

# THE PHI ALPHA

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## An Important Meeting In Evanston

by William L. Stovall, Chapter Consultant

It was the concensus of the consulting staff that a period for self-evaluation, appraisal and inspiration was needed at mid-year. The consultants workshop, which took place at the Temple February 4 through February 6, more than adequately fulfilled this need. Visitation schedules had been arranged to conform and the consultants converged at Evanston on Wednesday night, February 4.

Our meeting began formally on Thursday morning at 8:30 a.m., quite early in the morning for those of us who are accustomed to the hours kept in connection with visitation work. In reviewing all aspects of our responsibilities, we began appropriately with a critical look at the consultant program itself. Advising members of our chapter's collegiate becomes increasingly complex as American campuses become more and more specialized while Sigma Alpha Epsilon foresees no reduction in the number of new chapters coming into its Realm. We have come to endow the consultant's task with the professional status which it deserves; however, professional status warrants professional training. Hence, our workshop assumed the stature of one of the "think tanks" which have become so celebrated among academic communities today.

Before long all of us came to the realization that the visitation program is essential to establishing and promoting a "national" identity among SAE chapters and uniting efforts of active members, alumni, and administrative personnel in the advancement of our chapters. Moreover, it became apparent that no matter how extensive the consultant's involvement with individual chapters becomes, the necessity for concerned attention on the local level remains an important part of the consultant's work. As the fingers of Minerva reach into more universities, the time spent "on the road" by the consultants is more limited. By the same token, this time must be well spent and must be of genuine assistance to the local group. In general, visits can no longer be simply polite observations of chapter activities. The expense to the National Office incurred by the visitation program must be seriously justified. Therefore, the role of the chapter advisor or resident consultant will be fortified in the future. Day-to-day operations of a chapter should be observed constantly by a local outsider and minor malfunctions should be corrected on the local level before they reach major proportions. Situations which have become so involved that the chapter requires professional advice are cause for a visit by a consultant.

Enriching the consultant's personal reservoir of knowledge was discussed during the workshop. There

is the possibility of making available through a university in the Chicago area studies in management and personnel techniques, group dynamics, sensitivity training, and educational programming. The cost of pursuing this idea is, of course, prohibitive at this time. Nevertheless, concentration on an effective indoctrination period for new consultants is possible now. Perhaps the men who are going into the field are expected to know too many things, things they cannot possibly know without the benefit of experience. Much of this "experience" can be gained in Evanston, before traveling, through an extensive period of orientation. Today, most institutions guide their new members through orientation programs to acquaint them with the mode of operation and with methods to cope with difficulties which might arise. Nothing is more frustrating than being a consultant who cannot consult. On the other hand, what is as devastating as approaching a consultant with a problem only to receive in return little more than a blank stare? In light of our workshop, these frustrations can be anticipated and alleviated in Evanston before they manifest themselves. In the future, Sigma Alpha Epsilon's consultants will have minds well stocked with constructive thinking instead of pat answers, rest assured, ready to tackle the myriad challenges which materialize "on the road."

Although the significance of the chapter consultant was of major import during our workshop in Evanston, our meetings took on a broad perspective encompassing all elements of fraternal endeavor. We each met individually with ESR Jack Hotaling, Assistant ESR Bill Flournoy, Chapter Consultant John Baugh and National Treasurer Chuck Trangsrud in order to discuss in depth various areas of concern. In turn, we each found the information gained during these personal sessions to be worthwhile in adding a feeling of competence to our attitudes as consultants. Topics covered in our discussions included visitation procedure, pledge education, the advantages of being "National," the drugs question, and the interpretations and policies of the National Laws.

This year, beyond a doubt, has been one of transition and reorganization. The Fraternity has a new ESR and Assistant ESR, not to mention the extensive remodeling for efficiency being done at the Temple. The role of the chapter consultant, to a great extent, has been redefined. The identity of the consultant is, at last, beginning to crystallize. The workshop to which we all contributed served to bring our minds into focus on a common purpose. The benefits derived from our conclave strictly parallel our collective purpose, that is, better service to the men of Sigma Alpha Epsilon.

## The Need To Increase Membership

In the last issue of Phi Alpha it was announced that ESA Jacob had appointed a Financial Review Committee to study the overall financial picture of SAE. This committee met last month and, among many other items, discussed ways of generating additional income. Committee member Rod Morris, '67 Colorado Lambda, was asked to make a presentation on suggested ways in which the total number of initiates might be increased.

We include here the outline of his presentation which should provide some Fraternity-wide stimulation of thought on a question that affects equally every chapter in the Fraternity:

### THREE AREAS OF CONSIDERATION

- I. Enhance the image of fraternities, particularly SAE.
  - II. Increase number of rushees and, consequently, number of pledges.
  - III. Increase the percentage of pledges who are initiated.
- I. Better image
    1. Encourage a stronger public relations program to emphasize the good work now done.
    2. Emphasize the importance of an officer for public relations.
    3. Community service projects are good. Presenting the Community Service Award is beneficial.
    4. Join local Chamber of Commerce and participate.
    5. Become active leaders of all campus activities.
    6. Remember public relations with alumni, school, sororities, as well as community.
    7. Provide what students want. Make modifications that attract the student types desired.
  - II. Larger rush and larger number of pledges
    1. Greater use of alumni recommendations. Chapter should answer in writing each one received, whether verbal or written.
    2. Summer rush may help.
    3. Bolster interfraternity image. Use IFC to promote more participation in rush.
    4. Strongly encourage off-term rush. Pledge upperclassmen who are proven students and leaders. Competition will be reduced. Use alumni recommendations here also.
    5. Prepare rushing manual.

### III. Better percentage initiated

1. Advisor from alumni or school should be used.
2. Eliminate hazing and outdated "traditions."
3. Develop well-publicized pledge education goals. Seek 100 per cent participation from pledges and actives.
4. Follow advice of Chapter Consultants.
5. Investigate incentives.

### IMPLEMENTATION OF CHANGES

1. Seek improvement in all three areas.
2. Provide workshops.
3. Leadership School.
4. National publications.
5. Letters from national officers.
6. Manuals.

Although this is only an outline, it is suggested that each chapter appoint its own study committee and, if membership is declining, develop those programs and policies that will reverse the trend.

## Fraternities Are A Factor In Retention

For the last three years, the College Fraternity Secretaries Association has conducted a research project, collecting data about the capacity of fraternities to retain their members. Forty-three fraternities, including SAE, participated by sending a questionnaire each year to all of their chapters with the request that membership data on pledging, initiation and retention be supplied. The results of this survey should be of interest to our readers:

**MEANING OF THE DATA:** The attached figures gain in importance when we understand that, on the average, only 40 per cent of American college students graduate on schedule. Fraternities, on the average, have been graduating about 55 per cent of their members on schedule, with another 7 per cent still in school, but in other than their original institutions. This year our data show that the per cent of pledges of the class of 1969 who were still in school last spring (presumably graduating on schedule) had jumped from the 55 per cent of 1968 to a startling 66 per cent. We are not sure precisely what accounts for this difference, but the Vietnam War and its pressures on students to remain in school may be a factor. Otherwise, we would welcome suggestions.

Considered from another point of view, the results of the so-called "Iffert Study" by the U.S. Office of

(Continued on Page 3)

# THE LION'S SNORT



Installing Officer for California Rho at the University of the Pacific in Stockton was ESW Joseph A. Mancini, assisted by ESCh Neal R. Berte. Also in attendance were Past ESA Robert R. Aurner, ESR Jack R. Hotaling, Assistant ESR William P. Flournoy, Chapter Consultant Del Weston and Province Kappa officers including Archon Ed Wilson. This is the last chapter to be installed among those covered by the eleven charters granted at the last National Convention.

\* \* \* \*

Fire destroyed the kitchen at the Michigan Epsilon Chapter house recently. The chapter house at General Motors Institute in Flint appeared on the cover of the last issue of the RECORD and was the site of the Province Pi Convention on February 13 and 14.

## Fraternities (con't)

Education, representing data for 1950-54, are confirmed for a time period a decade and a half later. Fraternities continue to graduate on schedule more of their members than colleges and universities do of their students as a whole.

Put another way, our previous conclusion still holds: fraternity life does have meaning in terms of "holding power" when compared to non-fraternity life.

CONCLUSION: Our third year of data collection reconfirms our last year's advice to member fraternities; that is, it is quite safe to publish your own retention information and to use it for another type of measure of the quality of chapter and fraternity life. Our caution is that comparisons should be carefully made; individual chapters differ on retention capacity because of local conditions sometimes beyond their power to change. Further, an index for a fraternity as a whole is dubious if not based on at least 50 per cent of that fraternity's chapters."

In the case of SAE, 56 chapters responded. There were 1,559 men of the class of '69 originally pledged and 1,178, or 76 per cent eventually initiated. Of this number, 934 or 63 per cent either are still in school or have already graduated and 97 men are still in school elsewhere. These percentages compare with an overall average of 75 per cent of those pledged finally initiated and 66 per cent of them still in school or already graduated.

Corrections to the Province Convention information contained in the last PHI ALPHA are as follows:

Kappa	April 4	Sacramento, California
Mu	February 28	Decatur, Illinois

In addition, the following dates for Conventions have now been established:

Alpha	April 17 & 18	Worcester, Massachusetts
Zeta	April 24 & 25	Fulton, Missouri
Theta	April 17 & 18	Memphis, Tennessee
Omicron	April 12	Clemson, South Carolina

\* \* \* \*

Georgia Psi at Mercer University, Macon, will celebrate its 100th Anniversary on March 6 and 7. Chairman Charlie Witzleben reports a very strong alumni response and anticipates a large attendance. ESA Paul Jacob will represent the National Fraternity at this thrilling event.

\* \* \* \*

Technical difficulties have delayed the printings of the newly revised PHOENIX but we have now learned that it is complete and orders are being filled as promptly as possible.

\* \* \* \*

Each Alumni Association now has a designated number which allows the National Office to provide an automatic print-out of address labels for a pre-designated zip code area. Each association has received such a print-out for assistance in Founders Day preparations.

\* \* \* \*

Applications are beginning to come into the National Office for participation in the second annual Summer Intern Program sponsored by the SAE Leadership Foundation. Four Interns will be selected to spend next summer working with the South Carolina Department of Rehabilitation in Columbia. Others interested in the program should apply soon.

\* \* \* \*

The newly revised Ritual incorporating all the changes enacted at the last National Convention, a revised formal pledge ceremony, and a new burial ceremony and memorial service, was distributed from the National Office last week. Those receiving the new edition of the Ritual should destroy or return to the National Office all old copies in their possession; they will be required to return a statement certifying that they have done so.

# Noble Notes



NOBLE LESLIE DeVOTIE  
Founder

Past ESA Emmett Moore has just advised us that he and Brownie have sold their home in Pullman, Washington and will be moving to Panorama City, a retirement center near Olympia on or about July 1.

\* \* \* \*

Long-time financial adviser to Oklahoma Kappa, Grover Strother has recently resigned his position. It is doubtful that any adviser in the Realm has served his Chapter more diligently and well than has Grover. He has also served as Archon of Province Sigma and any other place where he is needed in service to SAE. In the early years of the Leadership School he assisted John O. Moseley and was one of the original contributors who made possible the formation of the School.

\* \* \* \*

Past ESA Dolph Ginter will be celebrating his 94th birthday on March 12. For those wishing to send him greetings, his address is:

Mr. G. A. Ginter  
6370 Grand Vista Ave.  
Cincinnati, Ohio 45213

Chapter Consultant Steve Walker will leave the staff on March 1, to assume a position in Public Relations with the American Oil Company in Chicago. We know that Steve will continue his activities with SAE for many years to come.

\* \* \* \*

Former Chapter Consultant John Wicklund was married last December in Portland, Oregon. He and Bride Sandy are making their residence in Portland.

\* \* \* \*

We are pleased to announce that W. Charles Witzleben '70, Georgia Psi will join the National Office Staff as a Chapter Consultant on July 1, 1970. Other positions as Chapter Consultant will be open at that time and those interested should contact Assistant ESR William Flournoy.

\* \* \* \*

John Henry Stone, former chapter supervisor for the Fraternity, long-time Leadership School faculty member and song leader, is personnel director of the First Huntington National Bank of Huntington, West Virginia.

\* \* \* \*

Brothers who are interested in serving on the faculty of the 1970 Leadership School should write to the National Office making application therefor. All applications should be received by April 15, for review by the Leadership School committee, meeting on that date. Address correspondence to: Leadership School Faculty, Sigma Alpha Epsilon, P.O. Box 1856, Evanston, Illinois 60204.

## The Phi Alpha of Sigma Alpha Epsilon

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