

AFLV Key Notes

by Panhellenic Executive Officers

Below are the key notes from the Association of Fraternal Leadership and Values conference taken by the 2018 College Panhellenic Association Executive Officers. We have broken down the notes taken into four main categories of Recruitment, Risk and Standards, Membership and Leadership. We hope the information we learned can be as helpful to you as it was to us in furthering the positive growth of greek life here at Florida Atlantic University.

Recruitment

1. Telling The Story of Sorority

- a. The origins of our organizations was women empowerment and development. In order to keep the integrity of our origins and morals we need to learn how to effectively write and tell our **OWN** story instead of having them be written for us by the media and outside sources.
- b. The story of why you joined your organization is much different than the stereotypical reason people think you've joined (partying, socials, material friendship etc)
- c. People join people not organizations, so it is essential during recruitment that we should potential new members not only what our organization is about but show them who we are as women of this chapter and how we've grown through our organizations.
- d. **Stop the frills** and get down to the core of who you are as sorority women
- e. Features of membership are things such as scholarship, philanthropy, socials and leadership that **all** organizations have. So instead of broadly talking about those features of membership focus on the qualities that make your membership unique.
- f. Tell the **real stories** and here is how you do so
 - i. **Include all the details:** who, what, when and where.
 - ii. **Character development:** let the person know about the people you're talking about in the story, a little bit of their personality or something about them that adds meaning to the story
 - iii. **Emotions:** why is this the story you are telling? Why is it important to you?
 - iv. **BE REAL:** in this moment it's ok to talk about the hard stuff. Opening up a piece of you will allow the women you are speaking to know your authentic and will give her more reason to be authentic too.

2. [Having Difficult Conversations \(FEAR\) Caroline L Matthews, J.D., Ph.D.](#)

- a. F: Facts
 - i. Know what you are talking about
 - ii. Make sure the allegations you are making are supported by the 5 senses (what I heard was, what I saw was, etc.)
- b. E: Emotions
 - i. Need to be aware of the person you are talking to; not a robot
 - ii. Try to not let emotions get in the way
 - iii. If emotions get high, take a break
- c. A: Approach
 - i. “Here’s what I need to talk to you about”
 - ii. Ask, “What’s going on?” (Actively listen)
 - iii. Advocate, make their case and give your perspective
 - 1. “Here’s what I need from you in the future”
 - 2. “Can I count on you?” No? Then Ask more questions
- d. R: Results
 - i. Commit to following up

3. [We Got Rid of Skits, Now What?: How to Move to a True Values-Based Recruitment Process \(KJ McNamara\)](#)

- a. Have PNMs write their values on their nametag
- b. Don’t just push chapter values, talk about personal values
- c. Have conversations that actually matter
- d. Choosing members that you actually value
- e. Top 3 People in Recruitment:
 - i. Chapters
 - ii. PNM
 - iii. Recruitment Counselors
- f. PNMs like themselves 30% less after a primary recruitment process
 - i. We are breaking down their self esteem and then on bid day we are calling them hot, cute, etc. and putting value on non-valuable things
- g. NOT values based:
 - i. Chants
 - ii. Conformity (Matching outfits)
 - iii. Physical compliments
 - iv. Dirty Rushing, etc.
- h. Having a more values based conversation
 - i. 5 F’s : Family, friends, future, from, fun
 - ii. 5 D’s: Death, divorce, disease, disaster, disorder

- iii. Not talking about: Netflix, travel, food, pets
 - i. Misaligned expectations are the #1 reason people leave organizations after recruitment
 - i. The way we are selling greek life is not truthful
 - ii. We are afraid of how much work it really is
 - iii. Overselling a cookie cutter experience
- 4. [Recruitment Counselors: The Most Important Person in your Recruitment \(KJ McNamara\)](#)
 - a. How much the RC emphasized the values part of recruitment affected how much the PNM valued it
 - b. RC is the first non-biased role model
 - c. How the RC behaves is how the PNM s going to expect a greek women to behave
 - d. Have the RC learn more about each chapter besides their colors, mascot, etc.
 - i. 10 min speech from MC about their sisterhood to the RC's
 - e. Practice better scenarios
 - f. If the chapters are doing workshops so should the RC
 - g. RC need to have events with PNMs after bid day
- 5. [Why People Choose Greek Life \(Or Not\) Matt Mattson](#)
 - a. Attracting people to your org. Is purely relationship based
 - b. Know your audience
 - c. What do non greek members think?
 - i. Friendship
 - ii. Parties
 - iii. Drinking
 - iv. Fun
 - d. 42% of people have a high or neutral interest in greek life
 - e. 50% of non greeks know less than 5 greeks
 - i. They don't hate us they just don't KNOW us
 - f. Marketing is about values
- 6. [Marketing for Recruitment \(KJ McNamara\)](#)
 - a. How to get more people into the process
 - i. Free food
 - ii. Go to different clubs/meetings
 - iii. Reach out to more than just freshman
 - iv. High schools in the area
 - v. Don't push agenda, create a relationship
 - vi. Idea: facebook live all summer answering questions

- vii. Speak at freshman orientation and to the parents
- viii. Create sisterhood moments with PNM's
- ix. Tabling
 - 1. You can't recruit people you don't know
 - 2. Good marketing makes it easier to make the personal connections though
 - 3. Rock paper scissors challenge in the breezeway...if we win the give us 30 second of their time (tell them about greek life)
 - a. Connect with people and collect their contact info
- x. We don't need to get our name out there, we need names on a list (contact info)
 - 1. People already know our org names

7. Recruitment Marketing Skills and Advice

- a. Creating a better marketing strategies/tactics for example our tabling. We showcase what we're about but we don't have anything to draw PNM's in.
 - i. Example: the tactic that the presenter said his fraternity used was that they would step out in front of people and challenge people to a rock paper scissor game and if the fraternity men won the st
- b. We have Get Wow'ed and meet the greeks for students during orientation but would we should also speak toward parents and this could also potentially eliminate the reason why PNM's don't go through recruitment because of their parents concerns.

8. Fight The Stereotype

One situation affects us all in decisions and issues not just the org involved

- Having to defend ourselves versus the bad image
 - *think of your proudest moment, what it all if this was taken away? We have a duty
 - When priorities or hard times come in the chapter you suddenly act differently,
 - you at on time made the promise to care about your chapter forever which should include BOTH the highs and lows
 - Do something every day to break the stereotype,
 - Be kind
 - Use manners etc
 - When you exceed expectations and break stereotypes they notice it
 - We are all the same to them, we are all painted with the same brush
2. Share the great things we do every day as chapters as council and as a school
 3. Encourage others to be the best versions of themselves

**** True believers in the chapter or community will be around every day not just when things are good

You're not going to change the world but you can change people's perspective/be a better influence

Leadership

1. Leaders By Choice

- c. When you sign up to be a leader within your chapter, council or community you are choosing to work for the longer term, not the short term.
- d. To be a successful leader you need to develop the relationship between **Goals, Habits and Choices**.
 - i. Goals- create a short term, long term and long-long term goal. What do you want to accomplish by the end of the semester, by the end of your term and where do you want to see your chapter in 5-10 years.
 - ii. Habits- It's important to align your vision with your actions. "You're only as good as your worst habits". Take a deep look into your worst habits- **be honest with yourself**. What are the main things holding you back from accomplishing your goals?
 - iii. Choices- don't bite off more than you can chew. Prioritise what is most important to least important and focus on your top three things.
- e. Choose your vision, to be inspired, to be present, to have perspective, to be a (little) selfish when you need to be, to choose to be resilient (you've gotta plan for failure and roll with it when it happens) choose your filter (alter the way you look at different situations, you can't look at everything the same way because not all challenges are the same). Last but not least chose to be **great**, when leadership gets tough remember why you applied to be in your role and remember that your sisters or brothers voted you into your position because they believed in you and they thought you were the best person for the job. Go the extra mile to get where you want to be.

2. Leading with Empathy: More than a Feeling (Tina Vansteenburgh)

- f. Don't be too busy being a leader and forget to be a human
 - i. Look outside your walls
- g. We cannot lead without empathy
 - i. Put yourself in the shoes of someone else

- ii. We are not leading positions, we are leading people
- h. 1st : Reflection: understand what you bring to leadership
 - i. 5 ways you identify in the world, give up a piece until you are left with 1
 - 1. The way you identify impacts the way you lead
- i. 2nd: Listen
 - i. Don't write their story, read it
- j. 3rd: Share
 - i. Your story matters
 - ii. People may be afraid to let you down
- k. Leadership is lonely but it doesn't have to be

3. Authentic Leadership

1. Your intent when leading will influence your impact
2. Leaders push, they don't pull - you teach along the way
3. If all you do is fake it, you will never make it - face the lies, own who you are - what version of yourself do you allow others to see?
4. We can't learn from people who are perfect, we learn from people who are imperfect - authentic leaders are not perfect morally

INSPIRE INTEGRITY

1. Always have 5 paths for life (or position) to take - be flexible
2. Don't chase peace and contentment - do you wake up happy?, good friends - find 3 real friends that will rush into your life when everyone rushes out

4. Greek Unity

1. Build a community that inspires
2. Greek unity is a myth - stop pretending this phrase will unify us
3. You don't have to like every greek but you have to support them
4. Hold people accountable
5. Take the opportunity to call each other out, be real
6. Living your values means having hard conversations

5. Collaboration

1. Everyone has different values and goals
2. Idea for attendance boost: chapter with highest attendance gets first dibs on philanthropy events
3. Become personal with others before you ask to collaborate - otherwise they will feel used
4. Face to face interaction is more valuable than texting/emailing
5. You can't do everything and you can't do everything alone

6. CommUNITY: Moment or movement?

1. Are other councils and chapters being included in decision making?

2. People will not be unified if they are not included
3. Panhellenic does NOT rule the world
4. Barriers
 - a. Stereotype - think
 - b. Prejudice - feel
 - c. Discrimination - act
5. Part of community is advocacy - helping + understanding
6. Referent power- I do things for you because you are my friend

7. How to be a GOOD leader?

- a. Self reflect on leadership
- b. Check in w everyone not just your favorites
- c. Never compromise values for ethics
- d. Own your mistakes
- e. Be a professional
- f. Pass the plate well

G- seek the Golden mean

- Virtues matter (wealth is not a virtue)
- Would people believe you did the opposite; the bad
- Honesty
- Compassion
- Courage virtue of all virtues- the lee way to b honest to be compassionate etc
- Humility versus Pride
- Not arrogant to brag for big things
- Humility is someone else seeing your good
- Don't compromise values
- Values convo to get rid of someone
- Can't contribute if you're burnt out so you need help and to act as a team
 - "you act as a team or die as a bunch of individuals"

O- care about others

- Promote good
- Consequences about your decisions-
- Create pleasure avoid pain
- Can't treat friends better
- Consider everyone
- Find your team members strengths
- Lead people you don't like

O- own it

- Even if you didn't do it
- Even if it conflicts w your agenda

- Beware of the way you use I or me

D-dirtied or a leader

- Stop taking exceptions for yourself you wouldn't take for yourself
- Would you want to live in a. Weirdo where everyone acted like you do

Respect the dignity of everyone

Sinergy = passion

1. You don't need to be the best person at everything in order to be a leader
 - a. Strive to make others leaders
 - b. Be character infused
 - c. Always continue to educate yourself on leadership
2. How would it be working for/with you? Pros and Cons
 - a. What do you bring to the table?
 - b. Always be your best self

8. Steps to Be the Best Leader You Can Be

1. Say yes
 - Listen and be present
 - Make others look good
 - Embrace change & failure
 - Positivity
 2. Finding out where chapters want their money to go
 - a. Big dollars spent = shows priorities
 - b. Need vs Want
 - Fun-ctional Events Not Necessary FUNN
 - Social events is a want
 3. Fining 25% late fee if dues aren't on time etc
 4. Finding your fuel:
 1. Fuel that lasts: change of chapter etc starts with character. Once you change your character everything changes
 2. Fuel that doesn't last: getting a good grade or gpa
 3. What are we using as our fuel? Does it run out?
-
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Membership

1. Every Day Greek

- person/org can affect on Greek life anywhere
- People act differently when times get rough
- Do something each and every day that breaks stereotypes and exceeds expectations
- Work to share all the great things that Greeks are doing on campus each and everyday
- Encourage members to be the best version of themselves
- Be yourself. Don't be a past president, don't be a current sister, be yourself and you can shape the organization into a positive thing.

2. Retaining motivated members to graduation

(Speaker is from get Phired Up) Brittany white brittany@phiredup.com

- “We are in the relationship business”
- Relationship is so important and is the underlying meaning behind Sisterhood/brotherhood
- “Connection is why we're here. We are hardwired to connect with others; its what gives purpose and meaning to our lives and without it there is suffering.”
- People who leave chapters want to be heard
- Some members use financial issues as a coverup for why they drop from chapters
- More women drop because they feel a lack of connection (52%)
- 3 major reason why people drop: misaligned expectations, lack of connection, discord(women),other priorities (men)
- By keeping pledge classes separate from everyone, it can cause problems
- Relationships
 1. Expectations- we are trying to undersell the expectations(women); false expectations (men). We need to explain our why(why are we doing this, why is it important) we plan events (like sisterhood events) and then don't show up
 2. People- seek out the left out. People who study abroad, seniors(empower them and mentor members), people who seem disengage, election results questioners, people going through turmoil, people without a friend group. Do not let them feel like they are alone. Include them and bring them in and make them feel welcomed.
 3. Purpose-make meaning. Who is described here? What do we do that upholds the values of our chapters?
 4. You matter- be intentional. make sure members understand how important they are to your chapter. Intentional compliments; affirming adjective, personality/something they have done, general statement of praise , time to get together/ question
 5. Leadership/growing- ask and act. Ask “how do you want to learn and grow in this organization” “how do you want to grow into a good human being” how can you use the network that is Greek life to advance professionally” then put into action
 6. Repeat- retention doesn't end. “Retention committees” evaluate and re-visit.

People join, stay, leave, engage...because of other people
Be the reason they stay

3. Conversations that matter

We talk about being authentic and inclusive, but shut it down anytime the topic is brought up because we don't know how to actually talk about it

A. If you change the topic or person you are talking to, it can be easier, but the conversation is still important and difficult

B. "Strive to do the best you can with what you have, some of the time, it's certainly better than never doing anything"

- "Who am I in this conversation that matters?"

- No one wants to have a conversation about how they are feeling about a situation themselves, but they are able to have a conversation about how someone else is feeling about it.

- someone might be frustrating to you because they just show up differently

- 3 different types of people

- Gandhi person- does it by them self

- Mother Teresa person- takes a long time to process everything, difficult to make decisions, always gathering info, not first responder type, asks a lot of questions

- MLK person- has a dream, but not a plan; have a lot of ideas, but others can't keep up with the change, moves and works quickly

- begin a conversation like you do not know something

- choose to learn

- new members actually know things

- new people will have more sound information than a paid consultant to your organization

- consultants see patterns at that moment, then leave. New members see it as soon as they get in, and they stay. They see everything. Ask what they see then work on it.

- it's not about the topics you talk about, it's about the manners you speak in

- what do you care about? What are your values? If you stopped wearing your letters, would your values still be important to you?

- recognize that when you show up, you show your letters and values without having to wear a T-shirt

- if you are charged by yourself to be inclusive to all councils, it's not actually inclusive

Diversity and Social Justice consult- Jessica Pettitt (Has been to UIFI)

(202)670-4262=text phone number (She is willing to answer any texts/phone calls)

4. How to holistically incorporate ritual into your chapter

Big R vs. little r

- big r= used once a semester, rarely use

- little r= the real meaning behind the ritual, how our founders wanted it to be seen

- The Golden Circle (why do we exist as an organization)

Initiation and our ritual

- initiation ceremonies, formal chapter, values week ceremonies, etc. can be greatly impactful

- The omicron Approach

- Planning

- Memorization and more

- When
- Venue!!!
- Chapter Buy-in
- Continual Improvement
- Before. During. After. -Make is special
- Debrief and Discuss!

How much do you know about your ritual?

Start with yourself

- Take time with the ritual
 - Deliberate
 - Introspective
 - Reflective
- Apply it
 - There are lessons to be learned
 - LIVE THE RITUAL

Getting Others on Board

- Meet people where they are at
- If someone shows an interest in Ritual, inspire it
- Formal, regular, and deliberate educational sessions are a great first step

In The Room Where It Happens

- “Where in our ritual does it say we should be doing this”

<http://www.sigepsouth.com/king.htm> “Secret Thoughts of The Ritual”

5. Ending Mandatory

Focus recruitment and events around leadership, scholarship, service

1. Point systems need to be incentives - not punishments
2. Greek life should be the “pancakes” of college, the fun exciting things, not the things you dread to partake in and go to
3. Collaborate events, have less events with a higher impact
 - a. Example: do risk management seminars in chapter instead of entirely separate events
 - b. Example: have a sisterhood with alum
4. Sit down with a list of every single mandatory event from last semester, write either F, I, R, or E next to each event. F for fine - the event doesn't need to be changed, I for improve - there are things that can be done differently to make it more effective, R for replace - this event can be done better in an entirely different way and be more effective, E for eliminate - this event serves little to no purpose and is wasting people's time
5. Change your mindset from requiring people to go to providing something to the members

Risk and Standards

1. Authentic Conversation about Suspension and Risk

- A. When you shut down a chapter, you are impacting not only the members of that organization you are impacting the community it serves, the philanthropy and charities it donates too and the other members of the community that rely on that chapter.
- a. But it is necessary for us to close problem chapters before they go too far.
 - b. We must **change the culture quicker than it was created**
 - c. We cannot continue to use the excuse that “they’ll do it anyway” from stopping us from creating tight and regulated risk management policies.
 - i. Being open with staff can be beneficial because they would rather know about what is happening rather than them not.
 - ii. Collect data from the office of conduct to get tangible numbers of conduct cases regarding alcohol and hazing that have been filed at your university so we can present them to the community showing them that this isn’t just a nationwide issue, it’s happening right here at home.
 - iii. People need boundaries, we need to figure out how to keep the “bad eggs” from joining our organizations and potentially pulling down good members with them.
 - iv. **Hold your members accountable** it isn’t easy having to cancel a member or hold them accountable for their actions but it is necessary. Other members will be less likely to break the rules if those who do break the rules are strictly punished for it.
 - v. There is a big difference between a **fraternity man and a boy in a fraternity**. Trust between your presidents and leaders of your councils organizations is **key** to establishing and holding truth to new policies being put in place. The only way we can change the culture is if we **do it together**.

2. Changing the Way We Do Standards

- A. In standards we need to stop punishing our women for being caught doing something they shouldn’t we should be holding them accountable for the actions they are making
- a. Rather than taking away something they want to do we should make them reflect through workshops or reports about how what they are doing can affect their life.

b. Greek life is becoming more and more of a punishment that people dread rather than helping everyone build their full potential.

B. Make your actions intentional. You are a leader and despite any fear you may have you have to keep moving forward and Fake it Till you Make it.

a. Don't let fear stop you from achieving your full potential.

b. Meditate and take the time to think positively about yourself and those around you to change the way you think.

3. Purposing your pain

- Trauma-negative emotional response we have to something that happened in our lives

Transformative trauma

1. Cope

“Learn how to cope with your trauma better”

Welcome brokenness, acknowledge it is there and face it head on.

2. Heal

“Don't hide, Speak out” program in South Africa

Love Conquers- wedding photos

“Every story is valid”

Tips for philanthropy

1. You're not going to change the world

2. But you will change people

3. Find a cause you're passionate about and commit whole-heartedly to it

4. Always look out for social entrepreneurial “aha” moment