



## **ADVISING GUIDE (UPDATED MARCH 2017)**

### **PI KAPPA PHI FRATERNITY**

**MISSION** | To create an uncommon and lifelong brotherhood that develops leaders and encourages service to others for the betterment of our communities.

**VISION** | A future where every Pi Kappa Phi embraces his role as a leader, puts service before self and improves the world around him.

**TAGLINE** | Exceptional Leaders. Uncommon Opportunities.

### **STUDENT CREED VALUES**

- Common Loyalty
- Personal Responsibility
- Achievement
- Accountability
- Campus Involvement
- Responsible Citizenship
- Lifelong Commitment

### **THE ABILITY EXPERIENCE**

**MISSION** | We use shared experiences to support people with disabilities and develop the men of Pi Kappa Phi into servant leaders.

**VISION** | Create a community, one relationship at a time, where the abilities of all people are recognized and valued.

### **CORE VALUES**

- Empathy
- Integrity
- Abilities
- Teamwork

# UNCOMMON LEADERSHIP: The 2020 Strategic Plan for Pi Kappa Phi

## STUDENT EXPERIENCE

Pi Kappa Phi will enhance existing programs and resources, and launch new initiatives, that foster a deeper emotional connection to the Fraternity among a greater number of student members while promoting the relevance of Pi Kappa Phi to life beyond the student experience.

### FOCUS AREAS

Create leadership experiences aimed at the interests of upperclassmen that reinforce a culture of fraternal mentorship, encourage wellness, facilitate career connections; and promote greater citizenship.

Develop creative content and technology-based interactive spaces that connect individual brothers to the emotional lifelong experience of membership in Pi Kappa Phi.

Encourage servant leadership through a new initiative that builds upon the Fraternity's existing service ethic, promotes local action benefitting domestic communities and results in most members correlating their fraternal experience to service.

## ALUMNI ENGAGEMENT

Encourage, support and enable alumni to cause Pi Kappa Phi to be a continued, meaningful and tangible presence in their lives.

### FOCUS AREAS

Establish an alumni engagement volunteer governance structure, including an advisory council and resource allocation strategy.

Create and implement an alumni lifelong development program, including a career mentoring program and professional and personal development opportunities.

Develop and implement an effective young alumni engagement program specifically oriented to alumni under the age of 30.

Develop and implement alumni engagement, understanding, education and encouragement at the undergraduate level.

Develop and implement a focused event strategy that provides a wider base of alumni opportunities for interaction that are meaningful to them.

## GROWTH

Maintain Pi Kappa Phi's position as a top ten fraternity in size, specifically reach at least 210 chapters with 14,000 undergraduate members and an average chapter size of 67 and associate retention rate of 68% by 2020.

### FOCUS AREAS

Continue to grow the Fraternity through expansion to targeted institutions that meet strict criteria.

Develop innovative plans and resources which increase the total undergraduate membership and the average chapter size.

Develop a model alumni initiate program which welcomes at least 1,675 men by the end of the strategic plan.

## CHAPTER QUALITY & SUPPORT

Pi Kappa Phi will enhance and improve overall chapter quality by actively working to support undergraduate men by leveraging the power of technology, utilizing volunteers and improve business systems for overall chapter success.

### FOCUS AREAS

Ensure each chapter shall have no less than three advisors, with a national average of seven, supported by the appropriate resources and training from the national headquarters.

Establish a metric and a benchmark for determining annual chapter excellence, supported by appropriate infrastructure and resources.

Develop, enhance and expand the capacity of the fraternity's educational programs.

Continue to invest in a national staff structure to support the development of chapters.

## BRANDING & COMMUNICATIONS

Develop a new branding strategy which better connects the greater fraternity's four brands and revise the communications strategy to leverage the collective successes of the organizations in a way that informs and engages members while promoting the brand.

### FOCUS AREAS

Ensure that the organization's brand is communicated consistently and effectively, answering why it is relevant to students, alumni, higher education and campus communities, parents, and other stakeholders.

Ensure communications & contact strategy keeps students and alumni engaged.

## FUNDING

Pi Kappa Phi will find innovative revenue streams, adjust financial policies and repurpose existing resources as needed to support the strategic plan's mission to drive quality of the alumnus and student experience to new heights.

### FOCUS AREAS

Ensure that the organization's financial policies and procedures are resulting in the efficient, effective and prudent deployment of all of financial resources.

Grow Pi Kappa Phi's annual budget to at least keep up with inflation, fund current programs and new or modified initiatives as identified in the 2014-2020 strategic plan.

Pi Kappa Phi must develop new revenue streams in order to grow the organization's budget to meet current and new strategic initiatives.

## GOVERNANCE

Pi Kappa Phi will continue to strengthen its global governance model to ensure the quality of its future national and student leadership.

### FOCUS AREAS

Strengthen the global board governance model, including the identification, onboarding and evaluation process, as well as planning metrics.

Launch work group focused on developing Supreme Chapter into a stronger fraternity program, including a more effective legislative body and better learning experience for alumni and students.

Reevaluate the chapter governance structure, executive council and other committees.

## OUR PHILOSOPHY OF ADVISING

As facilitators, Chapter Advisors partner with students, headquarters' staff, other fraternity volunteers, and campus staff to help the chapter make intelligent, fair, and reasonable choices within the boundaries established by state, federal, and local laws, headquarters' and university rules, and the educational mission of the institution and the overarching mission of Pi Kappa Phi. The goal of the facilitator is to advise students on the approach to managing chapter operations and of the potential and perceived risks involved in chapter activities or events. Our goal is to provide students the support and opportunity to make decisions that advance the chapter and empower them to minimize or eliminate risks to an acceptable level.

### Advisor's Role in the Partnership

- Accept the newly defined responsibility to engage in dialogue about chapter operations and risk management with students
- Appropriately utilize headquarters' services to frame strategies for meeting the challenges of advising responsibility
- Appropriately utilize campus services to frame strategies for meeting the challenges of advising responsibility
- Clearly communicate expectations to chapter membership and leadership
- Design proactive relationship to empower students to create a safe and productive environment
- Respond appropriately to decisions and/or incidents that are not aligned with expectations

### Student's Role in the Partnership

- Accept responsibility as both individuals and members of a community to proactively manage chapter operations and risks and by doing so care for member and guests
- Embrace the proactive processes that serve as the foundation for their partnership with the chapter advisor, institution and Pi Kappa Phi National Office
- Clearly communicate expectations to membership of the chapter
- Design internal systems to empower leadership and members to proactively manage chapter operations and risks
- Respond appropriately to decisions and/or incidents that are not aligned with expectations

# THE THREE PILLARS OF ADVISING

## [ 1 ] Be Yourself, Be Present

This pillar of advising is likely the most critical to ensuring that advisors are effective and stay involved over the course of a long period. At its core, it means two things:

- **Being present** means having enough presence with the chapter that you have enough of a working relationship with them that they can comfortably discuss issues with you, and that you can identify the needs of the chapter and effectively help them make sound decisions accordingly. While the national organization outlines a framework for what presence should look like, it's important to note that this will look different for each advisor / chapter and therefore you may find different methods to have this level of presence.
- **Being yourself** means establishing yourself with the chapter so in such a way that they understand your role, your expectations and your availability. Similarly, you should be able assess how these things overlap with the expectations of the national organization and the needs of the chapter in order for you to effectively advise in a way that can fit into your life.

## Great Technology for Presence and Communication

- **Skype**

When physical presence isn't possible, you can use free video conferencing from Skype or similar platforms. This allows you to have a more impactful interaction than simply using the phone. Some chapter advisors use this to 'attend' executive council or other committee meetings if they live too far away to justify traveling to every one.

- **FreeConferenceCall.com & FreeScreenSharing.com**

This service allows you to create a profile so that you can keep the same phone number and access code for regular use. This is convenient when having regular meetings with multiple groups.

- **Google+**

This social network contains a few key features that are good for organizing information and managing long-distance communication. Google + allows you to organize people into 'circles', which allows you to control what information you post to specific circles. Another great feature of Google + is the 'hangout', which allows you to video conference from up to six locations at once.

- **Doodle.com**

Doodle is a great online resource that allows you to set a range of times to possibly host meetings or events. Once a range has been set, you can send a link out to all potential attendees to select the time slots with which they are available. Doodle will then highlight the most commonly selected times, making it quick and easy to select the best meeting times.

## [ 2 ] Guide, Don't Decide

For over a century, Pi Kappa Phi has made leadership development a central part of its mission. Therefore, it is important that advisors find a balance between allowing members to make their own decisions and leading them in any one direction. The idea of the Guide, Don't Decide philosophy is that the advisor should simply act as a facilitator, asking questions and pointing out appropriate resources without simply providing the correct answer. To put it simply, the advisor shouldn't tell the chapter exactly how to get somewhere, but should help them identify possible routes and point out areas to avoid.

When advising a chapter, it is important to see it for what it is; the fraternity is an opportunity for individuals who are bonded by a set of shared values to develop themselves as leaders and impact their community. This broad concept takes many shapes; as a chapter, the men will participate in activities that are civic, philanthropic, and social in nature. Your role as an advisor is to provide some guidance on what the vision of a chapter ought to be, but not so far as to dictate specific goals or exact methods, unless the expectations are already clearly laid out for them, such as in the case of risk management procedure. Metaphorically, this is to say that the chapter should determine its destination and the advisor's role should be to help them determine if the destination is appropriate as well as possible routes to get there, pointing out areas they may need to avoid passing through along the way.

## [ 3 ] Know the Landscape

In order to effectively advise a group of young men, it is important to understand who they are, what motivates them and their environment. Today's generation of college student is different from any other and by knowing the landscape, you'll be better suited to advise them in such a way that gets the best outcomes with the least amount of frustration.

### Today's College Student | Generation Z

*Today's college students have shifted from Millennial's to Generation Z. It is important to understand characteristics of this generation so that you can best serve them as an advisor.*

Generation Z is loosely defined as those born after 1995. They make up 25% of the American population, are 2 billion strong worldwide, and have been shaped by social media, technology, a post 9-11 world, and the deepest recession. Generation Z is the most diverse and multi-cultural of any generation in the U.S. with 55% Caucasian, 24% Hispanic, 14% African American, and 4% Asian.

Generation Z is the first truly global generation with limitless interests and avenues for learning. They have been raised in a high-tech, hyper-connected, on-demand, and impatient culture. Some experts expect Generation Z's mantra to be "good things come to those who act." This self-directed, entrepreneurial-minded, highly educated, and uber resourceful generation will stop at nothing to make their mark on the world.

### Values That Matter to Generation Z

- **Customization.** 72% of Generation Z want the right to design their own majors.
- **Social good.** Generation Z is interested in giving back as 1 in 4 volunteer. And 60% want to have an impact on the world.
- **Self-educating and online learning.** Generation Z are adept researchers. 43% of teens prefer a digital approach to learning and find it easiest to learn from the Internet.
- Other values include: Wellness, entrepreneurship and innovation, financial responsibility, and racial diversity.

### Issues That Matter to Generation Z

School shootings, texting while driving, loneliness, girls in STEM, education costs and student debt, economic uncertainty (64% of Generation Z worry they might not be able to get a job.), gender equality, LGBT rights, and cyberbullying (61% of Generation Z know somebody who has been cyber bullied or stalked online.)

### Communication That Matters to Generation Z

Authentic, social media, video (93% of Generation Z visits YouTube at least once a week), and in-person (66% of Generation Z say they prefer to interact with friends in person).

### Technology That Matters to Generation Z

Generation Z are the first true digital natives. Daily Generation Z multitasks across at least five screens. Everyday 46% are connected online for 10+ hours. And 77% rely on technology to help them accomplish personal and professional goals. Other technology that matters to Generation Z are wearables, autonomous cars, Oculus Rift (virtual reality), Twitch (gaming), drones, and 3D Printing.

### Work That Matters to Generation Z

Early career preparation is a priority as 80% of current high school students from a 2014 High School Careers report sharing interest in pursuing an internship while they're still in high school. In addition, 36% of students are more focused on the opportunity for growth rather than salary when it comes to their first job.

Generation Z has also been described as “the most entrepreneurial generation we’ve ever seen” and as “the most tech-savvy, connected, and self-educated group.” They are being considered to be even more ambitious than Millennials and more focused on working for themselves. 61% of current U.S. high school students admit they want to be entrepreneurs rather than employees. 63% of Generation Z say college should teach students how to start and run their own business.

### Leadership That Matters to Generation Z

Generation Z will be interested to hack leadership where they can create non-traditional and alternative paths to influence. They will also prioritize honesty. Generation Z grew up witnessing many dishonest organizations, athletes, and political figures being exposed via social media. 52% of Generation Z states that honesty is the most important quality for a good leader.

*Information written by Ryan Jenkins and Retrieved from <http://ryan-jenkins.com/2015/06/04/who-is-generation-z-understanding-what-matters-most-to-the-post-millennial-generation/>*

### Additional Generation Z Information

If you are interested in learning more about Generation Z, you may also check out some of the following articles:

- [Make Way for Generation Z](#)
- [How Generation Z Works](#)
- [15 Aspects that Highlight How Generation Z is Different from Millennials](#)

### Tips for Working with College Men

There are a few important things that the men you are working with need from you as their advisor. These include the following:

- **Meet them where they are.** Remember that they are college men and keep in mind both the environment they are in and the characteristics of this age group.
- Remember, these **men need to learn from their own experiences**, not yours. So **DO NOT** story match! This is about them and what they are going through. While they do need you to help provide support and guidance through these situations, you don’t need to do that by always talking about your days in college.
- **Listen, listen more, gather meaning from what they are saying and affirm.** It is not your job to solve all of their problems, what need first and foremost is for someone to listen to them. As they talk it is important to listen for patterns of behavior and emotions so that you can provide them the appropriate support they need as they deal with both personal and fraternity related issues.
- Most college men are not connected to men that they respect, and many do not have mentors who are willing to challenge the way they think and act. **Building trust and creating that level of respect** is more important than being their friend. It is important for them to see and hear that you care about them and the chapter being successful.

### Additional Resources

If you are interested in learning more about college men and/or issues of masculinity the face, check out the following resources:

Art of Manliness // <http://www.artofmanliness.com/>

Good Men Project // <http://goodmenproject.com/>

The American Gentleman // <http://americangentleman.tumblr.com/>

## BOOKS

*Guyland* by Michael Kimmel

*Manhood in America* by Michael Kimmel