

## 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 Tau Omega

### Assistant Director:

Olivia Miller

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### 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

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### 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.**

N/A

**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.**

COVID has made the member experience vastly different compared to years prior. Without our chapter house and being able to be in large groups we've had to adapt. Our executive board held meetings with nationals and each other to brainstorm meaningful brotherhood events, to maintain our strong brotherhood during this time. We moved our weekly chapter meetings to zoom but we continued to do our normal rituals during these meetings. One of the rituals that we believe helps to maintain engagement is Good of the Order, during this time we allow one member class to communicate issues they have, or suggestions they would like to see made. Following these weekly chapter meetings at the following executive meetings we discuss the issues and concerns that were brought up and try to find tangible ways to fix our brothers' concern. During our weekly chapter meetings we also used this as an opportunity to gauge our members' mental health and make sure that they are all doing well during this difficult time.

Our executive board has a strong working relationship with The Office of Fraternity and Sorority Affairs, our president meets weekly with Oliva Miller, to checkin and mitigate any concerns she has or we have. Our Vice President is also a member of the Interfraternity Council and keeps our chapter involved and up to date with information that comes from them. Over winter break our President and Vice President attended a 4 week presidential retreat where each week we learned about the operations of Alpha Tau Omega and were given insight on how to run a successful chapter. We have used the tools nationals have given us to operate successfully this semester. Additionally, we have continued to meet with our Leadership Consultant Jacob Becker, during these meetings he comes in and just checks up on how our chapter is going and makes sure we're continuing to improve. In addition, our president maintains relations with our alumni advisors and keeps in contact with officers at our national headquarters such as the health and safety officer Bryan Murray. The president and vice president are also participating in a 3 course Emerging Leadership Conference supported by the national headquarters.

We came up with a couple online brotherhood events that our brothers really enjoyed. One of these being online poker, we started doing weekly online poker games for brothers which were a fun way to stay connected and a good competitive outlet for brothers. At the beginning of the semester during and after the huge snowstorm we organized small groups of brothers living together off campus to go to Blue Mountain and spend the day skiing( following the COVID guidelines at the time). Additionally, we used house funds for

brothers to go to the store and buy food for a BBQ. So households could hold their own small BBQs( Again following the COVID guidelines at that time). Brothers really enjoyed this as it made them feel like they were getting something out of their dues and this was right around when the weather started getting nice so it was really enjoyable.

During this tough time for the community and our members we have adapted what we expect from them. We have increased our expectations of our members in the community as we wanted to limit the exposure to the community. We asked and enforced our members to not go into restaurants and bars in large groups in hopes to reduce the risk we place on the southside and town of Bethlehem; during the high spike in cases at the beginning of the semester. Also at the beginning of this semester we had to deal with a couple members who had not followed the COVID guidelines, our president met with Holly Taylor and she agreed to allow us to use our internal process, where we delivered a punishment we felt deserving and did not have further problems from them. We hold our Judicial board to very high standards and are proud to say we have had great success with no recurring violations. We have held our members to high standards in regards to following the COVID guidelines. We greatly reduced dues as our members are not receiving the same member experience. We also had to adapt our rush process as we were not able to meet with them in person, we held a few open meet the brother events that potential new members really seemed to enjoy. After these we had brothers follow up and talk to the ones they liked and thought would be a good fit. Our changes to rush though were successful as all 22 bids we gave out were signed. We also adhered to our strict NME schedule which was completed successfully. We also have fantastic relations with our alumni network and reach out consistently in order to maintain these standards. Our new member education planning process, career development initiatives, and alumni advising efforts are great examples of alumni involvement.

Overall we gave ourselves an above average grade as our brothers have been staying involved due to the ways we adapted and our rush process was highly successful.

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

Above Average

***OFSA & panelist feedback to chapter for this evaluation area.***

Alpha Tau Omega's "focus on brotherhood clearly came through in their presentation" and written report. The chapter thought of unique ways to keep brothers involved and engaged outside of traditional chapter meetings through poker nights, BBQs at off-campus homes where the chapter purchased food and distributed it to homes, and socially distant gatherings like ski trips. The collaboration with HQ to brainstorm meaningful brotherhood events is a great use of resources. The panel would have liked to hear a bit more about "how the chapter navigated member engagement across varying settings" including younger members living on-campus or members taking classes fully remotely. The chapter's leadership implemented a new session during chapter meetings called 'Good of the Order'; at each meeting a member class can bring forward any issues they are having or suggestions for change - then the executive board comes together to work to integrate the feedback into the chapter with tangible ways to fix the change. Alpha Tau Omega found the further along in using this practice, the less concerns there were being brought forward - this should be considered a best practice in Lehigh's Greek community and the panel found it "refreshing to hear". The chapter mentioned they increased their own expectations for members when it came to holding them accountable and noted there were no recurring violations through their judicial board. The panel believes they "could have improved on (or highlighted more) how they held them accountable". Alpha Tau Omega has had clear and consistent communication with OFSA and has been highly involved in the IFC community as well.

Overall, Alpha Tau Omega did a fantastic job in this area. The panel believes the chapter can improve on engaging new members, seniors and their accountability process. The chapter is **above average** in 'demonstrated effort toward prioritization of membership engagement & accountability'. With intentional

planning and goal setting, the panel believes they will be able to achieve their self-evaluation of exceptional.

Chapter Development Questions:

- How can the chapter highlight and explain its accountability process to current and new members?
- In what ways can the chapter intentionally engage seniors to keep them connected?

### **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.**

The pandemic has affected our members individually in many different ways and because of this we have had to adjust our expectations, while making sure our core values were upheld. The transition from the previous semester's executive board to our current eboard was extremely successful and seamless. Our current eboard reached out to the previous eboard without hesitation, and received ample help in return. The current president and vice president also quickly established healthy relations with Olivia Miller, Chloe Abshire, and Ashley Strause and proceeded to work closely with them over the course of the semester. Our last President and treasurer over the summer were in contact with nationals to see how we could modify our dues as many of our members have been affected financially by the pandemic. We had our member's dues covered by the remaining credit that we had from Nationals due to the COVID pandemic and being sent home early last spring semester. We hoped that this would retain members taking the financial burden off of them and to keep them happy with their membership. We also had honest talks with our other members to see how their financial status was and encouraged them to reach out to the executive board if they needed help. We encouraged members to look into getting grants to pay for dues as well as figured out payment plans for members who needed them.

After we held elections virtually in late november, our new president and vice president went to our national presidents retreat over winter break. This was a four week course over zoom where we learned about the core values of Alpha Tau Omega and how to run various aspects of the chapter online, such as executive meetings and judicial board hearings. Our leadership consultant Jacob Becker also gave us ideas on how to keep members engaged over zoom and virtually, this is where we got the idea to start online poker. These meetings were with other Alpha Tau Omega chapter presidents which was very helpful as we bounced ideas off of each other and got to hear what worked for them. Overall, this retreat really helped our presidents learn how to operate a successful chapter in this hard time. Our leadership consultant has been great during this period and we have continually met with him during the semester and are having our final meetings for this semester over the next two weeks. Our vice president is also on the executive board of the Interfraternity Council and attended the North American Interfraternity Conference's IFC Academy. During this two day event he interacted with leaders in greek communities around the country furthering his ability to lead our chapter and operate in an online environment. Our Vice President's commitment and contribution to IFC is a part of our continuous commitment to the organization. During the 2020 fall semester Preston Reed, and Anthony Cordaro held the President and Treasurer role in IFC respectfully.

We pride ourselves on making our brothers into bright and exceptional future leaders. One of our brothers works in the career center and he was able to set up a virtual career and resume seminar. One of the Career center employees came in and taught them how to set up a LinkedIn, went through Handshake, and gave them tips on creating a resume. After the seminar we sent them a few of our brothers' resumes that were exceptional and then encouraged them to send their resume to our academic chair. Our academic chair then

went through them and gave some comments that he thought would make them even better. We also gave them contact information of alumni who said they were willing to help our members in their career journeys.

Our strong brotherhood is something we pride ourselves on and during this semester one of our new members faced a tragedy. This new member is financially strapped and during this semester his dorm room caught on fire due to his Playstation catching on fire spontaneously, this ruined a lot of his belongings. Our philanthropy chair quickly started a gofundme for him and we sent it out to all of our friends. We were able to raise over 3,500 dollars for him in two days to replace some of his belongings that were lost or damaged in the incident.

All of these examples show how our executive board and brothers have been very adaptable during this year and how we have grown to be successful online. We have already begun planning for the upcoming fall semester, and are enthusiastically looking forward to regaining access to the chapter house, modifying traditions and ritual with safety in mind, and uniting as a brotherhood in person once again. This is why we have given ourselves an excellent rating, since we have changed how we operate to be within the COVID guidelines without sacrificing our core values.

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

Above Average

**OFSA & panelist feedback to chapter for this evaluation area.**

"ATO definitely understands the importance of academic and educational initiatives coming first as a student". The chapter put a lot of effort into prioritizing member development in the 2020-2021 academic year. The chapter put a very clear focus on executive board transition and continues to collaborate with the last executive board. Alpha Tau Omega executive board members also partook in numerous leadership development opportunities: they have been active on IFC in various roles, participated in IFC Academy, the ATO Presidential Retreat, hosted with a Leadership Consultant virtually, and continuously engaged with their HQ representatives and alumni advisors. The panel was particularly impressed by ATO's alumni engagement and their support for the brotherhood. The chapter also used member connections, like the brother who works in the career center, to set up professional development programs focusing on how to use LinkedIn, how to use Handshake, and resume building and cover letter writing - "continuing to use the school's resources in this way will really set their chapter up for success." The work the chapter did beyond these workshops in creating spaces for brothers to implement their learning in group feedback sessions for resumes should be commended. The panel believes the chapter is under-utilizing on-campus resources like other Lehigh offices and their faculty/staff advisor - the chapter's staff advisor was on their interview and the chapter members did not know who he was. Alpha Tau Omega could look to bring more programs to their chapter meeting in the future by collaborating with resources like the Peer Health Advisor, Diversity Peer Educators, Center for Gender Equity, PRIDE Center, Office of Multicultural Affairs, and more. Financially, the chapter was able to use a credit from Spring 2020 to eliminate dues for the most part; the chapter also expressed there are continuous issues with brothers not paying dues. The panel would like to see what specific measures ATO can take to help reduce this in the future - such as specific actions, flexible payment plans, further reduction in the future, etc.

Alpha Tau Omega did commendable work in the 'demonstrated effort toward dedication to educational initiatives & chapter priorities' metric and has been rated as **above average** in this area. If the chapter continues to tap into university resources to continue to prioritize educational initiatives in this area, ATO will achieve their self-evaluation of excellence in this area.

**Chapter Development Questions:**

- How can the chapter create a plan to get in contact with and utilize their faculty and staff advisors?
- What Lehigh offices can ATO work with to bring programs into chapter meetings to benefit the brotherhood?

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## **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.***

There has been a much needed increase in the amount of teaching and raising awareness on racial issues in our country this past year. Our house has tried to be an active participant in this training, hoping to be a small, but active, contribution in the fight to end racism and police brutality. After our chapter heard about the horrific incident surrounding police brutality that was the murder of George Floyd, we knew there was not enough light being shined on police brutality and the Black Lives Matter movement. Because we know how important this movement is, we knew we had to make a contribution. One of the efforts we made to start to make an impact was our fundraiser for Campaign Zero where we worked with Chi Psi and raised 1,414 dollars and 1,013 dollars of it was raised by our chapter. We believe that education is the best way to stop the issues surrounding race in this country. This way, for generations to come we will be able to spread the knowledge that we have gained about diversity and inclusion. This starts with us. Although our chapter may seem small in the grand scheme of things, we know that our impact will spread way farther than we could truly imagine in years to come. Knowing this fact, we stressed the importance and continued to educate our brothers by requiring our new member class, as they are the future of our chapter, to complete DEI online programs and encouraged all brothers to do so as well. It is also known that as well as being educated, it is important that this education leads one to have a substantial amount of knowledge before entering the voting booth. It is important that not only our chapter and the Lehigh community, but our legislatures have diversity and inclusion at the forefront of their minds. Because of this, we made a clear effort to push to get our members registered to vote and helped organize brothers to get to polling places. We sent out constant forms and instructions on how to get members registered in PA, making this process the most convenient for them so that we had a direct impact in this community through the voting polls; PA is a swing state and we are in a swing county so we knew how imperative it was to make sure everyone was registered. Not only this, but our chapter coordinated rides to and from each voting poll location to help insure all brothers went out to vote. This is another key example of how ATO, although a small group of people, makes a huge impact for the fight against police brutality and racism, as we know that if the people in office support our cause, we can be at the forefront of change in the United States. Not only did we think about advancing the Black Lives Matter movement on a larger scale, like by voting, but we thought about how we could impact the greek community at Lehigh, keeping the recent events in mind. We decided to make sure diversity and inclusion was a priority in the IFC community here at Lehigh. ATO pushed to make sure minorities felt included during the online rush process. Chapter discussions were frequently held so that we could openly talk about race and racial issues that have been happening in the United States today. In these discussions we also discussed how our chapter as a whole could help make an impact to stop these issues from happening, and donate to the causes that we feel are making huge advancements for diversity and inclusion. To make sure that our chapter does (and will keep doing for years to come) keep Diversity inclusion as an extremely important topic, we have established a Diversity and Inclusion chair. This is one of the many things ATO has done to make sure that not only now, but in the future we will continue to adapt and educate our members on the topic of DEI. This way, there is a person each year elected to make sure ATO adapts to the current issues at hand, and can therefore help us allocate our time and efforts into helping the

community as a whole when it comes to Diversity and Inclusion. ATO as a chapter was extremely concerned with the current climate of our country concerning Diversity and inclusion. Because of this, we made changes to adapt to the current climate. We started small at the individual person, then spread it to the greek and Lehigh community, and by voting and educating we know our impact will spread far beyond imaginable in the years to come. We have rated ourselves above average in the Demonstrated effort toward commitment to diversity, inclusion & equity category because we have made conscious efforts to make an impact and have established programs in the fraternity to insure that we will be making an impact in this area for future generations.

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

Average

**OFSA & panelist feedback to chapter for this evaluation area.**

The panel believes that "Alpha Tau Omega acknowledges the need and commitment toward DEI efforts". The chapter led a fundraising effort in collaboration with another IFC fraternity that raised \$1,414 for Campaign Zero in support of police reform. ATO also added an official DEI chair to their chapter leadership positions and focused on teaching and raising awareness surrounding social justice issues in addition to hosting open conversations with the chapter in these areas. Alpha Tau Omega's efforts to get their membership registered to vote and coordinating rides to the polls should be commended. Overall, the panel believes that the chapter has laid a base foundation to move forward in this metric, and hasn't quite "made the lap yet". ATO has made some good steps and should be looking to the fall semester to plan to take advantage of all of the resources and other student organizations Lehigh has to offer. The chapter should work for more active ways to express their commitment to DEI work. The chapter did not meet OFSA's 75% competition requirement for the EverFi DEI program. Alpha Tau Omega can work to "formally outline their intended educational outcomes in this area (knowing that this work should be incremental over time based on where members are) and how to connect in with existing resources on campus to further support their education and how to turn their education into action". It is suggested that the chapter looks to bring some educational resources into chapter meetings like collaborating with the Diversity Peer Educators who already have programs in place. Diversity, equity, and inclusion work goes beyond racial injustices - the chapter can look to branch out and collaborate with the Center for Gender Equity, Pride Center, CGC Council, and other student organizations to further integrate this work.

Alpha Tau Omega laid a solid foundation to turn education into action, and the panel believes the chapter is **average** in 'demonstrated effort toward commitment to diversity, inclusion & equity'. Through intentional work with the chapter's new DEI position, ATO will be able to work towards, and beyond, their self-evaluation of above average.

**Chapter Development Questions:**

- What offices or organizations can ATO collaborate with to engage with DEI education?
- What are the specific goals and action items the DEI chair has going into the 2021-2022 academic year?
- Who can ATO engage in developing their action plan?

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**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.***

Our chapter struggled a little in the first months of last semester to adapt to online operations and finish the new member education of the member class 2020. However, our new executive board received exceptional training from Nationals over winter break and came back rejuvenated. We successfully used chapter builder and online zoom events such as meet the brothers to get information about our chapter out to potential new members. These outlets along with our brothers' hard work allowed us to take a great member class of 22 men, during a period where most houses struggled with rush. We then started virtual new member education for our new member class this semester. They had Weekly meetings on zoom where we taught them about Alpha Tau Omega and how we operate our chapter. During these meetings our academic chair checked in with our new members to see how they were doing academically and made sure that they were excelling in school and maintaining a 2.75 gpa or higher. Also during these meetings our president and new member educator checked in with our new members on their mental health and how they were doing overall, as mental health has been an issue for people our age during this pandemic. These meetings, while being very serious, were also meant to be fun and engaging one way we tried to keep everyone engaged was by playing kahoots with facts and trivia about Alpha Tau Omega. As COVID restrictions eased we asked brothers to go out to lunch/dinner or to hangout in small groups following COVID guidelines with our new members so they could bond and get to know one another. We also added our new members to our various group chats to increase connection and contact with our older brothers and various member classes.

We also used zoom regularly for our weekly executive meetings and chapter meetings. To keep brothers engaged at the beginning of this semester we started running weekly online poker games which gave everyone a sense of connection while we couldn't be all together in person. Additionally, we gave out chapter funds for brothers to purchase food for BBQs so households could enjoy the warm weather and make them feel like their dues were being used for something fun.

This semester one of our brothers got diagnosed with non hodgkin's lymphoma, this deeply affected our chapter as he is an exceptional member and brother to each of us. We all as a house rallied behind him and have spent the past month developing plans for fundraisers. Our first fundraiser, which we started earlier this week, was a tshirt and sweatshirt sale; overnight we raised over a little over 2,500 dollars and are still collecting orders. We plan on starting our next fundraiser next week with Alpha Omicron Pi, a sorority we are very close with. This fundraiser we'll be taking donations and having members of both houses doing funny things when each goal is reached. Additionally people have donated time or things that will be given if a person donates a certain amount; such as one of our brothers who is giving away custom made wood cutting boards. We hope to raise a substantial amount to make a meaningful contribution to lymphoma research, and our brother and his family have communicated how grateful he is for the time and effort we have put into this fundraiser.

Other than our lymphoma fundraiser in the past spring during the police brutality and black live matters movements we raised 1,414 dollars to support the BLM movement. The money raised went towards campaign zero, a group that is trying to end police brutality and this fundraiser was conducted with Chi Psi. We understand that the community we livin is not as fortunate as many of our members so we joined up with Pi Beta Phi to raise money for food gift cards, during this pandemic many families have been struggling to feed themselves. We raised 1,232.35 dollars and 616.12 dollars was given to the office of community service who then dealt with the logistics of getting the gift cards to families in need around the community. The rest of the money raised was given to the Pi Beta Phi Foundation which went towards their main philanthropy initiative which is Read > Lead > Achieve. This initiative helps get books to children who are less fortunate in the hopes to raise literacy rates in impoverished areas. We are also participating in the annual relay for life raising 560 dollars. We hope that our contributions to this fundraiser which the whole school is involved in will help aid cancer research across the country. We also continued our annual polar plunge. We did see less support this year which we believed is linked to the fact that this semester the event wasn't held; they just raised money but there was no actual polar plunge. Which led to our brothers being less encouraged to raise money.

We have really tried to adapt to the circumstances we were given and the changing COVID guidelines so we



could give our members the best experience we could. Additionally, we learned from the new member process last semester and feel like we made changes that made the process much more meaningful and enriching. This is why we gave ourselves an above average score.

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

Exceptional

**OFSA & panelist feedback to chapter for this evaluation area.**

Alpha Tau Omega made an outstanding effort in adapting and implementing creative and innovative methods throughout the past academic year. The chapter admitted to struggling in the first few months of the fall semester but were quickly rejuvenated when electing new officers, ensuring a successful transition process and collaborating with HQ for thorough training. ATO was intentional in cultivating and maintaining relationships within the brotherhood through hosting weekly poker games, creating group chats and Facetiming to stay connected, making poll groups with fun questions, would you rather games, weekly virtual dinners, studying for exams and small group BBQs. The chapter continued to adapt its operations as restrictions on gatherings fluctuated, never giving up on creating opportunities for connection. The panel was extremely impressed by ATO's recruiting efforts this year - 22 bids were extended and all 22 were accepted, speaking to the recruitment strategy of the chapter. The chapter used a more personalized approach than usual, using ChapterBuilder to connect with PNMs and assigning brothers to continuously touch base and make connections with them - this has proved successful and the chapter should continue using this method in the future. What was most impressive to the panel in this area was "the philanthropic work they've done over the last year". ATO had a brother diagnosed with non-hodgkin's lymphoma and the chapter members quickly rallied to support the brother - they sold sweatshirts and t-shirts and raised over \$2,500 overnight. They also collaborated with a sorority on a tiered fundraiser, they would collaborate to do something once each checkpoint was reached. ATO's philanthropy efforts are exhaustive - they worked with another fraternity to raise \$1,414 to support Black Lives Matter with Campaign Zero, they collaborated with another sorority to raise \$1,232.35 to give to the sorority foundation and the CSO to help feed South Bethlehem families, they raised \$560 for Relay for Life and finally participated in their annual Polar Plunge. In the past year, Alpha Tau Omega has demonstrated that physical space is not needed for meaningful and impactful work and connections.

The panel believes Alpha Tau Omega is **exceptional** in 'Demonstrated effort toward ability to adapt and implement creative and innovative methods', exceeding the chapter's self-evaluation.

**Chapter Development Questions:**

- How can ATO continue to collaborate with other organizations in philanthropy and service efforts?
- What new practices can ATO continue in an in-person environment?
- In what ways can ATO help move forward the whole IFC community in this area?

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**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.***

Over the winter break, our president and New member educator worked together to devise an inclusive new member education plan that would provide our new members the essential information required to be a part of our brotherhood, while abiding to all of the covid guidelines. Due to covid we had to move to a fully virtual new member education process. We structured this process around weekly meetings with the executive board and the new members in order to go over the essentials of our brotherhood. Each week we covered a new topic and went in depth in order to create a learning experience comparable to an in person education. We also reached out to our national organization when creating our new member education plan in order to devise the best system to introduce new members to our brotherhood.

The first week was structured around welcoming the new members to the house and discussing the upcoming new member education plans. We outlined the meaning of our brotherhood and the amazing opportunities that arise from being in the organization. The second week was "Greek 101 and Introduction to ATO". In this session, we discussed what it means to be a part of the Greek community and how one's actions reflect upon the entire brotherhood. We also discussed the importance of being a part of the surrounding Bethlehem community, the Lehigh community etc. We also touched on philanthropy and the impact one can have on those in need by being a part of our brotherhood.

The third week we discussed risk management. This semester we prioritized the importance of abiding by covid guidelines and making sure we do our part to ensure our brotherhood and the surrounding community is safe. We discussed the importance of abiding to school guidelines and how to refrain from any outside pressure to break said guidelines. In the fourth week we discussed Recruitment, Leadership, and Innovation. During this session we brought in alumni to discuss how ATO has helped impact their lives and find success past college. They focused on their leadership impact and how they have implemented the experiences they gained in our brotherhood into their life. We also reached out to nationals for help when it came to discussing recruitment, specifically when it came to emphasis on quality and quantity of finding PNMs. We also contacted our nationals branch for resources such as PhiredUp which is a program used to help fraternities educate their new members, and improve retention rates. In the fifth week we discussed Local Chapter History and Alumni Involvement. A portion of this was covered in the previous week's meeting with the alumni; however, we furthered our discussion by pulling in current senior members of our fraternity to discuss how current alumni involvement is helping them obtain jobs, internships, and reach their goals. We also went over essential information about our brotherhood such as its founding date, founder, creed and values, etc. We continue to reinforce this information.

The sixth week was our final week of the new member education process which ended on the twentieth of March. During this time we held a virtual initiation where we did our best to uphold brotherhood traditions and of course our ritual. Surprisingly this meeting went very well and included the entire house with nearly 100% attendance rate. We are very proud of our bid acceptance rate and how well our NME process was executed. We take education and grades very seriously and were extremely lenient on attendance due to academic issues. That being said, we had nearly perfect attendance rates with a few academic exceptions. Our brotherhood emphasises the importance of impressions and the importance of timely attendance for such meetings, abiding by a general rule of five minutes early is on time.

In addition to the outlined sections in the new member education plan, after two weeks, our New member educator would hold open hours on Zoom for any new member who was struggling in school, wanted to ask questions, or simply hold a conversation about their new brotherhood experience. This was completely optional, we simply wanted to provide our new members with an outlet if they needed to talk to anyone. There were also multiple instances where new members would reach out to older brothers for assistance and tutoring in courses they were knowledgeable in.

As previously discussed we ran some other events as a part of our NME program. These events included multiple philanthropy events to promote community awareness, some of which are still in progress, and a career seminar and resume builder in order to give our new members a head start on their future success.

This is why we gave ourselves an above average rating.

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

Exceptional

**OFSA & panelist feedback to chapter for this evaluation area.**

Alpha Tau Omega was easily able to integrate their new member education into a virtual setting; “Their new member class size was extremely impressive, and they did a great job at making sure their new members felt like a member of the brotherhood just as those that had been there for years”. The chapter highlighted how their recruitment efforts of connecting specific brothers and new members together fostered individual connection and helped with overall retention. ATO held a fully virtual new member education program hosting weekly meetings and all rituals on Zoom. Their sessions focused on: risk-management, learning about ATO history, alumni engagement/involvement, how to be a good neighbor, recruitment, leadership, innovation, and integrating them into the brotherhood. It is commended that the chapter was intentional in communicating their new members are more than a part of just ATO, but the IFC and overall Greek community as well. The panel “appreciated that they still included components about what life looks like in the facility, as that feels like an element that some chapters have largely ignored given the circumstances” and also thought the intentional check-ins from the academic chair, integration into GroupMes with various member classes, Zoom study halls with all brothers and involvement in fundraisers, ‘open hours’ Zoom sessions, career seminars, and alumni programming kept new members engaged and committed.

The panel believes Alpha Tau Omega is **exceptional** in ‘emphasis on new member education and the onboarding of Spring 2020, Fall 2020 and Spring 2021 new members’, exceeding the chapter’s self-evaluation.

Chapter Development Questions:

- What can the chapter do to help facilitate the new members’ success in the re-opening of the chapter facility?
- What can the chapter continue virtually in the new member education program?

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**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:

**Strengths:**

- We have a strong brotherhood bond that spans all of our current member classes.
- Recruitment: this year we learned from previous years and continually rushed, and received a strong class.
- Health and Safety management: we have a great risk management team that makes sure our members are following all rules and

**Weaknesses:**

- Dues being paid: brothers tend to not be upfront about their individual financial status and inability to pay.
- Seniors: our seniors tend to be less involved than our other members.
- Communication: we sometimes struggle communicating things from the executive board to the rest of our brothers.

<p>guidelines.</p> <ul style="list-style-type: none"> <li>• Alumni network: strong group who help out our brothers with internships and jobs as well as leadership/professional development.</li> <li>• Strong academics: we all place academics above all else as we understand the importance of high grades in having successful futures.</li> <li>• Our brothers are also very well rounded as they're involved in many clubs and organizations around campus.</li> </ul>	
<p>Opportunities:</p> <ul style="list-style-type: none"> <li>• Hopefully in the fall be able to host an in person event with our Alumni to allow members to network.</li> <li>• Returning to in person philanthropy events that will get our brothers more excited about the events.</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>• Senior's lack of apathy and care about the chapter, which can cause tension between member classes.</li> <li>• Some members can be reluctant to pay dues due to the lack of a chapter house during COVID and other elements.</li> <li>• External pressure from other organizations to violate covid guidelines</li> </ul>

**OFSA & panelist feedback to chapter for the SWOT Analysis.**

A panelist did a great summary of feedback of ATO's SWOT Analysis: "The SWOT analysis seemed well-thought out to me. It also seems to indicate that the chapter may be at the point where they could think a little more broadly about their operations: given all the strengths they outlined, how do they then grow those areas? (i.e. you place academics above all else grade-wise, how do you then move into promoting intellectual curiosity and/or supporting member interests?)". The analysis shows that the chapter is thinking critically about its operations and purpose and are encouraged to turn this into actionable items. The chapter can begin to think about how they can intentionally engage seniors, what they can do to create an understanding of 'investment' with dues, and how they can help the brotherhood transition into an in-person experience.

**Concluding Summary**

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

Above Average

**OFSA concluding summary.**

Alpha Tau Omega did a wonderful job adapting to the changing circumstances of the 2020-2021 academic year, and it is clear that they did beyond the bare-minimum of what is expected of chapters. The chapter, specifically their current leadership, shows a strong commitment to not only advancing the chapter and its operations but the IFC community as a whole. I encourage ATO to take more of an active role in the IFC community as it is clear they have the infrastructure and influential ability to catalyze change. I encourage the chapter to commit to their DEI efforts in developing their new chair position and utilize on campus resources like their faculty/staff advisor and other University offices to further advance their brotherhood. Alpha Tau Omega was **above average** in their operations for the 2020-2021 academic year. The chapter should continue to commit to advancing their operations as we look towards next fall.