



Beta Brotherhood Assessment FAQs

September 2019

What is the Beta Brotherhood Assessment?

To support the strategic priorities of Brotherhood, Personal Growth, and Home, in 2018 Beta undertook an annual membership-wide survey to better understand the undergraduate experience and establish baselines for a healthy Beta culture. We want undergraduates 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.

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. 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.

The survey includes some basic demographic questions but otherwise asks for feedback about the membership experience. Individual results are confidential.

In year 1 the Fraternity achieved an overall participation rate of 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 undergraduate membership.

Beta Brotherhood Assessment reports were sent to officers, advisors, house corporation volunteers and campus professionals in early January 2019. Reports are posted on MyBeta > [chapter page] > Chapter Reports.

Who gets to take the survey?

All undergraduates, including new members. On September 29, the assessment will be sent to each member 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 other people.

How long will it take?

The entire survey will take 25 – 30 minutes to complete.

What's the deadline?

There are several key deadlines for the Beta Brotherhood Assessment:

- By September 25: Chapter rosters should be up-to-date in MyBeta, including adding any new members.
- By September 25: Every undergrad should verify and update his email address in MyBeta.
- September 29: The survey opens! Every undergraduate will receive an email with a link to the survey.
- November 3: The survey closes. For the 5 weeks the Beta Brotherhood Assessment is open, students who haven't completed the survey will receive 2 – 3 reminders via email.

What does the exec team 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 goal and generate excitement.



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- 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 members.

Does everyone have to take it?

We hope everyone will. In October, chapter presidents will receive weekly reports showing exactly who – and who hasn't – completed the survey. To get statistically significant results, each chapter needs to have 60% of their members 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

Help! We have email problems!

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

What will the weekly participation reports look like?

Starting about October 7, the chapter president 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 member and his 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 he 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 individuals who complete the survey quickly and follow up with members 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. If students 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?

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

- 90% = 1 Keystone registration for the first 25 chapters to get to the 90% level (\$215 value).
- 100% = Chapters and colonies that achieve 100% participation by the deadline will be entered in a raffle occurring at CPLA where the following incentives will be awarded by random drawing:
 - 1 colony will receive their Loving Cup (approx. \$800 value).
 - 2 colonies will receive travel vouchers / airline miles they can use for flights to Convention 2020.
 - 2 chapters will receive a travel voucher / airline miles to send a delegate to Convention 2020.
 - 2 chapters will receive a personal visit and personalized chapter history presentation from General Fraternity Historian and Archivist, Zac Haines Miami '05.

In addition, chapters should set their own goals and offer local incentives. Get creative!



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). At Chapter Presidents Leadership Academy in mid-January Dr. McCreary will share aggregate results for all Beta chapters and host a special workshop to help each president interpret his chapter report.

At the Keystone Regional Leadership Conferences in February, we’ll host educational programming about the Beta Brotherhood Assessment and how chapters should interpret and react to their results.

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.

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.

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.

Will the results be used for any disciplinary action against a chapter?

No. The questions are about the attitudes and experiences of your members. There aren’t any questions about specific incidents or events.

What happens next year?

The Beta Brotherhood Assessment will happen every year in the fall. This year (2019) is our second attempt to collect data. Next year your chapter report will show year-over-year changes in the attitudes and thinking of your members. 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.