



THE FOUR THEMES OF BROTHERHOOD 2020 EDITION SIX-WEEK VERSION

INTRODUCTION TO THE FOUR THEMES OF BROTHERHOOD

The Fraternity has partnered with Dyad Strategies, an educational assessment company that works with universities and fraternal organizations across the nation, to measure the impact of the Pi Kappa Phi experience on our members in order to elevate the quality of the student experience.

Beginning in February of each year, all members of Pi Kappa Phi have the opportunity provide feedback about their experience through the Pi Kappa Phi Member Survey. The survey remains open for six weeks and provides rich and valuable feedback for the chapter and the National Headquarters.

Dyad Strategies, through the results gathered in the Pi Kappa Phi Member Survey since 2018, has identified four common themes, or perceptions, of brotherhood shared by members nationwide: shared social experiences, solidarity, belonging, and accountability.

DESCRIBING THE FOUR THEMES OF BROTHERHOOD

Shared Social Experiences

This theme of brotherhood is best described as the surface-level desire to have fun things to do and people to do those fun things with. Examples of shared social experiences might include brotherhood retreats, philanthropy events, or events with alcohol.

Shared social experiences are important for members to remain satisfied with their experience, but chapters should be careful to maintain a balanced offering of opportunities. When too low, members may find that the chapter feels “more like a business than a brotherhood.” On the other hand, when too high, members may choose to prioritize shared social experiences rather than their other obligations to the chapter.

Solidarity

“Brothers have each other’s backs” is the phrase that best describes this theme. Solidarity can also be shown through demonstrations of support and conformity.

Just as with the previous theme, it is important for chapters to keep this theme balanced. When too low, members may choose to pursue their own interests even when those conflict with the best interest of the chapter or other members. When solidarity is too high, however, the chapter - and even specific groups within the chapter - may become very insular. Chapter members may also lie or otherwise interfere with the Standards Board or other accountability processes in misguided attempts to defend other members of the chapter when solidarity is extremely high.

Belonging

It can be said that brotherhood gives members a sense of connection beyond friendship. When members value the relationships they have built with others while also feeling valued by their chapter brothers, the chapter is fostering the theme of belonging.

Unlike shared social experiences or solidarity, a chapter can benefit from high levels of belonging. To increase belonging within the chapter, members should seek to build positive, authentic relationships with others that go beyond the surface-level.

Accountability

By holding one another to higher standards, we understand that we are making each other better leaders and even better men.

Brothers who place a high value on accountability understand that Ultimate Respect and the Standards Board are tools designed to help others learn from their mistakes and grow past them. They also understand that accountability is not effective when used to exclusively punish members.

ADDITIONAL INFORMATION & RESOURCES

To learn more about these four themes of brotherhood, ask your chapter's Executive Council to share your chapter's Member Survey Report with you. The Member Survey Report contains the data gathered from the chapter and the national organization as it relates to the four themes of brotherhood, as well as some additional processing questions to understand how the four themes of brotherhood can affect your chapter.