



## THE SEVEN OBJECTIVES OF ASSOCIATE CHAPTER EXCELLENCE A GUIDE FOR ASSOCIATE CHAPTER OFFICERS & ADVISORS 2018

### OVERVIEW

Created in 2015, the Seven Objectives of Associate Chapter Excellence report is a resource to assist officers and advisors in the ongoing development of their associate chapter. The report includes questions that both compare the chapter to the standards established by the National Fraternity, as well as to the other fraternity chapters on campus. Additionally, the report includes all of Pi Kappa Phi's Minimum Chartering Requirements.

Chapter performance is evaluated across each of the following areas: Governance, Growth, Member Experience, Branding & Communication, Scholarship, Service & Philanthropy, and Campus Involvement. The Fraternity believes achieving excellence in each of these seven objectives is critical to developing a leading chapter and providing a positive experience for chapter members.

The Seven Objectives of Associate Chapter Excellence report is updated monthly by the chapter officers and submitted to the Leadership Consultant. The chapter's score in each of the objectives determines whether the associate chapter is progressing as expected toward chartering. The levels of achievement are as follows:

**Zero Stars:** The associate chapter is performing below Pi Kappa Phi's minimum expectations

**One Star:** The associate chapter has established sufficient infrastructure and developed an appropriate level of brotherhood to proceed to the next phase of the chartering process

**Two Stars:** The associate chapter is exceeding Pi Kappa Phi's minimum expectations and is prepared to petition the National Council to charter

**Three Stars:** The associate chapter is qualified to charter and has demonstrated an ability to create a leading chapter by providing a positive experience for its members

### SCORING

Associate chapters receive a score within each of the objectives, as well as a composite score. In order to be awarded **One Star** in a given objective, a chapter must complete ALL of the items listed. **Chapters cannot reach Two Star or Three Star status without first achieving One Star status.** To be awarded **Two Stars** or **Three Stars** in a given objective, the chapter must then complete a pre-determined number of additional best practices. In any given objective, there are more best practices than needed to attain Three Star status.

A chapter's composite score is determined by averaging the number of stars earned across each of the seven objectives using the following ranges:

3.00-2.25 average = Three Star Chapter

2.24-1.50 average = Two Star Chapter

1.49-0.75 average = One Star Chapter

0.74-0.00 average = Zero Star Chapter

## GOVERNANCE



Achieves all of the following:

- Chapter size of 35 OR at or above the all-fraternity average on campus
- Current version of the written constitution and bylaws on file with the National Headquarters
- Current budget submitted to the National Headquarters within 30 days of the beginning of each term
- Operates without a financial loss
- Compliance with the National Council's directive to use OmegaFi for dues billing and collections
- Utilizes OmegaFi's Bill Pay service
- Functioning committee system
- Active Standards Board consisting of at least five (5) members who are trained by the National Headquarters staff
- Risk Management Chairman serves as a member of the chapter's Executive Council and has been reported on Chapter Gateway
- Updated written risk management procedures submitted to the National Headquarters during the current term or previous term
- Written Code of Conduct submitted to the National Headquarters during the current term or previous term
- Hosts weekly chapter meetings
- Required delegates attended the most recent Pi Kapp College for Chapter Officers
- Adheres to the restrictions on little sister programs and similar auxiliary organizations for women
- Not found in violation of Fraternity and/or University policies during the current term



Achieves 6 of the items below.



Achieves 9 of the items below.

- Contributes at least 5% of the chapter's budget to savings each term
- 90% dues collection rate
- Holds annual officer elections
- Utilizes the Officer Transition Plan available in the Resource Library on [pikapp.org](http://pikapp.org)
- Distributes weekly chapter meeting minutes or posts them online as an archive for members
- Hosts at least one formal chapter meeting per month
- Hosts meetings in a room with enough chairs for each members (e.g. campus classroom)
- Associate Member Education Committee consisting of at least two (2) members
- Hosted a Strategic Planning Workshop prior to chartering
- Updated written strategic plan submitted to the National Headquarters prior to chartering
- Sent extra delegates to the most recent Pi Kapp College for Chapter Officers
- IRS 990 for the previous year filed and submitted to the National Headquarters

\*\* NOTE: Blue text denotes a Minimum Chartering Requirement. All Minimum Chartering Requirements must be completed in order for the chapter to charter.

## GROWTH



Achieves **all of the following**:

- Manpower at the end of the term within no less than 10% of the established growth goal
- Retention rate of at least 75%
- Pre-initiates associate members each term (i.e. recruits year-round)
- Compliance with the requirements for legacy recruitment outlined in Supreme Law I, Section 5 (i.e. aggressive recruitment, consultation with the National Headquarters, follow up with the brother related to the legacy)
- Minimum high school GPA requirement for first-semester freshmen of at least 2.70**
- Minimum college GPA requirement for potential new members of at least 2.70**
- Not found in violation of the Fraternity's alcohol-free recruitment policy this term



Achieves **5 of the items below**.



Achieves **8 of the items below**.

- Manpower at the end of the term meets the established growth goal
  - **BONUS POINT:** Manpower at the end of the term exceeds the established growth goal
- Chapter size in the top quartile among IFC fraternities on campus
- Retention rate of at least 85%
  - **BONUS POINT:** Retention rate of at least 90%
  - **ADDITIONAL BONUS POINT:** Retention rate of at least 95%
- Updated written recruitment program submitted to the National Headquarters each term**
- Hosts a Recruitment Workshop annually
  - **BONUS POINT:** Hosts workshop each term
- Minimum high school GPA requirement for first-semester freshmen greater than 2.70
- Minimum college GPA requirement for potential new members greater than 2.70

## MEMBER EXPERIENCE



Achieves all of the following:

- Conducts Pre-Initiation as the first associate member education activity
- Provides each member with a copy of the current *White Diamond* (2016 edition)
- Conducts at least one (1) subordinate ritual each term (in addition to Pre-Initiation)



Achieves 7 of the items below.



Achieves 10 of the items below.

- Current, written associate member education program submitted to the National Headquarters each term
- Chapter operates substantially in accordance with the written associate member education program, as well as all applicable laws and policies governing the treatment of associate members
- Provides each member with a syllabus outlining time, financial, and academic requirements for initiation
- Conducts more than one (1) subordinate ritual each term
  - BONUS POINT: At least four (4) subordinate rituals
- Written four-year member development plan
- Hosted at least one (1) presentation and/or workshop focused on member development during the current term and/or previous term
  - BONUS POINT: Two (2) presentations and/or workshops
  - ADDITIONAL BONUS POINT: More than two (2) presentations and/or workshops
- Hosted at least one (1) brotherhood event or retreat during the current term and/or previous term
  - BONUS POINT: More than one (1) brotherhood event or retreat
- Hosts at least one (1) alcohol-free social event this term
  - BONUS POINT: More than one (1) alcohol-free social event
- At least one (1) member of the chapter participated in a national leadership development program (i.e. UIFL, AFLV LeaderShape, Gear Up Florida, Build America, Journey of Hope, Ability Weekend, or Ability Camp) in the past 12 months
  - BONUS POINT: More than one (1) member participated

## BRANDING & COMMUNICATION



Achieves all of the following:

- Meets the Fraternity's brand management requirements, as outlined in the style guide on pikapp.org
- Maintains at least one (1) social media account (e.g. Facebook, Twitter, Instagram, etc.)



Achieves 3 of the items below.



Achieves 5 of the items below.

- Produces at least one (1) electronic or print newsletter (e.g. parent, alumni, etc.) prior to chartering
  - BONUS POINT: More than one (1) newsletter
- Maintains more than one (1) social media account (e.g. Facebook, Twitter, Instagram, etc.)
- Maintains a current website
- Utilizes web stories and/or press releases to highlight chapter accomplishments
- Maintains a photo and/or video archive
- Submits content for starandlamp.com at least once this term
  - BONUS POINT: Submits content more than once this term
- Recognized at the campus level for excellence in branding and communication this calendar year (i.e. receives a campus or community-wide award)

## SCHOLARSHIP



Achieves all of the following:

- Previous term or cumulative chapter GPA of 2.70 OR at or above the all-men's average on campus (whichever is lower)
- Updated, written scholarship program submitted to the National Headquarters during the current term and/or previous term



Achieves 3 of the items below.



Achieves 5 of the items below.

- Previous term chapter GPA greater than the all-fraternity average OR ranked in the top half of all fraternities on campus
- Previous term chapter GPA greater than the all-fraternity average AND all-men's average on campus
- Previous term academic rank among IFC fraternities in the top quartile OR ranked first
- Utilizes campus resources to help members improve their academic performance, rather than or in addition to study hours
- Functioning Scholarship Committee
- At least one (1) member of the chapter is recognized in the Order of the Lamp during the current term and/or previous term

## SERVICE & PHILANTHROPY



Achieves all of the following:

- Total Ability Experience fundraising of at least \$10.00 per member OR \$1,000 (whichever is higher) during the 12 months prior to chartering
- Philanthropy Chairman serves as a member of the chapter's Executive Council and has been reported on Chapter Gateway



Achieves 6 of the items below.



Achieves 9 of the items below.

- Total Ability Experience fundraising for the current term and previous term exceeds \$35.00 per man
  - BONUS POINT: Total fundraising for the current term and previous term exceeds \$64.00 per man
- Ongoing volunteer relationship with a local organization for people with disabilities
  - BONUS POINT: Hosts at least one (1) event with the organization during the current term
  - ADDITIONAL BONUS POINT: At least one (1) event per month
- Average of at least one (1) volunteer hour per member for the current term
  - BONUS POINT: At least five (5) volunteer hours per member
  - ADDITIONAL BONUS POINT: At least 10 volunteer hours per member
- Hosts at least one (1) awareness event (e.g. Spread the Word to End the Word) for The Ability Experience this calendar year
- Hosts at least two (2) fundraising and/or awareness events for The Ability Experience this calendar year
  - BONUS POINT: More than two (2) events
- Written Ability Experience program submitted to the National Headquarters prior to chartering
- At least one (1) member of the chapter participated in a national Ability Experience event (i.e. Ability Weekend, Ability Camp, Gear Up Florida, Build America, or Journey of Hope) in the past 12 months

## CAMPUS INVOLVEMENT



Achieves all of the following:

- IFC delegate attends all meetings as required by the Council's bylaws
- Meets the University's minimum expectations for campus involvement (if applicable)



Achieves 6 of the items below.



Achieves 10 of the items below.

- Actively upholds the traditions and activities of the college by attending campus events (e.g. sporting events, campus speakers, service events, etc.)
- At least one (1) member of the chapter serves on an IFC committee
- At least one (1) member of the chapter serves as an IFC officer
- Sponsors or co-sponsors a campus event this calendar year
- At least one (1) member of the chapter has a leadership role in planning or executing campus events
- Fields at least one (1) intramural team this calendar year
- At least one (1) intramural team places in the top three (3) in their division
- At least 50% of the chapter is involved in registered a student organization outside of Pi Kappa Phi
  - BONUS POINT: At least 75% of the chapter is involved in another registered student organization
- At least one (1) member of the chapter holds a leadership role in a registered student organization outside of Pi Kappa Phi
  - BONUS POINT: At least 10% of the chapter holds a leadership role in another registered student organization
- At least one (1) member of the chapter receives local recognition for his involvement on campus (i.e. receives a campus or community-wide award)
- Recognized at the local level for involvement on campus (i.e. receives a campus or community-wide award)