

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:

Kappa Alpha Theta

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.

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.

In Kappa Alpha Theta, member engagement and activity are our top priority. To counter the challenges presented by COVID-19, our chapter has created several successful and innovative incentives to increase both morale and event attendance. Each member has been able to contribute significantly to our chapter, including our newly initiated members and COBs, and we have been able to create opportunities for our members conducive to both in person and virtual members.

In order to incentivize chapter involvement during the COVID-19 pandemic, we have placed greater importance on the Bettie Bar Point (BBP) system. This is a system in which members earn points for attending specific Theta events, as well as events that members are involved in outside of Theta. Activities such as attending sisterhood events, other sorority's or fraternity's events, Panhellenic meetings, or other campus organization events in which members of Kappa Alpha Theta are involved are all potential Bettie Bar Point Events. This spring, the tracking of points was streamlined through the online platform ChapterSpot, making it even easier for members to participate. This has undeniably increased member engagement, as attendance has been significantly higher. In a normal semester, this system is also a means of accountability, as members must all have at least one BBP point in order to attend a date party. However, date parties are not currently taking place, hence the introduction of the prizes in order to incentivize member engagement.

In addition to the BBP system, another means of accountability has been our Member Development Committee (MDC). MDC focuses on accountability and member development as well as ensuring members are in a good place mentally (they do standards but not sole focus). It is a committee comprised of one member from each academic year, as well as our Human Resources Director, Chief DEI Chair, and Chief Executive Officer, and is led by our Chief Operating Officer. All members of MDC were required to be well versed in both the Lehigh and the Kappa Alpha Theta Headquarters policies regarding COVID-19 at all times. This expansion of MDC members' responsibilities was to ensure members' health and safety, as well as member adherence to COVID-19 policies. Should the situation present itself where a member fails to observe these regulations, they are called into MDC to address why they behaved the way they did and disciplined internally.

Despite COVID-19, engagement has remained high, given the plethora of online and hybrid events we have held, including several sisterhood events which have had excellent turnout. Some examples of

these events include movie nights, craft nights, game nights, and making mood boards. Movie nights take place on Wednesdays once a month and are virtual. Attendance for these “Watch it Wednesdays” has been consistently high, as we pick popular movies that can be enjoyed by the majority of our chapter, giving members the opportunity to both relax and bond with their sisters. Craft nights have been hybrid, as the actual crafting takes place on a zoom call, but members are able to either pick up their materials in person, or have them shipped directly to their home. Game nights have consisted of playing different online games such as Kahoot, Bingo, and several others enjoyed by a wide range of the chapter. Ultimately, inclusion is extremely important to Kappa Alpha Theta, which is why creating effective and enjoyable hybrid events for our members was a priority.

Engagement has not been high only with the new member classes, but older member classes as well. With the opportunity to hold big-little reveals in person this semester, all member classes were able and eager to participate. The reveal was hybrid, so those who were not able or willing to attend in person were able to do so virtually and spend time with their new family members. Initiation also involved all member classes; even though it was virtual, attendance was still extremely high and everyone was able to celebrate the initiation of the new member class. Bid Day is another example of a successful virtual event earning full chapter participation. This included both whole group activities and smaller breakout room activities.

Our weekly chapter meetings are still taking place virtually and with majority attendance each week. This semester, we have introduced a new segment to the beginning of these chapter meetings in which seniors are able to conduct fun bonding activities. For example, two seniors led an exercise where members were placed into breakout rooms, and had several minutes, as a group, to create a poem about their experiences relating to Kappa Alpha Theta. Afterwards, each group shared their poem with the rest of the chapter over zoom. This activity was light, fun, and successful in bringing together members from different academic classes.

Member engagement over the past few semesters has not been exclusive to chapter events; members have been participating in philanthropic events put together by other campus organizations as well. At the beginning of summer, the Lehigh Panhellenic Council, Interfraternity Council, and Cultural Greek Council held the virtual 5K, “Run 5 for Southside.” By participating in this event, members would run a 5K, donate \$5 towards supporting small businesses in Southside Bethlehem, then nominate 5 more participants through social media. Kappa Alpha Theta demonstrated a high participation rate in this event, and members could be seen donating and posting their support on social media throughout the event. In addition, during the most recent event held by the Lehigh Panhellenic Council, the “Southside Cleanup,” Kappa Alpha Theta was the first sorority to participate in picking up 5 pieces of trash and posting it onto social media to spread the movement further throughout the Panhellenic community. Members are continuing to take part in this event, as well as encourage their sisters to help make Southside Bethlehem a cleaner community.

As a part of increasing participation and leadership within our chapter, we have restructured our committee system. It has always been the case that members are required to serve on one committee; however, it has not always been the case that members are actually contributing or feel they are being heard. Previously, members did not participate and engage in their committees as a result of this feeling unheard and unimportant. There are now eight committees: accreditation, DEI, education, marketing, panhellenic unity, philanthropy, scholarship, and sisterhood, all of which now have a maximum of seven members. This number ensures everyone is always included and is always heard. This has not only improved chapter engagement and morale, but also chapter functioning, as general members now have a direct opportunity to impact and shape their experience.

Member engagement has always been a priority for Kappa Alpha Theta, and COVID-19 served to amplify its importance. It is no secret that the pandemic made it difficult for members to feel connected to one another, which is why a host of changes have been implemented in an attempt to adapt and boost overall chapter morale. Though it has not been easy and the road has been long, our chapter has done a lot to ensure member engagement through a variety of incentivizing and accountability mechanisms.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Kappa Alpha Theta has done a great job implementing the Bettie Bar Point (BBP) system and the Member Development Committee (MDC); these two mechanisms have set the tone for the members of the organization. The Bettie Bar Point was created to hold the members accountable and to make sure that they are actively involved as members of the organization. The member development committee is in place for the holistic development of its members, where there are opportunities for members to have one on one meetings with members for overall development and accountability. Kappa Alpha Theta has done a great job in engaging its members through various programs as they enter the organization, and the overall leadership structure allows members from all class years to have an impact as a member. Which in turn has allowed for more participation from its members as more committees tackling various topics ranging from DEI, accreditation, education, marketing, etc. allows for an influx of members to be heard and have the ability to have an impact on sorority decisions.

Chapter Development Questions & Rating:

Kappa Alpha Theta has done a great job at listening to its members and adapting to strategies that will best benefit the overall members, even when there are adverse conversations that may occur. The chapter's flexibility to their member's wants and needs is a good quality to have as a chapter.

- What challenges from the 2020-2021 academic year will better prepare the chapter in the 2021-2022 academic year?
- What changes presented from a virtual 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.

The 2020-21 academic year presented many novel challenges for all organizations at Lehigh, and Kappa Alpha Theta was no exception. Throughout the past year we worked hard to continue to center chapter priorities around making membership both accessible and engaging, as well as to promote educational initiatives. It is of utmost importance to us to be as adaptable as possible during this time, as COVID-19 has fostered an environment of constant change, and little stability. As a result, it is crucial that our chapter changes with it, ensuring the best possible experience for our members.

During the fall semester, Kappa Alpha Theta was committed to lessening the financial burden of membership. We knew some members were likely experiencing financial hardships during the pandemic, and we did not want any member to have to resign or become inactive as a result of this. To account for this reality, Kappa Alpha Theta lessened their dues during the fall semester to \$290. Budget reductions however were not only local, but national as well; Kappa Alpha Theta's national dues were reduced from \$180 to \$135. Yet another national financial change was the decision to not fund the Educational Leadership Consultant, ELC, program this year. Additionally, a payment plan continues to be offered, Kappa Alpha Theta always allows members the opportunity to pay their dues in installments, rather than as one lump sum. The

use of fines was also suspended during this period, as a chapter priority was making sure that membership in this organization remained accessible to members who may be struggling financially. This semester, Kappa Alpha Theta has once again decreased dues to a total of \$150 for the semester. In doing so, we are striving to support our members as much as possible during this potentially financially strenuous time. Chapter members are also still able to opt into the payment plan, both of these adaptations speaking strongly to Kappa Alpha Theta's prioritization of access.

Additionally, communication was a central priority of Kappa Alpha Theta during the fall semester. Through increasing communication, it became clear that another necessary means of achieving accessibility for Kappa Alpha Theta was recording chapter meetings for members who are unable to attend weekly meetings due to time zone differences. These recordings allowed all members to remain up to date on chapter operations. This resource has been incredibly valuable for chapter members, as it has been widely utilized.

This fall, the chapter also added initiatives to our scholarship programming - chapter members are incentivized to log study hours and submit high grades to the scholarship director for the opportunity to win gift cards and other prizes. Scholarship is a huge priority for the chapter, and through these initiatives we have found a way to encourage more member engagement and passion in the area. Additionally, our Scholarship Director held modules on setting S.M.A.R.T. goals, which stands for Specific, Measurable, Attainable, Relevant, and Time-Based. Chapter members set these goals every semester, giving each member an individual academic goal to work towards each semester, embodying our chapter's passion for education.

In Fall 2020 the chapter held several educational modules, including a presentation about voting, which was held during a chapter, ensuring full attendance and participation. Through this presentation, an emphasis was placed on the importance of using your voice in the coming election, as well as knowing your rights when going to vote. Additionally, another educational module held during the fall semester was "Be Your Own," an event that we co-hosted with Lambda Theta Alpha, a member of the Cultural Greek Council. The event focused on suicide prevention and education and included videos as well as the ability to create art and talk about mental health.

Currently, this semester the executive board has provided new opportunities for members to have more a direct impact on the internal functioning of the chapter. One example of this is focus groups; executive officers have held zoom sessions available to a maximum of five-chapter members at a time to ask questions, share their thoughts, and offer feedback. We have also utilized different methods of gathering feedback such as anonymous google forms, giving members the opportunity to provide constructive feedback to the executive board. Through these various means of collecting member's thoughts and opinions, all members are able to have a direct impact on chapter functioning.

This semester, all cabinet and executive officers of the chapter participated in LEAD, Lead. Empower. Aspire. Develop. This program is led by the Chief Learning Officer, and acts as a space for all chapter officers to come together and set united goals for the upcoming calendar year. Given that officers begin their terms at the start of the calendar year, LEAD is held at the start of each spring semester, allowing the new executive and cabinet boards to come together and decide on what they want to prioritize in the coming year. This is exactly how we came to define our priorities of accessibility, communication, engagement, and adaptability.

Overall, Kappa Alpha Theta's priorities in the 2020-21 academic year have been accessibility, communication, engagement, and adaptability. Our primary focus throughout the pandemic has been to ensure an experience for members that is as close to typical as possible. Despite the difficulties presented by COVID-19, Kappa Alpha Theta has done an excellent job of prioritizing member experience and making it accessible.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

The pandemic has slowed down the chapter operations for a while in Kappa Alpha Theta, with that being

said they Kappa Alpha Theta did a great job focusing on the core components to run an effective chapter. The chapter immediately thought of maintaining the chapter and its members by lowering the membership dues to ease the financial burden. Kappa Alpha Theta then focused on the educating of its members through various online educational modules, such as S.M.A.R.T. goals which focused on academics as they wanted their members to maintain their high GPAs and through LEAD (Lead, Empower, Aspire, and Develop) which allowed the members to prioritize and adapt to the needs of the chapter. Kappa Alpha Theta is unafraid to speak on various topics and engage their membership in various conversations this in turn has led to a chapter that emphasizes the membership experience.

Chapter Development Questions & Rating:

Kappa Alpha Theta is a chapter that is self-aware, inquisitive, and forward-thinking. In my weekly conversations with the president, these were recurring themes, ways to impact their membership and make the experience worth it for their members.

- What changes implemented over the past academic year will transfer to the 2021-2022 academic year?
- What other partnerships can be established with organizations outside of panhellenic for impactful programming/conversations?

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.

Kappa Alpha Theta prides itself on its commitment towards creating an environment in which all members feel welcome and safe. Our chapter represents a diverse range of backgrounds and perspectives, all to be recognized and respectfully considered. With an ever polarizing social and political climate, it is especially important that our chapter is taking steps to ensure that our actions as a chapter not only support diversity, inclusion, and equity from within, but that we project these values as an organization as well. While Kappa Alpha Theta has made great progress throughout the last several semesters

As a first step toward approaching the importance of the topic of diversity, inclusion, and equity, Kappa Alpha Theta has started with the inner workings of our organization. Specifically, within our officer and committee structure, which includes the executive and cabinet offices, as well as chapter wide committees. In fall of 2020, Kappa Alpha Theta recognized there was not a formal position within our office designated towards focusing on these important topics. In order to address this issue, the Diversity, Equity, and Inclusion Chair position was created and filled by September of 2020, during what would not normally be a transition of office. The chair temporarily acted as an executive officer position, attending exec board meetings, until an official executive position could be created the next semester and approved by headquarters. Through creating and filling this role in such an accelerated manner, Kappa Alpha Theta demonstrated their dedication to upholding their values surrounding DEI. As a chapter, it was crucial that we change to create

the most inclusive environment possible for our members, as quickly as possible. Following the addition of the DEI chair, our headquarters made the decision to incorporate a Chief Diversity, Equity and Inclusion Officer (CDEIO) into the executive board structure. Our chapter quickly worked this into our slating process in the fall of 2020. Now, there is a CDEIO sitting on exec, and a corresponding DEI committee. The addition of the initial DEI chair position and the DEI committee stemmed directly from chapter meetings and feedback that was given specifically during the Black Lives Matter movement. The feedback forms distributed, requested members to describe what they felt they needed from a DEI position, and the challenges the chapter was facing regarding inclusion. Once again, these actions represent Kappa Alpha Theta's commitment to prioritizing the needs of all groups within our chapter, ensuring all members feel accepted and welcomed, and are provided with what they need to succeed and flourish.

While the addition of such positions is telling in itself, perhaps more importantly, what has the addition of these positions provided to Kappa Alpha Theta members? Most notably, these positions have allowed our chapter to form a strong relationship with the Diversity Peer Educators at Lehigh. Specifically, through both the DEI Chair and CDEIO, our chapter has participated in and completed all five DPE modules. These modules included presentations on Language Association, Identity, Unconscious Bias, Microaggressions, and How to be an Ally. With each presentation, one or more members of DPE would present to the entire chapter over Zoom, providing points of discussion, and prompting participation from members of the chapter. Participating in these DPE modules encouraged and enabled our members to acknowledge and consider difficult topics related to identity that they may not normally think about on a day to day basis. In doing so, our organization as a whole gained a strengthened understanding of how our actions can impact diverse groups, and what we can do to promote the wellbeing of said groups within our own chapter, as well as within the Lehigh community and the rest of society. Furthermore, DPE expressed on multiple occasions that they enjoyed presenting their modules to our organization due to the large amount of engagement and participation from our members. This feedback is an indication of Kappa Alpha Theta members' dedication to these important topics.

Not only has Kappa Alpha Theta taken time to address the subject matter of DEI during more everyday chapter activities, we have also built the discussion of these topics into important events such as new member education and recruitment. This spring, a module was added to the series of presentations attended by new members that focused solely on DEI principles. The addition of this module in Kappa Alpha Theta's education of our new members, displays the importance of making sure all members of our organization are aware of the guidelines of how we expect them to treat fellow sisters and those in society as early as new member education. In addition to the DEI new member module, a DPE module was presented in the days preceding this year's spring 2021 formal recruitment. During recruitment is a time when it is especially important to view all potential new members based on values and what we feel, as individuals, these women can add to our organization. For that reason, recruitment officers set up the Identity DPE module during our pre recruitment activities over Zoom, and guided conversation about making sure to consider all women with an open mind, and to not let appearance or surroundings skew judgement. In summary, giving all potential new members the same opportunity to get to know Kappa Alpha Theta during the recruitment process.

Kappa Alpha Theta has stressed the importance of DEI to our members through various internal actions. To enforce the importance of these values outside of the chapter, and in interactions with the rest of the Lehigh community and society, Kappa Alpha Theta has held events with diverse groups on campus, as well as promoted active participation in our nation's social and political climate. For example, in September of 2020, our chapter held a de-stress event with Lambda Theta Alpha, a member of the Cultural Greek Council at Lehigh. In doing so, we promoted members' exposure to different backgrounds and perspectives, while participating in activities both organizations could relate to and enjoy, expanding connections within the Lehigh community. Outside of campus interactions, our chapter's social media platforms continuously voice Kappa Alpha Theta's support of Black Lives Matter, as well as the most recent issue with the AAPI community and the hate crimes they are experiencing. Our members actively participate on individual social media accounts in support of these diverse groups, as well. Additionally, our members could be viewed on social media utilizing their voices in our past presidential election, and encouraging others to do the same. Members were continually motivating sisters to get out and vote! Through social media use, our chapter has continuously displayed its commitment to supporting these diverse groups, and consequently DEI values.

Due to how seriously our individual members take the topic of diversity, equity, and inclusion, the

Abolish Greek Life (AGL) movement was especially upsetting to our chapter. Unfortunately, the movement and environment fostered in the Lehigh community led several members to resign from Kappa Alpha Theta. It is disheartening that these individuals felt that way; however, it is indicative of issues that reach beyond Kappa Alpha Theta as a chapter, and we would love to see more collaborative work with other campus organizations to address this overarching issue. In light of the AGL movement, our chapter has continued to work towards improving DEI efforts internally as well as externally in hopes of reforming the climate of the greek community in regards to DEI.

As a chapter, Kappa Alpha Theta can agree that one's humanity is something non-negotiable and to be respected and valued. However, the ways in which our members choose to address this fact can and do vary. As a result, while Kappa Alpha Theta has grown tremendously in the area of DEI over the past several semesters, we have dealt with uncomfortable conversations and will continue to engage in challenging discourse in order to grow together as a chapter. We are committed to the diversity, inclusion, and equity of our chapter, chapter members, and society as a whole. In order to enforce this commitment, our organization has started from the ground up, creating positions within our executive and cabinet offices specifically for the purpose of enforcing these principles throughout the rest of our chapter. The dedication to these issues continues with the individual mindsets of our sisters, who actively strive to make an impact on the Lehigh community and national social and political climate.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Kappa Alpha Theta has shown great proficiency for growth in the area of diversity, equity, and inclusion, they are one of the chapters that have led the charge in the creation of the DEI chair within their chapters. Kappa Alpha Theta as mentioned before implemented a DEI chair to tackle the various issues surrounding the topic of DEI, with the assistance of Diversity Peer Educators (DPE) and it was implemented in their new member education that new members undergo various training modules surround DEI (These modules included presentations on *Language Association, Identity, Unconscious Bias, Microaggressions, and How to be an Ally*) with the help of DPE. Kappa Alpha Theta has partnered with the diversity peer educators to better educate their members. Kappa Alpha Theta has done a great job at illuminating issues and having courageous conversations and as a chapter, Kappa Alpha Theta has committed to continuing to educate their members and have open dialogue surrounding DEI.

Chapter Development Questions & Rating:

Kappa Alpha Theta has done a tremendous job creating a DEI chair and creating programming around these topics and having those tough conversations and even though things were not immediately going well for Kappa Alpha Theta especially when the Abolish Greek Life movement affected the chapter with members disaffiliation. The chapter had a good response to the AGL movement as it fast-tracked the creation of the DEI position within the chapter.

- What lessons learned in the area of DEI in connection to the chapter will be carried over to the next academic year?
- How does the chapter plan to support the new DEI chair position?

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.

With the development of the COVID-19 virus, shifting from a primarily in-person sorority experience to a remote and hybrid one, created a fair share of challenges for Kappa Alpha Theta. However, in response to these roadblocks, we have been able to grow as a chapter, and approach activities that are typically done in-person, remotely. Specifically, philanthropy events, formal and informal recruitment, and a new incentive program were designed to include remote and on campus members alike.

While philanthropy may not be one's first thought while experiencing a global pandemic, continuing to support Court Appointed Special Advocates (CASA) throughout this difficult time was and remains important to our chapter. Kappa Alpha Theta has previously held in-person events such as Cookies for CASA, or Candyland for CASA, in which it was easy to encourage members to participate, as well as involve the entirety of the Lehigh community in a fun, philanthropic manner. Without the option of hosting in-person events, we had to create new ways to continue raising money that could mimic the excitement of these events remotely. One approach Kappa Alpha Theta had was a Chipotle fundraiser that raised \$125.36. A flyer was created and shared to the entire chapter to pass along to any family and friends that explained the fundraising event, in which a portion of all orders placed on October 26th from 4 to 8 PM would be donated to CASA. This was a successful hybrid event, as it enabled all members to participate in the event, given the ability to order online and pick up in-person. In addition to the hybrid Chipotle fundraiser, the completely virtual Fantastic Halloween Fundraiser was successful in raising \$2,646.00. This virtual event allowed members to create their own fundraising page, goal, and link to share with family and friends online. In addition, the website displayed top fundraising participants, and motivated members to continue raising more money, as the MC and member who raised the most amount of money received prizes. Another completely virtual fundraiser we held, was an event in which we partnered with the Kendra Scott jewelry company. With each purchase made, 20% was contributed towards CASA, resulting in a total of \$324.25 raised. Holding the event around the holidays was the perfect motivating factor for members to easily order jewelry online to gift to family or friends, while also supporting our philanthropy. While in person philanthropy events are an aspect of Greek life that our chapter enjoys, Kappa Alpha Theta was able to implement different methods to still support CASA and enjoy ourselves while doing it.

Another aspect of chapter operation that heavily relies on connecting with sisters, and potential new members in-person, is the recruitment experience. For this reason, creating a virtual environment to successfully emulate in person recruitment was crucial. To start off this spring's formal recruitment, Kappa Alpha Theta created a pre-recruitment schedule online, so that it would be available to all members, no matter location. In order to communicate the essential information regarding recruitment to all members, educational modules were held over zoom, discussing the logistics of the virtual aspects of recruitment, as well as the more typical conversational aspects with potential new members. Along with modules, different sisterhood activities were sprinkled into the pre-recruitment schedule. These included "speed-friending" rounds, where sisters were separated into break out groups and given an interesting question to discuss within their groups. These break out room sessions were meant to mimic conversation that would normally happen during in person pre-recruitment between topics, creating a more connected experience. In addition, before pre-recruitment began, all members were shipped a care package with a spa face mask, a Kappa Alpha Theta T-shirt, a ring light to use during recruitment, as well as a note of encouragement. With the spa face masks, a de-stressing activity was included within the pre-recruitment schedule, allowing members to relax and hang out with their sisters during what can be a draining event. As for the rest of the care package, the fun chapter T-shirt and note of encouragement helped to provide inspiration and boost morale for the week of recruitment, reminding members of why they are Theta's and what that means to them. One last important aspect of pre-recruitment included this year were short, frequent Zoom breaks to prevent Zoom fatigue. Between activities, members were given 5-10 minutes to turn their cameras off, get water or a snack, and go to the bathroom, which ensured everyone in the chapter was feeling as comfortable and rested as possible.

Along similar lines, the formal recruitment process was also successfully transitioned from in person to completely virtual. Perhaps the most important aspect of this switch was the use of breakout rooms to converse with PNMs. Kappa Alpha Theta's recruitment team did an excellent job at preparing breakout rooms for recruitment rounds, as well as educating members on how to navigate through the Zoom breakout rooms. A system of virtual bump groups was created, in which members would travel from breakout room to breakout room during each round of recruitment to follow the format of years past, in which a PNM would talk to multiple chapter members in one round. Despite not being in person, PNM's still had the opportunity to connect with multiple members in a setting that was even more organized than years past. Another in person component of recruitment that is vital to the PNM experience is the house tour. To create a virtual house tour for recruitment, several members near campus gained access to the chapter house, and following COVID-19 guidelines, recorded themselves touring the house and explaining different important information and experiences they had while living there. In creating the virtual house tour with chapter members and having them share their Theta experiences, we were able to accurately present PNMs with what life as a member of Kappa Alpha Theta could feel like, giving them the opportunity to look into that option despite being virtual. In addition to the virtual house tour, the recruitment team created several other videos about sisterhood, philanthropy, and even a virtual candle pass, to help connect and engage with PNM's. Due to these efforts, Kappa Alpha Theta gained a new member class of fantastic women.

With a virtual environment, not only do the bigger chapter events become difficult to organize, but even the smaller things such as attendance or morale can feel insurmountable in the face of COVID-19. In order to combat these feelings, an incentivizing point system was reevaluated, and revamped over the course of the year. The aforementioned Bettie Bar Point System, awards points to members for participating in all kinds of events relating to the chapter and Greek community. At the end of each semester, members have the opportunity to win different prizes depending on how many Bettie Bar Points they have earned. All in all, the new system has created a simple way to encourage and track individual chapter member participation in spite of a virtual environment.

Despite the challenges posed by the past year, Kappa Alpha Theta was able to adapt to a virtual environment, and continue to provide members, new members, and our philanthropy with a high-quality experience. Specifically, several virtual and hybrid methods of raising money for CASA were utilized, creative virtual activities were held during the recruitment process, and a new organized point system was created to incentivize chapter involvement. All of these ideas, brainstormed and installed by chapter members and officers, combined to create a unique virtual experience those involved with Kappa Alpha Theta will not soon forget.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Kappa Alpha Theta did a great job at accommodating the nature of the semester in terms of the programmatic side. The pandemic caused chapters to look at new ways to interact with the students and their members, utilizing the zoom and other interactive software. The virtual experience also allowed the chapter to rethink how they interacted with their members and brought in their new members to create more opportunities to have more "face to face" interaction with smaller groups and one on one mentorship. The programmatic features surrounding the new members allowed individual members to be acknowledged and heard. Kappa Alpha Theta used the virtual space to care for their members and check in on them through designated programming. Kappa Alpha Theta used members to be creative and promote the chapter's philanthropic efforts. The ingenuity that the chapter showed to raise funds for Court Appointed Special Advocates (CASA) was great to see and the chapter did not let the pandemic stop them from impacting other individuals' lives for the better.

Chapter Development Questions & Rating:

Kappa Alpha Theta once again showed great fortitude during a semester where it was more virtual than in person. The chapter was able to adapt and progress well and impact others around them positively. Utilizing new technology and adapting to what they could use, they did very well.

- What changes implemented in the 2020-2021 academic year can be mainstays in the 2020-2022 academic year?

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.

It is no secret that Greek members who received bids in Spring 2020 had an unusual introduction to the community, between the community pause and the transition to remote operations immediately afterward. Without the option to gather in-person, Theta provided new members with a series of opportunities to get to know older chapter members, including a virtual living room space, Zoom sisterhood events and virtual movie nights, as well as opportunities to set up online "coffee dates" with older members. Typically new members are only invited into the full chapter GroupMe after Initiation, as chapter business is conducted through the group. This year, they were added earlier with the goal of helping to connect them to the larger organization.

One of the most exciting portions of the New Member Education period is the big/little process and reveal. Theta initially chose to delay gifting in hopes of an in-person experience the following semester, then arranged the shipping or distanced delivery of gifts from bigs while operations remained remote during the fall. While our typical ritual-focused methods of reveal were not available, we adjusted to a Zoom reveal where new members were placed in breakout rooms where their family members had their names changed and cameras and microphones off. Families had the opportunity to get creative with TikToks, videos, and custom backgrounds followed by turning their cameras on for the actual reveal.

Keeping with a long-running tradition, Spring 2020 new members also had a virtual fireside chat with senior members during their final week of the spring semester. This chat focused on reflecting on the seniors' membership experiences, sharing stories from the past four years, and offering advice for MC20 as they prepared to become the next set of chapter leaders. This conversation wrapped up the spring semester and prepared the new members for their virtual initiation at the start of the fall semester. Initiation occurred the Sunday before the start of classes and was arranged through Zoom with the guidance of HQ staff and advisors. Bigs were given an opportunity to share some personal words of appreciation for their littles at the chapter following initiation, which has now become a regular practice after all virtual initiations.

For Theta's Fall 2020 COB process, the chapter's recruiting and onboarding efforts heavily emphasized virtual and socially distant coffee dates to allow current members and potential COBs to get to know each other despite the ongoing pandemic. Since large Zoom meetings can be overwhelming for those trying to get to know members in a more authentic and casual way, we prioritized these one-on-one interactions to provide COBs with a more personal experience. This allowed us to extend bids to three women who felt they had strong connections within the chapter already and were comfortable joining during a remote semester.

COBs were given a virtual Bid Day to welcome them into the chapter and were initiated virtually at the end of October.

As Kappa Alpha Theta's officer slating occurs in the fall, an intentional choice was made to initiate all COBs before the process began to provide them with an opportunity to apply. At all New Member Education modules, additional officers were invited in to share more details about their roles and help new members to understand how the chapter operates. These roles were further elaborated on during a Job Sales presentation at chapter where all current officers presented their position responsibilities and encouraged questions from anyone thinking of applying. Additionally, as most incoming officers would be members of MC20, they attended another fireside chat with the New Member Director and select other officers focused on empowering them to be leading women within the Greek community and beyond. This also provided MC20 an opportunity to reflect on their membership experience so far and provide feedback on what could be improved. More opportunities were provided to integrate MC20 into chapter culture through virtual sisterhood events and pre-recruitment bonding activities.

The Spring 2021 New Member Education experience began with a virtual Bid Day where new members participated in a Kahoot activity, speed friending, and listened to stories from initiated members. Following the mandatory quarantine period, gift packages were delivered to all new members within social distancing guidelines. This allowed new members to have brief one-on-one interaction with the New Member Education team outside of Zoom modules, and an opportunity to share any feelings, or ask any questions they had so far.

Similar to the previous member class, MC21 was added to the chapter GroupMe prior to their initiation to encourage interaction with older members and active participation in chapter conversations. The chapter offers a number of special interest GroupMe's centered around topics like Trader Joe's finds and pet pictures, which new members were encouraged to join as well. Throughout the New Member Ed period, they also attended weekly Zoom dinners with current Cabinet members to make them feel more comfortable and confident approaching officers with any ideas or concerns.

During the New Member Education period, members of MC21 were given multiple opportunities to reflect on their values and connect with the larger Greek community. New members participated in a collaborative event with Alpha Gamma Delta's new members centered around intellectual curiosity and time management. New members engaged in an activity on how to balance their time between academics, social connections, and extracurriculars. In a module on widest influence for good, they focused on DEI and learned tools for how to advocate for social causes, and hold each other accountable to creating an inclusive chapter environment. Additionally, they attended both the Anti-Hazing Coalition and New Member Academy, where they learned more about the resources and support offered by both OFSA and the University.

In terms of big/little, bigs communicated with their littles throughout the week via an anonymous texting service. The reveal was done in a hybrid format, with small groups participating in an in-person reveal behind the chapter house and providing gift baskets in-person to littles who had access to campus. For those without access to campus, the reveal was done through Zoom, and gifts were shipped rather than delivered in person. Later the same day, all chapter members attended a virtual initiation for MC21 in the same format as the prior semester. Families were encouraged to celebrate these two exciting events in a safe manner that adhered to all COVID guidelines.

Overall, Kappa Alpha Theta recognizes the unique challenges faced by 2020 and 2021 new members, and has put forth great efforts to not only make these member classes feel welcomed and appreciated within the chapter, but also to empower these women to rise to the challenges within the Greek community as leading women. We are so proud of their ability to adapt and communicate in a virtual format and look forward to celebrating their future accomplishments.

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

Above Average

OFSA & panelist feedback to chapter for this evaluation area.

Kappa Alpha Theta understandably had a very different way of onboarding its members in the 2020 – 20201 academic year. As expected, the chapter utilized various platforms to communicate with potential new

members to accommodate the virtual nature of the process. The process of incorporating the members almost immediately into the chapter could have provided a deeper sense of community with incoming members a potential unintended consequence. Kappa Alpha Theta like other chapters made the most of their opportunities, the chapter focused on “recruiting for Theta, not for their personal friend group”. Kappa Alpha Theta’s programmatic function with their new members was well thought out as they were intentional with the programming offered as it delved into anti-hazing and DEI and understanding those are cornerstones in the organization. Kappa Alpha Theta was also intentional on how their members were going to interact with the new members and show them how the sisterhood aspect of the organization was also a core component for membership and this was seen in their big little event as they used a hybrid nature to positively impact the new members.

Chapter Development Questions & Rating:

Kappa Alpha Theta like other organizations faced the difficulty of a virtual semester. Kappa Alpha Theta has done a great job at incorporating new members into the organization and adapting to the environment presented to them.

- Will the use of virtual technology be utilized moving forward given its success?
- Has the chapter found a good balance between COB and formal recruitment?
- What strategies can strengthen the formal recruitment process?

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"> ● Virtual Event Planning: <ul style="list-style-type: none"> ○ There have been a variety of virtual sisterhood events available to all members, on or off campus. These include craft nights, Watch it Wednesdays, game nights, and virtual events with other sororities. Hosting these frequently scheduled events has helped connect sisters who may not be able to see each other in person otherwise. ● Efforts in DEI: <ul style="list-style-type: none"> ○ As a chapter, we have completed all DPE modules, and created a DEI chair position, which was upgraded to a chief officer position this spring. Focusing on these important topics creates a welcoming environment and spreads awareness within our 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ● Chapter Morale and Attendance: <ul style="list-style-type: none"> ○ Due to the shift to a virtual environment, it was initially very difficult to engage members online. With members already spending so much time over zoom, it was difficult to convince them to attend yet another zoom event, as it was difficult to find another method of connecting online. ● Chapter Disconnect: <ul style="list-style-type: none"> ○ Again, due to a virtual environment, it was difficult for the entire chapter to stay connected. With some sisters living together/close by, or having previously formed strong friendships, smaller groups formed within the chapter. In addition, merging different PC’s also proved to be difficult due to this situation.
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<p>chapter. Our members are accepting of each other and do their best to support those outside of our organization as well.</p> <ul style="list-style-type: none"> ● Involvement and Accountability <ul style="list-style-type: none"> ○ Both the committee system and Bettie Bar Point system have been reorganized. The new committee system ensures all sisters are actively involved in the chapter and allows them to feel they have a say in chapter operations. The new BBP system is more organized and helps motivate more chapter involvement, boosting morale. ● Virtual Recruitment: <ul style="list-style-type: none"> ○ Our recruitment team went above and beyond virtually this year. Through different virtual events, such as coffee dates and speed friending, PNM's have had great opportunities to get to know our chapter. Between formal recruitment and COB, we have gained wonderful new sisters. 	<ul style="list-style-type: none"> ● Prioritizing Service: <ul style="list-style-type: none"> ○ While hosting virtual philanthropy events to raise money for CASA was not so much of an issue, performing different acts of service was more difficult. As a chapter, we also believe individual acts of service, not always resulting in raising money, are equally important, and this was something we struggled to promote.
<p>Opportunities:</p> <ul style="list-style-type: none"> ● Hybrid Events: <ul style="list-style-type: none"> ○ With COVID-19 restrictions easing up due to cases dropping, there is the opportunity for hybrid events. These events will include an in person and online component that could increase attendance and boost chapter morale. ● Philanthropy and Service: <ul style="list-style-type: none"> ○ Again, due to the vaccine and drop in COVID-19 cases, there will be opportunities for in person philanthropy and service events. This should make it easier for members to complete individual service hours. ● Virtual environment: <ul style="list-style-type: none"> ○ Now that the chapter and officers have become more adept at navigating a virtual environment, this is a tool we can continue to utilize. When in person events are not possible, or participants are spread out, we can easily connect everyone virtually. This is especially true for panhellenic engagement, and increased involvement with other chapters. 	<p>Threats:</p> <ul style="list-style-type: none"> ● COVID-19: <ul style="list-style-type: none"> ○ The development of COVID-19 has made it difficult to continue chapter activities. From remaining connected as a chapter, to continuing to support CASA, it has been difficult to create new methods virtually. ● Divide between Greek and non-Greek community: <ul style="list-style-type: none"> ○ Unfortunately, Greek activities and increase in COVID-19 cases have been frequently linked. This has put the Greek community in a bad light and creates feelings of resentment from many other campus members who are not in the Greek community. ● Chapter in-person/house traditions: <ul style="list-style-type: none"> ○ Due to not being able to live in the house these past couple of semesters, it is possible that chapter housing or in-person traditions in general could be lost. Many new members have not had the opportunity to experience these traditions and may never have the experience of living in the house.

The chapter has done a tremendous job at acknowledging their strengths and opportunities in very good detail when the examination of the threats and weaknesses are centered around a virtual nature and the struggles that were faced, as we move toward a more “normal” experience it seems as though the chapters threats and weaknesses will dissipate.

Concluding Summary

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

Exceptional

OFSA concluding summary.

Kappa Alpha Theta has done a great job examining the overall chapter operations throughout the academic year. Within this internal examination, the chapter was able to implement a DEI chair partner with the diversity peer educators and collaborate with outside organizations to have candid conversations. Kappa Alpha Theta did a great job at adapting to the virtual landscape created due to the pandemic, coupled with the creation of mental health positions within the chapter to adhere to their members' needs. Kappa Alpha Theta was able to examine the needs of the chapter and its members to create a space best fit for them. Theta listens to their members and creates opportunities to hear their concerns which will only be great as the chapter moves forward.