

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:

Zeta Tau Alpha

Assistant Director:

Olivia Miller

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.

Our chapter believes that it is essential to prioritize our members and their engagement in ZTA. Especially due to the COVID-19 pandemic, it is important that our members know that their experience and how they feel in our chapter is our top priority. At the onset of the pandemic it was difficult to navigate the virtual world, as it was in every aspect of life. Nonetheless, our chapter was able to adapt to the circumstances and continue to hold chapter events through virtual platforms. Our sisterhood team on our Programming Council (PC) worked to plan virtual and COVID-safe sisterhood events such as Love/Boo-a-Zeta in the fall and spring. For this event, each sister who signed up to participate was assigned another sister for whom they would purchase a small gift as a kind gesture to hopefully lift another sister's spirits. It took place around Halloween and Valentine's Day so the sisterhood team decided that it would be a nice event to hold so that our members could have a little pick-me-up during the holidays. Additional sisterhood events included a PowerPoint night in which sisters presented funny slideshow presentations on a topic of their choice, Kahoot, in which members submitted fun facts about themselves and the chapter participated to guess which fact was about which member, and Quiplash, which is an online game where players respond to fun questions, and the audience votes on which response they like the most. Our chapter understands how easy it is to feel alone and isolated due to the pandemic, and we believe that by continuing to hold sisterhood and chapter events virtually, we can give our members something to look forward to in these difficult times.

It is also important to focus not only on sisterhood, but membership engagement, especially during a time when members are more at risk of being disengaged than ever. The Executive Committee (EC) feels that it is important to focus on membership engagement of the seniors and first-year students in our chapter, as it is easy for seniors to feel excluded as we focus on integrating new members after formal recruitment; however, it is also important that we engage our newest members, as they can sometimes feel intimidated or scared to attend chapter events. Our New Member Educator (VPII) has maintained constant communication with our new members of Spring 2020 and 2021 through GroupMe and Zoom and has highly encouraged them to attend and participate in virtual and COVID-safe events such as PowerPoint night, Kahoot and Love/Boo-a-Zeta, as mentioned above. As for senior engagement, our Vice President of Recruitment and Retention (VPIII) and Historian have worked closely together to plan senior events such as Senior Spotlight and Senior Week. Senior Spotlight takes place on the ZTA Instagram account every few days leading up to graduation. Each senior is recognized on the account and they get an individual post that allows them to share their ZTA experience and what our chapter means to them. Typically, friends, family, and other chapter

members will leave nice comments on their post and will additionally submit responses to why they love the featured senior and those responses will also be shared. Senior Spotlight gives an opportunity to publicly showcase our seniors and remind them how special and loved they are by their friends, family, and our chapter. Senior Week is another way that we highlight our seniors and show our appreciation for them. During this week, one of the events planned is having members from the junior, sophomore, and freshman classes write sentimental letters to members of the senior class. Additionally, our VP III has reached out to parents and family members of each of our seniors asking them to record a short video expressing their pride and love for their senior. With these events, we hope that our seniors will feel supported by our chapter and feel extremely proud to be graduating college. We hope that these will also show them that they will be sincerely missed by our chapter and that they will always have a home on ZTA. The Executive Committee and our chapter as a whole feel very strongly that it is essential to the wellbeing of our chapter to hold sisterhood events even in the virtual space and membership engagement events so that our members feel included and connected with our chapter even while physically distant.

Our chapter also believes that it is equally important to hold members accountable for their actions as it is to keep them engaged. Our chapter makes our expectations for our members known very clearly by reiterating Lehigh and National Policies for standards and COVID-19 during chapter meetings and through group messages. Our Judicial Board consists of our Judicial Chair, President, chapter advisor, New Member Educator and a representative from each member class. At the beginning of the Spring 2021 semester, the judicial board met to go over the procedures to prepare for a potential case. The purpose of our Judicial Board is to ensure that we are holding our members accountable for their actions not only within our chapter, but within the Lehigh Community. Our chapter's Risk Reduction and Education Chair also organized for Dean Holly Taylor to come and speak to our chapter. The purpose of this meeting was to discuss the consequences of disregarding Lehigh's social contract and COVID-19 policies, and to go over the expectations of our chapter within the Lehigh community. The Executive Committee believes that this was an important meeting to reinforce Lehigh's expectations and our chapter's values and remind our members that we will be holding them to the same expectations. Dean Taylor also reminded us that ZTA has not gotten a chapter conduct case since August 2017, meaning that none of our current members were involved in the case that occurred, which is something that we are very proud of. Our chapter also believes that it is important to teach our members about social responsibility, hazing, and alcohol and drug abuse. We do this through a ZTA national program called "My Sister, My Responsibility" that is held during chapter meetings. The first program we went over was about informal hazing where we discussed the signs of informal hazing and ways one can confront or approach sisters they believe to be hazing. The second program covered the death of Samantha Spady who passed away from an alcohol overdose. We discussed accountability in situations involving alcohol, how to recognize warning signs of high levels of intoxication and how to help a sister who may have had too much to drink. It is crucial that we educate our members on topics as important as these so if they ever do find themselves in a dangerous situation, they can be prepared to help those in need.

Additionally, at the beginning of the Spring 2021 semester, the Executive Committee got together to revise our chapter's bylaws, as done every other calendar year. The Committee decided that it would be in the chapter's best interest to adjust our points system to account for a virtual programming calendar. Chapter members are required to meet a certain quota of the points by the end of the semester and, if they are not met, they are fined a certain amount based on the percentage of points they are missing. Our points system is used to hold members accountable for attending events and encourages them to be more engaged. ZTA has also maintained a strong flow of information between our advisor, Olivia Miller, and OFSA. We have met deadlines assigned to us by OFSA, our chapter roster being one example. Our President made a google form to collect names and addresses to promptly be sent out to the chapter and required it to be done before the hard deadline by OFSA to ensure any last minute changes would be fixed in time.

One of our chapter goals for this semester is to expand our chapter's involvement within the Lehigh and Bethlehem communities. We have implemented this by having every member complete at least two community service events for the semester. Our Community Service Chair on our Programming Council met with Carolina Hernandez with the Community Service Office (CSO) to discuss all of the in-person and virtual community service opportunities that the CSO is providing and how to get our members involved. The Community Service team has compiled a list of these opportunities along with links to websites with more information and sign-ups. This link is included in the chapter minutes each week and frequently sent out in

our chapter GroupMe to remind members of their responsibility. Our chapter has also participated in a virtual Relay for Life this semester, and ZTA has raised \$625.92 so far, which we are very proud of. Our chapter believes that it is important to use our resources to help the local Bethlehem community, even virtually and through limited COVID-safe in-person events.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

The panel believes “ZTA has done a wonderful job prioritizing membership engagement and accountability” this semester. The chapter utilized their sisterhood team to put on virtual events like gift exchanges, trivia, online games, and fun presentations by the members and because of this “members were able to stay connected while also getting to know one another”. Zeta Tau Alpha gave extra emphasis on their new members and seniors in promoting attendance at these events - additionally the chapter intentionally focused on ways to highlight their seniors and keep them engaged. The chapter created Senior Spotlights for Instagram in addition to Senior Week where sisters from all member classes write letters to graduating seniors and friends and family submit videos to wish them well send them off. The panel believes “ZTA also has a very thorough standards / risk management process that focuses a lot on educating the chapter as a whole”. The chapter thoroughly educates its members on Lehigh and national policies for accountability and risk management. Zeta Tau Alpha’s judicial board met proactively at the beginning of the year to go over procedures and collaborated with the Office of Student Conduct and Community Expectations to review policies, procedures and expectations for the chapter. The ‘My Sister, My Responsibility’ program is an excellent example of risk prevention education. The chapter adapted their points program to hold members accountable to being engaged throughout the semester and to meet the needs of virtual programming. The panel suggests looking into finding alternative sanctions to fines. The chapter continued their impact on the local community by having each member complete at least two events through the Community Service Office and raising over \$625 for Relay for Life. ZTA has had clear, consistent communication with OFSA.

The panel believes Zeta Tau Alpha is **exceptional** in ‘demonstrated effort toward prioritization of membership engagement & accountability’, aligning with the chapter’s self-evaluation.

Chapter Development Questions:

- How can Zeta Tau Alpha collaborate with other organizations on campus?
- How can Zeta Tau Alpha continue their accountability and risk management education to prepare for an in-person return in the fall?

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.

Our chapter has always been extremely dedicated to our member’s academic performance and we always recognize the prioritization of academics above all else. One feature of ZTA that we pride ourselves on very much are our academic families. These academic families are small groups of chapter members that

have the same, or similar majors. Our chapter believes that it is very important to give our members resources to inquire more about their majors, to get advice from older members about what classes to take, how to go about looking for research/internship opportunities, and general academic questions about their majors. Academic families are encouraged to make group chats to discuss academic topics and academic families also meet during chapter typically before registration to better facilitate these discussions. ZTA is proud to say that our chapter GPA for fall 2020 was a 3.66, which is above the all sorority, all greek and all lehigh women average. Additionally, we had 39 ZTA members make the dean's list for fall 2020, which is 50.6% of our members at the time. Our chapter believes that it is extremely important that we check in with how members are doing academically. We recognize that college, especially at an institution as prestigious as Lehigh, is very challenging, no matter what your field of study is, so our chapter wants to do all that we can to give our members the support and resources they need to help them succeed. Our chapter has hosted virtual events with Lehigh's Center for Career and Professional Development such as workshops to help our members build their resume and LinkedIN profiles to better market themselves to employers. The representative from the Career Center who led the workshop discussed the resources Lehigh has for students to network, such as Lehigh Connects and Handshake. Additionally, she went over how to use LinkedIN to network and what resources Lehigh has to help students build their resume and prepare for interviews with employers. We know that it can be overwhelming, even as a first-year student, to think about building a resume and finding a job; therefore, it is important that we make our members aware of the resources available at Lehigh, especially with our new members. Our chapter understands that in college, our members' top priority should be their academics, because at the end of the day, that is what college is for, to educate us and prepare us for the real world.

Our chapter also understands that finances can be a very real struggle for our members, especially due to the COVID-19 pandemic. The Executive Committee has been dedicated to delivering resources to our members to help them pay for dues and other financial obligations that come with being a college student. Our President and Treasurer has created a running document with Lehigh-offered scholarship opportunities as well as scholarships through ZTA nationals and other outside organizations. This document is included in every chapter minutes and our chapter president forwards any emails she receives regarding a scholarship opportunity to the rest of the members of our chapter. Our chapter strongly believes that the bond of sisterhood and the experience one gets from being a part of a greek organization should not have a price tag. We understand that the main issue that revolves around chapter retention is finance related. Therefore, in order to create an inclusive environment for members of any financial background, we openly talk about scholarships so members who may be struggling to pay dues can apply for them to be able to stay in our chapter. We believe it is extremely important that our members feel supported and safe in our chapter, and that they know that they are wanted in ZTA, no matter their financial status or struggles.

During formal recruitment this year, our chapter was assigned a Leadership Consultant who regularly met with the recruitment team to help the chapter improve in any areas where we might need assistance. She helped our chapter put together workshops regarding voting and values based recruitment to better prepare the chapter in navigating virtual recruitment. Our Leadership Consultant also helped us to better educate our members on the ethics of recruitment and how to recruit new members for our chapter that accurately reflect our values, specifically basing this on our chapter surveys and the areas which our chapter believes needs more focus. Our chapter believes that it is important to use all resources necessary to educate our chapter members and remind them of the importance of our values, especially during formal recruitment when it is easy to get caught up in the superficial.

Our national organization hosts an annual event called "Zeta Day," which took place virtually this year. It is not a required event, but it is highly encouraged that our members participate as it brings ZTA's together from all over the country to celebrate and honor our sisterhood. It is also an opportunity to see the bigger picture of ZTA and also to network and connect with other chapter members and alumnae. During the fall semester, our chapter encouraged sophomore members interested in applying for a position on our Executive Committee to join OFSA's Greek Emerging Leaders program. We had eight sophomore members participate, which was the highest participation of all greek chapters. Our members learned valuable leadership skills as well as their personal leadership style and how to work as a team to prepare them for a potential Executive position. After our elections for our Executive Committee in fall 2020, our new President, Vice Presidents I, II, and III, Treasurer, Ritual Chair, Risk Reduction and Education Chair, and House Manager attended our national Officer Leadership Academy (OLA). This is a two-day long virtual event that

consisted of training for those positions and it gave the officers a chance to meet and collaborate with other ZTA's in their position across the country. The officers learned about their own roles and responsibilities and learned new ideas from other officers that they can apply to their position in our own chapter. Additionally, the officers learned more about their own leadership style and attended workshops to better understand and identify their strengths and weaknesses. By taking the time to do this, EC can better understand how they work as a team which will make EC stronger and more united. The EC members that attended OLA were also given opportunities to share what they learned with the remaining EC officers, and were able to begin discussing our goals as an Exec and our goals for the chapter.

Following OLA, EC conducted a virtual retreat in which they discussed officer transitions and began to bond as a team. EC continued to work on the chapter goals that were started by the select officers at OLA and came up with 5 Goals as an EC and 5 Goals for our Chapter. One of the biggest EC Goals was a focus on communication, both within EC and between EC and the chapter. It is essential that EC maintains an open dialogue with the chapter to avoid miscommunications and to ensure that members know what is expected of them when it comes to events and responsibilities. Another goal was to make sure that all members of the Executive Committee not only attend, but engage in our weekly meetings and explain the why behind any important decision to EC and the chapter. It is important that members of the Executive Committee take their positions seriously and make smart decisions because their choices and actions affect the chapter and all members so there is little room for rash decisions. Our final EC goals were, of course, to be a role model and lead by example and to "complain up," meaning that if members of the Executive Committee have a problem, they report to the President, not general chapter members in an effort to keep issues on EC confidential. Our chapter goals included implementing a strong virtual and hybrid programming calendar to improve chapter morale and promote sisterhood and to expand our involvement within the Lehigh and Bethlehem community through community service and philanthropy by establishing a strong relationship with the Community Service Office and by hosting virtual and COVID-safe philanthropy events. Another goal was to keep chapter members responsible for attending events by implementing new forms of chapter communication and reconstructing the points system to account for the demands of a virtual programming calendar and maintaining transparency about the purpose for each event. Our final two goals involve improving chapter morale around recruitment by hosting more sisterhood events during the week of formal recruitment and then addressing issues around chapter retention and creating opportunities to connect with these sisters to keep them in the chapter. Such issues, as previously mentioned, are dominantly financial, and again, the Executive Committee has expanded the Treasurer position to create a list of scholarship opportunities for those members who are struggling financially. It is extremely important to the Executive Committee that we do all that we can to successfully complete our chapter goals for this calendar year. EC created these goals in the hopes of improving our chapter through these difficult and uncertain times to deliver the proper ZTA experience to our members.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Zeta Tau Alpha greatly values academic excellence and professional development opportunities for its members. The chapter performed above the All Sorority, All Greek, All Lehigh Women and All Lehigh Students GPA and over 50% of sisters were on the Dean's List - the chapter credits this to their comprehensive academic support plan. The chapter uses what they call 'academic families' which are small groups of chapter members with similar majors that provide support to each other in course selection, internship/research opportunities and academic questions. Further than just academics, ZTA understands educational initiatives are important in member development. The panel can see "they incorporate educational workshops into their curriculum and utilize outside resources and other organizations at Lehigh to support their academics". The chapter held various workshops with the Center for Career and Professional Development on topics like LinkedIn, resume building, networking resources like Lehigh Connect and Handshake as well as securing internship opportunities. Zeta also has numerous opportunities for leadership development - the chapter had the largest participation in OFSA's Greek Emerging Leaders

program, had its executive leaders attend national's Officer Leadership Academy, hosting a HQ Leadership Consultant, and had new members participate in ZTA day where they could meet sisters and alumni from ZTA chapters across many campuses. It is also commended that Zeta Tau Alpha follows up these opportunities with their own reflection and planning within their chapter - showing a commitment to turn education into action through goal-setting. The panel considers the chapter's financial plan a "best practice", specifically referring to the rolling scholarship opportunity document which pushes out Lehigh, ZTA, and other funding opportunities to its members.

The panel believes Zeta Tau Alpha is **exceptional** in 'demonstrated effort toward dedication to educational initiatives & chapter priorities', aligning with the chapter's self-evaluation.

Chapter Development Questions:

- What other Lehigh offices can Zeta partner with to bring programming to chapter members?
- Are there opportunities for ZTA to engage chapter alumni in day-to-day operations?

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.

Our chapter has always strived to make ZTA a safe and inclusive space for sisters of any race, ethnicity, religion, financial background, or sexuality. Our chapter is a place where our members can celebrate our differences and learn from each other, and of course there is always more to learn and more to be done to better ourselves and how we treat those around us. This year, the Executive Committee reevaluated our chapter's bylaws to ensure that we are promoting an inclusive and welcoming environment to our members. We revised our "Non-Discrimination Statement" to say: "The Lambda Zeta chapter of Zeta Tau Alpha is an organization that does not discriminate on the basis of race, religion, ethnicity, national origin, sexual orientation and disability. Membership in Zeta Tau Alpha is open to individuals who self-identify as women." We felt that it was important to revise and reevaluate the bylaws in order to place more of an emphasis on diversity and inclusion within our chapter.

During the fall semester of 2020, our Diversity & Inclusion Chair on our Programming Council ran a Diversity and Inclusion workshop that had content provided from our nationals under the, "My Sister My Responsibility" program which educates our members on how to navigate difficult situations. The content of the workshop covered microaggressions, cultural appropriation, and how to be more self-aware with the way that we speak and how to educate others to do the same. Our chapter recognizes that our vocabulary can often include unintentional bias and can sometimes be harmful to certain groups. Therefore, it is extremely important that we take steps to educate ourselves so we are more self-aware so as to not hurt and make others feel isolated. Over the summer, our Diversity & Inclusion Chair also worked with our Executive Committee in order to create a response to the Black Lives Matter movement by researching and gathering resources to visit to donate and petitions to sign to help promote change. We also asked sisters to share their experiences and what they planned to do in their own lives to be better allies and support the black community.

The Executive Committee also felt that it is important to use our resources on campus by organizing several workshops with Diversity Peer Educators (DPE) and SPEAK to have during the fall and spring semesters. DPE is a student-led organization at Lehigh that works toward increasing inclusion and allyship through their workshops to facilitate progressive conversation. The first workshop that our chapter completed with DPE was the unconscious bias workshop which took place during formal recruitment. Our chapter knew that it was important to have this workshop during recruitment because during the process of recruitment, it is very important to consider what biases we may have and to think about the impact they can have on conversations with PNM's. The workshop challenged our members to consider the reasons as to why they like certain things or why they are close with certain people. The representative from DPE explained that we often associate people similar to us with being good people, so it is important to be conscious of that and take a step back sometimes to recognize the unconscious bias that we practice in our daily lives. Another workshop that we participated in with DPE was the identity workshop which encouraged our members to reflect on aspects of their identity and how those things impact them. This was discussed in terms of privileges, as we often do not recognize what aspects of our identity contribute to our privilege in not having to think about certain things that others may have to be more aware of because of their race, ethnicity, gender, religion or sexuality. Our chapter currently has another workshop planned with DPE called, "How to be an Ally," that will discuss what we can do to be a good ally to marginalized groups and how we can use our privileges to amplify the voices of those who need it most. Our chapter also organized a workshop this semester with SPEAK, which is a group on campus that focuses on inclusion and allyship, but with more of a focus on the LGBTQ+ community. SPEAK hosted an Inclusive Language workshop with our chapter that discussed the importance of using inclusive language and the impact that it has on other people that might not fit the binary standard. It is important to be conscious and aware of these small signs and microaggressions in our own vocabulary and those around us. We must continue to educate ourselves and others in order to make change and create a more inclusive society and one that is united against hate. Our chapter wants to do all that we can to facilitate these important conversations and give our members opportunities to educate themselves and hear from these important student organizations. Additionally, during the 2020 Presidential Election, our chapter strongly encouraged our members to check their voter registration status, and if they were not registered, register to vote. We sent out reminders over GroupMe and mentioned in chapter meetings how important voting is, especially in the current election. By the time registration closed, ZTA achieved 97% voter registration for our chapter. We also provided resources to help our members find their polling place, since it was many of our members' first election in Bethlehem. For our members that were voting by mail, we took steps to educate and remind them on how to properly fill out the ballot and send it for their vote to be valid. Our chapter strongly believes that it is important to use your voice and vote in any election, but especially the 2020 Presidential Election, which came at a time where our country was more divided than ever. Our chapter, along with the Executive Committee and our Diversity & Inclusion Chair have made great efforts to implement a more diverse and inclusive programming calendar to educate our members to better themselves and society as a whole.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Zeta Tau Alpha "took great strides in trying to create an equitable environment through the use of educating its members on DEI practices". The chapter re-evaluated their bylaws and made changes to their non-discrimination to be trans-inclusive and worked to bring programming and education to their chapter on this area. ZTA HQ had a diversity education segment in their 'My Sister, My Responsibility' program focusing on topics like microaggression, cultural appropriation, and self-awareness. The chapter exceeded OFSA's completion requirement for the EverFi DEI program and compiled resources in response to supporting Black Lives Matter. Their diversity and inclusion chair partnered with the Diversity Peer Educators to bring a series of educational programming: an unconscious bias workshop during formal recruitment, a workshop on identity, and a workshop on how to be an ally. ZTA also partnered with Lehigh SPEAK to host a workshop on inclusive language. The chapter understands that civic engagement fall under DEI work and had a 97% voter

registration in the chapter and was an active participant in OFSA's 'Let's Talk About It' programming. The panel is impressed on the chapter's work in this area and "encourages them to continue these educational sessions, as well as put into place some actions they can take to make their Chapter and the greater Lehigh community a more equitable place".

The work of diversity, inclusion, and equity is ongoing and a chapter can never be considered perfect in this area. In ZTA's report and presentation they made a clear commitment and demonstration of their work to become a more inclusive organization and it is essential the chapter continues to prioritize this at the level they do not. The panel believes Zeta Tau is **exceptional** in 'Demonstrated effort toward commitment to diversity, inclusion & equity', a level above the chapter's self-evaluation of above average.

Chapter Development Questions:

- How can the chapter begin to collaborate with other organizations on campus such as chapters in CGC or cultural student organizations?
- What opportunities are there in the larger Panhellenic community for work in this area?

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.

Over the past year, our chapter has made an effort to adapt and implement new, creative ways of conducting our service and ensuring that our chapter members feel comfortable and happy despite the challenging circumstances. The biggest way that we have done the latter is by creating a new position on our Programming Council called "Wellness Chair." The responsibilities of this position are to create new ways for chapter members to check in with themselves and offer them support and mental health resources if needed. Our current Wellness Chair has implemented a "Wellness Week" in which each day has a different wellness focus to make sure that all chapter members are remembering to check on themselves and their wellbeing. There are a mix of themes to emphasize mental and physical wellbeing, with the main goal of Wellness Week being to ensure that everyone in our chapter is paying attention to their wellbeing, which is often difficult in college and has only been made worse due to the COVID-19 pandemic. An additional resource we have made available is the "Wellness Form" which is a google form that chapter members can fill out anonymously whenever they need to vent, ask for advice, or submit a concern about another sister. We, as a chapter, understand how difficult it can be to reach out for help when you are struggling, so this form was created to hopefully ease any anxiety our sisters may have about getting the help and support they need through these difficult times.

Additionally, our Risk Reduction and Education Chairman organized for a licensed therapist that has experience with sorority women to come and talk to our chapter. Our members were encouraged to submit questions anonymously the week prior for the therapist to answer. On the day of the talk, she educated our chapter on topics such as creating a balanced schedule and taking care of oneself, eating disorders, anxiety, and feelings of loneliness that have been more prevalent due to the pandemic. The Executive Committee of ZTA has agreed that it is very important to implement these methods of emphasizing the importance of mental health, now more than ever.

Our chapter has always been extremely connected to our philanthropy and it was very important to us that we continued our philanthropic efforts virtually. Within our chapter, there are several women who have been personally affected by breast cancer and we continue to provide a support system for each other. We are able to support breast cancer survivors and patients through our communication with survivors at the Making Strides walk and through letters in the chemotherapy care packages. During our philanthropy round for

formal recruitment, every sister who has a loved one that has been affected by breast cancer wears pink. We do this to show how big of an impact breast cancer has on people in our community and to represent the fact that one in eight women will be affected by breast cancer in their lifetime. As ZTAs, our dedication to our philanthropy continues to be extremely important to us and our identity as a chapter, which is why our chapter has worked so hard to implement our philanthropic efforts virtually. During the fall semester of 2020, we hosted our "Pink Week" where we held virtual events such as a virtual 5K and we also worked closely with Lehigh's Colleges against Cancer and Bright Pink, a non-profit organization dedicated to supporting breast cancer survivors and their families and raising awareness. Our Pink Week team, along with Bright Pink, hosted a workshop over Zoom in which participants were educated on the early signs of breast cancer and what might make some people at a higher risk than others and at the end of the session, participants were encouraged to take a quiz to assess their risk of breast cancer. The focal point of our pink week was our "Zumba with Zeta" event where we hosted a Zumba instructor to lead a Zumba class over Zoom. Our chapter received so much positive feedback from the event in the fall semester that we decided to host it again in the fall. We were able to raise \$1,560 in the fall and \$545 in the spring and we had strong participation in our events not only from members of our chapter, but with other greek and campus organizations. It was especially encouraging to see members of other Panhellenic organizations there to support our chapter and philanthropy, it made our chapter feel more connected and uplifted in the Panhellenic community.

One of our chapter goals for this semester has been to implement new ways of conducting our philanthropy as well as placing a large emphasis on communication. This semester we have been using the OmegaOne platform as our main chapter form of communication along with sending messages out over GroupMe. Our implementation of OmegaOne has been very successful in keeping the chapter updated. Members can check the chapter calendar to see every event and chapter meeting laid out clearly, they can submit excuses directly on the platform for mandatory events, check in to events to keep track of attendance and check their points to make sure that they are meeting quota. Our Executive Committee has revised our chapter's bylaws to adjust the points requirements for our members to account for the transition to virtual programming events. Our points system is designed to create an incentive for our chapter members to attend events that are not mandatory. Our members are required to meet a certain percentage of the total points by the end of the semester, and if they are not met, they are fined a certain amount based on the percentage of points they are missing. We also created bonus points opportunities such as "Minutes Quizzes," which are short google forms at the end of each minutes document with questions about what is said in the minutes. The purpose of this is to incentivize members to read the minutes and also offer opportunities to make up points if needed. Another one of our chapter goals of our Executive Committee was to improve chapter morale around recruitment, which the Committee thought was especially important this semester due to the virtual space. In the months and weeks leading up to winter break in the fall semester, our VP III hosted several recruitment practices in which we went over bumping and conversation practices to ensure that we could bump properly using breakout rooms over Zoom and transition conversations. On the days leading up to formal recruitment, our chapter members attended up to three workshops a day to go over important topics such as recruitment ethics and appropriate conversation topics, how to make small talk and have good conversations, values based recruitment, and how to make a strong connection virtually in a short amount of time. These are important topics to learn about leading up to recruitment so that we are prepared to host a successful recruitment in a new virtual setting. It is very important to our chapter to make strong connections with the young women going through formal recruitment and we did not want that to be lost due to recruitment being virtual and not having the luxury of a face-to-face conversation. Our VP III also worked with our sisterhood team on our Programming Council to plan sisterhood events for each night of recruitment. Some of these events included a self care night, powerpoint night, in which our chapter members created a funny powerpoint to share over Zoom, and a game night. Additionally, during each day of recruitment, each chapter member was assigned a sister to write a kind message to in order to encourage positive spirits during an intense, busy week. Our chapter feels that it is especially important to place a strong emphasis on sisterhood during recruitment so that we can all be reminded of our key values and what ZTA means to us, so that we may look for those qualities in the PNM's going through recruitment.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Zeta Tau Alpha has “done quite a bit to be flexible through the pandemic”. Mental health and well-being was a priority for the chapter this year, so they created a new wellness chair position. This position created new ways for chapter members to check-in with themselves and offer support; a ‘wellness week’ within the chapter was created, a wellness form where chapter members could anonymously vent, ask for advice, or submit concerns about a sister was created and the chapter brought in a licensed therapist with experience with sorority women to come to chapter to talk about creating a balanced schedule, taking care of yourself, eating disorders, anxiety and feelings of loneliness. The panelists thought “having the licensed therapist talk to the sorority was a great idea particularly as soliciting anonymous questions in advance allowed the session to be geared to the chapter”, making it relevant and effective. Zeta Tau Alpha also translated its philanthropy work virtually. The chapter wrote letters and sent care packages to patients going through chemo, held a virtual 5k and Zumba with Zeta event, and raised \$1,560 in the fall semester and \$545 in the spring. The panel appreciated the chapter’s collaboration with other on-campus, non-Greek organizations like Lehigh Colleges Against Cancer and Bright Pink. ZTA has an ability to connect service, philanthropy, and programming together as was demonstrated in their educational program on how to detect breast cancer. Operationally, the chapter adjusted their merit program to a virtual world, provided recruitment training and practice, and held various sisterhood events throughout recruitment and the year.

The panel believes Zeta Tau Alpha is **exceptional** in ‘demonstrated effort toward ability to adapt and implement creative and innovative methods’, aligning with the chapter’s self-evaluation.

Chapter Development Questions:

- What new virtual methods of engaging with your philanthropy can you continue to integrate?
- Can the chapter engage with alumni in philanthropy and service?

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.

Our chapter has always strived to make ZTA a comfortable and inclusive environment, especially for our new members. Our chapter believes that this is especially important due to the unconventional circumstances of the New Member period of our Spring 2020 and 2021 Member Classes. We were able to initiate all of our new members for 2020 and 2021 virtually in accordance with ZTA nationals and met all required deadlines and had paperwork submitted in a timely manner shortly after initiation. Despite the setbacks in the onboarding of new members of our Member Class of 2020 (MC’20) due to the greek pause and the COVID-19 pandemic, our chapter made sure to put in extra efforts to ensure that our newest members stayed connected with the active members virtually. Our Vice President II (VP II) remained in constant contact with MC’20 over quarantine through GroupMe and Zoom. The Executive Committee also organized many virtual sisterhood events over Zoom such as game nights, Kahoot, and movie nights to

ensure that the new members of MC'20 did not miss out completely on being a part of our sisterhood. Additionally, our VP II continued with the new member education process virtually over Zoom and ensured that all of our new members were engaged and fully ready to be initiated into our chapter.

Our chapter was also able to move forward with the big/little process virtually in accordance with ZTA national rules. This included doing our chapter's traditional "Berry Buddy Dates" over Zoom, texting, and FaceTime. The purpose of these Berry Buddy Dates is to allow the new members to begin to form a relationship with members of the class above them in ZTA. Each new member is paired up with a sister in the member class above them to meet virtually, or for 2021, we were able to have some Berry Buddy Dates meet in person safely following COVID guidelines. The matching process is done through a google form that each member class fills out, listing sisters from the other member class with whom they have not had the opportunity to get to know thus far. The purpose of this process is to give the new members extra guidance through their new member period and ZTA as a whole as well as foster sisterhood throughout the member classes. The Executive Committee also organized additional new member events specifically for the new member class. One of these events include the New Member Retreat, whose purpose is for the new members of ZTA to get to know each other in a more relaxed environment. During the retreat facilitated by the VP II, the new members are encouraged to participate in activities such as taking personality tests, followed by small discussions about themselves and their leadership styles. Another important new member event that our chapter held virtually for Spring 2020 and 2021 is the New Member Candlelight, in which new members meet over Zoom with a candle or other light source such as a flashlight. The VP II then reads out a statement, and those that resonate with the statement turn their flashlight off. The purpose of the New Member Candlelight is to encourage bonding within the new member class, fostering deeper connections, and showing our new members that they are not alone in the struggles they face. Despite having to navigate the new and unconventional circumstances of the new member period of MC'20, our chapter was able to make our newest members of Spring 2020 feel welcomed and included in our chapter and create bonds with them virtually to foster the same strong sense of sisterhood that we would have had in person.

Our chapter has continued to be dedicated to ensuring that our new members of Spring 2021 are sufficiently educated and able to form strong connections with active members just as with MC'20. Our chapter's VP II has been in constant communication with Member Class '21 (MC'21) over Zoom and GroupMe to answer any questions or concerns and to remind new members of important events happening in the chapter and regarding their new member education. The Executive Committee has also felt that it was important for the VP II to conduct weekly meetings with MC'21 and follow the approved new member schedule. Additionally it was decided that general weekly check-ins with the new members would be helpful, due to the uncommon nature of their new member experience and freshmen year as a whole. ZTA also conducted informal recruitment during Spring 2020 and 2021 and during both semesters our chapter maintained strong communication with OFSA by exchanging emails in a timely, efficient manner. Our VP III also communicated with the incoming Vice President of Internal Recruitment on the Panhellenic Committee who assisted our chapter in a successful recruitment process for COB's. Our VP III was able to recruit COB's in a timely manner after formal recruitment so that they could enter into our chapter on the same new member education and initiation cycle as those new members who were formally recruited. Our chapter was able to meet the deadlines and follow the schedules assigned by OFSA and our national organization when going through the informal recruitment process. Our VP III and VP II also continued to check in with the COB's throughout the semester to ensure that they were adjusting well to ZTA and felt comfortable in our chapter.

Another aspect of ZTA that our Executive Committee is especially proud of is our leadership opportunities available to new members. Shortly after being initiated, our newest members are encouraged to apply for a position on our Programming Council, which is a smaller committee run by our Vice President I (VPI) that consists of directors and teams of chapter members that organize sisterhood, philanthropy, community service and social events. Our chapter feels it is important to allow new members to immediately get involved in our chapter by introducing them to leadership positions, especially because one of the reasons that many young women join greek organizations is to gain leadership experience. The Executive Committee (EC) also felt that it is important to expose the new members to members of the Executive Committee. We implemented this by having a few members of EC attend the new member meetings and begin by introducing themselves and briefly explaining their positions and responsibilities. The chapter feels that allowing the new members to get to know EC will make them feel more comfortable to reach out with any questions or concerns they may have and give them more exposure to active members in our chapter.

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

Exceptional

OFSA & panelist feedback to chapter for this evaluation area.

Zeta Tau Alpha was very intentional in creating positive experiences for its new members from spring 2020 and 2021. The chapter held two successful virtual initiations and new member education programs. They created intentional opportunities for new members to meet with older members in their 'Berry Buddy' program both virtual and in-person when it allowed. In this program, chapter leadership works to intentionally pair new members and members together who haven't gotten a chance to know each other yet to foster greater chapter unity. ZTA also holds a new member retreat for new members to get to know each other, and themselves on a deeper level. Leadership is a clear value of the organization, and they integrate it into their new member education program and have opportunities for new members to take on leadership positions in the chapter as soon as they are initiated. The panel "really liked their New Member Candlelight and think that adapting that to the online platform allowed it to still be very meaningful and impactful for new members" - a program where chapter members had an opportunity to show they are not alone in their struggles. ZTA "has done a stellar job with preparing their new members" while they "continued operating as close to normal as possible with appropriate modifications to adapt to covid guidelines".

The panel believes Zeta Tau Alpha is **exceptional** in 'demonstrated effort toward emphasis on new member education and the onboarding of Spring 2020, Fall 2020 and Spring 2021 new members', aligning with the chapter's self-evaluation.

Chapter Development Questions:

- How can the chapter create intentional opportunities for connection when we return to in-person in the fall?
- Are there highlights from the new member education program that could work well with the whole chapter?

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:

- **Adaptability:**
 - Although COVID-19 changed how things were done, we were able to adapt our events so that we were able to continue our campus involvement through means that adhered to COVID-19 safety guidelines. For example, each October we host a Pink Week, dedicated to raising funds and awareness for breast cancer.

Weaknesses:

- **Chapter house size and national housing policies:**
 - The Zeta Tau Alpha chapter house is comparatively smaller than some other houses belonging to Lehigh Greek chapters. Because of the lower occupancy, fewer sisters are able to live in the house each year. As the entirety of each new member class is required to live in the house during

Although typically held in-person, we adapted the events so that our mission of educating the Lehigh community about breast cancer risk and reduction could still be accomplished while not compromising the safety of any involved.

- **Continuing opportunities for engagement:**
 - While the need to shift to an online format required adaptation, as mentioned above, ZTA has taken great pride in the fact that we have continued to offer opportunities for engagement to our chapter members. For example, we have continued to hold chapter meetings each week, allowing members to connect and see one another just as they would during a chapter meeting in years past. Further, this semester, we have once again provided members with community service opportunities that allow members to aid the community while remaining safe.
- **High academic achievement:**
 - In the fall 2020 semester, the ZTA average GPA was a 3.66, above the all sorority women, all Lehigh women and all Greek average. Further 50.6% achieved Dean's List status in fall 2020.

their sophomore year, few spots are available to those in the new member class above. Furthermore, ZTA nationals prohibit forced triples and quads, lessening the number of members who are able to live in the chapter house each year. Our chapter is actively reevaluating our bylaws to account for housing issues and has repeatedly made an effort to reach out to OFSA and Lehigh Housing Services to try to resolve issues regarding housing.

- **Connection with ZTA Alumnae:**
 - Our chapter lacks in having a connection with Lambda Zeta alumnae and the Lehigh Valley Alumnae chapter in Pennsylvania. We believe that through connecting with alumnae, our current members will understand the importance and value of ZTA as it has the potential to navigate sisters through their future endeavors. This semester, our Academic Achievement Chair on EC as well as our Alumnae Chair on PC have been collaborating on getting a complete list of Lambda Zeta alumnae and then adding those alumnae on LinkedIn. During formal recruitment, we had a recent Lambda Zeta alumnae talk about her experience in ZTA in college and post-college in order to boost morale during this time.

Opportunities:

- **New Member Class '21:**
 - Through the formal recruitment process in January, several bright, resilient young women joined our chapter. These new members offer a great diversity of campus involvement, educational aptitudes and career ambitions. Further, many of our new members have expressed great excitement in holding leadership positions in later years, providing ZTA with a sturdy foundation in the years to come.
- **Virtual programming:**
 - While sometimes viewed as a disadvantage, virtual programming offers many opportunities for our chapter. For example, virtual means of hosting events allows many in

Threats:

- **Ongoing pandemic:**
 - As is apparent, the future, especially the next few years, remains uncertain. Although the deployment of COVID-19 vaccines provides hope, many are viewing the future with cautious optimism as it is unclear when pre-COVID-19 norms will resume, if ever. Because of this, it is difficult to plan for future events and detail certain protocols as we are unaware of the safety precautions that will need to be taken in the coming months and years. Despite this, we have continued to plan for the near future and remain adaptable as the situation changes.

different geographic locations to connect with one another. In terms of remaining engaged with alumni, virtual programming offers a unique opportunity to continue engagement while not requiring physical proximity.

OFSA & panelist feedback to chapter for the SWOT Analysis.

Zeta Tau Alpha did some great critical thinking and self-reflection in their SWOT Analysis. The panel suggests that their continued diversity, equity, and inclusion work could be seen as an opportunity moving forward. The chapter is encouraged to continue to work with their alumni advisor to find meaningful ways to bring alumni into chapter operations to keep them engaged. It will be important for the chapter to consider the impact COVID has had (both positive and negative) on chapter operations and make a plan for an in-person return in the fall. It is clear that “adaptability and high academic achievement are their strengths” and the chapter will be able to use those to their advantage as they continue to succeed.

Concluding Summary

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

Exceptional

OFSA concluding summary.

During their Year End Report Interview, it was clear that Zeta Tau Alpha performed at an extremely high level this academic year - with the quantity and quality of the programming, educational initiatives, community building and philanthropy/service work the chapter did, you would never know it was an unprecedented, virtual year. ZTA was intentional in their efforts to stay engaged in the Lehigh and Bethlehem community and strived to remain relevant. Zeta Tau Alpha earned a rating of **exceptional** for the 2020-2021 academic year. I encourage the chapter to find opportunities to collaborate in their efforts to help push the Panhellenic, and Greek, community forward. ZTA did a stellar job this year and should continue to push themselves to raise the bar each year.