



**Alpha Tau Omega Evaluation Report
Gettysburg College**

2017

Academic Achievement and Intellectual Engagement				
Criteria	5 pts	10 pts	15 pts	Bonus Points (1-5)
Academic Support Plan (12.5 Points)	Pieces of the academic support 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	Option A: Plan approved within the first month of the spring semester. Option B: Members below a 2.50 GPA have a demonstrated increase in GPA
Academic Events (0 Points)	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
Faculty Advisor (15 Points)	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
GPA (5 Points)	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	Option A: 0.1 increase in fall compared to spring Option B: highest fraternity/sorority GPA
Member Leadership Development (10 Points)	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
Career Planning & Networking (10 Points)	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
Chapter Officer Trainings (10 Points)	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.)

Member Recruitment and Retention				
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.				
Criteria	5 pts	10 pts	15 pts	Bonus Points (1-5)
New Member Education Program (10 Points)	Submitting program & on-time verified initiation	100% participation in core NME curriculum	Chapter participation in College-sponsored hazing prevention program	N/A
Recruitment Data (0 Points)	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
Retention of Members (throughout new member education) (17.5 Points)	90% of enrolled in good standing of all members	95% retention	100% retention	95% 4-year graduation rate for members
Ritual Implementation (5 Points)	Verified inter/national ritual for initiation occurred on time	Ongoing trainings about ritual	Utilization of regular ongoing rituals and ceremonies	N/A
Wellness, Health and Safety Program (5 Points)	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
New Member GPA (5 Points)	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	Option A: 0.1 increase from previous fall Option B: highest fraternity/sorority new member GPA

Community Engagement				
Criteria	5 pts	10 pts	15 pts	Bonus Points (1-5)
Alumni Relations (0 Points)	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
Public Relations (5 Points)	Maintaining positive, current online presence for chapter members and organization	2 unique and reputable articles per year in more than one source	Positive organizational featured media coverage	N/A
Community Service (0 Points)	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
Philanthropy (7.5 Points)	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
Parent Relations (10 Points)	1 communication to parents	Multiple communications with parents	Host educational event involving parents	N/A
Campus Engagement (5 Points)	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
Citizenship/Social Justice Program (0 Points)	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
Inter-Greek Relations (0 Points)	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

Organizational Management				
Criteria	5 pts	10 pts	15 pts	Bonus Points (1-5)
Risk Management (15 Points)	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
Judicial Record (Organizational and Membership) (10 Points)	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
Insurance Obligations Fulfilled (5 Points)	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
Governing Documents (Bylaws and Constitution) (15 Points)	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
Awards (7.5 Points)	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
Facility Management (5 Points)	No major life safety violations	No life safety violations in any personal rooms or common areas	N/A	N/A
Organizational Structure (10 Points)	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
Financial Management (10 Points)	Create budget and submit budget and chapter fees	Demonstrate chapter use of the budget	Participate in financial management training	N/A

Academic Achievement and Intellectual Engagement Rating	
Gettysburg Great	100.5-130
Above Average	75.5-100
Satisfactory	50.5-75
Underachieving	25.5-50
Unacceptable	0-25
Points Earned by Chapter: 62.5	

Member Recruitment and Retention	
Gettysburg Great	80.5-107.5
Above Average	60.5-80
Satisfactory	40.5-60
Underachieving	20.5-40
Unacceptable	0-20
Points Earned by Chapter: 42.5	

Community Engagement	
Gettysburg Great	108.5-135
Above Average	81.5-108
Satisfactory	54.5-81
Underachieving	27.5-54
Unacceptable	0-27
Points Earned by Chapter: 27.5	

Organizational Management	
Gettysburg Great	100.5-125
Above Average	75.5-100
Satisfactory	50.5-75
Underachieving	25.5-50
Unacceptable	0-25
Points Earned by Chapter: 77.5	

Overall Rating Scale	
Gettysburg Great	380.5-500
Above Average	270.5-380
Satisfactory	160.5-270
Underachieving	100.5-160
Unacceptable	0-100
Points Earned by Chapter: 210	

Alpha Tau Omega 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 2017 calendar year. This year marked the fourth 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 Alpha Tau Omega. 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 2018.

Academic Achievement and Intellectual Engagement

- The chapter showed that it had an academic success plan and that plan was approved by Academic Advising. The panel did not find sufficient enough evidence that the plan had been fully implemented and embraced by members. The chapter leadership's mentality of "you can lead a horse to water but you can't make them drink" should be shifted and new ways of motivating members to engage in their school work should be implemented.
- For the fourth year in a row, the chapter has not attended any academic events. With access to a highly engaged faculty advisor and strong connections to faculty through individual members the chapter should make this a priority in 2018. Leadership expressed concerns about managing to get 60% attendance of such a large organization. To remedy this that panel encourages that chapter to coordinate with faculty to come to their meetings to present or to consult with other large Greek organizations, including any of the Panhellenic sororities, on how they are able motivate members to attend.
- Consistently the chapter's relationship with its faculty is one of the strongest aspects of the organization. The fraternity should continue to utilize this relationship and find new ways to engage with their advisor, such as having him host an academic event for the chapter.
- For the second calendar year in a row the chapter has performed well in the spring semester but has seen a significant drop in its GPA in the fall. The most evident reason for this drop is the chapter's fall new members do not perform well academically. For the second fall in a row almost a third of all the chapter's new members failed to meet a 2.5 term average despite the recommendation to focus on new member academic success during the last evaluation cycle. In 2018, the chapter should make a concerted effort to build an academic success plan for its new members in order to build a strong foundation for its youngest members.
- Chapter members engaged in a multitude of activities outside of the fraternity including the Garthwait Leadership Center and athletics. The panel gave credit to the chapter for describing how they transfer leadership skills but would ask that this description be more articulate in the future.
- The chapter engaged in two leadership workshops about the Birkman assessment they took as part of their national organization's Pursuit program. The panel was impressed with how impactful the program was and the opportunity it gave for organizational improvement in the future. The panel was concerned that even though Alpha Tau Omega's tag line is "The Leadership Fraternity" the chapter only engaged in leadership workshops that were mandated by the national organization. This coupled with the chapter not receiving credit for leadership workshops in the previous evaluation left panelists concerned about continued leadership development in the future. The chapter should make leadership development a priority in 2018 and utilize its members who work in the Garthwait Leadership Center to host leadership development workshops and to bring in external facilitators.
- The fraternity has seen success with its engagement with the Center for Career Development. The chapter should continue to build this relationship and find new ways to better prepare its members for their future careers. With a vast and involved alumni base, the chapter should

make efforts to engage more with their alumni outside of their alumni board in order to develop personal networks and chapter programming.

- The transitions meeting held with the alumni in the spring and the goal setting meeting held in the fall should be considered a best practice. In the future the panel would like to see goals developed in those meetings as part of the evaluation presentation.

Member Recruitment and Retention

- The chapter submitted their new member education plan and fully participated in the College's new member education core curriculum. For the second year in a row the chapter struggled to get their new members to attend the four programs outlined in the core curriculum. In the future the chapter should better prepare their new members by explaining these expectations and the consequences of not meeting them.
- The chapter did well in recruitment in 2017 but failed to submit a recruitment plan for the evaluation. The chapter may see consistently high numbers in recruitment as reasoning for not needing a plan however the panel believes that developing an intentional strategy for recruitment will help the fraternity attract even more high quality members. The creation of such a plan outlining the type of men they hope to recruit, the programs and events they will use to recruit, and the training of members on how to properly recruit should be a priority in 2018.
- The fraternity's retention rate of 100% should be commended as should the organization's decision to remove new members who did not align with the organization's values. Accountability of new members and active members should continue to be a focus of the organization moving forward.
- In recent years the chapter has tried to reintroduce ritual in to the workings of the fraternity. In 2016 the chapter saw some strides by reintroducing certain rituals but the motivation and execution has been mostly from the chapter leadership. In 2018 the chapter should hold ritual workshops that not only help members practice the ritual but also allow them time to reflect on what being a member of Alpha Tau Omega means to them and how they espouse the values of the organization in their everyday life. Specifically the panel believes there should be a ritual training post initiation and regular trainings and discussions on other rituals used by the fraternity.
- The chapter's continued involvement in Total Safety Move and Fire Safety Day should be commended. The continued support of these programs was noted not only by the panelists but by the Department of Public Safety.
- The panelist was impressed with the organization's decision to implement a mental health chair. As this position develops the fraternity should make sure they are connected with the Counseling Center and that they serve as a person who can connect members with resources and not as a counselor themselves.
- Over the past year years Alpha Tau Omega has had a focus on individual member accountability, particularly related to conduct of members. Perhaps related, the number of members with conduct points and the number of members with over 4 conduct points has significantly been reduced. While the chapter did not receive credit in these areas, the organization should still be commended for its work towards achieving those goals. The accountability of members' conduct should continue to be a focus of the organization in 2018.
- As previously stated, the academic performance of the new members, particularly in the fall semester, has been a significant issue for the past two years. In both years, 29% of new member received below a 2.5 term average for the fall and this year new members saw an average drop of .2 in their GPA's. The chapter must make academic success of all members, but particularly new members, a priority in 2018.

Community Engagement

- A strong attribute of Alpha Tau Omega at Gettysburg College is the connection the chapter has with its alumni board. This relationship should be considered a best practice and should also serve as a starting point for more wide spread engagement among the fraternity's alumni. The fraternity should make it a priority to formally communicate with their alumni at least once a semester through a newsletter or other format in 2018. The chapter could also greatly benefit from hosting an alumni reception over Homecoming so alumni can reconnect with the chapter and meet the current undergraduate members.
- The chapter has seen a significant increase in social media presence over the last two years, especially through the chapter's Instagram and LinkedIn accounts. The chapter should continue its efforts and find new ways to engage a larger audience through social media.
- For the second year in a row, the chapter failed to submit proper documentation for members' service hours. The chapter has submitted chapter aggregate hours when a member by member breakdown is required. In the future the chapter should utilize an excel document to identify how many hours members have completed and how they completed those hours. The chapter also listed the hours participating in a philanthropy event as service hours. The evaluation process does not count "philanthropy hours" as service. Service hours are time spent having a direct impact on the community, a community agency, and/or other cause through actions of an individual and not through monetary donation.
- The chapter hosted or co-hosted several philanthropic events over the course of the year that supported a wide variety of causes. The panel was particularly impressed with the chapter's work on the Pie in the Face event and its efforts to support an alumnus in need. In the future the chapter should find ways to educate its members and the general public about the causes their philanthropies support. Examples of how to do this are distributing educational materials about the cause or having experienced individuals discuss the cause or organization in front of those participating in the event.
- Communications with parents has increased over the past year for Alpha Tau Omega. In 2017, the chapter was better about formalized communications regarding parent receptions that were happening at the house. In 2018 the chapter should broaden the topics that are communicated to parents to include chapter operations, events, and milestones. The development of the alumni newsletter outlined above could also be sent to parents to keep them well informed about the chapter.
- The leadership of Alpha Tau Omega discussed the high level of involvement the members have at Gettysburg College but failed to provide documentation supporting the claim. While the chapter has a high level of involvement in intramural teams, the evidence does not support involvement in other endeavors. In the future the chapter should better document its members' involvement and encourage its members to find other organizations they can be a part of that interest them.
- In 2016, the chapter made some significant strides in its inclusion efforts by becoming the first fraternity to have all members take the Intercultural Development Inventory (IDI). The organization also implemented a Diversity Chair to help bring awareness of social justice issues and cultural events to the membership. In 2017 the chapter has continued to require the IDI be taken by members but their programming and education has stagnated. In 2018 the chapter should work to create more sustainable efforts around
- The chapter discussed their attendance at many inter-Greek activities but failed to produce the documentation necessary for them to receive credit. In the future, the chapter should develop ways to track attendance at events.

Organizational Management

- Alpha Tau Omega saw a significant decrease in conduct during 2016 after a risk management policy review and conduct rates have stayed low in 2017 as well. The efforts of the fraternity have kept organizational risk management issues to a minimum and the chapter should continue to utilize the policies implemented in 2016.
- Conduct incidents directly connected to the fraternity have remained low however the number of incidents occurring in the vicinity of the facility have risen. Part of this is due to the chapter's policy to not allow intoxicated guests in to social events which is to be commended. In the future, the chapter should further its efforts by also informing appropriate authorities of over intoxicated guests as they may be in need of medical assessment.
- Organizational conduct as they related to College policies have remained at a minimum for the past two years and individual conduct has also improved in 2017. The chapter should continue to implement strategies on all levels of the organization to ensure the number of conduct issues continues to shrink.
- The chapter filed the appropriate insurance with the College but failed to provide evidence that they fulfilled any insurance reduction programs. In the future, the chapter should consult with its international headquarter to determine what reduction programs exist.
- The development of member expectations and the integration of those policies in to the chapter's governing documents is to be commended. In 2018 the chapter should look to expand its governing documents to better define the operations of the chapter and to create a stronger foundation for members in the future.
- The chapter did receive an Excellence in Recruitment award from its international headquarters as part of their annual report submission in the spring of 2017. In the future, the chapter should seek out other awards to apply to in order to better show the community the good works of the organization.
- Member's involvement in the Entrepreneurship Fellowship is to be commended and the panel encourages other members to apply to the program in future years. The mentoring of the chapter's faculty advisor through this process should be considered a best practice.
- There were no major life safety violations in the common areas of the fraternity's facility this year, which was an improvement over 2016. The chapter did still have several life safety violations in individual rooms including smoking in the facility. In the future the chapter should educate its members on the importance of fire safety policies and procedures to prevent potential injuries or damage to the facility.
- The fraternity has a good committee structure outlined and implemented within the organization. The panel feels that more involvement from all members would be helpful in both implementing ideas and engaging members who are not in a leadership role.
- The submitted budget met the basic requirements of the evaluation however the panel asked that a budget for each semester be submitted in the future.
- The involvement of the chapter's alumni board in preparing the chapter's budget should be considered a best practice.

Overall Comments

- The panel did not feel that the score of this evaluation was truly representative of the work the chapter did over the course of 2017. There were several instances where the chapter did not submit the proper documentation or submitted it late disqualifying them for over 50 points. In all of these instances the panel felt that if the chapter was more organized and kept better records they could easily have met the criteria.

- The presentation team discussed many ideas for the future but did not focus a lot of time talking about innovative things they had done in 2017. The panel would encourage the chapter to find ways to make sure these ideas are implemented in 2018 and do not disappear with the outgoing leadership.
- The organization discussed wanting to be involved with more organizations on campus regarding several different aspects of their operations. The panel encourages the fraternity to continue to explore ways to co-sponsor events with student organizations outside of the fraternity and sorority system.
- In 2018, the panel encourages the fraternity to embrace the “leadership fraternity” brand by not only developing more programming for members but also defining what it means to be the leadership fraternity at Gettysburg. The panel recognizes that all fraternities offer leadership opportunities to members but would like to know how the leadership fraternity stands out amongst its peers.
- The panel recognizes a significant amount of untapped potential within the organization. In 2018 the chapter should focus on not only developing innovative ideas but making sure those ideas come to fruition.
- Review of the chapter’s evaluation history has shown that the chapter tends to excel in one area every year but that in the following year those efforts fall off in support of another area. The chapter needs to find ways to implement sustainable changes and programs that are not reliant on the current leadership but can be, to some level, self-perpetuating. The panel’s strongest recommendation on how to do this is to create more structure within the organization through committees, governing documents, programming calendars, and job descriptions for leadership positions.