





ACADEMY SCHEDULE

SOCIETY #1

SETTING THE STAGE & CREATING A VISION

SUNDAY, JANUARY 9, 2022 // 3 P.M. - 5 P.M. ET

SOCIETY #2

SCIENCE OF RECRUITMENT

SUNDAY, JANUARY 9, 2022 // 6 P.M. - 8 P.M. ET

SOCIETY #3

CHAPTERBUILDER & VALUES-BASED SELECTION

SUNDAY, JANUARY 23, 2022 // 8 P.M. - 9 P.M. ET

SOCIETY #4

CONTINUOUS RECRUITMENT & INTEGRATING NEW MEMBERS

SUNDAY, FEBRUARY 6, 2022 // 8 P.M. - 9 P.M. ET

SOCIETY #5

SUMMER RECRUITMENT

SUNDAY, APRIL 3, 2022 // 8 P.M. - 9 P.M. ET



EXPECTATIONS

- MAKE SURE YOU'RE HERE ON TIME AND FOR THE DURATION OF EACH SOCIETY
- KEEP YOUR VIDEO ON WITH YOUR NAME AND COLLEGE/ UNIVERSITY
- HAVE ON THE PROPER ATTIRE (COLLARED SHIRT, BADGE, NO HATS)

PURPOSE

- GIVE YOU THE TOOLS TO BE A SUCCESSFUL VP OF GROWTH.
- GIVE YOU THE OPPORTUNITY TO NETWORK WITH GROUPS LIKE YOURS ACROSS NORTH AMERICA.
- PROVIDE ONGOING SUPPORT TO YOU AND EACH OTHER AS YOU NAVIGATE THE SCHOOL YEAR.
- PROVIDE A DISCOUNT FROM YOUR INSURANCE COMPANY FOR BEING ABLE TO SHOW WE DO CONTINUOUS EDUCATION WITH OFFICERS.

ΑΣΦ
FRATERNITY

STAFF DIRECTORY



317.843.1911



tbtm@alphasig.org

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

Headquarters Staff strives to accomplish the Fraternity's Vision and Purpose as a team in a healthy and challenging work environment that contributes to the overall growth of each employee. We are continually seeking individuals who will embrace our purpose with enthusiasm and determination. Candidates should possess excellent customer service, interpersonal and organizational skills, along with a strong commitment to our values. If you are interested in beginning your career with Alpha Sigma Phi, please email Tabatha Sarco at tsarco@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

KATIE BOYD
COORDINATOR OF MARKETING & COMMUNICATIONS

BAILEY DAVEY
COORDINATOR OF MARKETING & COMMUNICATIONS

BUSINESS OPERATIONS & MEMBER SERVICES

ADAM BROWN
DIRECTOR OF BUSINESS OPERATIONS

BRETT CARLSON
ASSISTANT DIRECTOR OF MEMBER SERVICES

MICHELLE HAIN
ADMINISTRATIVE ASSISTANT

CLVEN HOUSING

NICK MILLER
DIRECTOR OF CLVEN HOUSING

BENNY ARGENTO
ASSISTANT DIRECTOR OF CLVEN HOUSING

STEVEN NORRIS
ASSISTANT DIRECTOR OF CLVEN HOUSING

MATT LIGHTNER
COORDINATOR OF CLVEN HOUSING

LOGAN MULLINS
COORDINATOR OF CLVEN HOUSING

ALUMNI ENGAGEMENT

JEREMY RIED
SENIOR DIRECTOR OF ALUMNI ENGAGEMENT & CHAPTER OPERATIONS

LOGAN ISHIMINE
DIRECTOR OF SOUTHEAST OPERATIONS

LAYTON PIVER
DIRECTOR OF WEST COAST ENGAGEMENT

ADRIAN CULP
COORDINATOR OF CHAPTER OPERATIONS

ASHER ROGERS
COORDINATOR OF CHAPTER OPERATIONS

PROVISIONAL CHAPTER DEVELOPMENT

SAM FRANZOIA
DIRECTOR OF PROVISIONAL CHAPTER DEVELOPMENT

DAVID ERON
ASSISTANT DIRECTOR OF PROVISIONAL CHAPTER DEVELOPMENT

FOUNDATION

ALEX HILE
COORDINATOR OF FOUNDATION

EXPANSION & GROWTH

ANDY BREMER
DIRECTOR OF FRATERNITY INITIATIVES

COLLIN BINKLEY
COORDINATOR OF GROWTH

HENRY CALLEO
COORDINATOR OF EXPANSION & GROWTH

KEVIN FINKLER
COORDINATOR OF EXPANSION & GROWTH

CAM SKALLA
COORDINATOR OF EXPANSION & GROWTH

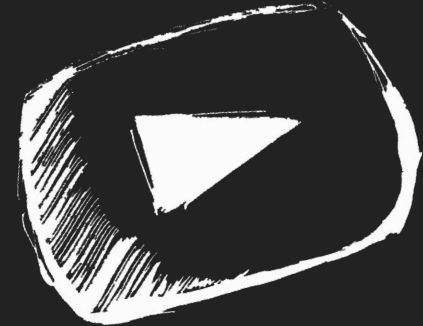
TAYLOR WALLERSTEIN
COORDINATOR OF EXPANSION & GROWTH



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. Further resources are available at [myAlphaSig](https://myalphasig.com), where you can access content in the “applications” tab called “Online Officer Training” and “Online Programs and Education.”

VIDEO RESOURCES



PDF RESOURCES



Write the name and contact info of your facilitator:

Blank space for facilitator name and contact info.

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

Large blank space for contact information for society members.

FALL REFLECTION

Use the space below to write down your chapter's biggest wins and toughest challenges.

WINS

CHALLENGES

Large empty box for recording wins.

Large empty box for recording challenges.

FIVE THINGS NEEDED FOR A CHAPTER TO GROW

Below, document the five things needed for a chapter to grow.

Five horizontal lines for listing the five things needed for a chapter to grow.

RECRUITING WITH A VISION

Consider the following:

What is the one thing you wish everybody knew about your chapter?
Why is this important to you?

What is the one thing you dislike the most about your chapter?

If you were to come back to your chapter in five years, what would you want it to be known for?

When you think about the ideal new member of Alpha Sigma Phi what qualities would describe him? List out 3-5 qualities or characteristics that come to mind.

PEOPLE

Consider the following:

People join people. What is your reaction to that statement?

Think back to when you were being recruited. What stands out the most?

Who is the person most responsible for you joining Alpha Sig?

PEOPLE *continued...*

Read the following statements take notes on each.

YOU CAN'T RECRUIT WHO YOU DON'T KNOW

QUANTITY DRIVES QUALITY

PEOPLE *continued...*

Consider the following:

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 Alpha Sigs?



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AUDIENCE UNDERSTANDING - NEW IDEAS

Read the following statistics and use the available space to take notes.

TARGET MARKET DATA SHOWS THAT LESS THAN 1/4 OF NON-GREEKS SURVEYED HELD A NEGATIVE VIEW OF GREEK LIFE, WHILE OVER 75% OF NON-GREEKS ARE POSITIVE OR NEUTRAL IN THEIR OPINIONS OF FRATERNITIES AND SORORITIES. IN FACT, WHEN ASKED DIRECTLY ABOUT THEIR INTEREST LEVEL IN JOINING GREEK LIFE, ABOUT 40% SAID THEY HAD A "NEUTRAL" TO "VERY HIGH" INTEREST IN JOINING.

AUDIENCE UNDERSTANDING - NEW IDEAS *continued...*

Use the space below to factor the recruitment potential on your campus.



WHAT IS THE POPULATION OF UNDERGRADUATE STUDENTS ON YOUR CAMPUS?

SUBTRACT THE NUMBER OF FEMALE STUDENTS

TOTAL

SUBTRACT THE NUMBER OF MEN WHO ARE ALREADY IN A FRATERNITY

TOTAL

SUBTRACT 15% TO ACCOUNT FOR THE NEVER JOINERS

TOTAL

WHAT IS YOUR CHAPTER'S RECRUITMENT GOAL FOR THE SEMESTER?

HOW MANY NAMES SHOULD BE ON YOUR NAMES LIST?

POWER 5

REFERRALS // SCHOLARSHIPS // PRESENCE & POSITIONING // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Use the space below to document the best places to gather referrals.

POWER 5 *continued...*

REFERRALS // SCHOLARSHIPS // PRESENCE & POSITIONING // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Document the names of men (not in a fraternity) you know on campus who fit the following descriptions:

Write everyone you know from:

- your freshmen hall
- the floor/in your building
- a sports team you played on
- your clubs/student orgs
- Res life/Orientation groups
- work-study jobs
- gym/weight room/wellness center

Write all the men you know who are:

- scholars ... leaders ... gentlemen
- leaders on campus
- service minded
- plays sports
- friends of your friends

Write down anyone that:

- makes you laugh
- frequents the library/lab
- sits with/near you during meals
- sits within 10 chairs of you in class
(now think of all your classes and think back to every semester/quarter)
- holds an office/position on campus
- traveled abroad
- did not get accepted into/dropped out of another fraternity

total # of names most popular/recurring name

POWER 5 *continued...*

REFERRALS // SCHOLARSHIPS // PRESENCE & POSITIONING // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Take notes on each of the following ways to gain referrals.

SORORITY/STUDENT ORGS

ALUMNI

CAMPUS PROS/UNIVERSITY STAFF

PARENTS/FAMILY

PROSPECTIVE MEMBERS

POWER 5 continued...

REFERRALS // [SCHOLARSHIPS](#) // PRESENCE & POSITIONING // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Use the following links to learn more about the TBTM Scholarship.



[TBTM SCHOLARSHIP GUIDE](#)



[TBTM FREQUENT QUESTIONS](#)

POWER 5 continued...

REFERRALS // [SCHOLARSHIPS](#) // PRESENCE & POSITIONING // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Below are the steps to awarding your TBTM Scholarship.

SET UP THE SCHOLARSHIP

OUTREACH & EXPOSURE

FACETIME 1:1 MEETINGS

SELECTIONS COMMITTEE

AWARDS PRESENTATION

MASTER TIMELINE

POWER 5 continued...

REFERRALS // SCHOLARSHIPS // [PRESENCE & POSITIONING](#) // SUMMER RECRUITMENT // RUSH/IFC RECRUITMENT

Take notes on the following aspects of Presence and Positioning.

CAMPUS EVENTS

TABLING

KEY STUDENT ORGANIZATIONS

GET INVOLVED

POWER 5 *continued...*

REFERRALS // SCHOLARSHIPS // PRESENCE & POSITIONING // **SUMMER RECRUITMENT** // RUSH/IFC RECRUITMENT

Use the space below to document ideas for summer recruitment.



POWER 5 *continued...*

REFERRALS // SCHOLARSHIPS // PRESENCE & POSITIONING // SUMMER RECRUITMENT // **RUSH/IFC RECRUITMENT**

Use the space below to take notes on Rush/IFC Recruitment, including best practices.



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CHAPTERBUILDER

Below is a description of what ChapterBuilder is. Use the space available to jot down some of its features.

Grow with ChapterBuilder™

ChapterBuilder is the TechniPhi platform built to help fraternities and sororities manage their recruitment process. It serves as a central hub for information, communication, and administration. And it's FREE for Alpha Sig chapters!

CHAPTERBUILDER *continued...*

ChapterBuilder uses a ranking system to track where PNMs are in the joining process.

- A+** HAS ACCEPTED HIS INVITATION FOR MEMBERSHIP INTO ALPHA SIGMA PHI
- A-** HAS RECEIVED AN OFFICIAL INVITATION FOR MEMBERSHIP OR NEEDS ONE
- B** IS BEING STRONGLY COURTED FOR MEMBERSHIP, HAS SAT DOWN FOR A MEETING OR COME TO AN EVENT. NEEDS TO BE PRE-CLOSED
- C** HAS INTERACTED WITH THE ORGANIZATION'S RECRUITMENT PROCESS
- D** NEEDS TO BE CONTACTED
- E** HAS BEEN RED SHIRTED. HE IS NOT QUALIFIED FOR MEMBERSHIP AT THIS TIME OR WANTS TO WAIT A SEMESTER
- F** IS INCOMPATIBLE WITH THE ORGANIZATION (FOR NOW)
- G** HAS MISSING INFORMATION

CHAPTERBUILDER *continued...*

Fill in the blanks.

THE BEST ALPHA SIG
 RECRUITERS KNOW
 THEY CAN GO NO
 LONGER THAN _____
 HOURS TO FOLLOW UP
 WITH A PNM.

THE BEST OF THE BEST
 KEEP THAT PRINCIPAL
 TO _____ HOURS.

VALUES-BASED SELECTION

Read the following statement, then answer the questions about Behavior.

Instilling Values-Based Criteria into the recruitment process allows us to have an actual measurement tool to determine the skills, characteristics, and attributes a potential member would have that would allow us to determine whether he is qualified for membership.

BEHAVIOR

What does our current behavior say about what we value?

What do our values say about how we should behave?

VALUES-BASED SELECTION *continued...*

Answer the remaining questions about Behavior.

If we were to adequately demonstrate what we as an organization actually value, how should we behave?

What should our focus be?

What should we do?

How do we stop caring about what our Greek peers think, and better demonstrate through action, what we really care about?

VALUES-BASED SELECTION *continued...*

Review the statements about Conversations and Expectations. Use the extra space to take notes.

CONVERSATIONS

Values-Based Conversation is centered around using our values-based criteria to drive conversation topics, questions, and information we should gather so that prospects can understand what we are looking for, how it relates to our values, and so we can determine if he will make a great member.

EXTRA SPACE FOR NOTES

EXPECTATIONS

Do you have members that don't show up to anything? Don't pay their dues? Live it up on the weekend? Live it up on the weekdays? Speak out in the chapter because rules are not fun? **That's not a membership problem, that's a recruitment problem. We're not doing a good enough job clearly communicating what it takes to be an Alpha Sig.**

EXTRA SPACE FOR NOTES

VALUES-BASED SELECTION *continued...*

Consider the following:

Where has your chapter struggled in the past to set expectations?

Are there any consistencies or is it case by case?

What can you do in your role to prevent this?

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INTEGRATING NEW MEMBERS

List 5 ways your chapter currently integrates new members and then 5 ways your chapter could do so in the future.

CONTINUOUS RECRUITMENT

Brainstorm some reasons a chapter should execute continuous recruitment.

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CONTINUOUS RECRUITMENT *continued...*

Brainstorm ways to execute a successful continuous recruitment.

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EXTRA SPACE FOR NOTES



SUMMER RECRUITMENT

Take notes on each of the four phases of Summer Recruitment.

AT THE BASE LEVEL, SUMMER RECRUITMENT IS ABOUT WRAPPING UP LOOSE ENDS FROM THE SPRING SEMESTER AND BEING A PERSISTENT STEWARD TO ALL THOSE PROSPECTIVE RELATIONSHIPS THAT ARE UNRESOLVED.

PHASE 1 - SPRING FORWARD (APRIL-MAY)

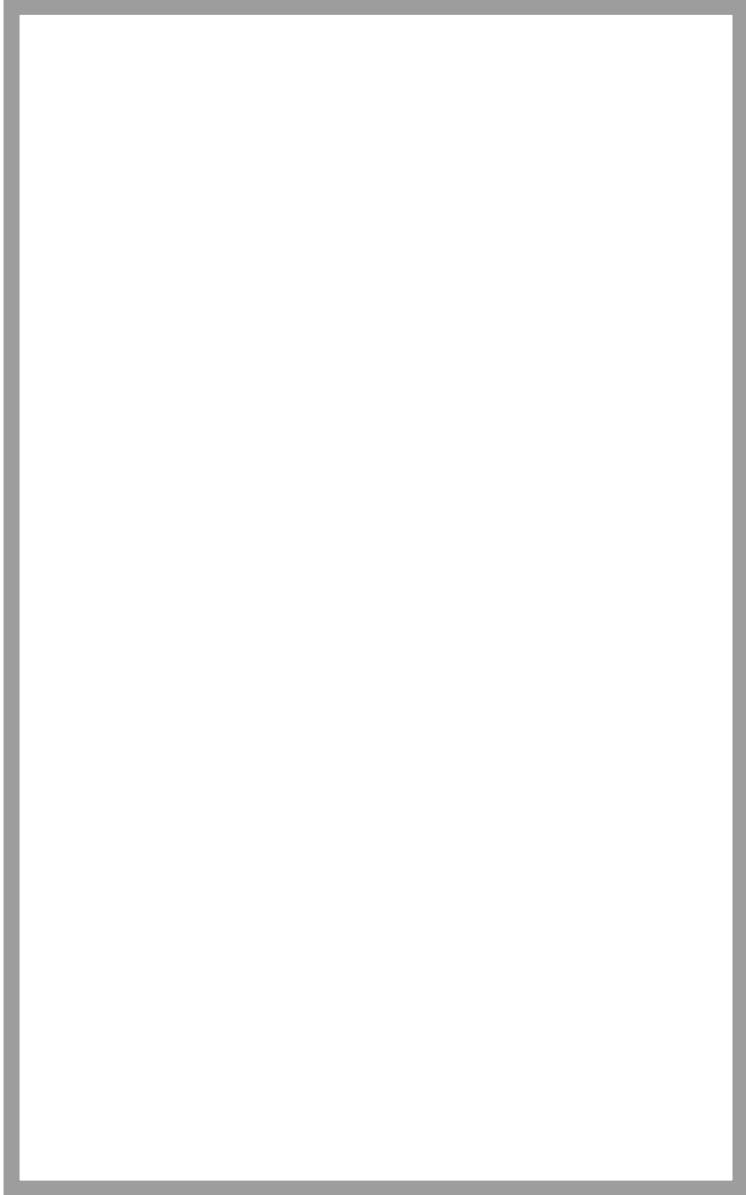
PHASE 3 - SMALL ACTIVITIES (JULY 4-FRESHMAN MOVE-IN)

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

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

TBTM REFRESHER & ACTIVITY

Use the space below to list some pros of awarding the TBTM Scholarship. Then, in the box to the right, create a timeline for implementing the TBTM Scholarship for the fall. Use the notes sections on the next two pages if you need them.



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RESOURCES TO ASSIST YOU

- [UNDERGRADUATE RESOURCES](#)
- [ANNUAL REPORT FOR ACCREDITATION](#)
- [ALPHA SIGMA PHI'S YOUTUBE CHANNEL](#)

Further resources are available at [myAlphaSig](#), where you can access content in the “applications” tab called “Online Officer Training” and “Online Programs and Education.”