



**Gamma Phi Beta  
Fraternity/Sorority Annual Evaluation Process  
Gettysburg College**

Academic Achievement and Intellectual Engagement				
Criteria	5 pts	10 pts	15 pts	Bonus Points (1-5)
<b>Academic Support Plan</b> Points: 17.5	Pieces of the scholarship plan are submitted as part of the evaluation process	There is a full plan in place approved during current calendar year by Academic Advising	The chapter demonstrates that the full plan is being implemented within the chapter	<b>Option A:</b> Plan approved within the first month of the spring semester. <b>Option B:</b> Members below a 2.50 GPA have a demonstrated increase in GPA
<b>Academic Events</b> Points: 5	Attend 2 events per year with 60% of the members present	Co-sponsor 2 events per year w/60% of members present	Co-sponsor 2 events per year: 1. w/ 60% of members present 2. open to the campus w/ 60% members present	Innovation in creating the event; campus participation
<b>Faculty Advisor</b> Points: 0	Chapter has a faculty advisor	Chapter meets with the faculty advisor at least 3 times each semester (1 full chapter, 2 officers)	The chapter and faculty advisor report regular engagement	N/A
<b>GPA</b> <b>Spring: 3.11</b> <b>Fall: 3.18</b> Points: 0	Chapter GPA is within 0.1 of the All-Men's/All-Women's GPA each semester	Chapter GPA meets or exceeds the All-Men's/Women's GPA each semester	Chapter GPA is at least 0.1 above the All-Men's/Women's GPA each semester	<b>Option A:</b> 0.1 increase in fall compared to spring <b>Option B:</b> highest fraternity/sorority GPA
<b>Member Leadership Development</b> Points: 5	Chapter describes how they utilized lessons from other involvement to influence chapter leadership	Chapter hosts 2 leadership workshops per year with 60% of members present	Creation of a 3-year membership development plan that is implemented	10% of members complete the leadership certificate program
<b>Career Planning &amp; Networking</b> Points: 5	Engaging with Center for Career Development 1 program per year with 60% of members present; have a student serve as a liaison	Have 75% of members utilize Career Development in an individual capacity	Work with alums or parents on an event for chapter with Career Development assistance or attend open networking events on campus	N/A
<b>Chapter Officer Trainings</b> Points: 10	Attendance at all GL sponsored retreats & trainings & HQ convention	Utilize HQ resources for transition workshop 1 per year	Organize a collaborative conversation with other chapters on or off campus	Attendance at other leadership institutes (UIFI, NGLA, etc.)

<b>Member Recruitment and Retention</b>				
<b>Chapters found responsible for hazing by HQ or College will automatically receive an Unacceptable for this section. Chapters charged with hazing will receive no points for the New Member Education Program.</b>				
<b>Criteria</b>	<b>5 pts</b>	<b>10 pts</b>	<b>15 pts</b>	<b>Bonus Points (1-5)</b>
<b>New Member Education Program</b> Points: 15	Submitting program & on-time verified initiation	100% participation in core NME curriculum	Chapter participation in College-sponsored hazing prevention program	N/A
<b>Recruitment Data</b> Points: 17.5	Submission of a written recruitment plan by Spring Break for the following fall	Not found responsible for recruitment violations	Meet average class size/quota or meet class size from last year	Exceeds average class size/quota or chapter is above total
<b>Retention of Members (throughout new member education)</b> Points: 12.5	90% of enrolled in good standing of all members	95% retention	100% retention	95% 4-year graduation rate for members
<b>Ritual Implementation</b> Points: 15	Verified inter/national ritual for initiation occurred on time	Ongoing trainings about ritual	Utilization of regular ongoing rituals and ceremonies	N/A
<b>Wellness, Health and Safety Program</b> Points: 5	60% of chapter members attend 1 program per year	No members have more than 4 points	Members utilize bystander intervention or training or 2nd program 100% attendance (TIPS does not count for bystander)	80% of members have no points
<b>New Member GPA</b> <b>Spring: 2.54</b> <b>Fall: 3.14</b> Points: 7.5	Average New Member GPA is no more than 0.1 below the All-Sophomore GPA	Average New Member GPA meets or exceeds the All-Sophomore GPA	Average New Member GPA is at least 0.1 above the All-Sophomore GPA	<b>Option A: 0.1 increase from previous fall</b> Option B: highest fraternity/sorority new member GPA

<b>Community Engagement</b>				
<b>Criteria</b>	<b>5 pts</b>	<b>10 pts</b>	<b>15 pts</b>	<b>Bonus Points (1-5)</b>
<b>Alumni Relations</b> Points: 5	Communications sent twice per year to alumni	Hosting registered gathering for alumni on Homecoming or Reunion weekend or have 60% chapter attend an open alumni event	Hosting registered gathering for alumni other than Homecoming or Reunion weekend	Option 1: Host educational/career event utilizing alumni Option 2: Participate in Founders Day activities
<b>Public Relations</b> Points: 5	Maintaining positive, current online presence for chapter members and organization	2 articles per year in more than one source	Positive organizational featured media coverage	N/A
<b>Community Service</b> Points: 0	3 hours of service per year (every member)	6 hours of service per year (every member)	Participating in a semester-long service program	N/A
<b>Philanthropy</b> Points: 5	Host or co-sponsor 1 event per year	Host or co-sponsor an event and educate on the supported cause	Event, education & college support and/or sr. class gift committee	Option 1: Positive unsolicited media coverage Option 2: Non-HQ or Greek Awards recognition
<b>Parent Relations</b> Points: 10	1 communication to parents	Multiple communications with parents	Host educational event involving parents	N/A
<b>Campus Engagement</b> Points: 10	Between 85%-90% of chapter membership is involved in at least 1 campus organization outside of the Greek community each semester. (IM Sports included)	Between 91%-95% of chapter membership is involved in at least 1 campus organization outside of the Greek community each semester. (IM sports excluded)	Between 96-100% of chapter membership is involved in at least 1 campus organization outside of the Greek community each semester.	Verified 3 – 5 members participate in a CPS Dialogue group or co-sponsor a dialogue with CPS
<b>Citizenship/Social Justice Program</b> Points: 5	Not responsible for any bias incidents and attend 1 program per year w/60% of members present	Co-sponsor a discussion with a social justice dialogue group or community agency with 60% of members present	Host a service event with a social justice campus group or community agency with 60% of members present	N/A
<b>Inter-Greek Relations</b> Points: 15	60% of members attend Greek community wide alcohol-free event	Co-sponsor an alcohol free event with 60% of members attending (see clarifying notes)	60% of members attend or chapter sponsors 3 or more alcohol-free Greek events	Sponsor an alcohol-free event with a same-gendered Greek organization

<b>Organizational Management</b>				
<b>Criteria</b>	<b>5 pts</b>	<b>10 pts</b>	<b>15 pts</b>	<b>Bonus Points (1-5)</b>
<b>Risk Management</b> Points: 5	Social event management plan and/or Crisis Management plan submitted prior to first social event	Utilize social event management plan and/or Crisis management plan (based on pre/post, conduct)	Host educational event(s) with 60% of members present on Risk Management (can be internal)	Have no reports of underage consumption, common source, or medical distress coming from the chapter
<b>Judicial Record (Organizational and Membership)</b> Points: 5	Chapter members are not involved with any major judicial incidents	No repeating conduct incidents for the chapter	No conduct incidents for the chapter	60% of members attend a violence prevention or full Green Dot training
<b>Insurance Obligations Fulfilled</b> Points: 5	Insurance certificate on file with the College including College listed as additionally insured and waiver signed prior to first social event	All insurance reduction education sessions completed	N/A	Host an external speaker or community-wide educational event about liability
<b>Governing Documents (Bylaws and Constitution)</b> Points: 10	Bylaws and constitution submitted annually in the spring semester	Bylaws updated and chapter can discuss purpose behind any changes	Chapter has demonstrated use of their local governing documents	Option 1: Bylaws and constitution submitted in first 30 days. 2: review conducted by someone outside of organization
<b>Awards</b> Points: 15	Chapter applies for 1 award through headquarters or submitted HQ recognition materials, Gettysburg College or other entity	Chapter applies for more than 1 award through headquarters, Gettysburg College or other entity	Chapter applied for award and received the award	Chapter or member wins non-Greek specific award
<b>Facility Management</b> Points: 10	No major life safety violations	No life safety violations in any personal rooms or common areas	N/A	N/A
<b>Organizational Structure</b> Points: 10	Chapter officer positions filled and roster submitted within 30 days	Demonstrated use of a chapter committee structure	60% of juniors and seniors serve on a committee	N/A
<b>Financial Management</b> Points: 15	Create budget and submit budget and chapter fees	Demonstrate chapter use of the budget	Participate in financial management training	N/A

<b>Academic Achievement and Intellectual Engagement Rating</b>	
Gettysburg Great	90-125
Above Average	65-89
<b>Satisfactory</b>	<b>35-64</b>
Underachieving	20-34
Unacceptable	0-19
<b>Points Earned by Chapter: 42.5</b>	

<b>Member Recruitment and Retention</b>	
Gettysburg Great	80-105
<b>Above Average</b>	<b>55-79</b>
Satisfactory	30-54
Underachieving	15-29
Unacceptable	0-14
<b>Points Earned by Chapter: 72.5</b>	

<b>Community Engagement</b>	
Gettysburg Great	100-135
Above Average	75-99
<b>Satisfactory</b>	<b>40-74</b>
Underachieving	25-39
Unacceptable	0-24
<b>Points Earned by Chapter: 55</b>	

<b>Organizational Management</b>	
Gettysburg Great	100-135
<b>Above Average</b>	<b>75-99</b>
Satisfactory	40-74
Underachieving	25-39
Unacceptable	0-24
<b>Points Earned by Chapter: 75</b>	

<b>Overall Rating Scale</b>	
Gettysburg Great	370-500
Above Average	260-380
<b>Satisfactory</b>	<b>140-270</b>
Underachieving	85-160
Unacceptable	0-100
<b>Points Earned by Chapter: 245</b>	

### Gamma Phi Beta Evaluation Summary

The remainder of the evaluation report is feedback from the evaluation committee based on both the written materials and oral presentation for the 2016 calendar year. This year marked the third full year of the evaluation process. The notes included in the remainder of this report contain direct feedback from the 8 panelists serving on the committee for Gamma Phi Beta. These notes include best practices, identify areas for growth, and should be utilized by the incoming executive board as they develop their strategic plan for 2017.

#### Academic Achievement and Intellectual Engagement

- Gamma Phi Beta moved from Underachieving to Satisfactory in this section from 2015 to 2016. The committee believes there is still room for growth in the chapters' engagement with intellectual programming and academic performance, but also wants to acknowledge the improvement that has already occurred.
- Gamma Phi Beta once again had their academic support plan approved by Academic Advising, and saw a marked improvement among its lower performing members from the spring to the fall. Members who received below a 2.50 in the spring semester saw an average increase of 0.90 during the fall semester.
- The chapter still trends on the lower end of sorority term and cumulative GPA's, but in the fall semester achieved its highest GPA since 2011. There was also an increase in the cumulative GPA of the chapter this fall semester. While it is not apparent from the GPA criteria in the rubric, we do want to acknowledge that progress is being made, and that the gap below the all-women's GPA is shrinking.
- The chapter made efforts to recruit a faculty advisor this past year, but was unable to secure someone to fill that role. The committee believes this is an important vacancy for the chapter to fill, and encourages them to continue these recruitment efforts in 2017. Knowing that the chapter has limited alumnae support and struggles with academic performance, a faculty advisor would help to fill a void that currently exists for Gamma Phi Beta.
- In an effort to increase the annual performance of the chapter, and avoid past lapses in information, the chapter hosted a transition program this past year to assist the incoming officers. The panelists believe this helped enhance the overall performance of the chapter this past year, and hope to see these efforts continue moving forward.
- Another opportunity for improvement comes from better utilizing campus resources related to leadership development and career development. Again, recognizing that there are not as many internal resources from involved alumnae, these campus resources could help chapter members from a skill-building perspective. In order for the members to more fully capitalize on their sorority membership, the chapter should provide developmental opportunities for its members and encourage them to utilize these resources.
- PACE (Personal and Chapter Enrichment) programs are a strength of the chapter on which it can make meaning for its members, and can be utilized as building blocks for a multi-year membership development program.

#### Member Recruitment and Retention

- Recognizing that Gamma Phi Beta had significant challenges with new member education in its recent past, the committee is happy to see such significant progress this year as the chapter achieved a rating of Above Average in this category. In 2014, the chapter received Underachieving in this section, and last year progressed to Satisfactory.
- The chapter continued to share with the panel this year its growth in understanding the headquarters' sponsored new member education program; utilization of the proper initiation ceremony; and commitment to eliminating hazing from the organization. These foundational

program elements were the strength in this section, but the impact is carrying over into the new members' academic performance during the process as well.

- While the chapter only received 5 points for the new members' grades, this fall semester marked the first time that Gamma Phi Beta new members earned over a 3.00 average term GPA in over 10 years. Reducing the negative impact on students' academic success is a critical marker for chapters. The panel commends the chapter for these efforts, but also encourages the chapter to work towards ensuring this change is built into the culture of the chapter.
- Another area for improvement is helping individual members understand how their personal conduct impacts that of the chapter, and their own academic performance. Student retention, success, and overall wellbeing are reflected in the conduct standing of individual members. The committee encourages the chapter to continue to reinforce this message for members and help empower them to have a healthier social experience.

### Community Engagement

- The chapter sent out two communications to alumnae this past year in the form of e-newsletters.
- The committee encourages the chapter to explore ways in which it might better engage alumnae beyond just recent graduates. This could begin with an event on Homecoming to meet alumnae already coming back to campus, but ideally would extend to regular engagement of the alumnae base.
- While the chapter maintains a social media presence, the committee views it as a missed opportunity to not share more information about the changes the chapter has made over the past couple of years. The chapter is working to rewrite its reputation and image on campus, and a strategy for public relations would be an effective way to achieve that goal.
- The chapter was unable to provide records of service hours completed by its members. Ensuring that members are completing service hours is one way to hold members accountable to fulfilling the mission of the organization, and are a tangible way to provide evidence the chapter is having a positive impact on the community. The panelists believe this is an important metric for the chapter to systematize in future years.
- Recognizing that the chapter, and campus, are both looking to become increasingly inclusive and diverse, the committee recommends that the chapter look to increase its efforts in this area. Hosting or engaging in discussions around issues related to diversity and inclusion are not only important for members, but for the success of the organization.
- The chapter has put in basic elements of public relations, community service, and alumni relations. The committee hopes that Gamma Phi Beta will continue to improve in these areas and utilize these tools for expanding the impact of membership in the sorority.
- The panelists recommend that the chapter evaluate its social media presence and consider shutting down its twitter account. Additionally, more regular use of the Facebook page would likely result in greater engagement by its followers.
- The committee recommends that the chapter continue educating its members and the campus about its supported philanthropic cause, and embrace the kickball event. Creativity in designing the event would significantly improve participation rates.

### Organizational Management

- The chapter has successfully managed its registered social events with the College, but continues to struggle with the management of off-campus houses in which its members reside. The unregistered events at the events continue to be a challenge for the public relations' efforts of the chapter, and undermine the risk management efforts of the chapter.



- The committee commends the chapter for its continued work to improve its governing documents. The panelists would like to see the chapter continue demonstrating use of these documents in holding members accountable and oversight of the organization moving forward.
- Financial management is an area of consider improvement over the past couple of years within the chapter, and the committee hopes to see this continue in the future. Making sure that all members understand how their dues are used is an important way to increase buy-in and give chapter members a way to voice their opinions about how the chapter uses its money.
- The committee hopes that the chapter will continue to help members see value in all aspects of their sorority membership; recognize how their individual behavior impacts the chapter; and more fully commit to their organizational management responsibilities.

#### Overall Comments

- Gamma Phi Beta continues to demonstrate significant year-over-year improvement, as evidenced by the 70 point increase in overall score in 2016 as compared to 2015. This is most evident in the academic improvement within the chapter, specifically among new members this fall. The committee commends the chapter for these efforts, and hopes that the incoming leadership will identify key areas for development in 2017.
- The committee was impressed by the honest self-assessment of the current realities within the chapter in the presentation and materials. This realistic internal evaluation will be extremely helpful as the chapter continues to identify areas for improvement and existing strengths. The committee challenges the chapter to communicate these strengths externally and in the recruitment process.
- Panelists appreciate the wide variety of members that attended the oral presentation, but would encourage the chapter to find ways to more fully incorporate them in the discussion.
- There continue to be opportunities for the chapter to utilize leadership and member development programs to re-brand the chapter, as well as finding new partners for sponsoring events. Continuing to work with the same partner organizations each year limits the reach of the chapter in demonstrating its new image.
- The committee encourages Gamma Phi Beta to consider a better mechanism for record-keeping and tracking participation throughout the year. Improved supplemental documentation in the evaluation process will be required for the chapter to continue its successful trajectory in this annual review.