



Biennium Report July 26, 2023

Chris Hoye, Grand President

It is with immense pride that I reflect on the progress Phi Sigma Kappa has made leading into our 69th General Convention. Our financial stability has enabled us to strategically invest in initiatives like our headquarters modernization project and the addition of the Shonk Archives and Education Center.

This period has seen us launch the Annual Membership Survey (AMS) in collaboration with Dyad Strategies, providing key insights into our fraternity culture. We also expanded our Officer Academy, offering enhanced training to a broader range of fraternity officers.

Looking ahead, we are excited about our restructured staff and the introduction of our new database and member portal - ChapterSpot and myPhiSig, representing our commitment to enhancing fraternity operations and member experiences.

Our journey over the past biennium sets the stage for Phi Sigma Kappa's continued growth. We are resolute in our commitment to nurture a fraternity that honors tradition, fosters unity, and empowers every Phi Sig member to reach their potential.

Conclave: Officer Academy

The Phi Sigma Kappa's fifth annual Conclave: Officer Academy was successfully held from February 3 to February 5, 2023 at the Sonesta Atlanta Airport North Hotel, Atlanta, GA. This year's event saw the participation of 105 attendees, including undergraduates, advisors, AAB members, volunteer facilitators, staff, and Grand Council Members.

We executed the Officer Academy with specific tracks for the attendees based on their roles within the fraternity. This structure provided focused, position-specific training and encouraged meaningful and effective engagement between participants.

1. **Main Track:** Catered to chapter presidents and treasurers, offering an introduction to the upcoming ChapterSpot transition.
2. **Recruitment Track:** Tailored for Recruitment Chairmen, designed to optimize recruitment strategies.
3. **Adviser Track:** Developed for chapter advisers and AAB members, providing continuous learning and development opportunities.

The incorporation of small groups within these tracks fostered an environment of open dialogue, idea sharing, and peer-to-peer learning. These sessions proved to be particularly successful, with attendees expressing that they felt more comfortable discussing challenging topics and valued the increased intimacy of these groups.

Survey feedback showed a significant positive impact from the Academy, with attendees

expressing their appreciation for the networking opportunities, shared experiences, and team-building activities. Participants also reported a better understanding of their roles, enhanced connectedness with Phi Sigma Kappa as an organization, and expressed interest in the continuation of similar conferences.

Looking ahead, we are committed to continually improving and adapting our Officer Academy to better meet the needs of our members:

- We plan to refine the structure of our event, balancing flexibility and coherence of content based on previous years' feedback.
- More networking opportunities are being explored, aiming to encourage organic and impactful connections between attendees.
- We aim to make general sessions more interactive, building on the success of our small group discussions.
- We are considering the inclusion of additional officer roles in our future academies, to ensure a wider breadth of fraternity operations is covered.
- We also plan to improve the affordability of the conference by exploring alternative funding sources.

In conclusion, the 2023 Conclave: Officer Academy proved to be a highly beneficial event for our fraternity leaders, providing them with valuable training and networking opportunities. The experience and feedback from this year's Academy will be pivotal in shaping future events, ensuring we continue to support the growth and development of our members effectively.

Dyad Strategies Assessment/Annual Membership Survey (AMS)

Phi Sigma Kappa maintains a beneficial partnership with Dyad Strategies through our Annual Membership Survey (AMS). This insightful survey has been conducted consecutively for five years now (2019, 2020, 2021, 2022, 2023), consistently proving to be a valuable tool for understanding our fraternity's culture and its impact on our members' growth and development. We are proud to report that we achieved a survey completion rate of 65% in 2023, a further increase from the previous year's 59%.

The AMS explores various aspects of our fraternity's values, incorporating measurements of grit, openness to diversity, self-awareness, brotherhood, and attitudes towards critical health and safety issues like sexual assault and mental health. Each chapter receives a personalized report, revealing valuable data about its strengths and areas needing improvement.

As we look to the future, we are committed to maximizing the benefits of this AMS survey. To achieve this, we are reformatting the survey schedule to fall within the fall term. This change will ensure that incoming officers attending the Officer Academy in January/February will have access to the latest data at the start of their term. It is our belief that this change will better equip them to address their roles and serve their chapters more effectively.

In addition to this, we are exploring the introduction of a Volunteer Survey set to launch in 2025. This new survey aims to provide insights into the experiences of our volunteers and stakeholders, further assisting us in improving and enhancing the Phi Sigma Kappa experience for all members. This continued effort reflects our commitment to understanding and improving upon the experiences of our members and stakeholders.

Zillgitt Leadership Institute

The Zillgitt Leadership Institute has been an essential part of our developmental programs, offering unique experiences for our members since 2001.

While the hope for 2021 was a return to an in-person format, it has been decided to put the Zillgitt Leadership Institute on pause for reevaluation and reformulation. We understand that the institute's consistent change in format and approach over the past few years may have been challenging for our members. Therefore, we aim to reformat the program to better align with our mission, cardinal principles, and values, as well as to address the specific needs and desires of our members.

The International Headquarters team and our leadership are committed to analyzing our events and proposing changes during this biennium to better position our programs to serve our members. We believe that our programs should not only support each other but also build upon each other to create a holistic developmental experience. We're excited to use this pause as an opportunity to enhance and strengthen the Zillgitt Leadership Institute to bring even greater benefits to our members. The goal is to offer a program that is steady, consistent, and valuable in nurturing the leadership potential within our fraternity.

EVERFI Partnership Transition

Since 2015, Phi Sigma Kappa has valued our partnership with EVERFI and their premier program, GreekLifeEdu. This platform has addressed critical issues such as alcohol awareness, sexual assault, and hazing for incoming fraternity and sorority members. Over the years, we have appreciated their commitment to providing evidence-based learning to encourage safe decision-making amongst students.

However, in recent times, several factors have prompted a shift in our educational partnership. These factors include EVERFI's transition to a new parent company, changes to their system, and challenges integrating their program with our database. As a result, we have decided to transition our educational platform partner to PLAID.

Introducing PLAID

PLAID is an organization that shares our belief in the power of learning as a catalyst for growth. They specialize in designing stimulating, thought-provoking learning experiences that can take place in various settings—classrooms, workplaces, clubs, organizations, or at home.

PLAID is proud to offer four signature online educational programs. These learning experiences, designed with fraternal organizations in mind, are crafted by content area experts and industry-leading instructional designers. Each of their signature programs prioritizes the needs and interests of the learner audience.

Our organization looks forward to this new chapter of educational programming, confident that our partnership with PLAID will support our mission to help our members fulfill the Phi Sigma Kappa Creed and have a positive influence on society.

Chapter Coaching and Operational Support

As we transitioned into a post-pandemic world, the International Headquarters professional staff has been committed to evolving how we service our local chapters, ensuring that support remains both relevant and impactful. Building on the success of the chapter coaching model

initiated during the challenging 2020-2021 academic year, we are proud to continue this hands-on approach to chapter support.

The coaching model, in which various operationally-focused staff members are assigned a portfolio of chapters, provided a direct, personalized liaison between the chapters and the International Headquarters. Feedback from our chapters has been overwhelmingly positive. They have expressed a stronger understanding and appreciation for the level of support the International Headquarters provides.

However, it's also important to acknowledge that chapters which have not consistently engaged with their assigned coaches have faced challenges. This fact underscores the value of this connection, and we are continuing to collect data to further demonstrate the significant benefits of maintaining contact with chapter coaches.

In addition to the coaching model, the Operations Team has expanded educational opportunities through the Executive Board Bulletin. This email-based communication serves as a platform to disseminate timely chapter operational items and encourages peer-to-peer networking and idea sharing among Executive Board officers.

Looking ahead, the new member portal will be a significant tool that will be utilized to deploy resources, connection, and overall education on the Phi Sig offerings. We also recognize the value of face-to-face interaction in building relationships and fostering growth. While the coaching model has been successful, we understand that there's a significant opportunity in being physically present with our chapters. To address this, we are set to launch an evolved program in 2023-2024. This initiative will blend our effective coaching model with increased on-the-ground engagement to offer a comprehensive, multi-faceted support system.

As we navigate this next phase, we remain committed to assessing and adjusting our approach based on the needs of our chapters and the results we observe. Our ultimate goal is to provide the most effective support possible to our chapters, helping them thrive in their respective campus communities and beyond.

Risk Management

Given the myriad of challenges faced, our local undergraduate chapters have shown admirable resilience and made significant strides in the area of risk management. We are pleased to note that there's been a marked decrease in risk management policy violations managed by the International Headquarters' professional staff in coordination with host institutions. Alcohol-related policy violations have notably declined, as have instances of alleged hazing.

During the 2021-2023 biennium, despite the various challenges, our chapters have shown improved compliance with our policies. This positive trend reflects a stronger understanding and respect for Phi Sigma Kappa's risk management principles and the policies of our host institutions.

However, it's vital to remember that risk management is a continuous journey, not a destination. There's always room to improve and opportunities to build upon these successes. A crucial area of continued focus is enhancing officer training so that our newer members fully understand and adhere to our policies and standards. By fostering a culture of responsibility and respect from the very start of membership, we can lay the groundwork for continued

success in this area.

However, if any undergraduate chapter is facing challenges in this area, we strongly encourage them to reach out to our dedicated staff at the International Headquarters. Our team is committed to offering guidance and support to ensure the safety, well-being, and success of all our members.

Membership

The challenges of the COVID-19 pandemic, including restrictions on in-person events and obstacles in virtual engagement, have impacted all NIC Fraternities, including Phi Sigma Kappa. We witnessed a contraction in our membership due to these circumstances, which led to a smaller pool of potential new members for our chapters to recruit from and some membership attrition as chapters faced difficulties engaging members virtually.

However, we are not just seeing these challenges, but we are embracing them as opportunities for transformation and growth. We strongly believe in the resilience and adaptability of our fraternity and have optimistic hopes for the future of our membership.

Every challenge we've faced over the past year has only strengthened our resolve to fulfill Phi Sigma Kappa's mission. With a clear vision, actionable strategies, and an unwavering commitment from our fraternity members, we remain confident about a promising future for Phi Sigma Kappa.

Alumni Engagement

Our professional staff at the International Headquarters persistently works towards engaging alumni to serve as advisers and volunteers. We have always strived to equip all chapters with an effective Chapter Adviser—and we are nearing that goal. Joey Teeple, Director of Volunteer Initiatives, has collaborated with local undergraduate chapters to fill any vacancies. The IHQ staff has also assisted Chapter Advisers in appointing Alumni Advisory Boards. These boards play a crucial role in mentoring local chapter Executive Board officers in their routine operations.

Monthly Adviser Calls have become an integral part of our adviser's training and development. These regular webinars, facilitated by IHQ staff, provide a platform for advisers to exchange ideas and stay updated about ongoing operational initiatives that their undergraduate chapters are expected to participate in.

During the 2022-2023 Conclave: Officer Academy, Chapter Advisers and Alumni Advisory Board members took part in educational sessions designed to enhance their understanding of their roles in serving the undergraduate Executive Board officers. They also learned how to carve their unique identities as advisers and how to effectively support undergraduates through shifting landscapes. A significant highlight of the Officer Academy was a small Chapter Adviser think tank session, where they helped shape the meaning of "support" from their perspective. This step enables us to better meet our volunteers where they are, thereby fostering a more effective partnership.

Growth

The previous two years have truly redefined the concept of "growth" within our organization. Before the COVID-19 pandemic, our attention was concentrated on cultivating new colonies and guiding them through the chartering process. However, the pandemic made us pivot our approach. We decided to focus on fortifying our existing chapters by providing them the

necessary resources and guidance. In doing so, we have fostered a valuable partnership with PhiredUp, the leading name in Fraternity and Sorority recruitment, thus equipping our undergraduates with the tools, knowledge, and skills they need to recruit and thrive under any circumstances.

In an exciting new development, we have hired Lindsey Hollis as our Director of Organizational Growth. This step reinforces our commitment to continued expansion and hands-on recruitment support. In recent summers, thanks to our new Senior Growth Specialist position, we have been able to provide direct recruitment help to almost 30 of our chapters. This position also offers recruitment resources to our chapter leadership throughout the academic year.

Growth, be it through expansion or recruitment, is the lifeblood of our organization, akin to any business. We recognize the need for a deliberate and strategic plan for sustained growth. The introduction of the Cardinal Journey gives us a significant advantage over other fraternities. This program demonstrates our commitment to creating a better man and chapter. We are thrilled to announce our return to the University of Tennessee, Knoxville campus, signaling another exciting chapter in our growth story.

As Phi Sig moves forward, we have organized our growth strategy around two core tenets: internal growth, or portfolio lift, focusing on strengthening our current chapters, and external growth, which involves the reestablishment of closed chapters or founding of new groups. With the guidance from PhiredUp, a clear vision for the future, and a commitment to making well-informed decisions, we are poised to embark on a path of sustainable and maintainable growth. These are exciting times, and we look forward to the challenges and rewards that lie ahead of us.

Shonk Archive & Educational Center/Headquarters Renovation

In the 2016 Shonk Undergraduate Leadership School, we proudly announced our ambitious plan to establish The Albert D. Shonk, Jr. Archive and Educational Center within the International Headquarters, nestled in Indianapolis, Indiana. The archive, named in honor of our esteemed Brother Albert D. Shonk, Jr. (Southern Cal '54), known affectionately as "Mr. Phi Sig," now stands as a testament to our enduring legacy.

The Archive is a cherished repository of our Fraternity's rich history and time-honored traditions. These archives are the essential building blocks of our identity today, offering stories that weave together our past, present, and future. They embody the greatness of our fraternity, narrating our tale in a manner that stirs pride and nostalgia for all brothers who visit.

The Educational Center embodies Phi Sigma Kappa's mission to guide our members in fulfilling the Phi Sigma Kappa Creed, thereby exerting a positive influence on society. Learning from the annals of our history in such a dedicated space forges a profound impact. The center includes an innovative area for online education and training production, extending our reach to even more members. It also houses the distinct Dr. Anthony Fusaro Ritual Room.

We achieved an impressive fundraising milestone of nearly \$500,000 for this remarkable initiative. Through this generous support, we've accomplished a full renovation of the headquarters building, introducing updated office and meeting facilities for Professional Staff and members alike.

At the 2022 Shonk Leadership School held in Indianapolis, we reached a historic moment with

the unveiling of The Albert D. Shonk, Jr. Archive and Educational Center. As we look to the future, we eagerly anticipate the rededication of this space in the coming fall, signaling a new chapter in the proud history of Phi Sigma Kappa.

In Appreciation

We are deeply grateful to the remarkable individuals who constitute the backbone of Phi Sigma Kappa: the distinguished members of our Grand Council, PSK Foundation Board, PSK Properties Board, our various committees, advisers, volunteers, and every single member of our fraternity. Your unwavering commitment, thoughtful counsel, dedicated service, and profound generosity have been the driving forces behind the achievements of me and our Professional Staff. Brothers, we stand in awe of your incredible dedication to our mission!

"Finally, my heartfelt thanks go to my beloved wife, Angie, my cherished daughter, Ashley, and my inspiring sons, CJ and David. Your understanding and support have been my strength, allowing me to serve and volunteer my time to an organization that holds a special place in my heart. Your patience and love enabled me to give of myself to Phi Sigma Kappa over the past two years. For this, I am deeply grateful. I love you all."