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ALPHA SIGMA PHI FRATERNITY  
VP OF RETENTION  
GUIDEBOOK



# ACADEMY SCHEDULE

SOCIETY #1  
SOCIETY #2  
SOCIETY #3  
SOCIETY #4  
SOCIETY #5  
SOCIETY #6  
SOCIETY #7  
SOCIETY #8  
SOCIETY #9  
SOCIETY #10  
SOCIETY #11  
SOCIETY #12

**SETTING THE STAGE & BUILDING BROTHERHOOD**  
SATURDAY, JANUARY 16, 2021 // 12 P.M. - 2 P.M. ET

**VIRTUAL BROTHERHOOD & RETAINING/ENGAGING MEMBERS**  
SATURDAY, JANUARY 16, 2021 // 3:30 P.M. - 5 P.M. ET

**RECRUITMENT & INTEGRATING NEW MEMBERS**  
SUNDAY, JANUARY 17, 2021 // 12 P.M. - 2 P.M. ET

**JUNIOR/SENIOR ENGAGEMENT & RESOURCES**  
SUNDAY, JANUARY 17, 2021 // 3:30 P.M. - 5 P.M. ET

**UTILIZING COMMITTEES & TEAMS**  
WEEK OF JANUARY 31, 2021 // TIME VARIES BASED ON SOCIETY

**EVENT PLANNING + BLACK & WHITE FORMAL**  
WEEK OF FEBRUARY 28, 2021 // TIME VARIES BASED ON SOCIETY

**BROTHERHOOD RETREATS & STAYING CONNECTED**  
WEEK OF APRIL 4, 2021 // TIME VARIES BASED ON SOCIETY

**SEMESTER DEBRIEF & FALL CALENDAR**  
WEEK OF MAY 2, 2021 // TIME VARIES BASED ON SOCIETY

**MOTIVATION & APATHY**  
WEEK OF AUGUST 1, 2021 // TIME VARIES BASED ON SOCIETY

**HEALTH & SAFETY**  
WEEK OF SEPTEMBER 5, 2021 // TIME VARIES BASED ON SOCIETY

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

**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.



**FOLLOW ALPHA SIGMA PHI ON SOCIAL MEDIA!**



# STAFF DIRECTORY

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

317.843.1911  
tbtm@alphasig.org

## EXECUTIVES

**GORDY HEMINGER**  
PRESIDENT & CEO

**MATT HUMBERGER**  
VICE PRESIDENT & COO

## HEALTH & SAFETY

**DANNY MILLER**  
SENIOR DIRECTOR OF PREVENTION & ACCOUNTABILITY

## INITIATIVES

**TABATHA SARCO**  
SENIOR DIRECTOR OF STRATEGIC INITIATIVES

## MARKETING & COMMUNICATIONS

**IAN FRASER**  
DIRECTOR OF MARKETING & COMMUNICATIONS

## BUSINESS OPERATIONS & MEMBER SERVICES

**ADAM BROWN**  
DIRECTOR OF BUSINESS OPERATIONS

**BRETT CARLSON**  
ASSISTANT DIRECTOR OF MEMBER SERVICES

**SARAH SNYDER**  
MEMBER SERVICES SPECIALIST

## PROVISIONAL CHAPTER DEVELOPMENT

**SAM FRANZOIA**  
DIRECTOR OF PROVISIONAL CHAPTER DEVELOPMENT

**DAVID ERON**  
ASSISTANT DIRECTOR OF PROVISIONAL CHAPTER DEVELOPMENT

## CLVEN HOUSING

**NICK MILLER**  
DIRECTOR OF CLVEN HOUSING

**BENNY ARGENTO**  
ASSISTANT DIRECTOR OF CLVEN HOUSING

**STEVEN NORRIS**  
ASSISTANT DIRECTOR OF CLVEN HOUSING

**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 Retention, list the three responsibilities you think are the most important to the success of your chapter. Then, list the three responsibilities you think are least important.

MOST IMPORTANT	LEAST IMPORTANT

WHAT ARE SOME THINGS EXPECTED OF THE VP OF RETENTION IN YOUR CHAPTER?

**BROTHERHOOD ASSESSMENT**

On a scale of 1 (not likely at all) to 7 (extremely likely), rate your chapter/provisional chapter's brotherhood.



**RETENTION**

Members in my chapter remain engaged all the way until graduation.



**VULNERABILITY**

All brothers feel comfortable holding deep, emotional conversations around one another.



**BELONGING**

Individual identities are honored and celebrated by the chapter's identity.



**ACCOUNTABILITY**

Members feel comfortable confronting other brothers to hold them accountable to their words/oath.



**RISES OF PASSAGE**

My chapter has meaningful rites of passage that do not including hazing.



**TIME TOGETHER**

My chapter hosts a brotherhood event (not a chapter meeting) at least once/week.



**SHARED VISION**

Our chapter has a shared vision of who we want to be and what we hope to accomplish in a given year.

**BUILDING BROTHERHOOD**

Use the space to the right to recall the three most successful brotherhood events during your time in the chapter. Elaborate on why you thought each event was a success. Hopefully, these past events will pave the way for your chapter's upcoming brotherhood events.

EXTRA SPACE FOR NOTES

Large empty rectangular area for taking notes.

EXTRA SPACE FOR NOTES

**VIRTUAL BROTHERHOOD - NEW IDEAS**

*Brainstorm three new virtual brotherhood event ideas. As you write your ideas down, consider the following: What challenges would you have implementing this idea? Why do you think it would be successful? What makes it different/unique? How could it strengthen your brotherhood?*

**ENGAGEMENT**

*In the space below, document ways your chapter keeps its members engaged throughout the year, outside of brotherhood events. Be prepared to share some of your tactics with the rest of your society.*

**RETENTION**

*In the space below, document the top reasons you feel your chapter does not retain members.*

*What does your chapter have in place to intentionally retain members? How does your position contribute?*

EXTRA SPACE FOR NOTES

### **ROLE IN RECRUITMENT**

*In the space below, brainstorm ways you can ensure your brotherhood is effectively promoted during recruitment to potential new members.*

### **INTEGRATING THE NEW MEMBERS**

*In the space below, list 10 ways your chapter integrates its new members into the brotherhood.*

### **BEFORE & CONTINUING RECRUITMENT**

*List what you currently do and what you could start doing with the VP of Growth to maintain recruitment momentum.*

WHAT I CURRENTLY DO	WHAT I COULD START DOING

### **NEW MEMBERS' INVOLVEMENT**

*Use this space to answer the following question:*

HOW CAN YOU ENGAGE THE NEW MEMBERS AND HELP PREPARE THEM FOR LEADERSHIP ROLES WITHIN YOUR CHAPTER?

### EXTRA SPACE FOR NOTES

## JUNIOR & SENIOR ENGAGEMENT

Document what you think a first year/sophomore is looking for in their fraternity experience compared to a junior/senior. Then, brainstorm ways to increase engagement from juniors and seniors. Then, brainstorm what kind of events/practices you could implement as the VP of Retention to increase junior/senior engagement.

FIRST YEAR/SOPHOMORE

JUNIOR/SENIOR

WAYS TO INCREASE ENGAGEMENT

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EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:

## UTILIZING COMMITTEES

Below is a list of committees you could implement and utilize to support you in your position as VP of Retention. Use the space provided to take notes on what the primary objectives of these committees are.

**BROTHERHOOD  
COMMITTEE**

**SOCIAL  
COMMITTEE**

**JUNIOR/SENIOR  
COMMITTEE**

**RETENTION  
COMMITTEE**

**OTHER  
COMMITTEES  
YOU CAN THINK OF**

EXTRA SPACE FOR NOTES

## SIG TEAMS

Answer the questions below. Be ready to discuss with your society.

HOW SHOULD SIG TEAM CAPTAINS BE CHOSEN?

WHAT ARE THE RESPONSIBILITIES OF THE CAPTAINS?

HOW MANY TEAMS SHOULD A CHAPTER HAVE?

HOW SHOULD TEAMS BE SPLIT UP?

WHAT ARE THE EXPECTATIONS OF THE TEAM?

EXTRA SPACE FOR NOTES

REMINDER REGARDING OUR NEXT SOCIETY:



## EVENT PLANNING

Fill in the 7 Steps of Event Planning and write a description to take away a clear understanding of each step. Then, on the next page, come up with an idea for a social event with what needs to be done for each step

1	2	3	4
5	6	7	

### REMINDER REGARDING OUR NEXT SOCIETY:

1	2	3	4
5	6	7	

## **BROTHERHOOD RETREATS**

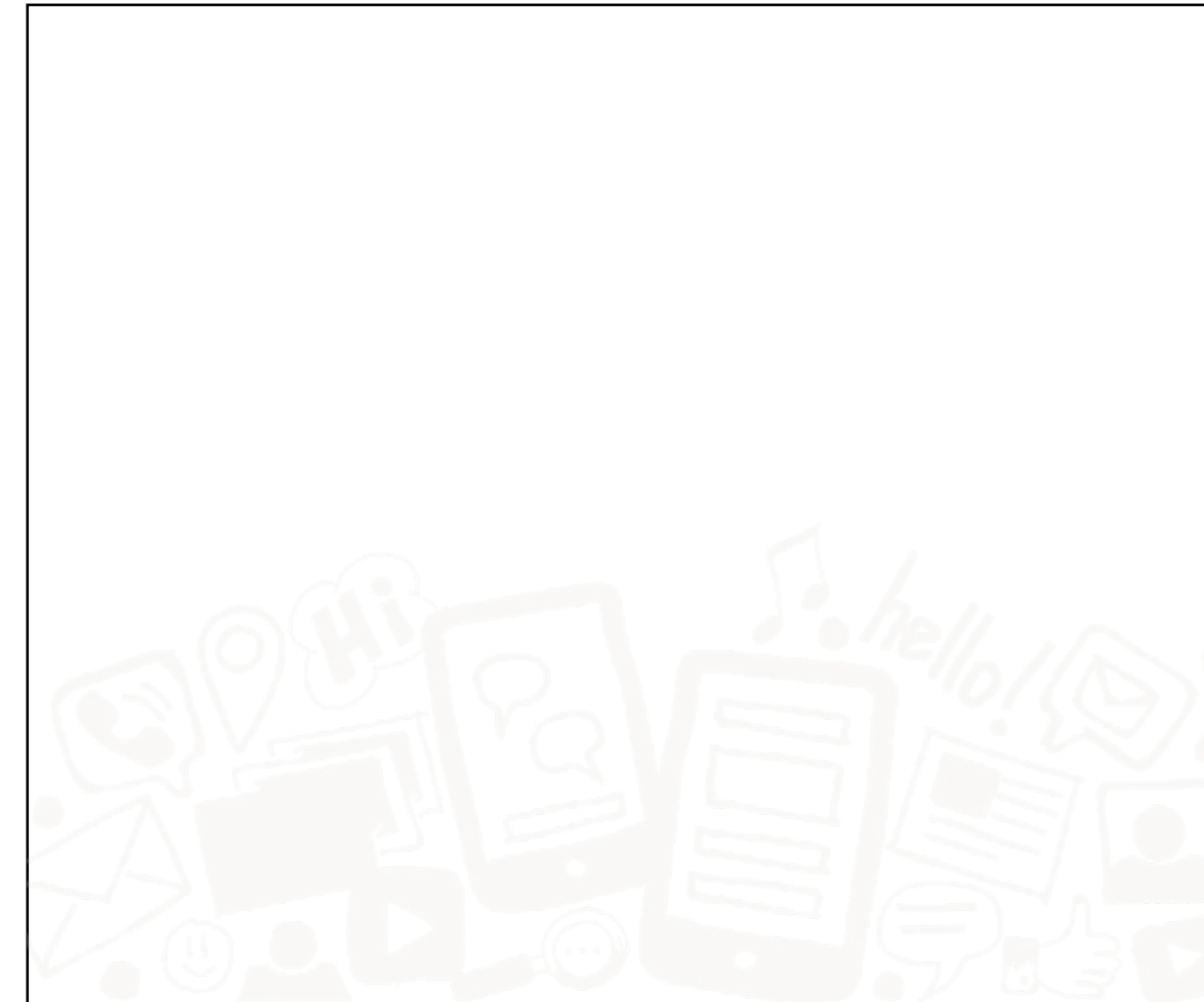
Review the following key components of a brotherhood development plan. Then, use the allotted space to develop an agenda for a brotherhood retreat for your chapter.

- IT INVOLVES ALL MEMBERS - FROM NEW MEMBERS TO SENIORS
- SMALL GROUP AND LARGE GROUP ACTIVITIES ARE INCLUDED
- NON-ALCOHOLIC EVENTS SHOULD BE INCLUDED
- ACTIVITIES ARE INCLUDED THAT CREATE SPACE FOR CONNECTION AND VULNERABILITY
- MENTORING PROGRAM IS INCLUDED

DEVELOP YOUR BROTHERHOOD RETREAT AGENDA

## **STAYING CONNECTED**

Think of and document as many ways to stay connected over the summer as you can.



**REMINDER REGARDING OUR NEXT SOCIETY:**

**EXTRA SPACE FOR NOTES**

**EXTRA SPACE FOR NOTES**

**SEMESTER DEBRIEF**

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

WINS	CHALLENGES

**TAKEAWAYS**

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

**STAYING CONNECTED**

Think of and document as many ways to stay connected over the summer as you can.

**FALL CALENDAR PLANNING**

Take a few moments to read through Alpha Sigma Phi's Fall Calendar Planning Checklist. Use the extra space to take notes.

**FALL SEMESTER/TERM**

- Prudential Board Retreat
- Recruitment Training
- All Recruitment Events (both formal and informal)
- Local Dues Payment Dates
- Pinnacle Week
- Scenes 1 & 2 of Initiation (within 1 week of bid acceptance)
- Scenes 3 & 4 of Initiation (within 35 days of Scenes 1 & 2)
- Scene 5 of Initiation
- Chapter Meetings
- Prudential Board Meetings
- Committee Meetings
- New Member Meetings
- Fall Break (if applicable)
- Brotherhood Events (in-person and virtual)
- Overnight Brotherhood Event
- Philanthropy Events (at least 1 per semester/term)
- Service Events (at least 2 per semester/term)
- Social Events (at least 1 per month)
- Greek Week (if applicable)
- Parents/Family Event (at least 1 per year)
- Sig Bust/Alumni Event (at least 1 per year)
- Homecoming
- Fundraising Events (at least 1 per month)
- Standards Board Meetings
- Intramurals
- Elections
- Officer Installation Ceremony
- Officer Transitions Program
- Black Lantern Processional
- Founders Day Event
- Exam Week

**EXTRA SPACE FOR NOTES**

**REMINDER REGARDING OUR NEXT SOCIETY:**

EXTRA SPACE FOR NOTES

**MOTIVATION**

Take a few moments to consider what you think motivates your members.  
Write your thoughts down and be prepared to discuss.

**APATHY**

Fill in the 4 Reasons for Apathy in a chapter. Then, come up with ways to combat each reason.

1

2

3

4

REMINDER REGARDING OUR NEXT SOCIETY:

**HEALTH & SAFETY GUIDELINES**

Take a few moments to read through Alpha Sigma Phi's Health & Safety Guidelines. Document 1-3 guidelines at the bottom of the page that you think your chapter struggles with the most.

The Health and Safety Guidelines of Alpha Sigma Phi Fraternity includes the provisions which follow and shall apply to all fraternity entities and all levels of fraternity membership.

**HAZING**

No chapter, provisional chapter, student, or alumnus shall conduct nor condone hazing activities. Permission or approval by a person being hazed is not a defense.

Hazing activities are defined as any action taken or situation created, intentionally, whether on or off fraternity premises, to produce mental or physical discomfort, embarrassment, harassment, or ridicule. Such activities may include but are not limited to the following:

- Use of alcohol, including drinking games;
- Paddling in any form;
- Creation of excessive fatigue;
- Physical and psychological shocks; quests, treasure hunts, scavenger hunts, road trips or any other such activities carried on outside or inside the confines of the chapter house;
- Wearing of public apparel which is conspicuous and not normally in good taste;
- Engaging in public stunts and buffoonery;
- Morally degrading or humiliating games and activities;
- and any other activities which are not consistent with academic achievement, fraternal law, ritual or policy, or the regulations and policies of the educational institution, or applicable state law.

The Membership Orientation Program shall be executed by the Vice President of Membership Enrichment. If the Chapter chooses to have other Brothers participate, the President and Membership Enrichment Advisor must approve all activities. All events shall take place between 10:00 a.m. and 10:00 p.m.

**ALCOHOL & DRUGS**

In any activity or event sponsored or endorsed by the chapter, including those that occur on or off organizational/chapter premises:

- The chapter, members and guests must comply with all federal, state, provincial and local laws. No person under the legal drinking age may possess, consume, provide or be provided alcoholic beverages.
- Alcoholic beverages must either be:
  - Provided and sold on a per-drink basis by a licensed and insured third-party vendor (e.g., restaurant, bar, caterer, etc.); or
  - Brought by individual members and guests through a bring your own beverage ("BYOB") system.
- Alcoholic beverages that contain greater than 15% alcohol by volume (or 30 proof) are prohibited, including, but not limited to any hard alcohol.
- Common sources of alcohol, including bulk quantities, which are not being served by a licensed and insured third party vendor, are prohibited (i.e., amounts of alcohol greater than what a reasonable person should consume over the duration of an event).

- Attendance by non-members at any event where alcohol is present must be by invitation only. Events must be limited to a guest-to-member ratio of no more than 3:1 for events with alcohol, provided that no event may exceed fire code. At least 50% of Prudential Board members must be present at any event with alcohol, with required presence by the Chapter President and/or the Vice President of Standards.
- Alcoholic beverages must not be purchased with chapter funds or funds pooled by members or guests (e.g., admission fees, cover fees, collecting funds through digital apps, etc.).
- Any event or activity related to the new member joining process (e.g., recruitment, rush, etc.) must be substance free. No alcohol or drugs may be present if the event or activity is related to new member activities, meetings, or initiation into an organization, including but not limited to "bid night," "big/little" events or activities, "family" events or activities, and any ritual or ceremony.
- The chapter, members or guests must not permit, encourage, coerce, glorify or participate in any activities involving the rapid consumption of alcohol, such as drinking games.
- A chapter must not co-host or co-sponsor, or in any way participate in, an activity or event with an other group or entity that purchases or provides alcohol. A chapter must not co-host or co-sponsor an event with a bar, event promoter, or alcohol distributor; however, a chapter may rent a bar, restaurant, or other licensed and insured third-party vendor to host a chapter event.
- The chapter, members and guests must follow the federal law regarding illegal drugs and controlled substances. No person may possess, use, provide, distribute, sell, and/or manufacture illegal drugs or other controlled substances while on chapter premises or at any activity or event sponsored or endorsed by the chapter.

**SEXUAL ABUSE & HARASSMENT**

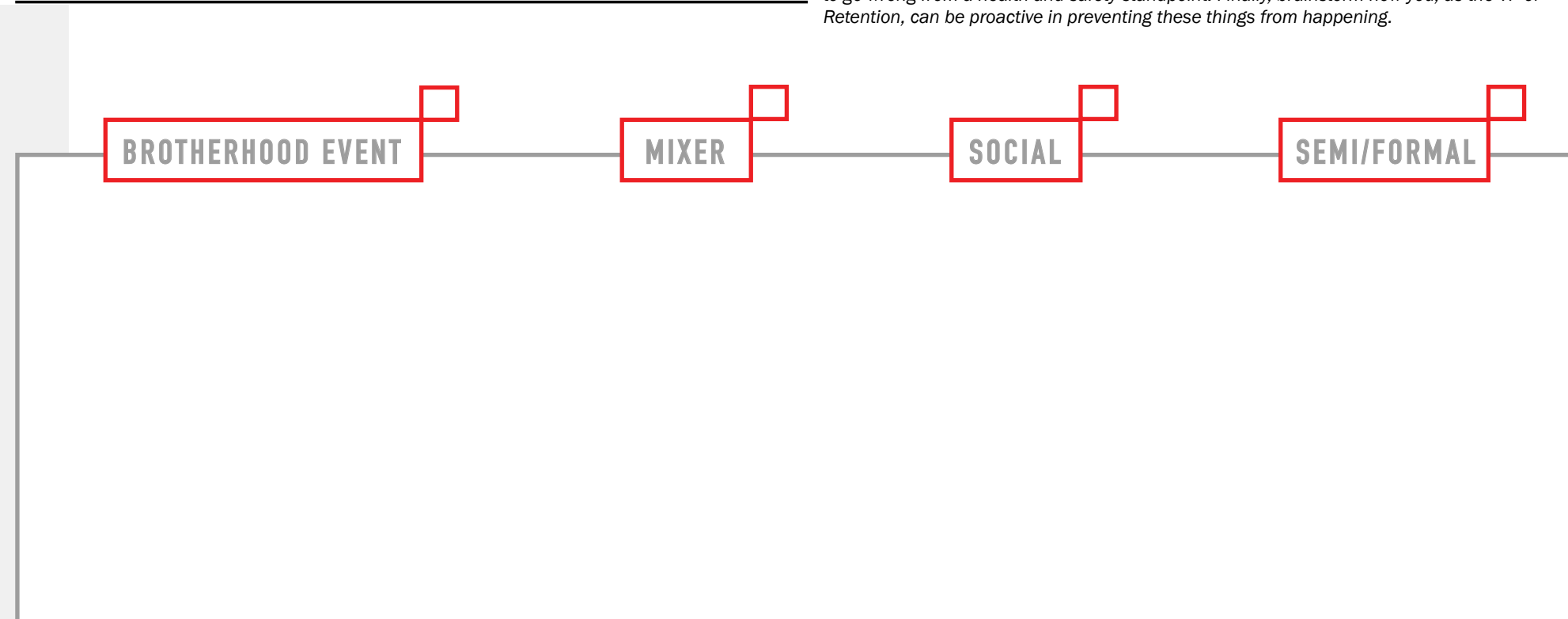
The Fraternity will not tolerate or condone any form of sexist or sexually abusive behavior on the part of its members, whether physical, mental or emotional. This is to include any actions, activities, or events, whether on chapter premises or an off-site location which are demeaning to women or men, including but not limited to verbal harassment, sexual assault by individuals or members acting together. The employment or use of strippers, exotic dancers, or similar, whether professional or amateur, at a fraternity event as defined in this policy is prohibited.

**FIRE, HEALTH & SAFETY**

- All chapter houses should meet all local fire and health codes and standards.
- All chapters should have posted emergency numbers for fire, police, and ambulance and should have posted evacuation routes on the back of the door of each sleeping room.
- All chapters should comply with engineering recommendations as reported by the insurance company or municipal authorities.
- The possession and/or use of firearms or explosive or incendiary devices of any kind within the confines and premises of the chapter house are expressly forbidden.

**MOST LIKELY TO GO WRONG & BEING PROACTIVE**

With your small group, choose one of the following events. Then, come up with what is most likely to go wrong from a health and safety standpoint. Finally, brainstorm how you, as the VP of Retention, can be proactive in preventing these things from happening.



**EXTRA SPACE FOR NOTES**

Empty space for notes.

**REMINDER REGARDING OUR NEXT SOCIETY:**



**EXTRA SPACE FOR NOTES**

**SEMESTER DEBRIEF**

Use the space below to identify 5-10 wins your chapter had this semester. Then, identify 5-10 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 PLANNING**

Take a few moments to read through Alpha Sigma Phi's Spring Calendar Planning Checklist. Use the extra space to take notes.

**SPRING SEMESTER/TERM**

- January Leadership Programs
- Recruitment Training
- All Recruitment Events (both formal and informal)
- Local Dues Payment Dates
- Prudential Board Meetings
- Scenes 1 & 2 of Initiation (within 1 week of bid acceptance)
- Scenes 3 & 4 of Initiation (within 35 days of Scenes 1 & 2)
- Scene 5 of Initiation
- Pinnacle Week
- Chapter Meetings
- New Member Meetings
- Spring Break (if applicable)
- Committee Meetings
- Brotherhood Events (in-person and virtual)
- Philanthropy Events (at least 1 per semester/term)
- Service Events (at least 2 per semester/term)
- Social Events (at least 1 per month)
- Greek Week (if applicable)
- Parents/Family Event (at least 1 per year)
- Sig Bust/Alumni Event (at least 1 per year)
- Fundraising Events (at least 1 per month)
- Standards Board Meetings
- Elevate/Grand Chapter
- Black Lantern Processional
- Intramurals
- Exam Week

**EXTRA SPACE FOR NOTES**











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