



Beta Brotherhood Assessment & Beta Volunteer Assessment

FAQs

September 2023

What are these assessments?

We have partnered with Dyad Strategies, a professional research firm, to build an assessment tool and tabulate the results. Dr. Gentry McCreary, CEO and managing partner, has been a frequent speaker at Beta leadership development events, including CPLA, Wooden, and Convention and is a long-time Friend of Beta. Dyad has partnered with several other well-respected fraternal groups; Beta will be able to compare our aggregate results against results from other top-tier 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 collegiates 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 asks for feedback about the membership and advising experiences. Individual results are anonymous.

In year 1 the Fraternity achieved an overall participation rate of 81%, in year 2 we reached an even more astonishing 84%, in year 3 we reached a participation rate of 83%, in year 4 we reached a participation rate of 89%, and in year 5 we hit 81%. Because of the tremendous participation, local and international leaders were able to gain significant insights into the culture, attitudes and well-being of our collegiate membership.

Beta Brotherhood Assessment reports were sent to officers, advisors, house corporation volunteers and campus professionals in early January 2023. Reports are posted on MyBeta > [chapter page] > Chapter Reports.

Who gets to take the survey?

All collegiates, including new members, and advisors. On October 2, 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 September 20: Chapter and advisory team rosters should be up-to-date in MyBeta, including adding any new members.
- By September 22: Every collegiate and advisor should verify and update their email address in MyBeta.
- October 2: The survey opens! Every collegiate and advisor will receive an email with a link to the survey.
- November 5: The survey closes. For the 5 weeks the BBA and BVA are open, students and advisors who haven't completed the survey will receive 2 – 3 reminders 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. In October, chapter presidents, chapter counselors, and GFOs 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:

- 70% participation = Standard Chapter Operating Expectations (SCOE) compliant
- 85% participation = Sisson award level
- 90% participation = Knox award level

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

We believe that 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 10, the chapter president, chapter counselors, and GFOs will get a weekly participation report. It will be a simple excel sheet that lists overall participation statistics for your chapter, plus a detailed report of each person and their survey status. For instance, you'll be able to see that 72% of the chapter started the survey and 67% completed the survey. Then, for an individual member, you can see if they received the email, opened the email, started the survey, or 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 collegians 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?

For the BBA, incentives! In addition to the award levels listed above, the General Fraternity is offering the following incentives:

- 70% = minimum requirement for Standard Chapter Operating Expectations (SCOE)
- 85% = required for Sisson award;
- 90% = required for Knox **and** 2 Wooden registrations for the first 20 chapters to get to the 90% level (\$200 value).
- 100% = Any chapter that hits 100% will qualify for the raffle to receive the following:
 - 1 new chapter (not currently chartered) will receive their Loving Cup (approx. \$2000 value).
 - 2 new chapters (not currently chartered) will receive travel vouchers / airline miles they can use for flights to Convention 2024.
 - 2 chapters will receive a travel voucher / airline miles to send a delegate to Convention 2024.

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 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 GFOs and Chapter Counselors 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 recommendation for activities and workshops, if you want to try and focus on an area with a lower score. 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. Previous reports are posted on MyBeta > [chapter page] > Chapter Reports.

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, behaviors, or events.

What happens next year?

The assessments will happen every year in the fall. This year (2023) is our sixth attempt to collect data from the BBA, and the fifth from 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 success 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.
 - If your campus is virtual use the chat box to send members their unique survey link (Which you will receive following your first participation report around October 11) and allow the members who have already taken the survey to leave the chapter meeting early.
- 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.
 - If you are virtual or your campus isn't allowing social functions this term, consider utilizing virtual game nights and virtual brotherhood events where your survey completion is the ticket for admission!
- 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.