



THE SEVEN OBJECTIVES OF CHAPTER EXCELLENCE REPORT A GUIDE FOR CHAPTER OFFICERS & ADVISORS 2020

OVERVIEW

Revised in 2019 and updated in 2020, the Seven Objectives of Chapter Excellence report is a resource to assist officers and advisors in the ongoing development of their 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 revised report includes all of Pi Kappa Phi's Chapter Operating Expectations for the spring and fall term.

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 Chapter Excellence report is completed by chapter officers each term and submitted to the Chapter Relationship Manager. At the end of each semester the chapter data for Chapter Operating Expectations will be reviewed. At the end of each calendar year, the chapter receives a score in each of the objectives, as well as a composite score. The levels of achievement are as follows:

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

One Star: The chapter meets Pi Kappa Phi's minimum expectations

Two Stars: The chapter is exceeding Pi Kappa Phi's minimum expectations

Three Stars: The chapter is excelling

SCORING

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 successfully complete 80% of the items listed. Chapters who achieve less than 80% of One Star items will receive a Zero Star status in a given objective. **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 Two and Three Star status.

Each objective, including Chapter Operating Expectations, has a weight within the chapter's overall score, and will be calculated as follows:

Chapter Operating Expectations - 10%

Governance - 15%

Growth - 20%

Member Experience - 15%

Branding & Communication - 5%

Scholarship - 10%

Service & Philanthropy - 15%

Campus Involvement - 10%

A chapter's composite score is determined by the average 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