

## Chapter Year End Report 2019-2020

### Assistant Director Feedback Report

#### Chapter:

Zeta Tau Alpha

#### Assistant Director:

Olivia Miller

### Chapter Response to Greek Pause

What did your chapter accomplish during the pause?

*Please list any practices and/or procedures evaluated and any additional action items your chapter accomplished during this time.*

Chapter Response:

The chapter wanted to take time to discuss our response to the pause on Greek Life and what we were able to take from the situation. As always we took this time to address issues and problems that we saw in our chapter and learn about ways that we can better our chapter and create a stronger sisterhood that reflected the nine key values of ZTA as well as to look at the community as a whole.

During the pause the Executive Council continued to meet during their weekly meetings to work on our calendar and programming, discussing that week's Panhellenic meeting, working on reporting for our International Office, and making sure chapter operations would run smoothly once the pause had lifted. We continued to hold a chapter to promote open communication within the chapter about the current status of Greek Life, as well as discuss what ZTA's plan moving forward after the pause would be. We took this time to discuss problems we saw in the Lehigh community, the Panhellenic community, as well as in our own chapter and come up with responses to these problems. We also continued to have educational programming during our chapter meetings including a My Sister My Responsibility workshop on Teaching Social Responsibility, Gossip Versus Constructive Caring and also took the time to take the ZTA Chapter Assessment Survey that is sent to us by our International Office.

The events that ZTA had planned during the pause included new member education, sisterhood events, ZTA programming, and community service events. Prior to the pause ending our Vice President I (VPI) worked closely with the rest of the Executive Council and Programming Council, as well as our Advisor Megan Dailey, to

create a new chapter events calendar for the remainder of the semester. We worked to include sisterhood events for immediately after the pause was lifted, create a new plan for new member education meetings and events, as well as work on providing a calendar of community service events that were not through the CSO that were available to the chapter following the pause. We created a shortened new member education plan that was to start following the chapter extending COB's and planned to have initiation on April 5th. We planned to have the same lessons during this time and modified the sisterhood events that were being held during the new member period. We evaluated the programming required by our International Office and worked to ensure all of it was planned for in our new calendar.

We spent a lot of time reflecting on what our chapter does well as what we need to improve on. Prior to formal recruitment starting, we participated in a Nobel Workshop led by a ZTA consultant. During this time we discussed goals for our chapter and ways to reach those goals. Following the pause on Greek Life we spent more time discussing these goals and continuing to make concrete ways to work towards reaching those goals. We also spent time reflecting on what led to the pause being placed on Greek Life. We talked about the behavior of Greek Life on campus, particularly problems in the Panhellenic community like bid promising and dirty rushing as well as alcohol culture.

Some of the issues we identified within our chapter that we could work towards included working on chapter programming, chapter sense of belonging and retention, chapter involvement in the campus and community, chapter and individual accountability, and formal recruitment preparedness. These were all issues identified within our chapter that we worked to create specific goals to help address and strength our chapter. The following are the goals that we created.

- Improving our programming through stronger organization and membership input. This will be accomplished by beginning to utilize the website OmegaOne for calendars and communication of inclusive events, having weekly informal sisterhood events to promote deeper and more meaningful connections between members, and doing a chapter programming survey at the start of every semester.
- To remain at total through each semester and create a sense of belonging. Our chapter wants to work towards this goal by having 95% of the members who pledge be initiated, promote deeper connections through a chapter retreat in the fall, increasing alumnae relations to promote ZTA life after college by inviting them to senior send off events in the Spring Semester and promoting events for the seniors.
- Creating a culture of involvement to strengthen sisterhood and promote ZTA on campus and the community. This will be worked towards by increasing our connection to service in the community and amount of service we do by

increasing the number of BrightPink workshops and finding a local organization to work with, reaching out to other Lehigh University chapters to promote increased attendance at all philanthropy events, and increasing chapter participating in our own philanthropy events by turning our Pink Week into Pink Month and creating more ways for them to engage by creating various times and event types.

- Build our chapter and individual accountability of participation for chapter events which will be done by revamping our points systems to increase incentive for event attendance, improving calendar planning to set clear expectations of event attendance and implementing a new excuses policy for chapter meetings.
- Improve chapter preparedness for recruitment through fall semester outreach and training by building morale through recruitment workshops in the fall to increase chapter attendance at primary recruitment.

Due to the diligent planning made during the pause by our Executive Council and Programming Council, chapter operations began to run as normal after the pause was lifted. We were able to extend COB's within the first week of the pause being lifted, and created a sisterhood weekend following the pause so that sisters could spend time together. Our New Member Educator was able to create a new plan for new member education and share it with OFSA and the new members. Our VPI worked with PC to ensure that chapter events that were planned for during the pause were moved and that the new calendar was shared with the chapter. The chapter is looking to improve on each of the goals we created for ourselves during the pause and hope to use them to continue improving.

#### OFSA Assistant Director Feedback:

Though ZTA did not directly contribute to an event that led to the pause, they took the time to reflect on areas that the chapter could improve and do better. ZTA did a great job of involving general members in brainstorming efforts and having open conversation about problems present in the chapter and community as a whole. It should be commended that ZTA continued educational programming and chapter meetings during the pause to continue with membership development efforts. By focusing efforts on resuming chapter operations when the pause was lifted, the chapter was able to successfully transition and resume operations. It is clear ZTA did a thorough reflection and evaluation of its current chapter operations during the pause, and came up with a comprehensive list of goals to achieve. I encourage the chapter to look at the plan they created and presented to I/O and create clear, actionable items for next semester that will help them address what they identified as areas of opportunity.

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## Chapter SWOT Analysis

In order for OFSA to have a clear understanding of the current celebrations and challenges our chapters face, 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 Assistant Directors are able to offer specific and clear feedback and action items moving into the 2020-2021 academic year.

#### Chapter Response:

<p>Strengths:</p> <ul style="list-style-type: none"> <li>● Leadership involvement- Our chapter fosters an environment that cultivates leadership skills within the chapter and campus community. In our chapter of 98 women, 12 hold positions on the ZTA executive board and 40 hold positions within the ZTA programming council. Additionally, 31 sisters hold leadership positions outside of the chapter in campus clubs, sports teams, musical groups, etc.</li> <li>● Philanthropy efforts- ZTA prides ourselves on our commitment to our national philanthropy, breast cancer awareness, education, and research. Each October, breast cancer awareness month, ZTA hosts its annual Pink Week during which the chapter organizes various events to raise awareness for breast cancer and raise funds to go towards research. This year, some of the events included in our efforts were a 5K race on Lehigh's Mountaintop Campus, a cake decorating contest, and a Mr. Pink pageant. Through this, we were able to raise \$3,235.69 for breast cancer research. Additionally, the chapter was organizing a field day fundraiser for the spring semester however due to the circumstances of remote learning the event was cancelled.</li> <li>● Involvement outside of ZTA- Apart from being members of ZTA, we are also all members of the campus</li> </ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>● Exclusivity of greek life- As greek life is often deemed as exclusive by the outside community, members of the community are occasionally perceived as exclusive and close-minded. While from our own experiences within our chapter and the Lehigh community we know this to be false, others who are not may be unaware of this and judge members this way.</li> <li>● Size of the ZTA chapter house- As our house is smaller in size and all sisters in the newest new member class are required to live in the chapter house for the next academic year, very few spots are available for other chapter members, specifically those in the new member class above the newest. As members who would like to live in the chapter house cannot due to the limited space, some members feel more distant from the chapter. As ZTA sisterhood is most present and abundant on campus in our chapter house, it is valuable for our members to live in this setting for the desired two years to strengthen the bond between the member and the chapter. As most members are only able to live in the chapter for one year, this bond may never reach its full potential.</li> </ul>
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<p>Opportunities:</p> <ul style="list-style-type: none"> <li>● Growing alumni network - As ZTA was recently added to the Lehigh community in 2011, our university alumni network has continued to grow throughout the past nine years, providing current sisters with networking resources to build both personal and professional relationships.</li> <li>● Many leadership positions- Within the ZTA chapter, there are numerous leadership positions to be filled by sisters. Whether on the Executive or Programming Council, there are leadership positions that are suited to many different strengths and skill sets that can be filled by those with these traits. Additionally, if a position does not exist that a sister believes should be present within the chapter, the executive members and chapter as a whole are very receptive to adding leadership roles.</li> <li>● Large national alumni network- As ZTA is the sixth largest national sorority with 172 active collegiate chapters and 257,000 lifetime members, the ZTA alumni network is</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>● Exclusivity of greek life- As greek life is often deemed as exclusive by the outside community, members of the community are occasionally perceived as exclusive and close-minded. While from our own experiences within our chapter and the Lehigh community we know this to be false, others who are not may be unaware of this and judge members this way.</li> <li>● Size of the ZTA chapter house- As our house is smaller in size and all sisters in the newest new member class are required to live in the chapter house for the next academic year, very few spots are available for other chapter members, specifically those in the new member class above the newest. As members who would like to live in the chapter house cannot due to the limited space, some members feel more distant from the chapter. As ZTA sisterhood is most present and abundant on campus in our chapter house, it is valuable for our members to live in this setting for the desired</li> </ul>

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OFSA Assistant Director Feedback:

Strengths:

- **Leadership involvement- Our chapter fosters an environment that cultivates leadership skills within the chapter and campus community. In our chapter of 98 women, 12 hold positions on the ZTA executive board and 40 hold positions within the ZTA programming council. Additionally, 31 sisters hold leadership positions outside of the chapter in campus clubs, sports teams, musical groups, etc.**
  - This is very impressive - it is great the organization values leadership involvement in its members.
- **Philanthropy efforts- ZTA prides ourselves on our commitment to our national philanthropy, breast cancer awareness, education, and research. Each October, breast cancer awareness month, ZTA hosts its annual Pink Week during which the chapter organizes various events to raise awareness for breast cancer and raise funds to go towards research. This year, some of the events included in our efforts were a 5K race on Lehigh's Mountaintop Campus, a cake decorating contest, and a Mr. Pink pageant. Through this, we were able to raise \$3,235.69 for breast cancer research. Additionally, the chapter was organizing a field day**

Weaknesses:

- **Meaningful programming- As ZTA is a diverse chapter in terms of interests, backgrounds, skills, etc., it can be difficult to find programming that resonates with every sister.**
  - The chapter could try surveying members to find common themes of topics that can be relevant to members. ZTA could also put on a series of presentations and instead of requiring them at chapter meetings, give members the option to attend a certain number of their choosing.
- **More active community service- As a chapter we all recognize the intense value of community service, however it can be difficult for sisters to participate in these events due to conflicting schedules and other logistical issues. As this concern is apparent to the chapter, members have been brainstorming new community service ideas or moving known opportunities to different times to allow for greater engagement.**
  - This is a scenario that you don't have to 'think big'. Connect with the CSO to see if there is a Bethlehem community partner that could use 3-5 volunteers a week. This

**fundraiser for the spring semester however due to the circumstances of remote learning the event was cancelled.**

- Great job raising funds in the fall semester! Is there a way you can incorporate the cancelled event into the next Pink Week?
- **Involvement outside of ZTA- Apart from being members of ZTA, we are also all members of the campus community. As our chapter encourages on campus involvement, 96 out of 98 sisters are involved in clubs and activities outside of ZTA. Many of these sisters also hold leadership positions in these organizations. ZTA sisters are involved in organizations ranging from Engineers without Borders to the Lehigh Melismatics to club soccer. Through our diverse involvement, each sister is able to uniquely contribute to the chapter, sharing experiences from their involvement and further involving others.**
  - Through involvement in various Lehigh clubs and organizations, members contribute to the Lehigh community in many ways!

way it can be flexible and adapt to member schedules which doesn't involve everyone being available at the same time.

- **Retention- ZTA has been struggling with retention of members. As members grow older, some members believe the time and financial commitment of being in ZTA are no longer worthwhile for them. As a noticeable weakness within our chapter, ZTA has been actively trying to devise strategies to keep older members engaged including senior week celebrations for senior members and more relevant programming.**
  - This is an issue that many organizations in the community face. Is there an experience that ZTA can provide exclusively to its seniors to encourage involvement? It can be difficult to keep members involved once they are not in the house. Think of bringing programming or activities to them instead of requiring them to go to the house.

Opportunities:

- **Growing alumni network - As ZTA was recently added to the Lehigh community in 2011, our university alumni network has continued to grow throughout the past nine years, providing current sisters with networking resources to build both personal and professional relationships.**
  - What could be some

Threats:

- **Exclusivity of greek life- As greek life is often deemed as exclusive by the outside community, members of the community are occasionally perceived as exclusive and close-minded. While from our own experiences within our chapter and the Lehigh community we know this to be false, others who are not may be unaware of this and**

opportunities to involve alumni with the chapter? The more you keep members engaged after they graduate, the more likely they are to give back with their time!

- **Many leadership positions- Within the ZTA chapter, there are numerous leadership positions to be filled by sisters. Whether on the Executive or Programming Council, there are leadership positions that are suited to many different strengths and skill sets that can be filled by those with these traits. Additionally, if a position does not exist that a sister believes should be present within the chapter, the executive members and chapter as a whole are very receptive to adding leadership roles.**
  - This provides a great way for members to get leadership experience. Do you have any roles specific for new members to be engaged in?
- **Large national alumni network- As ZTA is the sixth largest national sorority with 172 active collegiate chapters and 257,000 lifetime members, the ZTA alumni network is vast and is a great resource for sisters to use for networking for career opportunities.**
  - The chapter can capitalize on this and connect with the area alumni association to see what kind of networking and connections can help Lehigh students.

**judge members this way.**

- This is a great point - in what ways can ZTA to outreach and involve the community? This could look like partnering with organizations with similar missions and values. Being open to collaboration is a great first step.
- **Size of the ZTA chapter house- As our house is smaller in size and all sisters in the newest new member class are required to live in the chapter house for the next academic year, very few spots are available for other chapter members, specifically those in the new member class above the newest. As members who would like to live in the chapter house cannot due to the limited space, some members feel more distant from the chapter. As ZTA sisterhood is most present and abundant on campus in our chapter house, it is valuable for our members to live in this setting for the desired two years to strengthen the bond between the member and the chapter. As most members are only able to live in the chapter for one year, this bond may never reach its full potential.**
  - This is certainly a difficult situation. I encourage the chapter to continue working with OFSA, Housing Services and I/O to help find a housing solution that can work for the chapter.

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## Concluding Summary



Overall, ZTA did a fantastic job this past year. The chapter has a clear focus on member development and education and is concise and on top of its organizational operations. I encourage the chapter to continue connecting what they do to ritual and make chapters aware of what 'Primary Key Value' each activity you do contributes to. The chapter should take advantage of opportunities to collaborate with other organizations on campus. Moving forward, ZTA should continue setting goals and creating clear, actionable plans to achieve these goals. Great work!