

# PHI DELTA CHI

## Chapter Recruitment Guidance Document

PHI DELTA CHI



**For Life.**

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Phi Delta Chi Professional Pharmacy Fraternity

First Edition, 2019

Leaders in Pharmacy<sup>SM</sup>

# Foreword

The goal of this document is to provide Chapters with a supplemental resource that may assist you during the Recruitment process. While the Recruitment process is universal, each Chapter faces its own unique set of challenges and circumstances, and this document may provide alternative ways to think about Recruitment. It also provides suggestions for effectively recruiting future Potential Brothers based on various school demographics, while maintaining the mandates of equal-opportunity recruitment.

There is a lot of work that goes into recruiting new members and while Chapters may think they have the process down pat, there is no one process that can meet the evolving needs of Phi Delta Chi. At the 71st Grand Council in 2017, the Executive Council was charged with forming a Committee to review the Anti-Discrimination Policy. This Committee was in existence from September 2017 to December 2018. While their main objective was policy development, it became very apparent during the meetings that Recruitment was an area our Chapters required assistance. The Anti-Discrimination Policy Committee created this document in hopes to provide guidance in the Recruitment period of our Chapters.

This document addresses the five most common obstacles faced by Chapters at the time this document was compiled. It also provides some general tips and tricks for Recruitment, some Best Practices of successful Chapters, and what to do if a Chapter faces potential discrimination issues. If your Chapter needs additional resources, please reach out to other Chapters in your Region, Regional or Grand Officers, or the National Office.

At the beginning of each topic is a small paragraph that provides the Committee's motivation for including it in the resource. Main ideas to consider while your Chapter is reviewing the material and developing your plan are:

- Recruitment events shall be open to all eligible potential new members as defined in the National Phi Delta Chi Constitution.
- Invitations must be widely distributed and comply with the college standard communication method (e.g. school-wide emails, bulletin boards).
- Students who are accepted for Candidate Education will be required to successfully complete the most current Candidate Education training and initiation requirements.
  - During the Candidacy period, the Risk Management Policy, Risk Management Investigation and Enforcement Policy, and other requirements for equal opportunity recruitment will be thoroughly reviewed. Reviewing individual University/College rules and policies is also advised.
  - Candidate minimum standards, as outlined in the Candidate Education Manual, may include, but are not limited to, project completion, meeting attendance, and an average quiz score of 83% or higher with the possibility for remediation.
- Chapters must maintain an attendance roster for each event that Candidates are required to attend.

On behalf of the Anti-Discrimination Policy Committee, we hope your Chapter excels at recruiting the best candidates to create lifelong Brothers.

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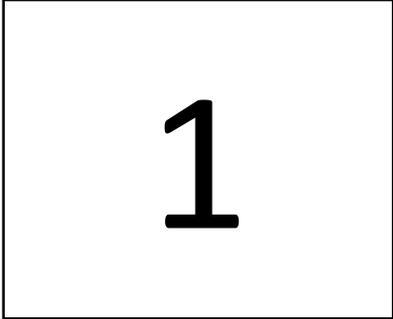
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# School Recruitment

Recruitment is the key to future success! While most Chapters at most schools end up fitting in to a neat little box of, “that is the social fraternity” to “those are the smart kids.” The potential to grow is exponential given all the wonderfully, unique potential Brothers that exist on your campus. Expanding a current standard for Recruitment may bring your Chapter the Brother that helps pave the way for greatness! This section was developed in an effort to pull some of the many great ideas from across the country into one spot, as well as an opportunity to breathe new life into some older recruitment materials.

## Recruitment Materials

Phi Delta Chi provides collegiate Chapters with the following materials to use in their membership recruitment campaign. They are located under the Resource Library on the national website. Additional materials are available by emailing the National Office at [execdir@phideltachi.org](mailto:execdir@phideltachi.org) or calling 1-800-PDC-1883.

- Recruitment Pamphlet
- Recruitment Poster
- Recruitment Presentation (power-point)
- Recruitment Icebreakers

## Successful Recruitment Strategies

Your Chapter’s Recruitment drive is one of the most important tasks you will undertake this year. The first weeks of the academic year are the critical time when student pharmacists are setting their non-academic priorities for the year. Be professional and creative in your recruitment efforts.

## Tips and Tricks

- **Introductions: Visibility and Vocality**

- Don't base everything off first impressions. Give everyone a fair chance!
- Look at meeting Potential Brothers as getting to know people better and making new friends! It puts less pressure on everyone and allows for the natural formation of relationships.
- Invite Brothers to events that the Potential Brothers may not know to help them expand their circle.
- Be genuine about your experiences. Be yourself!
- Remember what it was like when you were being recruited! Everyone is nervous their first time out! Try not to be clique-y and group together. It comes off as intimidating.
- Say "Hi" to Potential Brothers outside of your events. They appreciate the effort!
- Remembering their name goes a long way!
- Consider a way to keep track of information about Potential Brothers. (i.e. contact info, other organization involvements)
- Use social media accounts to help showcase the Chapter to Potential Brothers.
  - Have all Brothers change profile pictures with a Recruitment frame
  - Have all Brothers post about upcoming Recruitment events
- Talk to every student possible about joining Phi Delta Chi and how we are a unique organization.
  - Highlight key events such as St. Jude, Grand Council, LDS, Regionals
  - Highlight specific events at your individual school such as Greek week, wingding, prominent service/professional projects, etc.

- **Events: Variety**

- Invite Potential Brothers to events outside of school that comply with Risk Management.
- Try to plan unique activities and events to make your Chapter stand out from other Fraternities.
- Plan major events well in advance in order for it to run as smoothly as possible.
- Hold a variety of events (e.g. philanthropy, social, professional) to allow Potential Brothers to see various sides of Phi Delta Chi.
- Invite alumni Brothers and Brothers from other Chapters to your events to demonstrate that Brotherhood last even after you graduate and expands outside your Chapter.
- Think about attending events, as a Chapter, that include undergraduate (if applicable) social clubs in order to create awareness and help change the culture.

- **Talking Points: Benefits of Phi Delta Chi**

- Be as transparent as possible.
  - Encourage Potential Brothers to check out each of the professional pharmacy fraternities. This can help show why Phi Delta Chi is the right choice.
- Remember why you wanted to join Phi Delta Chi.

- Recruit by breaking down long-term benefits (networking) vs. short-term (similar majors, study and school schedules, more directing mentoring, emphasize Brotherhood events).
- Professional aspects - Figure out what makes you unique through a Brotherhood night that helps answer “why PDC”, where older Brothers can share their experiences.
- Have a conversation rather than making it into an interview. Allow conversation to flow naturally.
- Try to transition Potential Brothers between active Brothers smoothly (e.g. “Oh, you are interested in coffee? This Brother is crazy about coffee! Let me introduce you to them.”)
- Practice your exit strategy if you are not able to hold a conversation well (e.g. “Hey, sorry to cut our conversation short. I promised myself that I would try to meet at least five new people today, but I can introduce you to a different Brother.”)
- If you are uncomfortable talking to Potential Brothers alone, consider finding a “Recruitment Buddy” who can help you out. Considering pairing with a Brother that has different interests and style than you do to help expand the conversation.

### **WHY Phi Delta Chi?**

Below are some examples of why Brothers choose Phi Delta Chi to get your Chapter started on making your own list of reasons to aide your recruitment efforts. The reasons can be added to posters, letters or other materials you generate for the recruiting process.

- “Phi Delta Chi made me feel super comfortable and I was always greeted by Brothers outside of events.”
- “I loved what the Brothers stood for and I loved how unique everyone was but somehow they were all united as Phi Delta Chi.”
- “I saw that Phi Delta Chi could be my home away from home even before I became a Brother.”
- “All the Brothers I met were so welcoming and fun-loving. It was ultimately the positive environment that they created was what drew me in.”
- “Phi Delta Chi’s goals and ideals aligned to those similar to my own and I saw that I could make great lifetime friendships.”
- “I was amazed how many Brothers were involved in various leadership positions, whether it was within Phi Delta Chi, within the school, or even the community.”
- “Phi Delta Chi felt more like joining a family rather than joining another organization just to put on your resume.”
- “I was amazed to see how close the Brothers were outside of class and how inclusive they were to others as well.”
- “I chose Phi Delta Chi because I saw the extensive network of inspirational pharmacists and the leadership development that came from them.”
- “I chose Phi Delta Chi because of the BROTHERHOOD.”

## Best Practices

- **Welcome Incoming Students**
  - Consider sending out a welcome letter with the College's initial packet of information to new students.
  - Consider having Brothers volunteer during orientation.
  - Let your College Administration know that your Chapter wants to assist in any way they need with the new students. See what other options they offer!
- **Recruitment 101 - Informational Session**
  - Hold a social function/reception to allow students to learn more about Phi Delta Chi and your Chapter.
  - Provide a meeting before Recruitment period for your Brothers (especially your newly initiated Brothers) to learn about Recruitment. This can include "How To" tips, "Do's and Don'ts of Recruitment", etc. and give them a place to ask any questions they may have. This allows all Brothers to be on the same page moving into Recruitment.
- **Event Ideas**
  - Set up events outside of school to meet Potential Brothers in a more casual environment.
    - Open Study Sessions - Hold study sessions that will provide Potential Brothers time to connect with Brothers as well as help them succeed in their academics.
    - Support Your Local Team - Plan a day to go watch and support your local sports team or consider volunteering at the game.
    - Themed 5K Run - Themed runs provide a great way to raise some money as well as interact with the community and Potential Brothers.
    - Casino Night - Sell tickets prior to the event that can be converted into poker chips to play with throughout the night. Ask for donations from local businesses as raffle prizes and provide snacks and beverages.
    - Intramural/Interfraternal Sports - Create or join sports tournaments to represent your letters proudly and promote camaraderie between different groups! Invite Potential Brothers to join your team. This could also work as a great fundraiser!
    - Speed Dating - Break up Brothers into different group with random cards that have general questions. Potential Brothers are then also broken up into groups and asked rapid-fire questions at each table and switch tables after every five minutes. This provides a fun way to expand on questions and create conversation for later.
    - Trampoline Night - Rent out a local trampoline park and spend the day/night bouncing to your heart's content! Show off your skills and get to know Potential Brothers in a heart-racing environment. If you want to up the ante, add a dodgeball for some ultimate dodgeball.

- St. Jude Walk/Run - Invite Potential Brothers to your local St. Jude Walk/Run to show them another side of Phi Delta Chi and showcase our dedication to our philanthropy! Even better, you may be able to meet up with another Chapter and show that our Brotherhood extends outside your own Chapter.

## **Barriers**

Each school has their own unique requirements for students' success and for organizations. Work on developing better relationships with the administration. Set up a meeting with your advisor and WCC to sit down with the dean. Show how Phi Delta Chi benefits Brothers throughout their time at school as well as when they are alumni. If it is an image problem, show the administration examples of your philanthropy, networking events, etc. You may consider talking to the dean of the student organizations office if there is one at your college. Work on developing better relationships with the administration. Set up a meeting with your advisor and WCC to sit down with the dean. Show how Phi Delta Chi benefits Brothers throughout their time at school as well as when they are alumni. If it is an image problem, show the administration examples of your philanthropy, networking events, etc. You may consider talking to the dean of the student organizations office if there is one at your college. Below is a list of some potential barriers that your school may or may not face. If you have a specific barrier that is not listed, please contact the GVPCA for additional assistance and so we can add it into this document to perhaps help another Chapter in the future. (GVPCA@phideltachi.org)

### **Barrier 1: GPA Requirements**

Most colleges of pharmacy require that their students are in strong academic standing before they are eligible to join Greek life. The usual requirement is that students are not on academic probation, are maintaining the minimum GPA requirement for good academic standing for professional students, or meet the GPA requirement to be accepted into the professional pharmacy program (for those schools who permit recruitment of pre-pharmacy candidates).

1. Have a weekly Phi Delta Chi study session at the school. Make signs for the door so people walking by can see that a PDC study session is going on. This in turn shows other students or Potential Brothers that Phi Delta Chi Brothers value scholarship just as much as their social events.
2. During midterms/finals/big exams/etc. provide a note or study snacks or words of encouragement to the class as a whole. For example: "P1 Class, Good luck on your anatomy and physiology exam today. Enjoy these treats from us! -Phi Delta Chi"

**Barrier 2: Class Schedules**

A common barrier is when to host meetings, events, etc. when classes all have different schedules. It can become tricky. On some campuses, most classes have the lunch hour free, but you may also be competing against other organizations for that time slot. Here are some ways that have been utilized successfully at some campus:

1. Have a representative from each class share their exam schedule and class schedule for the year. This helps us plan out big events like initiation as well as our weekly meeting time. This also helps Potential Brothers by not planning big events the night before one of their tests. This allows them to feel as if Phi Delta Chi is not taking up too much of their time or that they won't be able to focus on studying when they need to.
2. One semester we had two different meeting times to capture the most number of students (i.e. one week it would be on a Wednesday during lunch and the next it would be on a Thursday after classes).
3. If your college does not already utilize an organization calendar for meetings, bring the idea to your administration to help ensure each organization has a dedicated time to meet. This also allows students to participate in multiple organizations if desired.

**Barrier 3: Restricted Recruitment Periods**

Universities may have restrictions on when they allow recruitment to occur. It could be during certain time periods/semesters or they could limit the amount of events/time period when fraternities can recruit new members.

1. Determine the limits on official recruitment events.
2. Consider “unofficial” recruitment or outside recruitment events where Brothers simply get to know Potential Brothers outside of official recruitment events.
3. Create recruitment events that are accessible to all Potential Brothers.

**Barrier 4: Open Bid Requirement**

Some universities mandate no restrictions on memberships within all organizations, including fraternities. This means that some Chapters are forced to extend bids to all interested students and accept bids from those students who express interest to begin the education process.

1. Consider recruiting strong Candidates that will want to stay engaged and want to truly join the fraternity.
2. Consider marketing all of the requirements within the candidacy period to dissuade those who you know are not truly in it. (requirements such as service events, fundraising events, fraternal education time frame, etc.). You may still get some Candidates which are only there because their friends are or to bulk up their CV.

**Barrier 5: Specific Eligibility Regarding School Year**

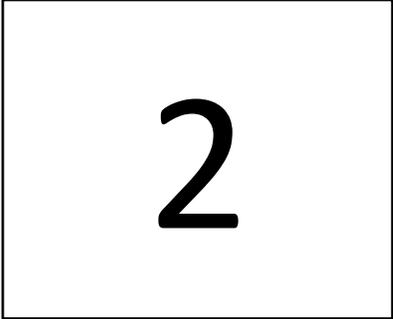
Specific eligibility set by school year may feel like a barrier that Chapters cannot overcome. For example, having to wait until second semester of 1st year. However, take this extra time (a whole semester), to show off your Chapter's strengths! Having events that routinely target this population may put Phi Delta Chi in the forefront when it is time to recruit.

1. Consider this barrier a waiting game. Your Chapter can still obtain a large number of Potential Brothers and may even get a bigger Candidate class. Take this extra time to create new recruitment events for Potential Brothers who are not eligible to join yet. This will allow them to get to know the actives as soon as possible.
2. Understand the schedules of the pre-pharm students and/or your P1s and create events around their schedule to make them feel included! Your Chapter may not be able to recruit them for this semester or year, but instill in their minds why Phi Delta Chi is the best decision.
3. Instead of only weeks to showcase your Chapter, you now have a whole semester or year. Put your best foot forward, and show them why Phi Delta Chi is the best.

#### **Barrier 6: Bid Restriction**

Chapters at schools that only allow students to place one bid a year may find themselves with students who placed a bid for another Greek organization, but then dropped out because it was not the right fit. Instead of being able to accept another bid by that student in the same year, the student and the Chapter must wait till the next bidding time. Ways to overcome this barrier and make sure that every bid counts are listed below.

1. Meet with the student who expresses a newfound interest in Phi Delta Chi and let them know about all upcoming events that they can participate in.
2. Explain to them that the Chapter is not upset with them for first choosing another Greek organization before Phi Delta Chi and that the Chapter is happy they are now interested in Phi Delta Chi.
3. Talk to campus staff about accepting a new bid if the student withdraws from the other organization early in the process. Some campuses will allow a student to drop a second bid under school specific circumstances.

2

# School Size

The size of the school or class can pose a hardship for some Chapters. An important fact to remember is that quality is more important than quantity and it is possible to have a strong, successful Chapter with a few dedicated Brothers. Here are some ideas to assist those Chapters that struggle with class size.

## General Ideas

- Be present in welcome week events/orientation/etc. Talk to every incoming student about Phi Delta Chi. That way they can make an informed decision about which organization they would like to join.
- Have each active Brother bring at least X number of people to a recruitment event, or have each Brother personally invite X number of people to a recruitment event. By personally extending the invitation to individuals, they are more likely to attend the event than if they were to just see a flyer.
- Be visible within your college. Represent Phi Delta Chi at events run by the school, host booths at involvement fairs, study with your Brothers in common areas, etc. Even if recruitment time has passed, you may still attract attention from those students who haven't joined an organization.
- Next year during recruitment time, readdress joining Phi Delta Chi with those returning students that may have been too overwhelmed/busy/etc. to join Phi Delta Chi the year before.
- Recruiting with a smaller pool of Potential Brothers can be more work, but it is not impossible! Remember, quality is better than quantity!

## Ideas From The Field By Candidate Class Size

The following ideas were gathered from various Chapters across the country and categorized into class size. Read all of the tips below, as you might find something you could still try at your Chapter despite the class size mentioned.

### CLASS SIZE 30+

- Start early. Start at orientation to establish relationships with the incoming class. Every Brother should be involved in Recruitment. Have events and advertise them. Every Brother should show love to the recruits.
- Encourage great Brother attendance at all of our recruitment events, which makes Candidates want to network and attend. Stress the importance of making connections between classes, and be sure that Brothers are very social and welcoming.
- If there are other professional fraternities on campus, make sure you work with them so that recruitment events don't interfere with each other.
- Our Chapter tries not to show we are actively recruiting. We meet people with the intentions of just being nice and socializing especially for the first-year incoming students. Our school tries to steer away from joining fraternities so we try to showcase as best as possible to show we excel in school and can balance PDC as well. This year we are focusing more on giving back to our active Brothers to give members incentive to stay in the Chapter and continue as alumni. Hopefully this will convince others in the future as well to continue to want to be involved.
- Try to have as many one-on-one events as possible. Our Chapter has found great success in inviting each person to become a member of the Chapter, rather than promoting to the entire class. Additionally, having many recruitment events with a variety of locations has helped us build within the past few years, so people with different interests will come to meet Brothers; we have one event at our house, and then a few around campus and in the community to attract all kinds of students.
- Make it fun! Get to know the recruits. Ice breakers help. Talking to them about stuff other than pharmacy school. Make it easy for them to come. Keep it on campus or if you go off campus make sure there is ample parking.

### CLASS SIZE 20 -30

- Try to incorporate food and socializing. Also, emphasize that it's okay if they're scared or hesitant to join and that it's a relaxed process that promotes Brotherhood and bonds that last a lifetime.
- Create events based on student schedules and needs such as volunteer opportunities and tutoring sessions.
- Be friendly and upfront. Don't try to upstage the other fraternities on campus. Be honest on what you have to offer.
- Build relationships then recruit.
- Pharmacy school is already hard and time consuming. A lot of students come in thinking they don't want to get involved because they won't have time. Stress that everyone is a pharmacy student and we are understanding of that time commitment.

- Remember their names and make a point to smile and talk to them in the halls. How you are outside of recruitment events is just as important as during the events. During the events, make sure to have people talk to Brothers they have common ground with. For example, if someone comes in and says they're from this small town and a Brother is also from that area, say "Oh! This Brother is from around there. Let's go talk to them." The more common ground they see, the more comfortable they'll feel about joining Phi Delta Chi.
- Make it fun for the candidates and current Brothers. One of our nights is game night.

**CLASS SIZE 10-20**

- It's important to really advertise how great this fraternity is and that it is so much more than just meetings. The bond between Brothers isn't just between the Chapter but across all Phi Delta Chi.
- Express the lifelong connections that you will have in order to increase your chances for success post-graduation.
- Themes can make or break a recruitment year. If it's a fun theme, people will show up without being interested in the fraternity and then maybe find interest along the way. Serving food is a sure way to get new recruits, too!
- Try something new. If what you're doing is not working anymore, step out of your box. If there are other fraternities on campus who seem to have the recruiting process down, ask them for advice, most would be happy to help.
- Start as early as possible, even before the semester has started if you can. Get your names and faces out there so the new students get to know you.
- It is important that Brothers are there for incoming pharmacy students from day one, to help them regardless of whether or not they are going to become a candidate. That is what convinces them to be recruited in the first place, and that is what creates the culture and Brotherhood of Phi Delta Chi.
- Reach out to successful Chapters or other Greek organizations at your school to see what they do to increase interest. It also is helpful to think about what type of people you're interested in recruiting in order to tailor the events and advertising more to them.
- Keep the events that have worked in the past & revamp or change the ones that didn't.
- Keep reaching out to people over the whole year so by the time recruitment comes they are already thinking about joining Phi Delta Chi. Show that your Chapter has something special to offer over other organizations at your school.
- Have a variety of recruitment events so that you can target all kinds of people.
- Connect with each candidate individually and find out if they are a good fit for your Chapter.
- Find some way to get the word out about what Phi Delta Chi is. Some people have never heard of us.
- Make sure that you have a broad range of activities to ensure that there's something for everyone.
- Keep calm, stay organized, and don't be afraid to ask for help!

**CLASS SIZE < 10**

- We have only managed to recruit additional candidates by holding a Spring Recruit in addition to our Fall Recruit. We have found that candidates are often overwhelmed by how many organizations are on campus that first semester, which makes them hesitant to join.
- Having a presence and actually talking in front of students has been our most effective way. Four years ago, we would only recruit 2-3 members per semester. Now we take almost 8-10 candidates per semester and have built a very good reputation. Word of mouth travels fast.
- Our Chapter currently struggles with recruitment, and I think that the best advice is to start planning and recruiting early on.
- Show that we are here for our Brothers.
- Make it a point to go to any school-wide event to promote the benefits of the fraternity.

# Campus Culture

## 3

The culture of a campus may present the biggest obstacle for Chapters looking to grow. When reviewing the many individual traits of Chapters across the nation, the constraints of the campus culture was a topic that impacts all areas of recruitment and a Chapter's ability to comply with the Anti-Discrimination Policy. Your Chapter may be looking to grow in numbers, or grow the philanthropic goals, or expand the repertoire of events and experiences. The ruts and habits that a campus culture can create can be overcome with planning and determination. Writing down the goal(s) and making a plan that allows for baby steps, setbacks and celebration will help create a new path and a new culture.

### Split Campus

- Host a handful of recruiting events that bring together the different campuses. These could be in-person events, meeting at one campus or the other or meeting at a midway point. This could also be via distance learning; for example, playing a competition game where each campus has a team.
- Give each Candidate a "buddy" on the other campus to encourage cross-campus unity. This could be another Candidate or a Brother.
- If the officers are split across campuses, have them travel to each campus as a whole to hold information sessions and meet the Candidates.

### Younger/Pre-Pharmacy Students

- Host a booth at your school's involvement fair, not just the pharmacy orientation. Many younger students attend these events, especially if they have moved to a new town and don't know many people yet. Attempt to set up close to the pre-pharmacy organizations or similar type organizations where you might find pre-pharm students.
- Tell Potential Brothers about your professional development events, like CV writing workshops or interview skills workshops. Younger students may not have as much experience with these types of professional skills and may welcome the opportunity to improve them before they start applying to internships or pharmacy school.

### **Commuter Campus**

- Where are your classmates commuting from? If many come from a central location, bring a recruitment event closer to them.
- Host events that are closer to the end of the school day or happen during lunch. If your classmates are already on campus, they may be more likely to attend your event.

### **Married/Older/Families Candidates**

- Host an event that they can bring their families to, like a potluck or game night.
- Talk to them about your non-social events and networking with Phi Delta Chi.

### **Diverse Ethnicities**

- Host an event where Brothers can all share and celebrate their cultures, like a multicultural potluck.
- Be aware of any physical or other limitations that may be present. Plan your events that will attract and be comfortable/welcoming to all Potential Brothers.

### **Uneven Ratio/Predominant Gender**

- Feature photos from National or Regional events in your informational presentations or posters which exemplify that the Fraternity is coed.
- Invite nearby coed Chapters to participate in a recruitment event.
- Don't forget to invite local alumni who would be able to assist in diversifying your Chapter's presence.

# Greek Life Environment

## 4

Competing against other professional and social fraternities on campus can be difficult. This is often part of the campus culture that some Chapters face and therefore feel they can't change their Chapter dynamics. We appreciate the traditions and relationships that have been built amongst fellow fraternities, however all Chapters should recruit from their whole eligible student body. Most people find that they are not alone in their struggles, consider hosting a meeting with other campus leaders to learn about their challenges and develop a plan that may benefit the entire community. Diversity is what makes us stronger and more representative of the professional pharmacy population. Most people find that they are not alone in their struggles, consider hosting a meeting with other campus leaders to learn about their challenges and develop a plan that may benefit the entire community.

### Single Gender Professional Fraternities

- Ensure that Potential Brothers are aware that Phi Delta Chi is open to all sexes.
- Have recruiting materials that picture the collaboration between both males and females in Phi Delta Chi, especially from Leader-Development Seminars, Grand Councils, or Regional events. Use these materials on recruitment posters or on informational PowerPoints.
- At general information sessions or recruitment events, discuss the notable female presence throughout the Executive Council and alumni.
- Talk to the leadership of other organizations regarding coed status.
- If there are events between a same sex Phi Delta Chi and another same sex professional organization, think about splitting apart from them, or moving to joint coed events.

### Coed Phi Delta Chi vs. Single Gender Professional Fraternities

- Highlight characteristics of being a coed fraternity that make us stronger.
  - Increased professional connections
  - More opportunities to work within a diverse group
  - More similar to today's professional pharmacy population
- There will be some students who are more attracted to a single-gender organization. It is their right to choose amongst the available options. Focus on what makes Phi Delta Chi unique, different, and better than other professional fraternal organizations.

### **Professional Phi Delta Chi vs. Social Fraternities**

- Discuss the short term benefits of joining an organization that only includes pharmacy degrees.
  - Support throughout the program - study groups
  - Volunteer opportunities for Professional & Community Service events
  - Mentorship from alumni and older Brothers.
  - Networking to find jobs, internships, fellowships, residencies
- Emphasize the long term benefits, stressing Brothers for Life!
  - Networking to find jobs throughout your career
  - Many alumni focused awards, scholarships, and other opportunities
  - Alumni Chapters to keep you engaged and involved throughout your life
- It's important to understand that Potential Brothers who are interested in both Phi Delta Chi and other non-professional organizations are typically more vested in the aspects of Brotherhood. Encourage them to rush the non-professional fraternities as well so they see the value of Phi Delta Chi's professional side.

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# Non-Compliance with Risk Management

## Background

An annual Chapter self-assessment is required by the Achievement Award Program. It is a process to review the previous year, and to outline new goals and opportunities for growth in the new year. The Anti-Discrimination Policy includes a small self-assessment tool that has been added into this annual Chapter review. The Self-Assessment process assists the Chapters and the National Office (NO) in reviewing compliance with the policy as well as provides key information during Chapter interviews at Regional and National meetings. The Self-Assessment portion focused on discrimination is non-punitive and provides an opportunity for continual quality improvement. Chapters should use the assessment questions to review the policy and identify potential areas of concern or opportunities for growth. Self-identified areas of concern will be addressed by the Executive Director and NO as needed on a case by case basis. Additional resources and education will be provided to the Chapter to assist in correcting self-identified deficiencies when necessary.

Chapters will be deemed compliant with the Anti-Discrimination Policy as long as the yearly self-assessment is completed thoroughly and in the absence of any allegations or when cleared of an allegation per the Risk Management Policy.

Noncompliance is defined as failure or refusal to act in accordance with something (such as a rule or regulation). This section outlines what action should be taken in the event of a discrimination allegation and provides fictional scenarios to help Brothers understand what may be considered noncompliance with the Anti-Discrimination Policy.

## Risk Management Violations

In the event of a discrimination allegation by an individual, group or institution, the Brother or Chapter should notify the Executive Director within 24 hours. All allegations of discrimination will be investigated per the Risk Management Investigation and Enforcement Policy found on the Fraternity's website.

*Adapted from Risk Management Investigation and Enforcement Policy 2018 version*

In the event of an alleged violation to any part of the Fraternity's Risk Management Policy (whether revealed by a Candidate, Collegiate Brother, Alumni Brother, faculty, school administration or local authority), the Fraternity's Executive Director should be notified within 24 hours of the allegation. The Fraternity's Executive Director should also be notified within 24 hours of any action being taken against a Chapter by school administrator or local authorities.

A written account of the violation should be made immediately. The person(s) writing the document should sign the document so the author(s) is/are recorded. The document should be forward to the Executive Director within 24 hours of any allegation or notice from the school or local authorities. The names of all local and school officials involved in the investigation should be shared with the Executive Director as soon as those names are made available to the Chapter.

The following scenarios are provided as examples of potential risk management violations and to provide Chapters with an opportunity to discuss best practices should similar issues arise.

### **SCENARIO 1**

A Chapter plans a recruitment event and distributes the invitation only to male students in the incoming class.

#### **Could this be considered noncompliance?**

- Yes, recruiting events must be open to all eligible students.
- What additional measures could the Chapter take to remedy the situation?

### **SCENARIO 2**

A newly-initiated Brother confides in a Chapter Officer that she is bisexual. After that conversation, the Brother learns that she is not invited to an upcoming Chapter event.

#### **Could this be considered noncompliance?**

- Yes, especially if her sexual orientation is the basis for excluding her from events. While this may be somewhat subjective, the Brother's complaint may trigger an investigation.
- Additional questions to consider:
  - How should the Chapter Officer handle the disclosure?
    1. Tell the Chapter
    2. Discuss it with the Brother
  - How should the new Brother approach the situation?
    1. Call the National Office
    2. Speak to the Chapter Officers
    3. Speak to the Chapter Advisor
    4. Other

**SCENARIO 3**

A Chapter plans a weekend event off-campus that includes alumni and alcohol. What precautions need to be taken if a Chapter invites Recruits or Candidates vs they crash the party? What part of the Risk Management Policy is of most concern?

- Precautions
  1. Have you reviewed the Risk Management Policy?
- Risk Management Policy
  1. **ALCOHOL AND DRUGS (summarized)**
    - a. Follow all rules and laws
    - b. Do not use Chapter funds/
    - c. Must have a licensed bartender
    - d. Must be University approved
    - e. No Candidates/non-brothers at events where alcohol is present
- No licensed bartender
  1. Host event where there is a bartender or NO EVENT!
- Recruits/Candidates should not be invited to the event as per Risk Management Policy.
- If they show up it depends on the event location.
  1. Public location (restaurant/pub/dance club)
    - Cannot technically ask them to leave a public space, however they should be addressed if they are approaching to join the party and educated as to why they were not invited
  2. Private location (home/privately rented space)
    - Since private space, can ask the person to leave. Should educate as to why they were not invited based on the Risk Management Policy

**SCENARIO 4**

A Chapter at a school that has multiple fraternity choices hosts a recruitment event following the school standard. An alumni Brother precepting a new student asks the student about the event and if they attended since the student had shown interest in joining. The student informs the alumni Brother that they were not able to attend since they live off campus and have children to care for. The alumni Brother contacts the Chapter to complain.

**Could this be considered noncompliance?**

- Potentially, if the school standard is not compliant with the Risk Management Policy it would be. However, if all events are held on campus and open to all Potential Brothers according to the school policies and Phi Delta Chi requirements, then the fact the student who lives off campus with additional family requirements could not attend would not be an issue.
- Additional question to consider:
  - What could the Chapter learn from the experience? Expanding recruitment events to meet growing needs of population may result in Chapter growth and new leaders.

**SCENARIO 5**

The Chapter Self-Assessment is completed and the Chapter identifies a (collegiate/alumni) Brother who continually makes inappropriate comments about (sex/race/age/etc.) of the Potential Brothers or current Brothers.

**Could this be considered noncompliance and how should the Chapter handle it?**

- Yes. The Chapter should contact the National Office/Executive Director for assistance after consulting with the Chapter Advisor.

**SCENARIO 6**

What happens if Bigs/Littles don't get along? Bigs don't like Littles or vice versa and the Chapter wants to start a swap/adoption process.

**Could this be considered noncompliance and how should the Chapter handle it?**

- Potentially. The Chapter would need to find out why the Brothers are not getting along and consider how the conflict is perceived by those involved. Does the female Big feel that the Little male is a chauvinist, is there an ethnic misunderstanding or any other issue that could fall under the Anti-Discrimination Policy. In the current climate of America, all scenarios should be evaluated on a case by case basis and the National Office/Executive Director consulted as needed.

**SCENARIO 7**

What happens if an alumni/collegiate Brother arrives at a Recruitment event with alcohol? The event was supposed to be a dry-event per the Risk Management Policy.

**Could this be considered noncompliance and how should the Chapter handle it?**

- Yes, the Chapter was correct in planning a dry-event for Recruitment. The Brother who brought the alcohol would need to be immediately addressed and excused if unwilling to not drink alcohol.
- Reviewing the Risk Management Policy prior to events to remind the Chapter of guidelines may be beneficial.
- Consider including reminders on invitations regarding that the event is dry to assist alumni who may decide to come.

Have the Chapter divide up into groups and come up with scenarios and compliant solutions that are unique to your school and Chapter. Submit your best scenario to the GVPCA to help improve this training exercise.

## Final Remarks

Today's social climate makes it very difficult to recruit. The tiniest thing can be taken out of context and push a very well respected and established Chapter into trying to survive as an organization at their school. Although we cannot change the perception or preconceived views of fraternities, we can do everything in our power to ensure those we interact with are treated with respect and dignity. Each Chapter and each Brother are the ultimate advertising for Phi Delta Chi. Each of you portray to the world what and who Phi Delta Chi is each and every time you wear our letters or represent us in some manner. The saying goes, "We are only as strong as our weakest Brother."

Through effective Recruitment strategies you can assist your Chapter in growing stronger each and every year by selecting the best Candidates to be Brothers. We wish you the best of luck in your recruitment!

If you have any additional questions or concerns, please reach out to your Regional and/or Grand Officers for assistance.

If you have modifications, additions, or corrections to this document, please contact the GVPCA.