of the old officer and to plan for the coming year.
- _____ 2. Turn over all relevant materials. The new High Beta receives the following information:
- _____ a. Written summary of last year's goals and accomplishments
 - _____ b. Written summary of individual involvement
 - _____ c. Written summary of campus involvement
 - _____ d. A copy of the *High Beta Manual*
 - _____ e. A copy of the Standards for Chapter Excellence Program
 - _____ f. A written calendar of last year's events
 - _____ g. Evaluations from all High Beta programs
 - _____ h. Written list of all committees or teams
 - _____ i. Copies of all other materials kept in the *High Beta Manual*
 - _____ j. List of contacts and resources used in organizing events
- _____ 3. Review the chapter's High Beta programming by utilizing the Standards workbook. The old and new High Beta review last year's programming and identify areas to focus on in the coming year. The High Betas discuss the problems encountered over the past year and ways to avoid repeating the same mistakes.

Individual Involvement Standards

| | | |
|----------------------|--|-------|
| Level of Performance | Total Points Possible: 20 | |
| 5 Excellent | | |
| 4 Good | Total Score | _____ |
| 3 Average | | |
| 2 Fair | Level of Performance (LOP) | _____ |
| 1 Poor | [Total Score divided by Points Possible] | |
| 0 Does not exist | | |

The chapter is operating at a ____% level of performance in this area. **Level of Performance**

- A. Encouragement of seniors to remain involved through a Senior _____
Involvement program.
- B. Every brother actively involved on at least one committee. _____
- C. Creative activities scheduled regularly to build morale, spirit,
and eliminate stressful situations. _____
- D. Award and incentive programs are in place for brothers
actively involved in all aspects of fraternity operations. _____

The Ideal High Beta

Individual Involvement

The area of individual involvement is an area that can not only consume a majority of time and effort of the High Beta, but is also the most likely to positively or negatively affect other areas of chapter operations.

Brother involvement is what builds a chapter and keeps it strong. Proper motivation and encouragement is necessary so that a few brothers are not doing the work of many while others stand by idly. Without the proper motivation and encouragement, chapter brothers will burn out and feel unrecognized for their contributions to Lambda Chi Alpha. Thus, the High Beta's work in this area can have a direct impact on the quality of each brother's experience in Lambda Chi Alpha.

The High Beta is the chief organizer and motivator of the chapter's number one resource: manpower. In this role he performs several crucial functions:

- Provide all brothers with an established role in the chapter's operations through the use of teams and committees.
- Maximize the use of brothers by running effective meetings and creating clear lines of communication.
- Oversee implementation of the Standards for Chapter Excellence Program and provide motivation for brothers to utilize the program in their chapter experience.
- Work with other officers, including the High Kappa and the High Epsilon, to provide events for the membership that will build chapter unity and brotherhood.
- Develop a comprehensive incentive and recognition plan which encourages and rewards brothers for their participation in events.
- Develop a strategy for confronting uninvolved brothers of the chapter.
- Provide programming specifically targeted for the senior brothers of the chapter, to capitalize on their knowledge and experience.
- Plan retreats for the officers and brothers of the chapter to reflect on Lambda Chi Alpha and refocus their commitment to the organization.

The involvement aspects of the High Beta's job demand an attention to detail and a mastery of delegation. He serves as an example of involvement and enthusiasm for Lambda Chi Alpha.

Committees

The first key to good involvement is being able to utilize all brothers and their special skills and talents. A good chapter with a strong involvement program allows its brothers to work on projects they care about, to develop and practice skills they will use later in life, and to work in a variety of different settings with ever changing problems and opportunities.

The same officers and brothers cannot oversee every project during the year or there will be no one capable of handling the projects when those brothers leave. Every brother is needed to make some events work; most events will require a majority of the chapter's membership to participate. If brothers aren't motivated to work, projects and events are doomed, regardless of the High Beta's personal work rate.

COMMITTEE/TEAM STRUCTURE

- | | |
|---------------------------------|-------------------------|
| 1. Management and Operations | 8. Fraternity Education |
| 2. Public Relations | 9. Ritualism |
| 3. Community Service | 10. Scholarship |
| 4. Involvement | 11. Social Programming |
| 5. Reporting and Record Keeping | 12. Alumni Relations |
| 6. Financial Management | 13. House Management |
| 7. Recruitment | |

The number of committees is based on the size of the chapter. Committees must be large enough to be working on several projects at any one time, so committees of one to three people are usually ineffective.

The chapter may also choose to have ad-hoc committees, which are formed for a specific purpose or event and then dissolved at the conclusion of that event. Many chapters will appoint Homecoming, Founders Day, Formal or Food Drive committees as ad-hoc groups.

Most of the High Beta's large projects and special events should be handled through ad-hoc committees.

BROTHER PARTICIPATION

All chapter brothers must be assigned to a committee. Dividing manpower is important; don't overload some committees or shortchange others. The size of the committees depends on the chapter's goals for the year. Typically, the brothers are assigned in areas of personal interest to help the chapter meet its established goals.

As a general rule, some committees require more manpower to accomplish their goals, so consider breaking the membership based on a committee's need for manpower, as follows:

High Need for Manpower

1. Involvement (Beta)
2. Recruitment (Delta)
3. Fraternity Education (Kappa)
4. Community Service (Theta)
5. Social Programming (Epsilon)

Moderate Need for Manpower

1. Public Relations (Theta)
2. Ritualism (Phi)
3. Scholarship (Sigma)
4. Alumni Relations (Rho)

Low Need for Manpower

1. Reporting and Record Keeping (Gamma)
2. Financial Management (Tau)
3. Management and Operations (Alpha)
4. House Management (House Manager)

ASSIGNING BROTHERS TO COMMITTEES

Ask each brother to list three committees they would like to serve on, with the understanding they are not guaranteed to get their wish. High Zeta officers are automatically assigned to the committee that oversees their particular area of the Standards for Chapter Excellence Program.

Consider a "draft" of brothers, with High Zeta officers taking turns selecting brothers for their respective committees. If this method is used, the "high need" committees get more draft picks than the "moderate need" committees and the "low need" committees. "High need" committees would draft first, but all committees would select brothers in rounds, so that even "low need" committees are able to select top quality brothers. A draft allows the officers to select individuals they feel comfortable working with, while still filling each committee's need for manpower.

The High Beta may choose to simply assign people to committees, with or without their opinions on which groups they would like to serve. If this is the chosen method of dividing manpower, the High Beta works with the High Alpha and High Pi to assign brothers to committees.

ASSOCIATE MEMBERS

When associate members join Lambda Chi Alpha, they should be immediately assigned to a committee. Associate members are allowed to serve on all of the chapter's standing committees except Ritualism. The chapter should not assign all of the associate members to committees that are unimportant or require less manpower. Associate members should be spread out to all committees so that they may participate and develop leadership skills.

JOB DESCRIPTIONS

Each brother of a committee gets a job title and a job description.

- Job Title - Identifies to the entire membership what this brother is responsible for. For instance the High Delta may appoint a Transportation Captain, whose job it is to arrange for the transportation of any prospective brothers to the recruitment events.
- Job Description- A summary of that brother's responsibilities, so everyone is aware of his duties and expectations. All committee brothers work with their committee chairman to develop job titles and job descriptions.

EFFECTIVE MEETINGS

Committee meetings are held on a regular basis, at least twice a month. Whenever there are committee meetings, all committee brothers attend. An agenda for the meeting is planned by the committee chairman. A standard committee meeting will cover:

- Recent events
- Review committee goals
- Plan for upcoming events
- Provide feedback and reinforcement for the brothers of the committee

DOCUMENTATION

Documenting a committee's work will help sustain the group's work and will allow future committees to improve the chapter's programming.

- Minutes — kept and typed for all committee meetings. All brothers of a committee get copies of committee minutes
- Goals, action plans and a calendar of events should be a part of their notebook
- Committee Report — for the chapter after each of their meetings. The committee's report includes a summary of their work at their most recent meeting, as well as their plans for upcoming events.

The High Beta keeps copies of every committee's minutes, goals and calendar dates for his officer notebook.

Planning Brotherhood Functions

One of the best ways to boost morale and increase chapter unity is through the use of brotherhood events. The High Beta is expected to provide a series of events for brothers to socialize, relax and enjoy the bonds of brotherhood.

Brotherhood events take many different forms, but have some common features: they are for brothers only, the events are designed to build unity and understanding between the brothers, and there is no alcohol. Some brotherhood events feature competition between individuals or groups of brothers. Any competitions must be handled carefully. Teams should be assigned to break down barriers between cliques or groups in the chapter.

A strong involvement program features two to five brotherhood events a month. The High Beta appoints one brother to oversee the planning and implementation of brotherhood events. Many of these events may overlap with the High Epsilon's program of events, so work together to provide the chapter with successful brotherhood events.

EXAMPLES OF BROTHERHOOD EVENTS:

Lock-In — Can be done at the chapter house or at an outside facility like a YMCA. Exercises stressing teamwork and trust as well as athletic events and other forms of entertainment are good for chapter morale.

Lambda Chi Olympics — The chapter can be broken down into three teams (Purple, Green and Gold) and can participate in a number of competitions between the teams. Both individual and team games are acceptable.

Movie Night — A sample list of recommended movies can be found in the *High Kappa Manual*. Be sure to include soft drinks and some food so everyone can relax and enjoy.

Roses and Thorns — An introspective program for the chapter brothers. All brothers sit in a circle and the Greek Lamp is passed from man to man. As each man holds the lamp, he must offer praise and constructive criticism of some other brothers. The positive comments always end the person's turn.

Bowling — Take the chapter out to the local bowling alley for a night of fun.

Canoe/Camping Trip - Brothers leave campus for a day or for the weekend and spend a relaxing time together in the great outdoors. This event can be combined with an introspective event to build on the sense of brotherhood.

Chapter House Project — Brothers spend an evening or a day at the chapter, focused on accomplishing some projects or cleaning they normally ignore. This is a great annual event that can lead to continual improvement of Lambda Chi Alpha's house or lodge.

Campus Sporting Event — Give the brothers a chance to show their school pride by going together to a campus sporting event. Cheer on the school's student-athletes and allow others to see the chapter's spirit. If possible, hold the event in conjunction with one of the school's smaller sports where the fan support will be more appreciated.

Cultural Outing — Take the chapter's brothers to see a play on campus, or the orchestra, or to a local museum. Take a chance on a speaker or a movie the brothers might not normally attend by themselves.

Developing Incentives

The High Beta must provide a way to inspire all brothers, to push them beyond performing just the minimum expectations of membership. A successful program of incentives provides rewards for specific acts or recognition for special accomplishments. Incentives can be positive or negative. The chapter will perform at its best when positive incentives are used to motivate the individual brothers.

Incentives do not have to be expensive or elaborate to be effective. The best incentive plans will provide the chapter's brothers with a sense of renewed commitment to the organization, a tangible reward for their efforts, and recognition by their peers of their efforts.

Incentives exist on three different levels: personal incentives, team/committee incentives, and chapter incentives.

Prior to the establishment of an incentive system, make sure the chapter has clearly established a set of minimum expectations for all brothers. These minimum expectations outline a brother's obligations to Lambda Chi Alpha in recruitment, finances, involvement, conduct, and other major areas. The minimum expectations take the form of a contract signed by all chapter brothers at the start of each school year.

POSITIVE INCENTIVES FOR INDIVIDUAL BROTHERS

Brother of the Week — This program must definitely be a part of any incentive program. Each week, one brother is selected for his outstanding work inside the chapter. The brother receives recognition at the chapter meeting, is featured in the chapter bulletin board or newsletter, and receives a certificate of appreciation or a traveling trophy.

Brother of the Month— The Brother of the Month receives special recognition such as a dinner out on the chapter.

Brother of the Year —This brother receives a plaque and special recognition at a major chapter event like the formal. A list of all Brothers of the Year appears on a plaque kept by the chapter.

Officer of the Week — This program offers recognition for the High Zeta officer who has recently completed a successful event.

Athlete of the Week — Recognize the chapter's top intramural performer in the last week with a traveling trophy like a bronzed sneaker. It is also appropriate to give monthly and annual awards for outstanding athletic performance.

Scholar of the Week — In conjunction with the High Sigma, give an award to a brother who has performed well recently in the classroom.

Point System - A point system is perhaps the most complicated incentive plan to implement on a chapter level. Its focus can be broad or narrow. A point system seeks to award points for every chapter event and extracurricular event like grades, campus involvement, and paying bills on time. Point systems can be used to reward the chapter's top performers with reduced dues, first selection for chapter rooms, preferred parking, or other specific rewards. The point system provides all brothers with a measurement of their chapter involvement.

Parking/Cleaning Exemptions - For brothers who perform exceptionally, consider exempting them from chapter clean-ups or other, less desirable chapter functions. Also, consider giving them preferred parking or some other small token of appreciation that does not cost the chapter any money.

POSITIVE INCENTIVES FOR THE CHAPTER

Social Event — If the chapter meets one of its major chapter goals, reward them with a special brotherhood event like dinner out or a pizza party. Announce the incentive prior to the start of the term so all brothers realize the rewards they can reap from their work.

NEGATIVE INCENTIVES

Negative incentives are a case of last resort. They are used only in cases where brothers are not meeting their minimum expectations.

Fines - Brothers are charged for missing an event or meeting. All fines are enforced by the Executive Committee.

Loss of Privileges - Brothers are suspended from the chapter's intramural program, or kept from attending a major chapter event. This sanction can only be issued by the Chapter's Executive Committee. Also, brothers must know in advance an absence will keep them from attending special events.

Make-up Work - Keep a list of house chores or projects that need to be completed. Assign absent brothers to complete these projects.

TRACKING INVOLVEMENT

Now that systems and incentives have been developed to involve all of the chapter brothers, the High Beta needs to develop a system for tracking involvement.

The High Beta must be able to track attendance at each individual event, which will allow future High Zetas to determine whether or not to continue certain events. A copy of the attendance log should be kept in the High Beta notebook.

The High Beta is responsible for reporting chronically absent brothers to the Executive Committee. The Executive Committee is the proper forum for uninvolved brothers to be addressed.

WORKING WITH THE EXECUTIVE COMMITTEE

The Executive Committee reviews the involvement of all chapter brothers. The Executive Committee is the body that enforces any minimum expectations for involvement and participation in chapter events. As the High Beta reports on uninvolved brothers to the Executive Committee, he asks those brothers to appear in front of the committee. The High Beta takes the lead in asking uninvolved brothers to detail reasons for their absence. The High Beta also suggests options for sanctions against chronically absent brothers, with an eye on trying to re-involve them in the chapter's programming.

Developing a Senior Involvement Program

A strong chapter keeps all brothers involved and utilizes the experiences of the older brothers to improve the chapter. The High Beta must involve the senior brothers in the chapter's programming and identify areas where the seniors can offer guidance to the chapter. A good senior involvement program offers the seniors specific opportunities to be involved and help the chapter.

A key to developing a good senior involvement program is identifying the needs of seniors. The seniors are more conscious of what Lambda Chi Alpha can do for them in the long term and how Lambda Chi Alpha will help them develop their marketable skills. Seniors want to utilize their talents to build better events and programs for the chapter.

The High Beta appoints an ad hoc committee of seniors to work with the chapter and develop some of the ideas listed below.

ADVISING THE CHAPTER

The senior committee's primary role could be advising the chapter and its officers. The senior committee could act as the Standards committee for the chapter, evaluating the officers and their programs and offering concrete suggestions for improvements. If the seniors committee is asked to perform this role, they review one officer weekly, using the Standards for Chapter Excellence Program to offer suggestions and feedback.

AWARDS AND HISTORY

The senior committee may also consider compiling and completing the various campus and Lambda Chi Alpha award applications. This allows the chapter to apply for all of the recognition it deserves without requiring the services of the current High Zeta officers. It's also a great way for the seniors to see the chapter receive recognition for its efforts.

The senior committee may also be asked to act as a historical committee. In this role, the senior committee would compile scrapbooks of major chapter events of each school term. The seniors might also work on developing a written history of their time in the chapter, a document that can be kept for their return as alumni. If this task is completed annually, the chapter has an opportunity to keep a detailed history of their brothers and its activities.

THE SENIOR PROJECT

The senior committee always designates and completes a senior project. A senior project is something tangible that improves the chapter. Examples include building or purchasing new equipment and furniture for the chapter house, or donating money to start a scholarship fund for the chapter.

The senior committee may also manage and plan a special chapter project such as the major spring philanthropy or the spring formal. Giving the seniors control of a special event will increase their enthusiasm and participation in other chapter events.

Ask the senior committee to make regular reports to the chapter and hold them accountable to their goals. Don't allow the committee to meet at campus bars or degenerate into a drinking outing for the brothers. The goal is to keep the seniors involved in the chapter's programming, not allow them to separate themselves from the general membership.

DEVELOPING RECOGNITION FOR SENIORS

The High Beta provides recognition for the senior brothers of the chapter. The chapter may offer a Senior of the Year award to recognize the most involved brother of the senior class. The chapter may have a senior ceremony or dinner where the departing chapter brothers are saluted for their contributions. This event may be combined with a senior will ceremony, and the awarding of a gift to the chapter from the senior class.

The High Beta also works with the High Kappa to prepare the seniors for their involvement as alumni. Their service to Lambda Chi Alpha does not end at graduation. It is appropriate to ask the High Pi or another dedicated alumnus of the chapter to conduct a workshop for the seniors on the role alumni can play in Lambda Chi Alpha.

Planning Retreats

The High Beta plans retreats for the chapter's membership. A retreat allows a chapter to step back and examine its membership and operations, to renew its commitment to each other and Lambda Chi Alpha and to plan for the future.

A good retreat has several features:

1. It is truly a retreat, held away from the campus and everyday chapter life. Hotels, other chapters, state parks and resorts are all excellent sites for a retreat. A retreat may be for a single day, a half day, three hours, or could include as many as three days away from campus.
2. A clearly established purpose for the retreat is communicated to involved brothers. A chapter may choose to have a retreat to discuss problems among brothers, address a specific issue like recruitment, or to plan for the coming school term.
3. All affected brothers are expected to participate. Some retreats may only be for a specific committee or the High Zeta; most are for the entire membership.
4. A good retreat offers a variety of activities, regardless of its focus. There should be an effort to balance fun with learning and serious discussion. The retreat features events and competitions that will build brotherhood. All retreats are alcohol free.

The High Beta works closely with the High Alpha in planning any retreats. The High Alpha is the officer who determines that the chapter or the High Zeta needs a retreat. The High Alpha and High Beta work together to plan a schedule of events that achieves the necessary objectives. The High Beta may also need to work closely with the High Pi or other chapter officers, depending on the objectives of the retreat.

THE CHAPTER RETREAT

A chapter retreat is held annually, with all brothers participating. The event is best held prior to the start of the school year or as a part of officer transition. A chapter retreat allows all brothers to discuss the chapter and its future.

A typical chapter retreat asks brothers to discuss the chapter's strengths and weaknesses over the past year, and then uses the Standards for Chapter Excellence Program to set goals for the entire chapter. The chapter's committees use the established goals to evaluate previous efforts and set committee goals for the coming year. Each individual brother of the chapter sets personal goals for the coming year, and shares those goals with the membership. Sporting events, chapter meal functions, and an introspective event like a gavel pass round out a strong chapter retreat.

USING ALUMNI AND OUTSIDERS FOR RETREATS

Alumni offer insight in a retreat environment. A retreat is a great way for the chapter to build relations with alumni. It is appropriate to ask the chapter's High Pi to facilitate a part of the retreat, especially if the session is on goal setting or clearing the air between brothers of the chapter. It is also appropriate to invite the brothers of the House Corporation or Alumni Advisory Board to participate in the retreat as well.

The High Beta may also consider contacting outsiders, such as the Greek Adviser or a specialist in leadership development, to participate in or lead a workshop at a retreat. If the chapter is tackling any particular subjects, look for outsiders who can speak as experts on this topic. Be sure all speakers avoid lecturing the brothers; retreats should feature interactive presentations involving all brothers.

Participating in Major Campus Events

Every campus has its traditional annual events: New Student Orientation, Homecoming, Greek Week, Spring Fest, Parents Weekend, Spring Sing, etc. In addition there are ongoing campus events such as intramurals. Lambda Chi Alpha typically participates in most of these events, as they provide a chance to interact with fellow students and promote Lambda Chi Alpha to the campus at large.

Regardless of the campus event, there are some common steps to take as High Beta to plan for these events. First, appoint a committee or chapter brother to be take charge in preparing for the event. Then:

- High Beta should act as the liaison between campus coordinators and chapter event committee
- High Beta should coordinate with High Alpha and High Gamma to secure dates and put them on the chapter's master calendar to promote optimum chapter participation
- Discuss why the chapter should participate and what needs to be done in preparation
- Confirm planning steps, personnel needed, event dates, times and locations, and budgets
- Schedule a follow up meeting with the appointed chairman (if the event involves working with another organization, hold this meeting in conjunction with their appointed chairperson)

Allow the chairman freedom to plan the event but follow-up and ensure the work is being completed.

PLANNING STEPS FOR SOME COMMON CAMPUS EVENTS:

Involving Alumni in Campus Events:

- Notify alumni at least two months in advance that the event is taking place; send out reminders as the event approaches
- Include necessary details such as dates and times, activities, agendas and costs

Homecoming

- Involve High Rho and his committee
- Do not schedule events that conflict with previously programmed campus events (the chapter should participate in campus events)

Greek Week

- The chairman coordinates any efforts with partners for Greek Week
- Due to the size of this type of event at most schools it is recommended that subcommittees (broken up by day of the week or event) are created for maximum organization

Student Orientation

Beta should become familiar with campus regulations on fraternity involvement in all events and IFC by-laws on permissible contact with perspective brothers as these are typically very strictly outlined. Possible types of involvement are:

- Setting up a booth at a campus activity fair
- Active brothers acting as orientation advisers or leaders
- Host a sporting event or barbecue
- Assist in move-in day and welcoming

The purpose of this type of involvement is to increase Lambda Chi Alpha's visibility on campus and to provide a positive first impression for new students and their parents.

Greek Sing, Talent Contests, Shows and other Special Events

For these smaller events the chairman that the High Beta appoints will also act as the campus correspondent, attending campus meetings and relaying relevant information to the chapter. The chairman will also serve as the contact person with any organization we will be working on this event with. The chairman will have all final decisions in who plays what role in these skits, plays, or competitions, so appoint someone who can be fair and impartial.

Intramurals

Participation in intramural activities is one of the best ways to build a positive reputation for your chapter. Lambda Chi Alpha participates in all types of intramural competitions, even if they are not a strong suit. Opponents are treated with respect; poor sportsmanship will tarnish a chapter's reputation. Treat every competition as if prospective brothers are in attendance. Play fair, play hard, and congratulate opponents regardless of the outcome.

Tracking Involvement

The Standards for Chapter Excellence Program specifies at least 80% of a chapter's membership must be involved in an extracurricular activity, and sets a goal of 15% of the chapter membership holding leadership positions. It is important to know who's involved and to encourage those who are not to get involved. Leadership positions held by all brothers should be documented so that proper recognition for accomplishments can be granted. These are the people with experiences that can benefit the chapter's operations.

Steps for tracking involvement:

- At the beginning of each term, have each brother fill out an index card with a list of campus organizations they are currently involved with and what, if any, leadership positions they hold
- Calculate the percentage of brothers involved on campus
- Calculate the percentage of brothers who hold leadership positions
- Post a list of campus organizations, descriptions, meeting times, and how to get involved
- Focus on getting 100% on campus involvement in the chapter
- Computerize these records for organization and transitioning purposes

Promoting and Sponsoring Campus Events

PROMOTING CAMPUS EVENTS

The High Beta is charged with overseeing the chapter's involvement and support of events sponsored by other organizations on campus. This type of involvement is important, supporting other groups gives them incentive to support events sponsored by Lambda Chi Alpha.

It is the responsibility of the High Beta to find out what other organizations will be sponsoring events and when they will be held. This should all be recorded on the chapter's master calendar. The High Beta should obtain the following information on events and make it available to the chapter:

- What the event entails and why it is being held
- The number of brothers from the chapter required for participation
- Cost of the event
- Date, time and location of event

It is up to the discretion of the Beta which events the chapter should participate in so that the chapter is not over booked and costs can be worked into the budget. It is also up to the Beta to only endorse events that coincide with Lambda Chi Alpha's ideals and policies. Very few of these events will require the participation of more than a handful of the chapter's brothers, but it's still a good idea to inform the chapter of when these events are scheduled so that there will be a strong representation of the chapter at each event.

CO-SPONSORING CAMPUS EVENTS

The chapter is free to co-sponsor any event that doesn't conflict with previously scheduled chapter events or Lambda Chi Alpha ideals and policies. Co-sponsorship allows Lambda Chi Alpha an equal voice in decision making and planning, and they receive equal billing in any promotion of the event. Appoint a chairman and follow the procedures outlined in the previous pages on planning special campus events.

Incentives for Campus Involvement

The incentive programs serve to entice uninvolved brothers to find an organization for them to join. Campus involvement is an important way to build a respectable reputation for the chapter. The recognition program shows Lambda Chi Alpha's appreciation for brothers whose campus service has helped to improve an organization or the campus as a whole.

ENCOURAGING INVOLVEMENT

If campus involvement is not one of the minimum requirements for chapter membership, the High Beta needs to develop a basic incentive program for uninvolved brothers.

Some suggestions for an incentive program include the following:

1. **Pizza Party or other Beta Sponsored Outing/Dinner** - Offer a term-ending dinner for all brothers who are involved in an organization. Announce the incentive early in the term and list what brothers need to get involved in order to be invited to the event.
2. **Big Brother Criteria** - Speak with the chapter's High Kappa and see if campus involvement can be added as one of the criteria for brothers to be selected as a Big Brother.
3. **Recruitment Bonus** - Work with the High Delta to establish a reward for any brother who joins an organization and brings another brother of that organization into Lambda Chi Alpha.

REWARDING INVOLVEMENT

For brothers who are already involved, the challenge is to recognize their work, to keep them motivated to stay involved. A good recognition program works on several different levels, offering recognition weekly, monthly, and by the school term. The following list of recognition programs is a sample of things to consider incorporating into the chapter's programming:

1. **Leader of the Week/Month/Year** - Use a bulletin board in the chapter house or other area to highlight the accomplishments of one involved brother. Formally recognize the brother at the chapter meeting with a brief outline of his involvement and accomplishments. A certificate or other sign of appreciation is appropriate as well.
2. **Promote Leadership to the Campus** - As a Fraternity, be proud of brothers' involvement. Run recognition of the Leader of the Week, Leader of the Month, and Leader of the Year awards in the campus newspaper.
3. **Campus Crusaders Hall of Fame** - Depending on the chapter's size, select one to five seniors each year to receive this honor. The Campus Crusader Hall of Fame recognizes brothers whose long-term campus involvement has benefited the campus or a specific organization. Recipients of this honor receive a plaque at a special function such as the formal, Parents Weekend, or the senior banquet. The names and years of all recipients are kept on a chapter plaque.

In addition to formal recognition, informal incentives such as a preferred parking space are also appropriate for the most involved brother(s).

Using Campus Involvement as a Recruitment Tool

Campus involvement is a powerful recruitment tool. It provides contacts in other student organizations and a population of active, involved students who may not have thought to look into Greek life. The chapter's campus involvement is a feature to sell to prospective brothers.

Working with the High Delta, have chapter brothers create lists of men involved on campus who have never joined a Fraternity. The High Delta should pay special attention to freshmen and sophomore leaders of any student organization. Lambda Chi Alpha's brothers focus on recruiting people from the outside organizations they work with.

To attract established student leaders, sell them on working for an organization where they can return years later and still have a bond with the brothers of that organization. Lambda Chi Alpha is one of the few campus organizations that offer lifetime benefits and a place to return.

The High Beta conducts programming with other student groups to recruit prospective brothers, some ideas are:

- **Sporting Event** - Turn a brotherhood football game into a recruitment event by challenging a residence hall or student organization to a game. After the game, have a barbecue.
- **Community Service** - Provide community service programming with another campus group or residence hall.

Interacting with Hostile Campus Groups

Lambda Chi Alpha will occasionally find an organization that is hostile or unsupportive. The High Beta needs to serve as the point man to address this issue.

Openly hostile campus groups:

- Groups that are campaigning for the abolishment of the Greek system or our Fraternity at the school
- Groups that may strongly disagree with Lambda Chi Alpha's position or viewpoint on a single issue
- Disputes with other fraternities and sororities, disputes that can grow and explode if left unchecked

To defuse these situations the High Beta must work together with the leaders of these other organizations:

- Examine what the organization knows about Lambda Chi Alpha and what Lambda Chi Alpha knows about the organization. Stereotypes can immerge due to lack of communication and familiarity between brothers. Keeping open and friendly relations can prevent disputes and stereotypes.
- Seek to meet with the leaders of the opposing organization in the presence of a neutral third party, such as an Educational advisor or administrator. In this type of discussion the following things should take place:
 - » Each group tells the other group about their purpose for existing, their history on campus, and why they personally gotinvolved with the organization.
 - » Establishment of ground rules which allow open dialogue, but **prevent personal attacks** on each other.
 - » Establish that the meeting's objective is to **clarify issues**, not necessarily solve them, and certainly not to fuel the fire.
 - » **Listen** to the concerns of the critics. They are often merited and provide key information on how **Lambda Chi Alpha is perceived** by outsiders.
 - » **Don't argue**; present the chapter's views. **It's okay to agree to disagree** about facts or opinions.
 - » **Come to a resolution** or agreement about what was shared and what will be presented by each leader to the general membership of the group.
- » If necessary, schedule further meetings; larger issues may take multiple meetings to be fully resolved.

Be respectful and keep your cool. All actions taken are aimed at defusing a tense situation; rhetoric and threats by anyone involved will only heighten the level of mistrust and prevent a solution from being reached.

To solve most problems, the leaders of each group must be willing to compromise and craft a win-win solution for both groups. There may be some issues that can never be adequately solved by the leaders of the two groups, but **nearly all problems can be solved through an open discussion**. If an issue cannot be solved to both group's satisfaction, is there a way to keep the issue from recurring or escalating? Can the groups work together in some way to build understanding and prevent future problems? The answer is almost always yes. Using a neutral third party to keep the meeting on task is important. Informal or non-mediated discussions can be risky but are sometimes adequate for small issues. Make sure the chapter is not the source of any rumors or gossip when trying to solve problems with another group.