

AWARENESS TIPS: Success at Smaller Colleges

(“smaller college” refers to a campus with less than 600 students in business and economics)

- ▲ Recruit new members who have at least one year left toward their degree after initiation. Your primary target market should always be the freshmen and sophomore classes.
- ▲ Keep pledging short (30-40 days) and use only the national requirements with few or no additional options. Pledges should be initiated quickly so they can help the chapter more. Never initiate a pledge that has not paid the fee.
- ▲ Avoid member/officer burnout. Be sure each officer knows their duties well and is reliable enough to implement them. Conduct detailed officer transition discussions and prepare pledges to take active leadership roles after initiation.
- ▲ Be sure each member pays their dues and that the chapter pays national dues promptly. Dues are an individual obligation. If finances get in arrears at smaller chapters it can be timely and difficult to re-establish.
- ▲ Seek to increase and maintain faculty and administration involvement and support. The advisor should be a consistent strength for the chapter. Have them recommend students for membership and encourage other faculty/staff to be supportive. Initiate one or more faculty per year. Work on projects with the Dean’s office.
- ▲ Maintain excellent communication with your Regional Vice President, District Director, and Central Office staff. They can help more when they know what is or is not going on. Attend LEAD events. They build brotherhood and motivation more than anything.
- ▲ Focus on effective and frequent communication and teamwork among the members and pledges with regular events (i.e. group lunch every Tuesday, common meeting place, phone tree, listserv, Greek letter day, well-known annual project).
- ▲ Seek school funding, corporate sponsors, and alumni donations to supplement other fundraising. As fewer members mean less in dues and less man hours for fundraising, other avenues of financial support are important. (The fixed expenses for a chapter of 20 vs. 80 are nearly the same—regalia, GCC, insurance, recruiting—but the dues income is significantly less.)
- ▲ Remember, the chapter is like a business. Larger chapters may be more like major corporations with multiple departments (committees), whereas smaller chapters are more like entrepreneurships. Develop your chapter members and leadership abilities accordingly.

- ▲ Build strong alumni support from graduating members and maintain communications with alumni.

- ▲ FINAL REMINDER, (1) the annual new member goal (pledges) is 12 per year and the minimum membership is 20 at all times (after each graduation, you should have 20 left), and (2) faculty/staff relations are key to success with smaller campuses and smaller chapters. Build relations with your faculty and staff.