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ALPHA SIGMA PHI FRATERNITY
VP OF GROWTH
GUIDEBOOK



ACADEMY SCHEDULE

SOCIETY #1

SETTING THE STAGE & CREATING A VISION
SATURDAY, JANUARY 16, 2021 // 12 P.M. - 2 P.M. ET

SOCIETY #2

THE SCIENCE OF RECRUITMENT
SATURDAY, JANUARY 16, 2021 // 3:30 P.M. - 5 P.M. ET

SOCIETY #3

BUILDING & MANAGING YOUR PROSPECT POOL
SUNDAY, JANUARY 17, 2021 // 12 P.M. - 2 P.M. ET

SOCIETY #4

INVITATIONS, OUTREACH, CONVERSATIONS & E-VALUE-ATIONS
SUNDAY, JANUARY 17, 2021 // 3:30 P.M. - 5 P.M. ET

SOCIETY #5

TBTM SCHOLARSHIP
WEEK OF JANUARY 31, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #6

RETAINING & ENGAGING OUR NEW MEMBERS
WEEK OF FEBRUARY 28, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #7

BUILDING YOUR FALL RECRUITMENT PLAN & CALENDAR
WEEK OF APRIL 4, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #8

SUMMER RECRUITMENT
WEEK OF MAY 2, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #9

RECRUITMENT CONVERSATIONS
WEEK OF AUGUST 1, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #10

SOCIAL EXCELLENCE
WEEK OF SEPTEMBER 5, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #11

RECRUITMENT & INTEGRATING NEW MEMBERS
WEEK OF OCTOBER 3, 2021 // TIME VARIES BASED ON SOCIETY

SOCIETY #12

SEMESTER DEBRIEF & SPRING PLANNING
WEEK OF NOVEMBER 7, 2021 // TIME VARIES BASED ON SOCIETY



EXPECTATIONS

ATTENDANCE

- Attend all societies = Points on the Annual Report for Accreditation. Bring workbook, a pen and paper to all societies.
- Non-attendance = Loss of points on the Annual Report for Accreditation + \$100 charge per society missed (Please note that five minutes late or leaving more than five minutes early is considered a missed society).
- Video should be on during the entirety of the society with name and college/university; officer should be on a laptop/tablet, not on a phone.

ATTIRE

- Wear a collared shirt and badge. Hats are not permitted.

PRE-WORK

- By January 10, 2021, the Vice President of Growth completes Phired Up Certification (Note: All other H-officers should complete to receive the discount as outlined in the billing letter).
- By January 10, 2021, the following officers complete online officer training on MyAlphaSig: President, Vice President of Retention, Vice President of Finance, and Vice President of Ritual and Traditions.



ΑΣΦ
FRATERNITY

FOLLOW ALPHA SIGMA PHI ON SOCIAL MEDIA!



STAFF DIRECTORY

☎ 317.843.1911
✉ tbtm@alphasig.org

Click on the staff member's name to send an email.

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PRESIDENT & CEO

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STEVEN NORRIS
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NICK STEPANIAK
ASSISTANT DIRECTOR OF CLVEN HOUSING

FOUNDATION

SAMIR HAFIZ
DIRECTOR OF FOUNDATION

ALUMNI ENGAGEMENT

JEREMY RIED
SENIOR DIRECTOR OF ALUMNI ENGAGEMENT & CHAPTER OPERATIONS

LOGAN ISHIMINE
DIRECTOR OF SOUTHEAST OPERATIONS

LAYTON PIVER
DIRECTOR OF WEST COAST ENGAGEMENT

ADAM STAHON
DIRECTOR OF MIDWEST OPERATIONS

EXPANSION & GROWTH

ANDREW BREMER
DIRECTOR OF FRATERNITY INITIATIVES

MIKE CARLO
DIRECTOR OF EXPANSION

JACK WHITSITT
ASSISTANT DIRECTOR OF GROWTH

ANTHONY COPES
COORDINATOR OF EXPANSION

ADRIAN CULP
GROWTH COACH

ALEX HILE
COORDINATOR OF EXPANSION

JACOB LENAMOND
GROWTH COACH

MATT LIGHTNER
COORDINATOR OF EXPANSION

MASON PATRICK
GROWTH COACH

ASHER ROGERS
COORDINATOR OF EXPANSION

CHRIS SLATER
GROWTH COACH

DYLAN WOLFORD
GROWTH COACH



AVAILABLE RESOURCES

Alpha Sigma Phi encourages you to use our resources throughout the year to help navigate your position within the chapter and to be as efficient as possible. The Fraternity offers video resources that can be found on our YouTube page, as well as PDF resources that can be found on our website.

Click the icons below to view our available resources.



VIDEO RESOURCES



PDF RESOURCES



Write the name of your facilitator:

Use this space to write down contact information for your society members:

THE JOB DESCRIPTION

Once you've reviewed the job description of the VP of Growth, list the three responsibilities you think are the most important to the success of your chapter. Then, list the three things you're most concerned about in regards to your position. Finally, write five things you think are most important in regards to growing your chapter, then during your review, document the five things you actually need to grow a chapter. Hopefully you guessed multiple or all five things correctly.

MOST IMPORTANT

5 THINGS YOU THINK GROW A CHAPTER

BIGGEST CONCERNS

5 THINGS THAT ACTUALLY GROW A CHAPTER

WHAT ARE YOU HOPING TO HAVE A CHANCE TO LEARN MORE ABOUT THIS WEEKEND AS IT RELATES TO RECRUITMENT TO HELP YOU BE SUCCESSFUL IN YOUR ROLE?

--

RECRUITING WITH A VISION

Answer the following questions/prompts and be prepared to discuss.

WHAT IS ONE THING I WISH EVERYONE KNEW ABOUT MY CHAPTER?

--

WHAT DO YOU DISLIKE MOST ABOUT YOUR CHAPTER?

--

WHAT DO YOU WANT YOUR CHAPTER TO BE KNOWN FOR?

--

LIST 3-5 QUALITIES YOU LOOK FOR IN A POTENTIAL NEW MEMBER:

--

PEOPLE - PART I

Review the 3 Recruitment Secrets. Then, answer the questions.

PEOPLE JOIN PEOPLE

YOU CAN'T RECRUIT WHO YOU DON'T KNOW

QUALITY DRIVES QUANTITY

HOW WILL WE **FIND** MORE PEOPLE?

HOW WILL WE **RECRUIT** MORE PEOPLE AND MORE OF THE RIGHT PEOPLE?

HOW WILL WE KNOW IF THEY WANT TO JOIN ALPHA SIG?

WHO CAN HELP US FIND MORE POTENTIAL NEW MEMBERS?

AUDIENCE UNDERSTANDING - NEW IDEAS

Answer the following questions and be ready to discuss.

WHAT IS THE UNDERGRADUATE STUDENT POPULATION AT YOUR COLLEGE/UNIVERSITY?

SUBTRACT THE NUMBER OF FEMALE STUDENTS.

SUBTRACT THE NUMBER OF MEN WHO ARE ALREADY IN A FRATERNITY.

SUBTRACT 15% TO ACCOUNT FOR THE 'NEVER JOINERS.'

TOTAL

WHAT IS YOUR RECRUITMENT GOAL FOR THIS TERM?

BASED ON YOUR RECRUITMENT GOAL, HOW MANY NAMES SHOULD BE ON YOUR NAMES LIST?

REFERRALS

Document the value of referrals. Then, list five places from which to get referrals.

1

2

3

4

5

MIND JOGGER

Start listing names of everyone you know on campus who are not a member of your chapter.

EXTRA SPACE FOR NOTES

Blank area for notes.

POWER 5

Answer the following questions/prompts. Be ready to discuss.

LIST CAMPUS EVENTS HAPPENING THIS SPRING TERM:

WHAT ORGANIZATIONS ARE YOUR BROTHERS ALREADY INVOLVED WITH?

LIST THREE STUDENT ORGANIZATIONS FROM WHOM YOU'D RECRUIT:

IF YOU WERE TO JOIN ANOTHER STUDENT ORGANIZATION, WHICH WOULD IT BE?

WHAT WOULD YOU WANT TO GET FROM THAT EXPERIENCE?

EXTRA SPACE FOR NOTES

Blank area for notes.

RECRUITMENT - PHONE CALL

Here are 5 Elements of an Exceptional Recruitment Call:

1. Using an inquisitive energetic tone, the first word you say should be his name. Everyone loves to hear their name and puts you in control of the call.
2. Tell him why you are calling, using a disarming statement:
 - "We haven't had the chance to meet, but I got your name from Kelly Kapowski in ZTA, she said you were a gentleman and someone I needed to go out of my way to meet."
 - "I just had a great conversation with Kim at Alpha Sigma Sigma about top leaders on campus. Your name came up at least 2-3 times."
 - "I've been talking with a few freshmen leaders that were hand selected by this year's orientation mentors, I was hoping that I could pick your brain for a few minutes."
3. Ask YES questions. We then ask several questions that we already know that he's likely to say "yes" to. For example
 - "You know Kelly, right?"
 - "You're a freshman this year, right?"
 - "You are president of the sports business club, right?"
4. Schedule an appointment day/time to talk.
 - "When do you have a break in between classes tomorrow to meet up for 15 minutes at the Starbucks on campus?"
 - "When do you get out of class tomorrow? Want to grab dinner at Chipotle at 5:30 pm?"
5. "PERFECT." This is the only answer to EVERY response/excuse he has. Literally! Just say "perfect."
 - HIM: I don't really have time."
 - ME: Perfect. I don't have much time either. The best students on campus rarely do. Let's make sure our meeting doesn't take more than 15 minutes.
 - HIM: I can't make it tonight.
 - ME: Perfect. We have another opportunity tomorrow night that we're expecting to be better attended.
 - HIM: I don't have a car on campus.
 - ME: Perfect. We're shuttling people to the BBQ starting at 6 pm. What time should we meet you out front of the dorms?

RECRUITMENT - TEXT MESSAGE

Here are examples of exceptional text messaging for recruitment:

First Contact - Referrals Driven Outreach it might look like this.

Due to length, send in two separate text messages so that they don't show up out of order.

- Text - Part 1: "This is Damian, we haven't met. I am a part of a leadership organization on campus and after chatting with the women of Chi Omega Sorority, we were told we needed to get in touch with you. More specifically Kate Harrison said you were a gentleman & someone who could help me out."
- Text - Part 2: "Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective of what I can do to be more successful. When do you have 20 minutes between classes this week to meet? I am happy to treat you to coffee. - Damian"

Personal Invite – Recruitment Event Invitation

"Hey Kyle, this is Damian with Alpha Sigma Phi, we met at Meet the Greeks. We are going to be grilling at the house tonight at 6 pm, I wanted to personally invite you. I can pick you up from the dorms if it's easier. Do you think you can make it?"

Social Media Outreach - Direct Message

DM Part 1:

Hey Kyle, this is Damian, with Alpha Sigma Phi (ALPHA SIG). After chatting with the women of AXO Sorority, I was told I needed to go out of my way to meet you. More specifically Emma Sanders said you were a gentleman & someone who could help us out.

DM Par 2:

Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective. I'm trying to make my organization have a greater impact on campus and would love to get your opinion on how I could be more successful in that effort. You can send me a text reply or DM. Hope to connect soon.

Damian - (317) 555 -7099

VALUES BASED SELECTION

Membership Criteria: Instilling Values-Based Criteria works as a measurement tool to determine the skills, characteristics, and attributes a potential member would have to determine whether he is qualified for membership. Fill in the five areas for Membership Criteria. Then, answer the questions.

IF YOU WERE TO ADEQUATELY DEMONSTRATE WHAT WE AS AN ORGANIZATION ACTUALLY VALUE, HOW SHOULD WE BEHAVE?

WHERE HAS YOUR CHAPTER STRUGGLED IN THE PAST TO SET EXPECTATIONS?

WHAT SHOULD WE DO?

ARE THERE ANY CONSISTENCIES OR IS IT CASE BY CASE?

WHAT SHOULD BE OUR FOCUS?

WHAT CAN YOU DO IN YOUR ROLE TO PREVENT THIS?

HOW DO WE STOP CARING ABOUT WHAT OUR GREEK PEERS THINK AND BETTER DEMONSTRATE THROUGH ACTION, WHAT WE REALLY CARE ABOUT?

REMINDER REGARDING OUR NEXT SOCIETY:

SETTING THE STAGE

Use the space below to document the purpose of the TBTM Scholarship. Then, take notes on the criteria for application. Finally, brainstorm some ways to market the scholarship.

PURPOSE OF THE TBTM SCHOLARSHIP

CRITERIA FOR APPLICATION

MARKETING THE SCHOLARSHIP

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

INTEGRATING NEW MEMBERS

List the ways your chapter currently integrates new members into the brotherhood.

RETENTION REMINDERS

Take notes for each of the three reasons why people leave fraternities.

MISALIGNED EXPECTATIONS
LACK OF CONNECTION
OTHER PRIORITIES

EXTRA SPACE FOR NOTES

RETENTION SYSTEM

Take notes for each of the five categories of the retention system..

PEOPLE

PURPOSE

YOU MATTER

EXPECTATIONS

LEARNING AND GROWING

BUILDING OUT YOUR PLAN FOR RECRUITMENT

Answer the following questions about your Recruitment Plan.

HOW WILL YOUR CHAPTER MEET AS MANY NON-GREEK MEN AS POSSIBLE?

HOW WILL YOU RECORD AND TRACK YOUR PROSPECTS THROUGHOUT THE YEAR?

HOW WILL YOU BUILD MEANINGFUL RELATIONSHIPS WITH PROSPECTS THROUGHOUT THE YEAR?

HOW WILL YOU SELECT THE BEST MEN FOR ALPHA SIGMA PHI?

HOW WILL YOU ENSURE OUR VALUES ARE EXEMPLIFIED THROUGHOUT THE RECRUITMENT PROCESS?

IN YOUR MIND, WHAT IS THE IDEAL CHAPTER SIZE FOR YOUR CHAPTER?

Most chapters with a great deal of success and longevity, to maintain an ideal chapter size, must aim to recruit 40% of its ideal size.

Multiply the number above (ideal size of your chapter) by 0.4 to determine your recruitment goal for 2021:

Once you have determined your Total Growth Goal, divide that goal between both the fall and spring recruitment period. *For example, if your total recruitment goal is 38, your fall recruitment plan is to recruit 30 men and your recruitment goal is to recruit 8 men.*

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

SUMMER RECRUITMENT

Take notes on the Four Phases of Summer Recruitment as you discuss with your society. Use the space provided to brainstorm ideas.

PHASE 1 - SPRING FORWARD (APRIL-MAY)

PHASE 3 - SMALL ACTIVITIES (JULY 4-FRESHMAN MOVE-IN)

PHASE 2 - IDENTIFY & CONNECT W/ INCOMING STUDENTS (MAY 1-JULY 1)

PHASE 4 - WELCOMING COMMITTEE (AUGUST-FIRST DAY OF CLASSES)

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

RECRUITMENT CONVERSATIONS

Take notes on each of the following types of recruitment conversations.

FRIENDING - CONNECTION & CARE

THE PRE-CLOSE

HANDLING OBJECTIONS

Below are the top 10 reasons people don't join fraternities.

1. I can't afford it.
2. My mom/dad/significant other doesn't want me to join.
3. I have to focus on my studies.
4. Upperclassmen don't join fraternities
5. I don't want to live in the house.
6. I don't want to be a stereotypical frat guy.
7. I don't have time.
8. I don't need any more friends.
9. I don't want to be hazed.

WHAT ARE THE THREE STEPS TO ADDRESSING THESE CONCERNS?

EXTRA SPACE FOR NOTES

Write down your response to the following concerns:

TIME

MONEY

STEREOTYPES

PARENTS

ACADEMICS

REMINDER REGARDING OUR NEXT SOCIETY:

SOCIAL EXCELLENCE

Below is the definition of 'social excellence.' Then, write three everyday choices you could change daily to be more social.

Social Excellence: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner with high expectations of others. Being authentic and living everyday with integrity as the best version of oneself. Being confident and vulnerable. Being fun and compassionate. Being open, kind, and bold. The deepest level of societal participation and contribution.

“Every moment is a choice.”

1

2

3

“The Quality of our interactions determines the quality of our organizations.”

BE A LEARNER

Write down six exceptional phrases to start a question.

Use the space below to consider your events from the past year. What type of experience did you create?

--

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

ROLE IN RECRUITMENT

Answer the following questions and be prepared to discuss.

WHAT ARE EXAMPLES IN YOUR CHAPTER OR INSTANCES THAT REFLECT A STRONG SENSE OF BROTHERHOOD IN YOUR CHAPTER?

WITH YOUR GROUP, COME UP WITH WAYS YOU CAN BETTER SHOWCASE YOUR CHAPTER'S BROTHERHOOD DURING THE RECRUITMENT PROCESS.

INTEGRATING NEW MEMBERS

Create a list of ten ways your chapter integrates new members into the brotherhood.

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

SEMESTER DEBRIEF

Use the space below to identify 5-10 recruitment wins your chapter had this semester. Then, identify 5-10 recruitment challenges your chapter faced this semester.

WINS

CHALLENGES

TAKEAWAYS

Use the space below to document your biggest takeaways from the fall 2021 term.

SPRING CALENDAR

Use the space below to plan your upcoming term. There's extra space for notes on the next page.

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:



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