The Mu Chapter of Sigma Nu

Alumni Advisory Board Meeting January, 2018

Agenda:

1) Call to Order

2) Introduction

a) Alumni Advisory Board Chairman

3) Programs Committee Reports

- a) Philanthropy and Service
- b) Involvement
- c) Social Committee
- d) Alumni Relations
- e) Scholarship
- f) LEAD Program
- g) Recruitment

4) Executive Council Reports

- a) House Manager
- b) Treasurer
- c) Lieutenant Commander
- d) Commander

5) Miscellaneous Business

6) Adjourn

Philanthropy and Community Service Report

Philanthropy

2017 Classic City Bowl

Last April, Mu chapter held its 3rd annual Classic City Bowl with great success. After an exciting game with Kappa Alpha, we achieved our fundraising goal of \$16,000- all of which was given to the philanthropies of the top 3 sororities in attendance (there was a tie for third place).

- 60% Phi Mu (Children's Miracle Network Hospital)
- 30%- Alpha Delta Pi (Ronald McDonald House)
- 10% Zeta Tau Alpha (Breast Cancer Education and Awareness)

Fall 2017 Parent's Weekend

For the fourth year in a row, Mu chapter was able to host a successful silent auction to raise funds for the National MS Society. This year, we were able to raise over \$11,000. Donations to this year's auction included such items as Vince Dooley and Archie Manning signed memorabilia, an array of handcrafted artwork, UGA themed tailgating accessories, and Atlanta United tickets (just to name a few).

2017 Fundraising Total

With much help from our friends, family, and generous alumni, Mu Chapter was able to raise approx. \$27,000 for philanthropic organizations in 2017.

1.Proceeds from Event

Once again, the proceeds from this event will be split up 60/30/10 between the philanthropies of the top 3 sororities in attendance. In doing this, we hope to maximize sorority interest and attendance to the game. **Our fundraising goal this year is \$21,000**.

Estimated breakdown of proceeds-

- Sponsorships- \$12,000
- Ticket sales- \$7,250
- Concessions/ Tshirt sales- \$1,750

The potential philanthropies are:

- AXO- Relay for Life
- ADPi- Ronald McDonald House
- AGD- AGD Foundation/ Diabetes Research
- AOPi- Juvenile Arthritis Foundation
- ChiO- Make a Wish foundation
- Phi Mu- Children's Miracle Network Hospital
- Pi Phi- Pi Beta Phi Literacy Foundation
- DG- Service for Sight
- Tri Delta- St. Jude Children's Research Hospital
- Gamma Phi- Clute Barrow Nelson Life Foundation
- DZ- Painted Turtle Camp

- Theta- Court Appointed Special Advocate Association
- KKG- Books for Keeps
- KD- Prevent Child Abuse America
- Sigma Kappa- Alzheimer's Association
- ZTA- Breast Cancer Education and Awareness
- SDT- Prevent Child Abuse America

2. Liability and Insurance

We have already reached out to Fred Dobry at nationals, and plan to work closely with him to secure a liability policy. In addition to this, we will purchase a "day-of-event" insurance policy which will require all participants in this year's event will sign a liability waiver, which will be done before tryouts take place

* We will have the insurance policy secured by February 16th.

3. Venue

This year we hope to be able to move the Classic City Bowl into Sanford Stadium. With the success the game has had in the past, we think we might be able to make a legitimate case for the University to help us accomplish this feat. We'll know whether or not this will happen by **January 19th**.

If not, we will be hosting this year's game at Clarke Central High School again. Although we hope to host the CCB in Sanford Stadium in years to come, Clarke Central offers perhaps the best location in Athens. Located on Milledge Avenue, Clarke Central is within walking distance of many sorority houses. Sororities not located on Milledge will be offered rides to the game.

We are currently in the process of locking in a game date of April 20th with a 7:00 kickoff. This is the Friday before the G-Day Game and we are expecting to benefit from the large amount of visitors who will be in Athens.

4. Committee Responsibilities

This year, we have created 4 committees to help us plan the CCB. In doing so, we hope to delegate responsibilities to the committee heads of each committee, allowing us to focus on the "bigger picture."

A) Sponsorship Committee

- i) Committee Members-
- ii) Responsibilities include:
 - Garnering sponsorships from local businesses
 - Reaching out to friends and family of Mu Chapter
 - Assisting in ticket sales

B) Promotions Committee

- i) Committee Members-
- ii) Responsibilities include
 - Spreading the word through social media, flyers around campus, and local newspapers

- Speaking at sorority chapters
- Reaching out to local celebrities for endorsements
- C) Football Operations Committee/Coaching Staff
 - i) Committee members-
 - ii) Responsibilities include:
 - Scheduling and running tryouts and practice
 - Setting roster and assigning positions
 - Determining coaching staff
 - Hiring Referees
 - Maintenance and handling of equipment
 - MAKING SURE WE WIN THIS YEAR
- D) Gameday Operations Committee
 - i) Committee members-
 - ii) Responsibilities include:
 - Ensuring event runs smoothly
 - Coordinating sorority "punt, pass, kick" competition
 - Manning ticket and voting booths and concession stand
 - Tallying ticket stubs and determining top 3 sororities

5. Opposing Fraternity

We are currently in communication with FIJI about their participation in the game this spring. They are going to discuss it at chapter this week and we should have a definitive answer shortly after.

There are also plans to co-host some kind of philanthropy event with the opposing fraternity a week or two before the game. Ideally, this event would take place at the Sigma Nu house and have brothers from both fraternities present. This kind of happening will create good will between both parties and generate hype for the game while still raising money for charity. We will have a definite plan by **Februrary 1st**.

6. Sponsorships

We have kept the same sponsorship structure as last year where there are 4 different levels of sponsors: Platinum \$1,000, Gold \$500, Silver \$250, and Bronze \$125. We have already started reaching out to companies about sponsorships. This includes Chick-Fil-A, who catered the event last year. We have also reached out to the owner of the Kona Ice Truck here in Athens who was a Sigma Nu at Georgia State. These are just a few of the sponsorships we hope to achieve.

We hope to have at least 2 percentage nights the week of the event to raise money and interest in the Classic City Bowl. We will set these up no later than March 2nd.

7. Dates and Deadlines

- Date and fraternity established by 1/26
- Tryouts will be no later than 2/5 with practicing starting no later than 2/12 • This is a lot earlier than last year so we should be very well prepared for the game.
- Sponsorship deadline the week of March 16th

•Gives us a few days to establish (new) t-shirt design and a month to get the shirts shipped to Athens

- Website, Facebook, and Twitter will be updated by February 2nd
- All banners will be hung by April 2nd

COMMUNITY SERVICE

This past fall, brothers of Mu chapter volunteered their time in many ways, including road clean ups of our Adopt-a-Highway as well as River Road. We volunteered at ESP every Wednesday as members of their 'Snack Squad'. In addition, brothers volunteered on an individual basis with organizations including Extra Special People, Athens Humane Society, Brawl for a Cause, UGA HERO's, What it Takes, and UGA Miracle. In total, the brothers of Mu chapter volunteered over **700 hours**. With this number, we are on track to reach the community service requirement for rock chapter.

Planned events for Spring 2018

Classic City Bowl 2018

- 1. Proceeds from the event
- 2. Liability and Insurance
- 3. Venue
- 4. Committee Breakdown and Responsibilities
- 5. Opposing Fraternity
- 6. Sponsorships
- 7. Dates and Deadlines

Here are our plans so far for next semester currently:

- We will continue to participate in roadside cleanups of Sigma Nu's adopted highway, Westlake Dr. Our first cleanup will be Saturday, February 3th.
- We will continue our relationship with the Foodbank of Northeast Georgia. Volunteer date will be set by February 10th.
- We will be working at the ESP Big Hearts event as the cleanup crew on February 10th, from 7:30-9.
- A group of brothers will be volunteering at the Athens MS Walk, the date is TBA.
- Brothers will begin volunteering weekly at Extra Special People's after school program starting 1/18, every Thursday from 4:45-5:30.
- During April, the Founders' month of service, we will be hosting a community service event each week. Events and dates will be set no later than March 6^{th} .

We will continue to advocate for individual community out

INVOLVEMENT

- 1. Serve as a liaison to the chapter by reporting opportunities for on campus involvement.
- 2. Actively search for opportunities for on campus involvement for brothers.
 - a. I plan to do so by subscribing and reading the Terry College weekly update, as well as Grady and Franklin newsletters.
 - b. Once I have found an opportunity, I will distribute the information to the chapter via listserv.
- **3.** Assist the lieutenant commander with the involvement section of the Pursuit of Excellence.
 - a. Collect data on chapter involvement by sending out a survey to the chapter to keep track of chapter involvement.
 - b. Finish the Involvement Matrix by March 17.
 - c. Offer guidance to those looking for additional involvement and place each brother in a position for him to be successful.
- 4. Communicate actively with the LEAD chair to discuss the importance of on-campus involvement to incoming freshmen and explain the significant impact they can make.
 - a. Teach that being involvement on campus requires a degree of professionalism that translates to the business world.
 - b. Explain the importance of brother holding officer positions in organizations to remain prominent on campus. As well as assist future brothers about how to get into these organizations.
- 5. Assist the alumni chair in writing the "Brother Highlights" section by giving him the names of several brothers who are both outstanding within the chapter and on campus.
- 6. In order to be a part of a majority campus organizations, you must apply with your resume and an interview. I will set up dates throughout the year where upperclassmen can look at underclassmen's resumes and explain how popular campus organizations interview, i.e. mock interview for Student Managed Investment Fund.

SOCIAL

Currently Happening:

- All important events are being planned during the previous semester or summer to ensure a transparent calendar for the fraternity
- Our annual White Rose formal in Charleston, South Carolina, which was planned during the previous fall semester was a success
- We are booking acts for are annual spring party, Shakedown, and have a few names in mind
- Externally, we have socials on January 19th with Kappa Alpha Theta, February 9th with Kappa Delta, February 16th with Zeta Tau Alpha, March 2nd with Phi Mu

Sustainability Goals:

• Create and have a more transparent budget and calendar for brothers to fully understand when and where their money is going to be used

- Meet at the beginning of the semester with EC and the treasurer to understand the budget in an excel spreadsheet, and have monthly meetings with the treasurer to ensure a sustainable budget
- Make sure that every event is paid for at a minimum of 2 weeks in advance, and make sure all large, relevant parties are paid for so that we can stick to the budget and maintain our good reputation on campus
- Uphold our tradition of creating unique and entertaining date nights that are positively known throughout campus
- Create and maintain an open line of communication with the Sentinel and understand where necessary risk management processes need to be in place

Remaining Semester:

- Spring party "Shakedown": March 24th
- Additional Braves Date night: currently working with Treasurer to understand if we have enough funds to have a date night at the Braves games towards the end of the semester

Long Term Goals:

- Meet expectation of having one of the most elite spring parties on campus
- Plan of action:
 - Book and host well known acts and good entertainers to attract more people to Shakedown
 - Create and ensure a safe, inclusive environment that minimizes risk and liabilities
 - Ensure that only positive headlines come from all events and spread a positive reputation on campus
- Take full advantage of our resources, such as location of house to create fun tailgates, especially for the G-day spring game.

ALUMNI RELATIONS

- 1. Publish spring newsletter via website/email by May 4th.
 - a. Pictures ready by March 25th.
 - b. First draft ready to review by April 1st
 - i. Work with involvement to find suitable candidates for the brother highlights and honorable mentions
 - c. Alumni review period for edits April 1st-6th
 - d. Draft sent to editor on April 17th
 - e. Final review roughly around November **April 28**th (dependent on editors timetable)
- 2. Plan the upcoming G-Day tailgate for parents and alumni scheduled for April 21st
 - a. We will work with the current social chairs and have it planned by March 25th.
 - b. Depending on time of game (~ 12 pm for now, but subject to change due to SEC Network), we will book a band if time and budget permits.)
- 3. Post upcoming date and events on the website calendar.

- a. Regularly update the News Articles on the website (Tyler emphasized the importance of this since most of the articles are outdated)
- b. Post upcoming dates and events on the website calendar
- 4. Update the email list of all recent candidate classes
 - a. Reach out to the recent candidate classes and gather their new email addresses
 - b. A large percentage of the current e-mail listings for previous candidate classes are incorrect or out of use. We will work to update this list and ensure that all e-mails are correct, current, and active
 - c. This will be achieved by splitting up the responsibility of contacting candidate classes among the alumni committee and recent alumni.
 - d. All pledge classes will be contacted by **March 1**st.
- 5. Continue the success of the Alumni Mentor program by encouraging monthly contact between young professionals and mentor as well as reaching out to the non-business majors and encourage participation in the program
 - a. Currently we have 11 brothers paired with mentors and we will continue to push the brothers to keep in contact with their mentors and meet with them
- 6. Lastly, we will make it a goal this semester to improve and update the site regularly.
 - a. We will work to maintain the UGA Sigma Nu website and ensure that all the recent news articles posted to the site are accurate and up to date.
 - b. We will keep in contact with Chris to see when the coding issue that is keeping us from changing positions is fixed
 - c. The site now runs on word-press which should make things much easier but we're still getting used to working with the program.
 - d. Allows brothers more flexibility in the future to edit how the website looks and functions
 - e. Plan to update some of the website photos and look of the website
 - i. We will be working with Chris Sanders and past alumni chairs to figure out how to navigate the new site and keep up with it

SCHOLARSHIP

- 1. Establish scholarship committee consisting of 4-6 senior brothers.
 - a. Divide committee members up by groups of majors. (May need 2 business majors in committee)
 - b. Match brothers struggling academically with committee members who have similar majors.
- 2. Work with LEAD chairman to hold meetings that stress importance of academic achievement.
 - a. Instill within freshman the importance of academics during their first weeks in Athens.
 - b. Look to bring in successful alumni and guest speakers to serve as living examples and credible sources to speak to freshmen.
 - c. Will work with LEAD in order to host meetings in the coming weeks and schedule notable speakers at the earliest convenience.

- 3. Compile an extensive note bank.
 - a. Organize the existing pile of past notes, tests, and quizzes into categories based on class and subject (to be kept in the alumni room where many brothers choose to study during the day)
 - b. Encourage brothers to contribute to note bank to keep it up to date and sustained through the years
 - c. Create a formal system, such as a google doc, for brothers to share their advice for success in difficult classes, as well as teacher recommendations
- 4. Chapter Chegg Account
 - a. Chegg is an online study tool that provides step by step solutions to example problems across all subjects.
 - b. Budget permitting, a chapter account will serve as an extra resource available to all grade levels and all majors

Incentives: Aside from the "safety net" 2.2 and 2.5 GPA benchmarks, establish two main incentives:

- 1. Small Monetary Incentives:
 - a. In conjunction with Treasurer provide textbook subsidies to those who maintain a high GPA (receipt will need to be presented)
 - b. ALTERNATE: In conjunction with Treasurer and T-Shirt chair, provide subsidies for T-Shirts for those who maintain a certain GPA
- 2. Scholarship Keys through Sigma Nu HQ

LEAD

Timeline:

- Phase I was completed Fall Semester of 2017 with new initiates
- Complete Phase II by 4/16/18 (3 sessions in Fall 2017)
- Complete Phase III by 3/26/18
- Complete Phase IV by 4/16/18
- Integrate All Chapter Sessions throughout Semester; complete by 4/23/18

Phase II

Session 1: Seven Habits of Highly Effective People

• Led by former LEAD chairs Landon Benson and Allen Bagwell Session 2: The Leadership Challenge

• Led by former LEAD chairs Landon Benson and Allen Bagwell Session 3: Visionary Leadership

• Led by Mu Chapter Honorary Brother and Professor Dr. Charles Bullock Session 4: Effective Change

• To be led by LEAD Chairs Hunter Dye and Cole Mcvay Session 7: Controversy with Civility

• To be led by Former Lieutenant Commander and Alumni Chris Green

Phase III

Module 1: Organizational Development - TBD Module 2: Personal Development - TBD Module 4: Career Development – TBD Module 6: Ethics - TBD Module 7: Problem Solving - TBD

Phase IV

Session 2: Networking - TBD
Session 3: Servant Leadership

To be led by Ryan Mulkey and Tom Philips (Philanthropy Chairs)
Session 5: Conflict - TBD
Session 6: Success Tips for First Year on the Job - TBD

All Chapter

Module A- Personal Development: Scholarship - TBD Module B- Chapter Development: Goal Setting - TBD Module C- Risk Reduction: Alcohol Abuse / Sexual Assault

• Led by Rob Grabowski (nationals)

Recruitment

Target Number: 42

Target Deadlines: April 1: 5 Accepted Bids June 1: 8 Accepted Bids June 15: 15 Accepted Bids June 30: 22 Accepted Bids July 14: 30 Accepted Bids July 30: 40 Accepted Bids August 15: 45 Accepted Bids

I. Carry out an effective and efficient rush process through promoting chapter involvement and brother recommendations

A. Establish a rush committee of approximately four brothers that will meet daily. The committee will be responsible for requesting recommendations from brothers via Listserv, the IFC-provided database, as well as coordinating dates and rush events to maximize resources and ensure brother participation at these events.

i. Deliverable: March 1

B. Establish a rush team of approximately ten brothers, who will be active in the involvement of rushees and accepts. This team will work closely with the rush committee and

rush chairs to keep brother participation at an acceptable level. This will also allow the accepts and rushees to gain valuable experience in the rush process.

i.Deliverable: March 1

C. Ensure a strong group of brothers choose to live in the house over the summer to create a welcoming and exciting group for the rushees to meet. These brothers would consist of the Rush Team and the Rush Committee along with a few others. This way, rushees will meet brothers outside of the Rush Team and Rush Committee to get a better sense of how strong of a brotherhood we have to offer.

- (a) Include brotherhood events throughout the summer (minimum of two per month) to combine recruitment with a high level of chapter involvement. These will include, but are not limited to:
 - 1. Golf Outings
 - 2. Rafting Trips
 - 3. Lake Retreats
 - 4. Braves Games
- II. Create a document for candidates who have accepted their bids.
 - A. Give information regarding dues and important dates for the upcoming fall semester.
 - B. Require parent/guardian signature acknowledging the financial obligations associated with Sigma Nu.
- III. Promote Alumni Involvement in Recruitment
 - A. Host at least 2 events highlighting Alumni perspective in high-target cities, including National Recruitment Dinner (minimum of 1 per month)
 - i. Atlanta
 - ii. Charlotte
 - iii. Savannah
 - B. Provide web-based referral process for chapter alumni.
 - C. Utilize young alumni support and involvement throughout the rush process.
- IV. Recruit a well-rounded group of young men who will look to take initiative and become future leaders of the fraternity and other organizations on campus.
 - A. Advertise current brothers' leadership positions, philanthropy work, as well as promote Rock Chapter/NIC accomplishments, etc.
 - B. Emphasize quality in potential candidates and strive to gather a group of intelligent young men.
- V. Using models of year's past, develop a strategic and successful rush process that can be easily replicated in future years.
 - A. Incorporate the spring accepts into the summer rush process by keeping them involved, allowing the rush team to display what kind of mean other potential candidates would be joining by accepting a bid.
 - B. Collect names of 250 potential members and their contact information from members of each pledge class and alumni referrals.
 - 1. Deliverable: April 1
 - C. Beginning April 1, identify potential new members using the IFC Recruitment database.

- D. Track the number of accepted bids using a shareable spreadsheet throughout the summer. Keep close to target deadlines.
 - 1. Deliverable: April 1
- E. Create a detailed rush calendar that will continue to be updated throughout the summer.
 - 1. Deliverable: April 15

HOUSE MANAGER

- 1. House Maintenance
 - a. Continue to monitor the house and prevent any damages
 - b. Continue to enforce financial punishments for house violations
 - c. Keep kitchen supplies fully stocked at all times
 - d. Continue to keep the new pool table in good condition and keep the cover on it when it's not being used
- b) House Improvements
 - a. Continue to look for wifi improvement options within budget and find a solution (3/1)
 - b. Work with Christian and the university to find ways to reduce summer rent at the house (5/1)
 - c. Look for new meal plan catering options and come to a decision about next year (5/1)
 - d. Work on turning the kitchen into the Hangout Room and make the living room much nicer and keep it that way
 - 3. House Committee

. Create house committee consisting of current house members and freshmen interested in becoming house manager next year. The committee will serve to help me maintain the house and expose the freshmen to the responsibilities that come with being house manager

TREASURER

1. Improve communication with Commander and rest of EC

- Every two weeks have a meeting with the Commander to discuss upcoming expenses and payments due (starting 2/4/18)
- Anytime a check needs to be written, Nick and I will get together to write and sign it. Allows for both of us to be aware of the payments being sent out and eliminates duplicate checks
- Once a month I will sit down with EC and the committee heads and go through each part of the budget that pertains to each person. This way each head will know their allocated balance and how much they have to work with. (First chapter of the month)
- This will help EC, the committee heads, and myself stay on the same page throughout the semester
- These meetings will keep everyone up to date on the budget, and where the fraternity stands on chapter funds

2. Increase the funds in the chapter savings account

- Online banking can be used to auto-deposit funds from checking into savings every month
- At the beginning of the semester, I will look at the budget, and see which areas funds could be taken from to be added to the savings account
- I am going to try to always have a savings rate of 15% (currently have a rate of 24%)
- These extra funds in savings will allow for, possibly an extra date night for the brothers, or another event that brothers will enjoy
- They will also help protect against unforeseeable damage done to the fraternity

3. Use Bank of America's online bill pay (began 1/26/18)

- It will eliminate late payments
- It also shows pending payments, so I will know exactly what transactions have been made and what payments are being processed
- This will give me better control over the cash flows going in and out of the account
- It takes out the possibility of human error on my end
- It is much more efficient and timely than me doing it by hand for major and recurring purchases such as meal plan

LIEUTENANT COMMANDER

1. The first goal of the Lieutenant Commander is to achieve excellence in all categories of the Pursuit of Excellence application. In order to do this, the Lieutenant Commander must hold meetings with specific committee heads in order to make sure that progress is being made with their respective reports. I will hold these meetings on the following dates.

a. Committee Head Transitions- January 4- January 12

- Ross and I sat down and met with the new and exiting committee head chairs. During these meetings, we discussed ways that the new committee heads can become even more efficient at their job.
- The new committee heads brought new ideas and goals to the meetings. These goals were set according to the SMART guidelines.
- This year, committee head binders were created for each position with corresponding documents. This allowed for smoother transitions and will help when compiling POE resources.

b. Preparation for AAB Meeting- January 15- 24

- Committee heads turned in their reports (plans and goals for the upcoming semester) for the upcoming meeting with Mu's Alumni in Atlanta, GA
- Ross and I evaluated these reports and made sure that they followed SMART goals and were consistent with Mu Chapter's overall goals for the semester
- A meeting was held discussing proper etiquette and discussion during the AAB meeting. Though tedious, the AAB meeting is crucial to the chapter's success
- c. Atlanta Alumni Board Meeting- January 31st

d. First Pursuit of Excellence Meeting- February 1st

- Those responsible for a report will be given a detailed timeline that will describe due dates as well as other POE meeting dates.
- Committee heads will review materials provided in binders to ensure they understand what is expected of them.
- POE writers will be given the internal due date for their section- March 13.
- e. February 7 Pursuit Meeting
- f. February 21 Pursuit Meeting
- g. March 18 Internal Deadline for Pursuit Application
- h. April 1 Submit POE application to the Advisory Board for review
- i. April 30 The Fraternity's deadline for submission of POE
- 2. Assist the Alumni Relations Chair and Recorder in updating Mu Chapter's website and database as well as Facebook page.
 - a. I will help update information on the website to provide alumni greater insight into chapter operations. Updates to the calendar will occur at least 30 days in advance.
 - b. Frequent posts will be made to the Mother Mu Facebook page to allow alumni more opportunities to get involved with the chapter.
 - c. When a brother graduates, he will immediately be added to the alumni database in order to be kept up to date on alumni functions
- 3. Continue in overseeing all of Mu Chapter's committees
 - a. By serving as a constant link for communication among committee heads, I will serve as a resource to the chapter in helping to improve the efficiency of how Mu Chapter runs on a day to day basis

COMMANDER

- 1. Improve exterior of the house
 - a. Hire landscape service company to maintain the space we currently have by February 15th
 - b. Budget for maintenance and possible installations by February 5th
 - c. Install the front of the house portion of the landscape plan by Shakedown
- 2. Improve living room and dining room areas of the house
 - a. Relocate the pool table from the living room to the dining room by March 1st
 - b. Turn the living room into a presentable area by providing more seating areas and redirecting social activity to basement
- 3. Improve Chapter Meeting Efficiency
 - a. Limit chapter meetings to two times a month, unless important information needs to be discussed
 - b. Incorporate voting into Chapter meetings to increase participation (1 vote per Chapter)
 - c. Schedule 3+ alumni speakers to discuss relevant topics with Active chapter (Resume building, Interview preparation, etc.)