



# Beta Brotherhood Assessment & Beta Volunteer Assessment

## FAQs

*September 2025*

### **What are these assessments?**

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 CPLA, 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.

Beta Brotherhood Assessment (BBA): To support the strategic priorities of Brotherhood, Personal Growth, and Home, in 2018 Beta undertook an annual membership-wide survey 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.

Beta Volunteer Assessment (BVA): To support the strategic priorities of Brotherhood, Personal Growth, and Home, in 2019 Beta undertook an annual survey 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.

The surveys include some basic demographic questions but otherwise it asks for feedback about the membership and advising experiences. 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.

Beta Brotherhood Assessment reports will be sent to officers, advisors, house corporation volunteers and campus professionals before Conclave in early January 2024.

### **Who gets to take the survey?**

All collegiates, including new members, and advisors. On October 10, 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 25 – 30 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 October 1: Chapter rosters, including new members, should be up to date in MyBeta.
- By October 1: Advisor rosters should be up to date in MyBeta.
- By October 1: Every collegiate and volunteer should verify and update their email address in MyBeta.
- October 10: The survey opens! Every collegiate and volunteer will receive an email with a link to the survey.
- November 3: The survey closes. For the 3 weeks the BBA and BVA are open, students and advisors who haven't completed the survey will receive reminders to complete the survey via email and text.

### **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 weekly reports 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 is inspired to these higher targets:

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

### **What about guys studying abroad, at internships or on "inactive" status?**

All feedback from members is valuable, including men who might be inactive for any reason. Therefore, they will be given the opportunity to complete the survey. You may consider personal outreach to those men, especially the guys studying abroad, so they know to complete the survey by the deadline.

## **Help! We have email problems!**

Please refer to the [Beta Brotherhood Assessment Troubleshooting Guide](#).

## **What will the weekly participation reports look like?**

Starting around October 13, chapter presidents, chapter counselors, and District Chiefs will get a regular participation reports. It will be a simple list of overall participation statistics for your chapter, plus each person and their survey status (Not started, Incomplete, Complete). For instance, you'll be able to see that 72% of the chapter started the survey and 67% completed the survey. You won't be able to see any survey answers, just the completion status. This is how you'll be able to offer incentives to members who complete the survey quickly and follow up with members and advisors who haven't started it yet.

## **What if people don't answer seriously? Will that affect our chapter results?**

Possibly. This survey is for the benefit of chapter leaders, to receive direct feedback from your 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 1 of 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. Individual responses will be tabulated by our survey vendor, a professional research firm. No one at Beta will see individual answers or be able to attribute answers to a specific person.

Chapter officers and advisors will see chapter-level results, and Beta's Board of Trustees and Administrative Office staff will also see results aggregated for all chapters.

### **Who will get the results and when?**

In early January each chapter president will get a custom report for his chapter (the entire exec team and all advisors will be copied). The Administrative Office will host educational programming about the Beta Brotherhood Assessment and how chapters should interpret and react to their results for all chapter officers and advisors. Beta's Board of Trustees and Administrative Office staff will see results aggregated for all chapters. This will help provide strategic direction for programs and services to benefit all members and chapters.

BVA reports will be given to advising teams that will provide a window into the advisory team's feelings about their own perceptions of their competency in their role as well as how they feel about the relationship they have with their advisee.

### **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 to try 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 Beta Brotherhood Assessment will convey feedback directly from your members. It's possible that what your members say is different from your own thoughts and assumptions. That's OK. The chapter report is intended as a starting point for information and conversation about the culture of your chapter.

The Beta Volunteer Assessment will convey feedback from the team about their level of confidence as it relates to doing their job as an advisor and compare that to the strength of their relationship with their advisee.

### **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 happens next year?**

The assessments will happen every year in the fall. This year (2025) is our eighth iteration of the BBA, and the seventh of the BVA. Our ability to paint a meaningful picture for your chapter from one year to the next depends on your members completing the survey every year.

### **Strategies to Reach 100% BBA Completion**

Below are some of the successful strategies that have been used by chapters to get to 100% BBA completion quickly. You are welcome to try creative means to raise your BVA completion rate, too.

- Set aside 30 minutes at a chapter meeting to take the survey!
  - Reward guys who have completed the survey by letting them come to chapter late, provide pizza for the meeting, or turn on a baseball or football game to pass the time till the other members take the survey.
- Utilize meal times!
  - If you have chapter housing, have executive team members available at breakfast, lunch, and dinner with a laptop and all the unique links. Pull brothers aside as they come to eat and have them complete the survey.
  - Don't have a chapter facility or are fully virtual – utilize mealtime hours for your outreach to chapter members to take the survey. Use your executive team or volunteers to schedule calls during lunch or dinner to catch up and to encourage participation in the survey.
- Withhold social privileges till the survey is complete!
  - Choose to not allow members to sign up for social functions like formal or date party until they complete the survey.
- Provide incentives to the first 10-15 members to complete the survey!
  - Gift cards to local restaurants or coffee shops.
  - A credit on dues of \$15.
  - One free unexcused chapter absence.