

2020-2021 Year End Evaluation Feedback Report

Given the impact the COVID pandemic has had on our community and chapter operations, OFSA has elected to alter Accreditation for 2020-2021. For the 2020-2021 academic year, chapters will be assessed through a modified Year End Evaluation Report process.

Chapter:

Alpha Phi

Assistant Director:

Devore McIntosh

Rating Scale

For the 2020-2021 academic year, chapters will not be assessed based on Accredited with Excellence, Accredited, Unaccredited or Unacceptable. Instead, each area will be assessed by a panel of students, faculty, staff and advisors. The combined average will produce a numerical average value signifying Exceptional, Above Average, and Average. This evaluation is not only based on performance, but also on effort made to prioritize these essential areas during a pandemic in lieu of more traditional fraternity and sorority efforts and operations.

Exceptional [3] - extraordinary demonstration of chapter operations and membership engagement in the area of evaluation

*remarkable commitment to chapter and community purpose, mission and values

Above Average [2] - commendable demonstration of chapter operations and membership engagement in the area of evaluation

*outstanding commitment to chapter and community purpose, mission and values

Average [1] - standard demonstration of chapter operations and membership engagement in the area of evaluation

*acceptable commitment to chapter and community purpose, mission and values

2020-2021 Year End Evaluation Report Areas

1. Prioritization of membership engagement & accountability
2. Dedication to educational initiatives & chapter priorities
3. Commitment to diversity, inclusion & equity
4. Ability to adapt and implement creative and innovative methods
5. Emphasis on new member education and the onboarding of Spring 2020, Fall 2020 and Spring 2021 new members

Chapters are encouraged to upload any supplemental materials to their Year End Evaluation Report folders. Doing so will allow the interview panel and Assistant Directors the ability to provide meaningful feedback as they prepare to interview and evaluate chapters.

Examples include, but are not limited to, marketing materials, program flyers, chapter meeting minutes, Summit of Headquarters chapter presentations, recruitment materials (videos, presentations), overview of community service hours/member, overview of philanthropy events and dollars raised and donated to charities/foundations.

List any chapter provided supplemental materials.

Chapter Plan for Success, Campus involvement, Probation removal letter/checklist/terms
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Demonstrated effort toward prioritization of membership engagement & accountability.

Examples could include but are not limited to

- *Hosted virtual brotherhood/sisterhood events to keep members engaged outside of chapter meetings.*
- *Evaluated and restructured our standards board to achieve better accountability in the chapter.*
- *Focused on engagement of members in all classes.*
- *Chapter responded to OFSA related emails within the required deadlines.*

Chapter's demonstrated description and justification.

Education & Sisterhood Programming:

Sisterhood and Character are two Alpha Phi High Ideals that have been a top focus of our chapter this year. We have also embraced the High Ideal of Innovation in developing a new point system, chapter dues and finances, virtual chapter programming and member engagement in a virtual setting. Improving membership engagement and accountability has been a priority for Alpha Phi throughout 2020 and 2021. Our Executive Officer position, Vice President of New Member Education & Member Experience, is dedicated to planning educational events (called "Ivy Events") and sisterhood activities. With the onset of the pandemic, we have transitioned these programs to an entirely virtual format with the occasional option to meet in-person. Outside of our weekly chapter meetings, we also developed numerous opportunities for members to interact. This year, Alpha Phi has hosted seven Ivy Events. Ivy Events represent the High Ideal of Character and educate the chapter on how to be better individuals and community members. To promote membership engagement, our members are expected to attend at least two events per semester. These Ivy Events included:

- An Interpersonal Development and Accountability Workshop with OFSA advisor, Devore McIntosh on Aug. 17, 2020
- An Alcohol Education presentation with Peer Health Advisors on Sept. 14, 2020
- A Safe Social Event Planning Workshop, led in partnership with Alpha Phi International's Program Manager of Health, Wellness, and Accountability on Sept. 21, 2020.
- A Policies, Procedures, and Obligations Workshop on Nov. 16, 2020
- A Personal Accountability Seminar with OFSA advisor, Devore McIntosh on Feb. 1, 2021
- The Human Dignity Module by Alpha Phi International on Feb. 15, 2021
- A Well-Being and Health Promotion Presentation with the Lehigh Counseling Center on Mar. 15, 2021
- A Women's History Month Workshop with the Center for Gender Equity on Mar. 29, 2021
- A Gender Violence and Healthy Sexuality presentation with Break The Silence on April 18, 2021

In addition to our Ivy Events, Alpha Phi has also held eight sisterhood events that bring our members together to build greater bonds, combat isolation and renew our shared values in a safe social setting. In

recognition of Alpha Phi's philanthropic focus on women's heart health, our virtual events have included a Zoom Zumba class with Taylor Gym on February 19, 2021 and a virtual yoga session that was led by Lehigh Alpha Phi alumna, Kyle Friedman Greenberg '85, on February 28, 2021. Most recently, our chapter hosted another virtual Zumba class (partnered with Taylor Gym) on April 9th after the success of our previous one. In terms of in-person events, Alpha Phi had an apple picking sisterhood event at Grim's Orchard on September 23, 2020 and followed all COVID-19 safety guidelines. We have also planned a sisterhood week for the last weekend of April. Members can choose from three different activities: Color Me Mine, Skyzone, or Axe Throwing. Lastly, in celebration of our final chapter of the year, we will host a food truck, catered by Cactus Blue, outside of our chapter house on May 3rd, subject to CRT approval.

We also worked to engage seniors throughout the year to reinforce their importance and value to the chapter. Our former senior officers served as mentors to new and incoming officers and played an important role in coaching our Executive Board on the accreditation process, member education, chapter operations and recruitment activities. In honor of our seniors, we have held various events and activities to commemorate their upcoming graduation. On April 12th, our chapter conducted a Senior Ceremony to welcome them to alumnae life and recognize that Alpha Phi membership is lifelong, extending far beyond Lehigh. We also set up a photoshoot for our seniors with a professional photographer to capture memories of them with one another in their caps and gowns on May 7th. At our final chapter of the year, all classes collaborate on a slideshow dedicated to each senior, full of special memories and heartfelt messages. This has become an annual tradition in our chapter.

Alpha Phi has implemented measures to engage all member classes in chapter meetings and activities. At each weekly chapter meeting, our Executive Administrator leads a fun activity. Examples include Kahoots, superlative awards (voted on by members), slideshow introductions, and sister shoutouts for good deeds (called "Sister-Sister"). To celebrate our COBs as we onboard them, each New Member is spotlighted at chapter and given a formal introduction.

Additionally, we have dedicated a small portion of our annual budget for modest recognition and spirit-boosting efforts throughout the semester. To help reduce the stress of finals week this past Fall, all members were given ecards to a coffee shop of their choice. In celebration of Black History Month, members were given ecards to local Black-owned businesses to recognize outstanding individual contributions by chapter members in Alpha Phi or community initiatives. We celebrated the completion of Lehigh's EverFi and resulting DEI discussion course with a surprise virtual pizza party by providing Domino's e-cards to members who finished the course prior to Alpha Phi's internal deadline. The result was over 75% completion by the chapter. Most recently, we gave out Starbucks gift cards to all of our members who made Dean's List in Fall 2020. This is a part of our program "Smart Cookies" in which we reward our members with treats for scholastic achievements to recognize academic success.

New Point System:

Alpha Phi has implemented a new holistic point system that is used exclusively by our chapter. This point system consists of nine "buckets": philanthropy, community service, Alpha Phi sponsored events, DEI, health, wellness and accountability (HWA), recruitment, leadership, sisterhood, and rituals and ceremonies. This system was designed to help members acquire more points, demonstrate interest across all aspects of our chapter, and provide a values-based fraternal Greek experience.

Since this system has been put in place, our members have been more involved with our chapter and other Lehigh departments including the Office of Multicultural Affairs, the CSO, the Counseling Center, and the Wellness Center. We have also seen an increase in points from last year across all member classes. This system is an organized way to keep track of member engagement and is helpful in holding members accountable as contributing members in the chapter, campus and Bethlehem community. It allows us to track individual member progress, set clear individual member expectations and responsibilities and encourages a well rounded membership experience with community and leadership participation. The new points system provides flexibility and offers numerous pathways for member engagement. To reinforce the importance of member expectations, the chapter created new policies regarding Alpha Phi merchandise and eligibility; to

be eligible for merchandise, members must earn at least three points.

Accountability:

Alpha Phi has made significant efforts this past year to prioritize accountability in our chapter. On an International level, Alpha Phi reconfigured the Executive Board officer structure for all chapters. The Vice President of Diversity, Equity, and Inclusion (DEI) was added as a new position to help ensure that our members live up to our high ideals and to show the best qualities of character by being fair, inclusive and supportive. Alpha Phi is committed to providing education and resources that build cultural competence and to actively engage in conversations that challenge one another to be anti-racist and combat implicit bias. The former position, Vice President of Risk Management was shifted into Vice President of Health, Wellness and Accountability (HWA). Our former role of Vice President of Community Relations was eliminated and the responsibilities were dispersed into VP of HWA and VP of DEI to better meet the changing needs of chapters. This change was taken to help establish a more holistic approach when it comes to solving issues and assessing the various factors, such as mental health and campus culture, that influence a successful chapter.

In response to our past challenges with conduct and probation, our Judicial Board has made a concerted effort to hold more frequent judicial hearings resulting in individual member outcomes. This better holds our members accountable for their actions out of compliance with Lehigh's Principles of an Equitable Community and Alpha Phi International policies and creates consistency throughout the member disciplinary process. To better understand the process, all members participated in a "Mock Judicial Board Run Through." Since our Fall 2020 probation status, we have participated in several meetings with advisors, Alpha Phi staff and members of OFSA to discuss how to move forward. As part of this, a "Chapter Plan for Success" was created with the input of all members and facilitated by our Executive Board to pinpoint our future goals. It has been shared with Lehigh staff, Alpha Phi advisors, and members and is in use now and in planning the 21–22-year priorities. In addition, the chapter has analyzed our Chapter Operations and Communication procedures. We have streamlined our practices to ensure that we are responsive to Lehigh staff and headquarters via weekly Executive Board/Advisory Board meetings and frequent one-on-one calls between our Chapter President and OFSA advisor.

Rating assigned to this evaluation area? [Exceptional, Above Average, and Average]

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Alpha Phi has undergone a tremendous change over the past academic year towards 18 months. With the help of their nationals, Alpha Phi has revamped almost their entire organization for the better. The introduction of the point system was set in place to hold members accountable when it comes to campus involvement to provide a more holistic experience. Alpha Phi was steadfast in staying on track with their nationals to overcome the hurdles that as a chapter they have placed themselves. Alpha Phi also revamped its executive board to better help the chapter hold the members to higher standards. Their robust programming was centered around creating a top-down experience from Seniors to the first-year members to create a true sisterly experience, to create the bond and comradery that was missing as the actions of the chapter in the past did not always reflect the core principles that the members were held to.

Chapter Development Questions & Rating:

Alpha Phi received an exceptional rating due to the changes it has undergone over the past 18 months, and it shows as they have turned the corner as a chapter for the better.

- What was the hardest aspect of all the chapter changes?
- How has the virtual experience strengthened the chapter?
- What changed during the 2020-2021 academic year will be implemented moving forward?

Demonstrated effort toward dedication to educational initiatives & chapter priorities

Examples could include but are not limited to

- *Hosted a virtual visit from Educational Leadership Consultant (or equivalent).*
- *Took specific steps to ensure the chapter was fiscally responsible, offering flexible opportunities for membership dues or payment plans due to financial issues or concerns related to the pandemic.*
- *Chapters should be attending all necessary National/regional/area organizational meetings as required.*

Chapter's demonstrated description and justification.

Financial Initiatives:

In response to the possibility of a fully virtual 20–21-chapter experience, Alpha Phi collaborated with our advisors to reforecast the 20–21-chapter budget to reflect the new “virtual reality” with limited, if any, in-person opportunities. Every year, we work individually with any members who may benefit from a personalized dues payment plan that helps members manage smaller payments over a longer amount of time; or in connection with their financial aid or when they experience any financial difficulties. On the Executive Office level, at Alpha Phi International, the Associate Status membership was updated as well. This approach has allowed members to remain affiliated with Alpha Phi during the pandemic. The prospect of a completely virtual chapter year made this reexamination of the chapter's dues and fees all the more important. As a result of a virtual chapter experience, Alpha Phi pivoted and significantly reduced 20–21-chapter dues, New Member dues and eliminated parlor fees associated with the chapter facility for the 20-21 academic year. We also extended New Members' payment of house bond to be paid during the first year of membership, as opposed to payment during the first semester of membership.

As part of our efforts to provide financial transparency and member education about what their dues are paying for during a COVID year, our VP of Finance held a Zoom “Where Do Our Dues Go?” presentation. This included a thorough breakdown of revenue and expenses, by major category and line item. Members were educated about fixed expenses like insurance and international dues and fees, among others that are paid every year regardless of an in-person or virtual experience.

During the annual budgeting process, Alpha Phi also takes an in-depth review of projected revenues and expenses for the upcoming 21-22 year. As a result, we are able to reduce chapter dues for the 21-22

year to lower than pre-COVID 19-20 dues levels and will utilize available Lehigh Programming and Education funds to support officer attendance at 2022 Alpha Phi leadership conferences. Anticipating a return to the chapter facility, we have provided the 2021-2022 board (meal plan) agreement to all members; board is paid by members living in the chapter house. Finally, all returning chapter members will be provided with the 2021-2022 financial and membership agreement for dues and fees later this month.

In terms of aiding our members through the financially difficult times brought about by the pandemic, several scholarship opportunities were offered. The Alpha Phi Foundation offers a variety of grants based on both merit and need. These scholarships go towards members' academic expenses, including tuition, course fees, books and other supplies. One of our members utilized this resource and has submitted an application to the Foundation. New Members were also made aware of an opportunity to receive a \$250.00 scholarship from Lehigh's Panhellenic Council. In addition, the Alpha Phi Foundation offers crisis grants to members in need as a result of Covid 19 disruptions like job loss, medical emergencies as well as natural disasters and other emergency circumstances. Finally, one of our alumnae is encouraging Lehigh Alpha Phi alumnae support for Alpha Phi's P&E as part of a peer-to-peer crowdsourcing effort on Lehigh's April 27 Day of Giving.

Educational Priorities:

During the Spring 2020 semester, the chapter was placed on Probation by Alpha Phi International. As a result, we completed a series of workshops and training in partnership with Alpha Phi International and organizations on campus over the course of this past year. These workshops and training ranged from interpersonal and accountability seminars, to alcohol education presentations, to workshops with Lehigh's counseling and psychological services department. All of our trainings were student-led while also having support from different staff members in the relevant departments in order for the entire chapter to get the most out of these workshops. In addition, we worked closely with Alpha Phi International to develop these presentations to ensure that we were meeting all probation requirements and addressing issues that were crucial to the health and development of our chapter and individual members. Probation allowed our chapter to reflect and really evaluate what happened to get us to the place we were in. Since then, we have made numerous strides not only by succeeding in conducting all of these meetings, but also by actively committing to holding our members accountable for their actions through a *renewed* partnership with both Alpha Phi International and Lehigh. Furthermore, our members have made good use of all the Alpha Phi International resources, such as their webinars. Just recently, some of our members attended Alpha Phi's virtual event with the Senior Keynote, Nobel Peace Prize nominee Amanda Nguyen, a Harvard Alpha Phi alumna, whom we found very inspiring. Our chapter also just participated in a pilot and research study for Gender Violence and Prevention with the Lambda Theta Alpha Latin Sorority. This took place on April 26th and was led by Break the Silence. We ensured over 75% attendance of our chapter at this training.

Since Alpha Phi was placed on Probation February of 2020, we launched a chapter-wide educational initiative and restorative action plan to improve the quality of behavior among our members. As part of this plan, nine workshops took place. The first were a conference meeting, officer training workshop, and judicial board training session between the Executive Board and Alpha Phi headquarters staff and chapter alumnae advisors. The workshops included: Safe Social Event Planning, Interpersonal Development & Accountability, Alcohol Education, Policies, Procedures & Obligations, Personal Accountability, and lastly Well-Being & Health Promotion. Each of these presentations were done in partnership with outside organizations or staff, including OFSA advisor, Devore McIntosh, Peer Health Advisors, the Counseling Center, and Alpha Phi International staff. The chapter required 90% attendance of all members via Zoom with cameras on and active participation. In addition, our officers created a revised New Member Education program and established a Sisterhood Committee. Following our second probation status notification in October from the University, our chapter worked together to construct a "Chapter Plan for Success." All members, OFSA staff, and Alpha Phi staff and advisors were consulted in developing the plan and it was shared with the Assistant Director of Student Conduct, Holly Taylor. Furthermore, all of our Executive Board officers and appointed directors attended Alpha Phi's 2021 virtual Learning Lab this past February to better educate ourselves and become successful leaders. One of the most impactful sessions for us was learning and reflecting about Alpha Phi's Risk Reduction & Safety Philosophy that seeks to empower our individual members to make

informed decisions, realize our full potential as members, and exemplify characteristics of social responsibility, personal integrity and intellectual honesty. As of April 19, 2021, our chapter was taken off of probation for Alpha Phi by the Executive Office. This is an early achievement as we were initially scheduled to be removed from probation on May 31, 2021.

Recruitment Initiatives:

Our chapter holds recruitment, both primary and informal, to a very high standard. For that reason, we invited Ashlyn Lowder, an Alpha Phi Educational Leadership Consultant (ELC), to talk to our chapter via Zoom about both Continuous Open Bid (COB) and primary recruitment. Ashlyn held multiple Zoom sessions educating the chapter on what COB is and why it's important. As a chapter that had not had much COB experience prior to this past fall, Ashlyn was instrumental in helping to teach and motivate the chapter on the subject. She particularly emphasized the way COB gives women an opportunity to become a part of an amazing sisterhood who might not have been able to join before, ensuring that our chapter priorities of inclusivity, kindness, and enthusiasm were met.

Ashlyn also was a great help in educating the chapter on many aspects of primary recruitment. She presented several Powerpoints over Zoom about how to make Potential New Members (PNM) feel at home, how to stick to a values-based recruitment, and how to treat everyone involved in recruitment—including our own sisters—with respect. Her presentations were a great opportunity for the entire chapter to reflect on the ideals of our organization and how we can demonstrate those ideals of character, innovation, generosity and sisterhood in member recruitment.

Rating assigned to this evaluation area? [Exceptional, Above Average, and Average]

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Alpha Phi has taken strides to reduce the impact of the financial toll on its members by reducing fees and dues for its members and even followed it up with a "Where Do Our Dues Go" program to settle the nerves of their members. As we saw an uptick in members reaching out to the OFSA office inquiring about the need of membership and why continue, Alpha Phi's approach was a good model for other organizations to follow as they were able to answer the question surrounding the pandemic and what it meant for them as members moving forward.

Alpha Phi being on probation had several programs and initiatives for their members to complete whether it be about alcohol education, well-being protocols, social settings dynamics, etc. These programs and initiatives were in place for the safety of the members. From what was displayed through their presentation these programs had a positive effect on the chapter as they were able to have tough conversations the chapter potentially would not have had. Alpha Phi also had a successful COB in the fall and spring with assistance from their nationals which was a good trend to see from an organization, as they adapted to the situation and conducted programming that would yield better results in terms of uniting the members.

Chapter Development Questions & Rating:

Due to what Alpha Phi had to complete during the pandemic and what they have followed through was impressive to see because we understood the difficulty that was ahead of the chapter, and they completed everything they needed to with flying colors.

- What aspect of the virtual environment was a positive for the chapter?
- What is the biggest lesson the chapter learned while on probation?
- What programs or initiatives from the probation will the chapter continue?

Demonstrated effort toward commitment to diversity, inclusion & equity

Examples could include but are not limited to

- *75%-100% completion of the EverFi Course on DEI.*
- *Hosted various offices on campus during chapter virtually for education on Black Lives Matter, the Election, the LGBTQ community, and supporting a diverse membership.*
- *Evaluated by-laws and recruitment practices for potential or unintentional bias.*
- *Held conversations with chapter members and/or the executive board using guiding questions from OFSA.*
- *Programming was conducted with at least 1-3 organizations that are non-greek affiliated or culturally based.*

Chapter's demonstrated description and justification.

Diversity, Equity & Inclusion:

Alpha Phi remains committed to fostering diversity, equity, and inclusion both within our chapter and throughout the Lehigh community through organizational and policy level changes, member education, and community outreach.

This year, Alpha Phi added a Diversity, Equity, and Inclusion department to its Executive Board, including a Vice President of DEI, Director of Diversity, and Director of Community Engagement. This department is responsible for creating an inclusive and equitable member experience through education, access, and accountability, sustaining relationships with campus and community organizations, and overseeing diversity, equity, and inclusion initiatives as they pertain to other departments. Additionally, the Executive Administrator along with advisors reviewed chapter bylaws to eliminate any biases and ensure the use of inclusive language. Alpha Phi International also discontinued its recruitment policy of giving preference to legacies and has worked with chapters on inclusivity in our ceremonies and initiation. For example, any person who identifies as a woman is eligible for membership. Furthermore, the Collegiate Committee on DEI was created on the Alpha Phi Executive Office level to provide student driven feedback on its initiatives, resources, and brainstorming.

Over the past year, Alpha Phi has prioritized diversity, equity, and inclusion education for its members. During the Fall 2020 semester, our chapter reached 75% completion of Lehigh's DEI Everfi course. In order to emphasize the importance of continuous diversity education, members who did not complete the course were held accountable and received a judiciary board findings notification. In preparation for recruitment, the DEI department facilitated Alpha Phi's "*Understanding Self and Others*" workshop for the chapter, which was intended to help members develop an understanding of the concept of self, explore and reflect upon the role of personal identities, understand the importance of intersectionality and hidden harm, and discuss the concepts of inclusive language, implicit bias, and microaggressions and their importance to the recruitment process. This hour-long session included discussions of key terms and concepts such as the social identity wheel and the use of people-first language and introduced members to additional external resources such as "Project Implicit", an online tool for identifying implicit bias, and "Still Processing", a podcast from *The New York Times* about current events and social justice issues. The workshop also included two activities in breakout rooms to maximize member engagement and reflection. The first activity required members to identify and discuss their own social identities. The second, "Rainbow Legs Activity" required members to view an image of ballet dancers' legs, then discuss their assumptions of the dancers in the picture in order to explore the concept of implicit bias. The DEI department also presented Alpha Phi's Human Dignity Module to the chapter, which gave members a deeper understanding of Alpha Phi's human dignity policy and created a conversation about how to foster a more inclusive chapter culture. This module featured four videos, each exploring one of the principles of Alpha Phi's Human Dignity Policy: Ethical Behavior, Sexual Abuse and Harassment, Hazing, and Retaliation. These videos were followed by a series of discussion

questions in which members were required to actively reflect upon the material they had viewed. Members were required to keep their cameras on for the duration of both workshops. Additionally, members were required to complete Alpha Phi's *Brave and Bold Dialogues*, which utilizes four evidence-based modules and concepts to increase members' sensitivity and orientation towards diversity. Upon completing the modules, members were required to score 80% or higher on a retention quiz in order to be certified as having completed the course.

In addition to internal programming, Alpha Phi also worked to implement a more robust diversity education program by building relationships with campus organizations. The chapter participated in a "Gender Equity and Leadership" workshop facilitated by the Center for Gender Equity that allowed members to learn about the different ways gender appears in leadership, the power structures present in leadership today, the biases many people hold when defining leadership, and how to create equitable spaces as leaders. This hour-long workshop featured large group discussions as well as three breakout room activities in order to facilitate active listening and participation. Members were required to keep their cameras on throughout the session. The Executive Board is scheduled to participate in Anti Racism 101 and 102 workshops with the Office of Multicultural Affairs on May 11th in order to create an antiracist action plan for the organization. Additionally, members were required to attend at least two DEI-related events throughout the spring semester, which included events held by the Lehigh Immigration Coalition, Pride Center, Center for Gender Equity, and Office of Multicultural Affairs. Members were awarded one point for each event attended. In order to discuss issues with the entire Panhellenic community, Alpha Phi's VP of DEI joined the Panhellenic DEI committee, as well as several of our other members. As part of this committee, the VP of DEI contributed to the drafting of the Panhellenic Inclusivity Statement.

Alpha Phi also actively supports diversity in the Bethlehem community. During Black History Month, Alpha Phi posted a variety of educational resources on its Instagram, as well as a list of Black-owned businesses in the Lehigh Valley. Additionally, members who earned three points during the month of February were given a \$10 gift card to Lit Coffee Roastery and Bakeshop, a Black-owned business in Bethlehem. During the election, our chapter also utilized our resources to promote voting on our social media platforms.

Rating assigned to this evaluation area? [Exceptional, Above Average, and Average]

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Alpha Phi has become a leader amongst our Greek organizations by creating a diversity equity and inclusion chair. Alpha Phi seems to understand the importance of being more culturally competent. And Alpha Phi has begun taking the necessary steps to promote DEI and become a more inclusive and antiracist organization. With the creation of this position it led to the chapter having programming which was intentional in having a difficult conversation on topics that would be uneasy, yet they would become better for it as the world is changing, and Alpha Phi took the necessary steps as a chapter to change in a positive way. The next step is creating chapter buy-in and sustaining the position and the initiatives set forth by the members, maintaining the workshops that cause courageous conversations and cause individuals to stop and think about the differences amongst us but also the similarities that bind us as humans beings. We don't want this progress to be a flash in the pan, but it needs to ingrain into the core and ideals of the organization.

Chapter Development Questions & Rating:

Alpha Phi has set a bar for organizations and implementing DEI into the fabric of their organization properly and that can be seen through their actions and the depth in which they have created the position.

- What aspect of DEI has impacted the members the most?

- What did the members learn about themselves through the DEI activities and workshops?

Demonstrated effort toward ability to adapt and implement creative and innovative methods

Examples could include but are not limited to

- *Hosted a virtual philanthropy event through xyz platform and raised x amount of dollars.*
- *Created new communication and incentive programs.*
- *Hosted virtual recruitment/mock recruitment events to help prepare the chapter for recruitment/intake.*

Chapter's demonstrated description and justification.**Community Service:**

Alpha Phi's High Ideals of Innovation and Generosity have been expressed in community service and recruitment during the 20-21 year. Alpha Phi and our advisors worked to offer our members a variety of virtual service opportunities and took many opportunities to engage with the campus and Bethlehem community. We had a meeting with the CSO's Amy Miller and discussed how our members can stay engaged in the community during these times. Over the Summer and during the past Fall and Spring semesters, we sent our members CSO's virtual service opportunities, such as Color A Smile, and Holiday Hope Chest and all member classes participated. Alpha Phi also sponsored two of the CSO's blood drives: one on February 9th and 10th, and a second on April 8th and 9th. At both events, we provided \$5 gift cards to The Goose, marketed the events on social media and on campus, set up a table, staffed the event and donated blood.

We participated in Lehigh's Relay for Life event on April 17th. Our members promoted our team on social media and raised \$3,463 putting us in 4th place out of twenty-two teams for Lehigh University. We rewarded the member who raised the most money for Alpha Phi with a \$25 gift card to Saxby's. Additionally, during our Heart Health Week, our VP of Marketing created "My Heart Beats for Alpha Phi" t-shirts to support the Alpha Phi Foundation. We sold 179 shirts online through Alpha Phi's philanthropic platform GiveSmart, raising \$2,961.00 in total contributions to the Alpha Phi Foundation, Alpha Phi's philanthropic partner in supporting women's heart health.

Alpha Phi has been working with other Greek chapters through philanthropy events and community service to promote Greek unity. On February 19th, we hosted two virtual philanthropy events: one with Alpha Tau Omega, and one with Phi Sigma Kappa. This new event, Alpha Phitness, is a virtual Zumba class through Taylor Gym and open to the entire Lehigh community. Additionally, Alpha Phi promoted and attended Zeta Tau Alpha's virtual zumba philanthropy event on March 11th. We participated in Kappa Delta's "So You Think You Can Dance" event on April 25th. From March 28th through April 5th, our members participated in Alpha Gamma Delta's Food Drive. Alpha Phi also participated in Panhellenic's 2021 Southside Cleanup Challenge. Lastly, on April 23rd and 24th, Alpha Phi will work with Sigma Phi Epsilon to "Adopt a Park." During this event, we will clean Jacobsburg State Park for Earth Day by picking up trash and cleaning up the park. Although COVID brought on many barriers in our philanthropic process, we have found many new ways to provide service to others in a virtual format and we will continue to utilize them.

Recruitment:

As a chapter, we view Continuous Open Bidding (COB) as a very important aspect of the recruitment process; it allows us to extend the opportunity to be in Greek life to women who may not have gotten that chance through primary recruitment in January. Alpha Phi hosted a new virtual COB game night on Zoom during the Fall semester to allow potential new members to learn more about our chapter. This event was advertised on social media and our chapter's recruitment team worked with Panhellenic to organize and

promote the event. Fifteen Alpha Phi sisters participated in the event. Potential New Members and Alpha Phis alike played “get to know you” games and had the opportunity to learn more about one another in an informal, welcoming way in breakout rooms. Alpha Phi is proud to have provided a fraternal membership experience through COB during the Fall and Spring semesters to seventeen women who might otherwise have missed the opportunity to participate in Panhellenic Greek life.

With the continuation of the COVID-19 pandemic, the Lehigh Panhellenic community transitioned to a fully virtual primary recruitment process in January. In December, our chapter participated in a mock virtual recruitment on Zoom with our sisters at the University of Pennsylvania - Eta Iota chapter. This mock recruitment was a perfect opportunity to connect with other sisters outside of Lehigh and acclimate to the new virtual primary recruitment platform. Mock recruitment with Penn also helped educate the chapter about Alpha Phi outside of Lehigh and connected our chapter to the 173 chapters of Alpha Phi in a very tangible way. The chapter's recruitment team implemented many creative methods to ensure that all parties involved in primary recruitment had a positive and enjoyable experience. Although this virtual format was new to many of us, our chapter quickly adapted to the new primary recruitment setting. For example, chapter members utilized Zoom backgrounds and a new background was utilized for each day of primary recruitment.

Alpha Phi also created a Zoom technology team to help run our virtual COB event and primary recruitment. Our technology team created a welcoming primary recruitment experience for potential new members. The technology team created Powerpoints that were used during formal recruitment parties to welcome Potential New Members and create a positive atmosphere. The technology team also played music during sessions and oversaw the organization of virtual breakout rooms. The technology team was the main point of contact for members and PNMs who experienced any technological difficulties during recruitment sessions. Our tech team helped reduce PNM anxiety about the inevitable tech glitches and helped ensure that PNMs were more comfortable in a virtual format. Going forward, we are excited to continue using all of the new technological techniques we have become acquainted with as a result of the pandemic.

Rating assigned to this evaluation area? [Exceptional, Above Average, and Average]

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Alpha Phi has done a great job with their philanthropic efforts, the amount Alpha Phi was able to raise to place them 4th out of 22 teams was impressive at \$3,463 coupled with an event that raised \$2,961 – selling shirts during their heart health week was great to see. Setting up a meeting with the Community Service Office to discuss ways that they can positively serve and impact the community was a first step in wanting to do good for the local community, which they showed they tried to do and did so successfully in an unprecedented year. Along with partnering with several other organizations to assist in cleaning up Southside Bethlehem and Jacobsburg park, Alpha Phi made a concerted effort in these areas. Pertaining to their recruitment, Alpha Phi utilized zoom to their benefit as they were able to network with other Alpha Phi chapters to get a further understanding of how to recruit virtually and use those skills to put together a technology team focusing on having success during COB.

Chapter Development Questions & Rating:

Alpha Phi worked hard to do the best that they could this academic year and it showed, their effort was on full display, and it paid off for them.

- What virtual recruitment tactic will be implemented moving forward?
- Will social media be utilized more moving forward for philanthropic events?
- Would creating a calendar of service events before every semester be a carry-over for future years?

Demonstrated effort toward emphasis on new member education and the onboarding of Spring 2020, Fall 2020 and Spring 2021 new members

Examples could include but are not limited to

- *Collaborated with Headquarters to initiate new members virtually.*
- *Maintained frequent contact with new members through various means such as text, GroupMe, Zoom, etc.*
- *Provided opportunities for new members to engage with active members, chapter leaders and alumni.*
- *Chapters need to adhere to the timelines and schedules given to the office as well as the names of Potential new members in a timely manner.*

Chapter's demonstrated description and justification.

New Member Education & Alumnae Engagement:

Over the Summer of 2020, our New Member program underwent complete revision. We took a fresh look at our New Member education and updated it to ensure it was a fun and positive learning experience for each individual. We re-evaluated each activity to ensure they are contributing to the development of each New Member as an active and productive participant in the chapter. Throughout the program, the New Members learn the values, history, and ideals of Alpha Phi as well as meet other members through organized, safe, and approved activities. The New Members are also taught the policies and expectations of our chapter. The format of the program is weekly Zoom meetings with all of the New Members, the New Member Educator, and an alumnae advisor. This takes place over the course of six weeks. All of the material taught was created using resources provided to us by Alpha Phi International. The New Member program outlines all aspects of the onboarding process, including: a chapter calendar, a New Member program binder, meeting agendas, Ivy Linkers, and Big/Little.

Shortly after welcoming our New Members last year in Spring 2020, action was halted as a result of COVID-19. This left our chapter quickly transitioning into an unknown world of virtual interaction. Prior to this change, we had been making good use of platforms such as GroupMe, OurHouse, and Basecamp to keep in touch, but our utilization of these tools expanded greatly with the pandemic's onset. OurHouse and Basecamp are applications used by Alpha Phi chapters to share documents, information, take attendance, post events and enact emergency protocols. This way, every member and alumnae advisory board member is able to connect with one another and share resources. After our New Member education program was cut short last Spring, we moved to Zoom in order to continue having weekly meetings, including chapter. These New Member education meetings consisted of an ice breaker (such as two truths and a lie), the weekly topic (philanthropy, health, wellness and accountability, Alpha Phi history, etc.), and a fun activity to review the information learned (like a game or Kahoot). Alpha Phi alumnae participated in each New Member education meeting. In order to provide Member Class '20 with a valuable Big/Little experience, sisters sent clues and hints to their future Littles by text, and packages were sent over the course of the Summer full of Alpha Phi merchandise and gifts. We conducted a virtual Big/Little reveal over Zoom and members were able to get to know their Alpha Phi "families" in a fun and safe environment.

As we entered the Fall semester, we continued the COB process by hosting a virtual game night to meet Potential New Members. At this Zoom event, women were invited to come and speak one-on-one with members. The event was incredibly successful and we were able to offer bids to eleven New Members, just in the Fall. These New Members attended an education program led by our Vice President of Member Education and Programming over the course of four weeks via Zoom and were initiated virtually at the end of the semester. We also organized a virtual version of our Ivy Linkers program, which is an initiative in which several members of all different classes get together weekly and help the New Members acclimate. Instead of getting together in person, sisters were given a new theme each week, such as coffee or ice cream, and

would meet up over Zoom to catch up over their weekly treat.

This process was continued into the Spring 2021 semester with the most recent New Member class. A Bid Day celebration was held via Zoom for all the members to get to know each other through games and breakout rooms. The New Members also received a Bid Day goodie bag, abiding by COVID safety protocol, which included a shirt, stickers, and accessories. Members participated in weekly education meetings and Ivy Linker activities. Frequent opportunities to bond were offered virtually, such as a “speed friending” activity between the New Members and Member Class ‘20 in which each girl was placed in a breakout room with another and given a prompt to discuss for three minutes. On March 13th, the New Members attended their Zoom Initiation and officially became initiated members; Alpha Phi alumnae also participated in our initiation practice, ritual review and ceremony. After submitting our Big/Little week plan to the COVID Response Team and OFSA three weeks in advance, members compiled three gift baskets which they dropped off to the Chapter House individually over the course of several days. Their Littles were assigned time slots to go to the house and pick up their baskets in groups no larger than five at a time. Both Member Class ‘21 and ‘20 completed the New Member Academy as well, led by Devore McIntosh with over 90% attendance. These past four semesters have been difficult, but in a post Greek pause and pandemic community we have learned many new strategies and practices that we will continue to implement as a chapter.

Rating assigned to this evaluation area? [Exceptional, Above Average, and Average]

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Alpha Phi has done a tremendous job at onboarding its new members from Spring 2020 – Spring 2021. Alpha Phi has been clear and concise when it came to their potential new members and the expectations set forth. Similar to the rest of our organizations the pandemic was a new challenge that we all faced, Alpha Phi used the challenge to implement a change in their style. The Ivy linkers program was used to integrate more chapter buy-in with its focus of having all its members involved in the new member process, this helped bring about a sense of unity amongst the chapter versus the something separating effect it could have with a certain population of students separated by class year. The chapter was more focused on engagement with all its members as well as they understood the core values and principles of the organization to the best of their ability and adapted to the virtual recruitment that they had to follow.

Chapter Development Questions & Rating:

Alpha Phi did a great job at highlighting the important factors of their new member education and what the potential new members needed to follow to make sure they understand what would be asked of them and focusing on the sisterhood aspect of the organization coupled with the core values.

- What was the most important lesson learned from virtual recruitment?
- What was the biggest hurdle in virtual recruitment?

Chapter SWOT Analysis

In order for the interview panel and OFSA to have a clear understanding of the current celebrations and challenges your chapter faces, OFSA is expecting chapters to evaluate their current state by conducting a SWOT analysis. This does not have to be lengthy, but should include a snapshot so that we are able to offer specific and clear feedback and action items moving into the 2021-2022 academic year.

This section will not directly impact the overall evaluation rating.

Chapter's provided response in text boxes below:

<p>Strengths:</p> <ul style="list-style-type: none"> • Chapter Size <ul style="list-style-type: none"> ◦ Informal recruitment (COBs Fall 2020 & Spring 2021) • Completion of Probation Terms • Chapter Programming <ul style="list-style-type: none"> ◦ Increased planning of events (Ivy Events, DEI & community service) ◦ Implementation of incentive procedures (new point system) • Academic Achievement <ul style="list-style-type: none"> ◦ Tied for highest chapter GPA in Spring 2020 ◦ 3.67 overall chapter avg. in Fall 2020 • Chapter Finances <ul style="list-style-type: none"> ◦ Continued financial success & reliability ◦ Expansion of accommodating features for COVID times • Advisory Board <ul style="list-style-type: none"> ◦ Closer communication after probation ◦ Virtual setting allowed for more frequent meetings • Campus involvement • New Member Education <ul style="list-style-type: none"> ◦ Program revamped & enacted 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Leadership Turnover <ul style="list-style-type: none"> ◦ Change in Exec officers • Challenges with COVID responsibility <ul style="list-style-type: none"> ◦ Probation status in Fall 2020 • Upperclassmen Engagement
<p>Opportunities:</p> <ul style="list-style-type: none"> • Continued Work Toward Culture of Accountability • Progress in DEI <ul style="list-style-type: none"> ◦ Expand on inclusivity • Take Advantage of Virtual Opportunities <ul style="list-style-type: none"> ◦ Utilize guest speakers ◦ Networking with alumnae ◦ Increased Focus on Mental Health & Member Well-Being • Renewed Relationship with Lehigh Following Probation • Marketing <ul style="list-style-type: none"> ◦ Social media engagement with outside organizations ◦ Use as tool to educate & inform ◦ Share our values, High Ideals and celebrate member & chapter accomplishments • Communication <ul style="list-style-type: none"> ◦ Within the chapter ◦ With Lehigh & Alpha Phi International 	<p>Threats:</p> <ul style="list-style-type: none"> • Member Retention in virtual setting <ul style="list-style-type: none"> ◦ COVID-19 ◦ Could inhibit engagement & sisterhood • Economic Hardships <ul style="list-style-type: none"> ◦ Recession & COVID makes Greek affiliation unaffordable • The Unknown of Post-COVID Atmosphere at Lehigh • Campus Culture

OFSA & panelist feedback to chapter for the SWOT Analysis.

Alpha Phi SWOT analysis is almost spot on as they have identified problem areas that as a chapter, they will

need to make a conscious effort in trying to change. For instance, the weakness in leadership turnover, there needs to be mechanisms in place to support these positions. If they complete these actions it will become a strength instead of a weakness. Along with upperclassman engagement, there needs to be incentives in place to keep seniors around for the betterment of the chapter.

Concluding Summary

Overall evaluation rating. [Exceptional, Above Average, and Average]

Exceptional

OFSA concluding summary.

Alpha Phi has made major strides over the past 18 months and that is something they can be proud of because where they were then and where they are now is night and day. There has been a culture reset for the organization and that is refreshing to see. They have become a more holistic chapter with their engagement opportunities, they have restructured the fees by 25%, 32 new members over the past academic year coupled with Alpha Phi restructuring several of their executive board positions to allow for more chapter accountability. Alpha Phi has embraced the virtual component of recruitment and onboarding, creating new hybrid models to be utilized in the future. Collaborative efforts with the Office of Multicultural Affairs are moving Alpha Phi to a more culturally component chapter. They have adapted and tapped into resources they have not utilized before and it showed. Being away for the past year has allowed them to ruminate on the chapter's past campus culture. Alpha Phi has turned a new leaf and it is refreshing to see such positive changes moving forward.