

YEAR IN REVIEW

FISCAL YEAR 2010 | JULY 1, 2009 – JUNE 30, 2010



ASSOCIATION OF
FRATERNITY | SORORITY ADVISORS

From the Leadership

With a new name and a new look, the Association of Fraternity/SorORITY Advisors completed another successful fiscal year. We are pleased to share that in this difficult economy, our Association membership numbers are stable, our financial status has maintained, and our resources and professional offerings have grown. We have expanded our Central Office staff and are close to completing the 2011-2013 Strategic Plan.

One of the key initiatives of 2009-2010 was the expansion of our professional development programs. The Association piloted the Professionals Institute in partnership with the Southeastern Interfraternity Conference at the SEIFC Leadership Academy and with the Association of Fraternal Leadership & Values at the AFLV West Fraternal Leadership Conference. The Association also hosted the AFA Graduate Training Track at the NASPA Region IV-East Conference in an effort to provide education to members and non-members who are not able to attend the program at the AFA Annual Meeting.

AFA has continued its commitment to current partnerships while also engaging in new ones. The Association recently joined as a partner in the NASPA Assessment & Knowledge Consortium and participated as a partner in The Placement Exchange prior to the 2010 NASPA Annual Conference. A new AFA/IATF Award was created in celebration of the 25th Anniversary of the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues. Finally, the Association continued its commitment to the Fraternity and Sorority Coalition Assessment Project, hosting the Coalition Board Meeting at the 2009 Annual Meeting, as well as sponsorships of a number of programs and events.

As we look to a new year, there is potential for great challenges as well as great successes. We hope that every member will continue to be an active participant in the Association's requests for feedback and input as it relates to the strategic plan as well as member feedback on programs and resources. We thank you for your continued commitment to the Association and look forward to seeing you at the 2010 Annual Meeting.

Fraternally,



Carolyn E. Whittier

Carolyn E. Whittier, Ph.D. | 2009 President



Kelly Jo Karnes

Kelly Jo Karnes | 2010 President



Linda A. Wardhammar

Linda A. Wardhammar | Executive Director

2009-2010 Highlights

It is through the efforts of the Association's dedicated volunteer base and collaborative efforts with interfraternal, higher education, and Associate member partners that we have made progress this year on a variety of strategic initiatives. Below we offer a recap of the year's activities.

Advocacy and Influence

- AFA continued its membership in the Council for Higher Education Management Associations (CHEMA) and also benefitted from membership in the Student Affairs in Higher Education Consortium (SAHEC), a sub-group of associations focused on the various functional areas of student affairs, including NASPA, ACPA, ASCA, ACUHO-I, NODA, NACA, NIRSA, and many more. The overall benefit of this membership has been a stronger connection to our higher education partners and the ability to network regarding a variety of association management scenarios. Especially helpful has been the chance to dialogue with the Executive Directors of ACPA and NASPA about the potential ACPA/NASPA consolidation.
- AFA participated as a partner in The Placement Exchange at the 2010 NASPA Annual Conference, and the Association has become a partner in the NASPA Assessment & Knowledge Consortium.
- The Executive Board approved the appointment of a permanent Governmental Relations Chair who will serve as the Association's expert on all governmental relations initiatives.
- AFA again participated in the lobbying activities coordinated by the NIC and taking place in Washington, DC, this past April, in an effort to gain additional support for the Collegiate Housing and Infrastructure Act. Carrie Whittier, Past President, Kelly Jo Karnes, President, Linda Wardhammar, Executive Director, and Shelly Brown Dobek, Governmental Relations Chair, represented the Association.
- A national listing of graduate school programs in student affairs, including identification of those that have assistantships in fraternity/sorority life, was compiled by the Regional Directors and the Vice President for Membership and posted on the AFA website.

Convener, Facilitator, and Partner

- After being approved by the Executive Board, the Resolution on Interfraternal Umbrella Organizations' Position Statements on Hazing was presented to the voting membership in attendance at the Business Meeting during the 2009 Annual Meeting. The resolution was discussed and tabled for further consideration. A focus group was appointed to review the resolution draft and make suggestions for additions or changes.
- In honor of the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues' (IATF) 25th anniversary, the Association presented a new AFA/IATF Award to recognize an outstanding campus and/or inter/national fraternity or sorority for its efforts in broad-based alcohol/other drug prevention. The inaugural recipient of the award was Pi Kappa Phi Fraternity.
- The Association renewed its agreement with Educational Benchmarking, Inc. (EBI) for the AFA/EBI Fraternity/ Sorority Assessment tool. One major change to the agreement was the removal of the "non-compete" clause within the contract, which will now allow the Association to do more to educate members about other assessment options as well as the AFA/EBI tool.

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Mission: the business of the Association; its reason for existence

- AFA enhances its members' ability to create fraternity and sorority experiences that positively affect students, host institutions, and communities.

Vision: the future we hope to create

- A unified fraternal movement and an increased recognition of the value of the fraternity and sorority experience.

Strategic Goal Areas

- Advocacy and Influence
- Convener, Facilitator, and Partner
- Governance and Infrastructure
- Inclusiveness and Community
- Information, Knowledge, and Learning

JULY 1, 2009 – JUNE 30, 2010

The following information represents the Statement of Activities for the Association of Fraternity/Sorority Advisors fiscal year 2009-2010. Copies of the full audit, including the auditor's report and notes to the financial statements, may be obtained by contacting the AFA Central Office.

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- Sigma Gamma Rho Sorority, Inc., graciously invited AFA to be a part of its Officers' Essentials Training from July 17-19 at St. John's, Queens Campus in New York. The goal of the weekend was to ensure that the sorority leadership team – international and regional board members and primary chapter officers throughout the sisterhood – were on the same page regarding expectations for their particular office and to foster a “one organization” mindset.
- AFA was a sponsor of the Fraternity Executive Association (FEA) Annual Meeting again in 2009 and exhibited for the first time. This sponsorship is an important opportunity for AFA to support the professional development of our organization-based members. The President and Executive Director had multiple opportunities to interact with interfraternal partners and attend education programs on key topics.
- AFA was again a sponsor of the Pennington & Co. FRMT Risk Management College, a program designed specifically for fraternity and sorority staff members.
- During the 2009-2010 calendar year, the Association once again sponsored the Lambda 10 Project's OUT & GREEK Leadership Conference Advisors Track, HazingPrevention.Org's National Hazing Prevention Week and National Hazing Symposium, and the MJ Insurance/Kappa Alpha Theta Risk Management on the Road program.
- AFA participated as a partner with ACPA-College Student Educators International in offering résumé reviews for their Silent Auction during their Annual Convention.
- AFA partnered with the NASPA Fraternity and Sorority Affairs Knowledge Community to host a pre-conference program at the 2010 NASPA Annual Conference. The program was based on the Jim Collins book *How the Mighty Fall* and focused on the difficult questions about the current challenges of fraternities and sororities in the 21st Century.
- The Association was invited to bring greetings to the convened delegates at the NALFO and NIC meetings. A representative of the Executive Board visited each meeting and had the opportunity to affirm the importance of our partnership and share updates about the Association.

Governance and Infrastructure

- On July 1, 2009, the name of the Association officially changed to the Association of Fraternity/Sorority Advisors.
- In May, after conducting a thorough investigation of various scenarios, obtaining feedback from members via the Facebook page, and seeking advice from legal counsel, the Executive Board decided not to move the location of the 2010 Annual Meeting from Phoenix, Arizona, where SB1070 had recently been passed.
- The 2009 election process had a record turnout with 517 of 1,024 eligible voters participating. Region 3 had the highest participation at 55.6%.
- In preparation for the new 2011-2013 Strategic Plan, over 70 phone interviews and a member loyalty study were completed to guide the direction of the Association. The Executive Board and Central Office worked with Jon Hockman of The d3 Group, a Washington, DC-based consulting firm, to brainstorm and create the new Strategic Plan.
- AFA launched a new brand and visual standards package, implementing the new logo, colors, and fonts into several Association documents and publications.
- The Executive Board voted to phase out the Annual Meeting Chair position after 2011 to fully move all Annual Meeting responsibilities under the Director of Programs, as was intended with the creation of this position.
- A short-term volunteer evaluation process was created and piloted with the Membership Intake Workgroup in the summer of 2009. The new evaluation can be administered at any time and will ensure that short-term volunteers have the same opportunity to give and receive feedback about their volunteer experiences.
- The AFA Central Office staff increased to four full-time professionals with the establishment of the Administrative Projects Coordinator position.

Association of Fraternity/Sorority Advisors, Inc. Statement of Activities for the Year Ended June 30, 2010

REVENUES

Membership dues	\$138,019
Grants	18,648
Resource sales	6,102
Advertising	12,385
Sponsorships	32,433
Conference revenues	305,792
On-line seminars	11,488
Realized and unrealized gain/(loss) on investments	18,879
Dividend/interest income	8,689
Hotel rebate	37,408
Other income	11,010
Total revenue	\$600,853

EXPENSES

Program services:	
Conference	\$228,325
Publications	31,767
Professional development	25,026
Member services	121,874
Program services	406,992
Management and general	115,321
Total expenses	522,313
Change in net assets	78,540
Unrestricted net assets – beginning of year	454,880
Unrestricted net assets – end of year	\$533,420

- The Executive Board approved the launch of a new Facebook fan page, which was subsequently used to gather member feedback and promote Association programs and initiatives.
- The Executive Board adopted and instituted a Conflict of Interest policy to ensure that staff members and volunteers disclose any potential conflicts that may occur when working in their roles.
- The Executive Board approved the purchase of new association management software that will result in a higher level of customer service, a website with upgraded features, and the eventual streamlining of Association and AFA Foundation data.
- In February, the voting members approved amendments to the Bylaws that established the Resolutions and Audit Committees within the Executive Board.
- President Kelly Jo Karnes appointed a Parliamentarian to assist the Executive Board as needed.

Association of Fraternity/Sorority Advisors, Inc. Statement of Functional Expenses for the Year Ended June 30, 2010

	CONFERENCE	PUBLICATIONS	PROFESSIONAL DEVELOPMENT	MEMBER SERVICES	TOTAL PROGRAM SERVICES	MANAGEMENT & GENERAL	TOTAL
EXPENSES							
Salaries	\$50,206	\$7,359	\$11,121	\$63,779	\$132,465	\$31,072	\$163,537
Payroll taxes	3,905	572	865	4,961	10,303	2,417	12,720
Annual meeting expenses	152,968	-	-	-	152,968	-	152,968
Perspectives Magazine expenses	-	20,834	-	-	20,834	-	20,834
Employee benefits	4,046	593	896	5,139	10,674	2,504	13,178
Rent	5,509	464	464	8,866	15,303	3,246	18,549
Telephone	269	135	189	3,853	4,446	943	5,389
Postage and shipping	252	-	-	2,556	2,808	595	3,403
Printing	1,191	-	196	1,920	3,307	702	4,009
Equipment repair and maintenance	1,770	-	-	3,147	4,917	1,044	5,961
Dues and subscriptions	-	1,509	-	-	1,509	1,510	3,019
Staff development	-	-	-	-	-	5,014	5,014
Office expense	3,679	-	1,680	4,758	10,117	2,145	12,262
Insurance	1,717	-	-	-	1,717	2,802	4,519
Consultants	-	-	-	6,665	6,665	26,659	33,324
Professional fees	-	-	-	1,827	1,827	7,788	9,615
Board and committee expenses	-	-	-	6,205	6,205	15,190	21,395
Outsourced resources	-	-	-	-	-	125	125
Resource expense	-	-	-	6,295	6,295	-	6,295
Sponsorship expense	-	-	9,386	-	9,386	-	9,386
Depreciation	299	-	-	299	598	5,381	5,979
Travel expenses	1,032	151	229	1,312	2,724	639	3,363
Bad debt expense	1,481	150	-	-	1,631	-	1,631
Miscellaneous	-	-	-	292	292	5,545	5,837
TOTAL EXPENSES	\$228,324	\$31,767	\$25,026	\$121,874	\$406,991	\$115,321	\$522,312

Inclusiveness and Community

- The Executive Board approved the creation of Affinity Networks to provide opportunities through which members may connect by common interests and shared professional values, to share knowledge through resources, to create meaning for members of the association, to encourage involvement, and to provide a forum for members to explore diverse interests within the fraternity/sorority advising profession.
- The Winter 2010 issue of *Perspectives* featured several articles on working with students with disabilities and the Americans with Disabilities Act.
- The 2009 Annual Meeting featured a special, extended program for seasoned professionals sponsored by a grant to the AFA Foundation from the Zeta Tau Alpha fraternity.
- The Executive Board approved a not-for-profit registration rate for the Annual Meeting Exhibit Hall, with the hope of allowing more Associate members to participate in the event.
- The *Associate Quarterly*, an electronic newsletter designed especially for Associate members, debuted in September 2009.

Information, Knowledge, and Learning

- AFA launched a pilot Professionals Institute at two of the student regional meetings in the Spring (AFLV West Fraternal Leadership Conference and SEIFC Leadership Academy) with the focus on cultural competency.
- AFA partnered with the NASPA Region IV-East Conference to host the first-ever Graduate Track Training program outside of the AFA Annual Meeting.
- For the first time, AFA applied for Fraternity Communication Association awards and received a second place award for the article “Using Religious and Spiritual Differences as a Catalyst for Change,” in the summer 2009 issue of *Perspectives*.
- AFA created a new Regional/State Meeting Planning guide for anyone interested in hosting smaller gatherings of Association members.
- Several workgroups were appointed to produce resources related to working with local fraternities and sororities, Panhellenic Councils, and Interfraternity Councils.

LEADERSHIP

Executive Board

2009

PRESIDENT

Dr. Carolyn Whittier |
Virginia Commonwealth University

PRESIDENT-ELECT

Kelly Jo Karnes | University of Iowa

PAST PRESIDENT

Jay Anhorn | LeRoux School of the Arts

EXECUTIVE VICE PRESIDENT

Beth Conder | Alpha Chi Omega

VICE PRESIDENT FOR ADMINISTRATION AND FINANCE

Shelly Brown Dobek |
North Carolina State University

VICE PRESIDENT FOR RESOURCE DEVELOPMENT

Jeremiah Shinn | Indiana University

VICE PRESIDENT FOR MEMBERSHIP

Thad Doyle | University of Akron

2010

PRESIDENT

Kelly Jo Karnes | University of Iowa

PRESIDENT-ELECT

Monica Miranda Smalls |
University of Rochester

PAST PRESIDENT

Dr. Carolyn Whittier |
Virginia Commonwealth University

EXECUTIVE VICE PRESIDENT

Beth Conder | Alpha Chi Omega

VICE PRESIDENT FOR ADMINISTRATION AND FINANCE

Justin Kirk | Delta Upsilon
International Fraternity

VICE PRESIDENT FOR RESOURCE DEVELOPMENT

Jeremiah Shinn | Boise State University

VICE PRESIDENT FOR MEMBERSHIP

Thad Doyle | University of Akron

Regional Directors

2009

REGION I

Veronica Hunter | Lehigh University

REGION II

Cara Jenkins |
Virginia Commonwealth University

REGION III

Laurence Bolotin (January-May) |
Zeta Beta Tau Fraternity, Inc.

Martia Brawner (June-December) |
Purdue University

REGION IV

Tricia Fechter (January-July) |
Rockhurst University

Stan Sweeney (August-December) |
University of Wisconsin, Oshkosh

REGION V

Cori Hammock | University of Washington

2010

REGION I

Veronica Hunter | Lehigh University

REGION II

Michelle Castro | University of Miami

REGION III

Daniel Miller | Northwestern University

REGION IV

Colleen Drazen | University of Kansas

REGION V

Johanne Jensen | University of Arizona

2009 AFA Award Recipients

ROBERT H. SHAFFER AWARD

Steve Veldkamp | Indiana University

JACK L. ANSON AWARD

Peter D. Smithhisler | North-American
Interfraternity Conference

SUSAN KRAFT FUSSELL DISTINGUISHED SERVICE AWARDS

Dan Bureau | Indiana University

Dr. Lori Hart Ebert | Pi Kappa Phi
Fraternity & CAMPUSPEAK

Deb Ensor | Zeta Tau Alpha Fraternity

Jennifer Jones |
Southern Methodist University

Kyle Pendleton | Purdue University

GAYLE WEBB NEW PROFESSIONAL AWARD

Veronica Hunter | Lehigh University

ESSENTIALS AWARD

Colleen Rose | Leslie Fasone
"Fostering Ethical and Moral
Development of Fraternity and
Sorority Members through Service"

PERSPECTIVES AWARD

Georgianna Martin | Megan Johnson
"Using Religious & Spiritual Differences
as a Catalyst for Change"

Jason Bergeron | Allison Foster |

Andrea Gaspardino Kovachy
"Creating a Culture of Assessment:
The 'Top Ten' List"

ORACLE: THE RESEARCH JOURNAL OF THE ASSOCIATION OF FRATERNITY/ SORORITY ADVISORS AWARD

Ashley M. Asel | Tricia A. Seifert |
Ernest T. Pascarella
"The Effects of Fraternity/Sorority
Membership on College Experiences
and Outcomes: A Portrait of Complexity"

AFA/IATF AWARD FOR OUTSTANDING ALCOHOL/DRUG PREVENTION PROGRAM

Pi Kappa Phi Fraternity

DIVERSITY INITIATIVE AWARD

University of Vermont

EXCELLENCE IN EDUCATIONAL PROGRAMMING AWARD

Lehigh University |
GEMS: Leadership Development Program

Delta Delta Delta |
Reflections: Body Image Program

RISE Partnerships | From Hazing to Health

OUTSTANDING CHANGE INITIATIVE AWARD

Worcester Polytechnic Institute

OUTSTANDING VOLUNTEER AWARD

Dan Bureau | CAS Liaison

Jenni Glick | *Essentials* Editorial Board

Dominic Greene |
Awards & Recognition Chair

Johanne Jensen | *Essentials* Editorial Board

Emily Perlow | *Essentials* Editor

Dates to Remember

AFA Annual Meeting

December 1 – December 5, 2010 Phoenix, Arizona
November 30 – December 4, 2011 St. Louis, Missouri
November 28 – December 2, 2012 Indianapolis, Indiana
December 4 – December 8, 2013 Orlando, Florida
December 3 – December 7, 2014 Bellevue, Washington

Membership Report As of June 30, 2010

	2009-2010	2008-2009	2007-2008
Region I	326	332	330
Region II	446	476	460
Region III	392	396	412
Region IV	290	284	295
Region V	194	240	221
Professional	1,057	1,093	1,038
Affiliate	206	226	265
Graduate	220	226	234
Retired	10	8	7
Honorary	19	18	19
Associate	136	157	155
Total Members	1,648	1,728	1,718