Beta Brotherhood Assessment and Beta Volunteer Assessment

Frequently Asked Questions

September 2026

What are these assessments?
The Beta Brotherhood Assessment (BBA) is an annual membership-wide survey used to better understand the collegiate experience and establish baselines for a healthy Beta culture. We want collegians and advisors to understand their chapters on a deeper level and identify behaviors and thinking that encourages a safe and caring brotherhood that is built around Beta's core values.

The Beta Volunteer Assessment (BVA) is an annual advisor survey used to better understand the advising experience and establish baselines for positive volunteer involvement. We want advisors to understand their chapters on a deeper level and identify behaviors and thinking that encourages a safe and caring brotherhood that is built around Beta's core values.

Beta has partnered with a professional research firm, Dyad Strategies, to build an assessment tool and share results. Dr. Gentry McCreary, CEO and managing partner, has been a frequent speaker at Beta leadership programs, including Conclave, Wooden, and Convention and is a long-time Friend of Beta. Dyad partners with almost two dozen other fraternities and sororities, and even more campuses. This allows Beta to be able to compare our aggregate results against results from other fraternities.

The surveys ask for feedback about the membership and advising experiences and include some basic demographic questions. Individual results are anonymous.

Every year since the Fraternity started the Beta Brotherhood Assessment, it has achieved an overall participation rate of at least 81%. Because of the tremendous participation, local and international leaders have been able to gain significant insights into the culture, attitudes and well-being of our collegiate membership.

Who takes the surveys?
All collegians, including new members, and advisors. On October 9, the assessment will be sent to each person INDIVIDUALLY via email, to the email address listed in MyBeta. The survey link is unique for each person and will not work if it's forwarded to others.

How long will it take?
BBA: The entire survey typically takes 20 – 25 minutes to complete.
BVA: The entire survey typically takes 10-15 minutes to complete. *

**Please note that if you serve as a volunteer for more than one chapter, you will be asked to complete the survey for EACH chapter.*

What's the deadline?
There are several key deadlines for the Beta Brotherhood Assessment:

- By September 30: Chapter rosters, including new members, should be updated in MyBeta.
- By September 30: Advisor rosters should be up to date in MyBeta.
- By September 30: Every collegiate and volunteer should verify and update their email address in MyBeta.
- October 9: The surveys open! Every collegiate and volunteer will receive an email with a link to the survey.
- November 2: The surveys close. For the 3 weeks the BBA and BVA are open, Chapter Presidents and Chapter Counselors will receive completion reports twice a week. We encourage students and advisors to encourage those who haven't completed the survey to complete the survey.

What does our chapter need to do?
The Exec team, with assistance from Advisors, should focus on three important things:

- In September: Review and implement the Beta Brotherhood Assessment Campaign Plan to set a chapter and advisory team goal and generate excitement.
- In October: Set aside time during a chapter meeting or brotherhood event for everyone to take the survey.
- In November: Use your final participation report to give awards and incentives to your collegiate members.

Does everyone have to take it?
We hope everyone will. While the survey is open, Chapter Presidents, Chapter Counselors, and District Chiefs will receive completion reports twice a week showing exactly who – and who hasn't – completed the survey. To get statistically significant results, each chapter and advisory team needs to have 60% of their members/team complete the survey. We hope your chapter aims at these higher targets:

- 85% participation = Sisson award level
- 90% participation = Knox award level

What about guys studying abroad, at internships or on "inactive" status?
Anyone with a Membership status of "Collegiate Member" or "New Member" on My Beta on September 30 will have a unique survey link created for him and will be included in completion reports. If there are membership status changes after September 30 that will impact completion percentages, they will need to be made on MyBeta AND Noah McHale (noah.mchale@beta.org) will need to be emailed of the changes.

Help! We have email problems!
Please refer to the Beta Brotherhood Assessment Troubleshooting Guide.

What will the weekly participation reports look like?
Starting October 12, Chapter Presidents, Chapter Counselors, District and Regional Chiefs will receive completion reports twice a week. Reports will include:

- Chapter participation numbers
- Current rank of completion percentage among all Beta Chapters
- Last year's completion percentage
- A list of every **member**, the **email** the survey was sent to, **response status** and their **unique survey link**

The survey results are confidential; these status reports will show who has or has not completed the survey so you can work with individual members to encourage them to complete the survey. Administrative Office contact for weekly reports: Noah McHale, Senior Director of Growth, noah.mchale@beta.org or 513-273-2204.

What if people don't answer seriously? Will that affect our chapter results?
Possibly. This survey is for the benefit of the chapter by receiving direct feedback from members and advisors. If participants give dishonest or glib answers, that will affect your results. The survey tabulation software has some built-in controls for "fake data," so one or two goofballs won't skew your results. The best way to prevent this is to build excitement for the survey, offer incentives, and make it a priority for the fall term.

What's in it for us?
In addition to the award levels listed above, the General Fraternity is offering the following incentives to chapters for their members completing the BBA.

- 85% = required for Sisson award
- 90% = required for Knox
- 100% = Any chapter reaching 100% participation will be entered into a raffle to receive 1of 5 $300 gift cards to the new Beta Store to purchase recruitment supplies.
- Most improved participation by **number of members**: Beta Branded Tailgate tent
- Top 5 most improved participation by **number of members**: Beta Branded Cornhole set
- Most improved participation by **percentage of members**: Beta Branded Tailgate tent
- Top 5 most improved participation by **percentage of members**: Beta Branded Cornhole set

All advising teams that reach 100% participation will be entered into a raffle for one of three $200 gift cards to the new Beta Store.

Are the results confidential?
Yes. Responses are managed by our survey vendor, a professional research firm. No one at the Administrative Office or General Fraternity will be able to attribute answers to a specific person.

Who will get the results and when?
Chapter Officers and Advisors will see chapter-level results by early January and discuss further at Conclave January 7-10.
The Board of Trustees and Administrative Office staff will see aggregated results starting in January too. This helps inform strategic direction for programs and services to benefit all members and chapters.

What will the report say?
The assessment questions are designed to ask members about their attitudes toward building authentic friendships, whether Beta supports their personal goals, and whether they feel a strong sense of belonging. The chapter report will include charts and graphs comparing your chapter against fraternity-wide results, plus recommendations for activities and workshops that could impact the chapter's score on a measure of interest.
The report is intended to be a true reflection of members' attitudes; chapter leaders should use it as a starting point for authentic conversations about the culture of their chapter. Think of this like an Eye of Wooglin for the entire chapter – open, honest, loving feedback that should prompt reflection.

What if we don't agree with what the report says?
The reports will convey feedback directly from your members. It's possible that what members say is different from your own perspective. That's OK. The chapter report is intended as a starting point for information and conversation about the culture of the chapter.

Will the results be used for any disciplinary action against a chapter?
No. The questions are about the attitudes and experiences of your members and advisors. The questions do not ask about specific incidents or events.

What can we do to reach 100% completion?
See Beta Brotherhood Assessment Campaign Plan