

PHI ETA SIGMA NATIONAL HONOR SOCIETY




CHAPTER OFFICER
RESOURCE GUIDE
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WHO WE ARE:



Phi Eta Sigma is the nation's oldest and largest honor society recognizing the academic success of first year college students. With a hundred year history and more than 1.3 million members, Phi Eta Sigma seeks to celebrate our students' success; build their community through meaningful connections; and add to their collegiate experience through programming.

OPPORTUNITIES FOR INVOLVEMENT*

STUDENT MEMBER:

You can become a student member of Phi Eta Sigma by earning a 3.5 GPA in your first semester or within that academic year while attending a college or university with an active Phi Eta Sigma Chapter. Students must accept their invitation by paying national and local fees and been initiated in order to become a recognized member of Phi Eta Sigma.

ALUMNI MEMBER:

Alumni members of Phi Eta Sigma are defined as anyone recognized as a student member who has graduated and earned a bachelors degree from an accredited college or university, or an honorary member after they have been formally initiated.

CHAPTER ADVISOR:

Chapter Advisors are members of the faculty/staff of the chapter's institution and/or alumni members who serve as mentors to the local chapter, assist with chapter operations, and serve as a liaison between the local chapter and the National Board of Directors and staff.

CHAPTER OFFICER:

Chapter Officers are student members who have been elected or appointed to lead and serve the local chapter in their operations, programming, and events.

REGIONAL OFFICER:

Regional Officers are student members and advisors who have been elected or appointed to lead their respective Phi Eta Sigma Region and to serve as liaison between the chapters within their regions and the National Board of Directors and staff.

NATIONAL OFFICER:

National Officers are members of the National Board of Directors who have been elected to serve through the selections process outlined by the Phi Eta Sigma Constitution.

* Membership criteria may be explained in further detail in the Phi Eta Sigma Constitution and/or your chapter's bylaws



WHAT WE VALUE:

WE BELIEVE IN CELEBRATING THE SUCCESS OF OUR STUDENTS

INDUCTIONS

Inducting new members of Phi Eta Sigma is the first and largest way we celebrate the success of our students. Our induction or initiation ceremonies are designed to recognize our new students, honor our history, and re-enforce our mission and values. These ceremonies take place with the local chapters or as part of our national virtual inductions.

AWARDS AND RECOGNITION PROGRAMS

In addition to the recognition received by being inducted into Phi Eta Sigma, members may receive additional recognition through our Member of Distinction program. This is an opportunity for students who go above and beyond with their commitment to Phi Eta Sigma's values of holistic development as demonstrated by their engagement with our national and local programs and resources.

SCHOLARSHIPS

Within Phi Eta Sigma, we celebrate the involvement and success of our students through our National Founders Fund and local scholarships. Each year, we award \$300,000 in scholarships at the national level through our Founders Fund Scholars program. These include scholarships for undergraduate and graduate education with awards ranging from \$1,000 to \$10,000. Additionally we award national scholarships for Phi Eta Sigma students to attend national conventions .

Many of our local chapters also award scholarships to students within their chapter.

More details regarding our national scholarship programs, can be found on the phietasigma.org website. For information regarding local scholarships, please reach out to your chapter advisors.

WE BELIEVE IN BUILDING COMMUNITY THROUGH MEANINGFUL CONNECTIONS

LOCAL

The largest opportunity to build the Phi Eta Sigma community is found at the local level. Local socials, educational programs, and service projects give students the opportunity to learn and grow as individuals but also the chance to build meaningful friendships and connections with their fellow chapter members.

We encourage all of our local chapters to host regular events so that your members can take advantage of all the Society has to offer through our community of scholars.

REGIONAL

Beyond your chapter's campus, we also encourage Phi Eta Sigma students to grow their community at the regional level. Phi Eta Sigma has six regions determined on the basis of geography, and each region hosts an annual regional workshop for students to connect with students from across their region, participate in educational programming, and share best practices.

NATIONAL

At the national level, Phi Eta Sigma students can attend our Annual Conventions each fall. Conventions are our signature event each year, and allow for chapter leaders across the nation to connect and learn from one another.

You can also connect with Phi Eta Sigma through our social media platforms - Follow us @phietasigmaHQ on Facebook and Instagram.

WE BELIEVE IN PROVIDING OPPORTUNITIES TO HELP STUDENTS DEVELOP HOLISTICALLY

MIND

In Phi Eta Sigma, we honor what students have already achieved with their minds and grant them opportunities to continue developing their minds. We prioritize personal and professional development in our programming and by offering leadership opportunities to help our members grow.

HEALTH

A well cared for body has been a part of Phi Eta Sigma's vision of health since its inception. We now help our members pursue that goal through the virtual race portion of the annual 5K for \$10K and the physical health portion of the Member of Distinction program.

CHARACTER

Phi Eta Sigma chapters have been performing philanthropic activities for decades, but it was not until the honor society adopted literacy as its philanthropic mission that its efforts in that area were boosted on national, regional, and local levels.

Phi Eta Sigma now has a partnership with Dolly Parton's Imagination Library as the beneficiary of our annual 5K for \$10K, in which members and chapters across the nation raise money for the cause. Chapters have been doing local philanthropic projects in their communities for decades and pooling together resources at convention, and now with the help of regional directors, chapters in any of our six regions can come together to continue their philanthropic work with each other.



WHAT WE DO:

WE ARE MORE THAN AN HONORARY

By inducting students early in their collegiate careers, we give students the opportunity to be an active part of our community of scholars for years to come. Through Phi Eta Sigma, students can strengthen their resume through leadership experience and professional development; they can serve their campuses and the surrounding areas through service projects and raise funds for national philanthropic organizations; and they can better themselves through personal development focused on our values of developing one's mind, health, and character.

NATIONAL AND REGIONAL PROGRAMMING

The national office provides many opportunities for students to both engage with Phi Eta Sigma, and better themselves as people and job candidates regardless of role within their chapter. From national conventions to our Member of Distinction program and service projects to program partnerships with companies like Regions Bank and Caliber Fitness, we want to give students a holistic experience that complements and elevates their campus involvement experience.

In 2023, Phi Eta Sigma added to its student leadership opportunities by creating Regional committees for each of our six geographical regions. Each region is led by a regional committee of student directors, a faculty advisor, and a liaison to the national office. These Regional Committees are charged with outreach with chapters to facilitate those relationships and create more opportunities of collaboration and connection among the chapters in their region through Regional Workshops and other events and programs.



LOCAL PROGRAMMING

At the local level, chapters can provide students with face-to-face interaction with their fellow members, creating a community that keeps current members coming back and entices potential members to join.

As chapter leaders you have the opportunity to set the course of your Phi Eta Sigma chapter by providing members with programs and events on your campus. From socials and service to guest lectures and intramural teams, your local events are yours to plan and execute, but the national office is always willing to help you brainstorm new ideas or connect with other chapters who are have similar goals and interests.

The full programming calendar is available at www.phietasigma.org/calendar, and Phi Eta Sigma is always working to add more opportunities for students.

WHAT WE DO:

WE WANT TO HELP STUDENTS BE THE BEST VERSION OF THEMSELVES

PERSONAL DEVELOPMENT

In Phi Eta Sigma, we believe in developing one's mind, health, and character, and that is the core focus of our membership experience. Through our Member of Distinction program students can invest holistically in themselves while in college with the goal of establishing habits that will be with them beyond graduation.

Completing the Member of Distinction program is beneficial on a number of levels: students get the benefits provided by the content, but they also earn special recognition and perks from the national office with special graduation regalia, exclusive merchandise, programs, and perks.

Additionally, earning Member of Distinction status demonstrates a commitment to Phi Eta Sigma and our values which is a key component to our earning national Phi Eta Sigma Scholarships through the Founders Fund.

LEADERSHIP OPPORTUNITIES

By getting leadership experience in college, students are both adding valuable lines to their résumé and gaining meaningful life and professional experience, providing great insight for graduate school applications and job interviews. Our Phi Eta Sigma leaders gain skills in project planning, financial management, organizational governance, and more. Through the development of these essential skills, Phi Eta Sigma leaders are elevating themselves from their peers, and will be able to stand out from the crowd.

While our Chapter Operations 101 series is our leadership programming series that is offered to all members of Phi Eta Sigma, there are additional formal opportunities to gain leadership experience as chapter officers, regional directors, and national board.

WHAT CAN WE DO AT THE LOCAL LEVEL?

SERVICE AND PHILANTHROPY

Our regional and national philanthropic events provide a great opportunity for chapters to come together locally and work toward a shared cause, by encouraging each other to sign up for our 5K for \$10K and raise money alongside each other, or participating in National Reading Month events in March as group.

Your chapter can also have a positive impact through the work you do in your local community, such as partnering with after-school programs or regular visits to elementary schools, raising money for good causes in your community, and other volunteerism.

SOCIAL EVENTS

We like to say our national conventions are like mullets — business in the front, party in the back. Your chapter can do the same by balancing the business of the chapter with social opportunities to build connections and community among your members.

Our chapters across the nation attend sporting events together, form intramural teams, and hold ice cream socials, game nights, and date parties for their members with each other. Work with your chapter advisor to set your local programming plan together, and be sure to include socials that fit within your budget and your campus guidelines.

WHAT WE DO:

NATIONAL PROGRAMMING CALENDAR 2023-2024

SEPTEMBER

- 8th - Chapter Operations 101: Convention Registration
- 14th - Future with Phi
- 21 - Why Phi?

OCTOBER

- 3rd - 5k for \$10K begins
- 6th - Chapter Operations 101: Philanthropy
- 10th - Convention 101: Advisors
- 12th - Convention 101: Students
- 19th - Why Phi?

NOVEMBER

- 3rd - 5th - National Convention
- 5th - 5k for \$10K ends
- 14th - National Induction Ceremony
- 16th - Future with Phi
- 17th - Chapter Operations 101: Chapter Connectivity

JANUARY

- 26th - Chapter Operations 101: Recruitment and Marketing
- 30th - Regional Workshop - Southeast and West

FEBRUARY

- 1st - Regional Workshop - Midwest and Central
- 6th - Regional Workshop - East and Northeast
- 16th - Chapter Operations 101: Outreach and Partnerships

MARCH

- 1st - Member of Distinction Application Opens
- 1st - Chapter Operations 101 : Scholarships
- 7th - Why Phi?
- 26th - Scholarship 101

APRIL

- 1st - Member of Distinction Application closes
- 1st - Founders Fund Scholarship Application opens
- 5th - Chapter Operations 101: Officer Transition and Succession Planning
- 9th - Why Phi?
- 18th - Future with Phi
- 23rd - National Induction Ceremony
- 25th - Scholarship 101

MAY

- 1st - Founders Fund Scholarship Closes
- 31st - Annual Reports Submissions Due



HOW WE DO IT:

BUILD A PLAN

With everything student leaders have on their plates with classes and other obligations, leading a Phi Eta Sigma chapter can be overwhelming, and the National Office wants to help. It starts with building a plan and action items to meet your goals. We encourage you to work with your chapter advisor on setting goals for the year with recruitment and programs. You can utilize the tools in this Resource Guide and the Phi Eta Sigma website to create action plans, budgets, and calendars. But our help does not end there. Please reach out to the national office with any questions you have or assistance you may need.

WE SET GOALS

Doing things with intention is always better than doing them because they are assigned or because they have always been done in the past. Any Phi Eta Sigma project or event can be viewed through the same lens, especially for the members you are trying to engage — are they being recruited to an event or a project because the project has to get done, or are they being recruited to it because it has a compelling purpose and is an event or project that excites your members?

This is also true for your goals as a group of chapter officers. We believe in the philosophy of starting with your *Why*. Ask yourselves, your advisors, and other officers why you are creating programs for your members. Ask why you are recruiting and inducting new members. Ask why you are wanting to host a service project. Based on these answers set goals for your time in office, then move on to asking the *who*, *what*, *when*, *where*, and *how* questions, so you can make detailed plans to execute and meet your goals.



WE LEAN ON OUR COMMUNITY

If your chapter has a robust leadership structure with multiple, motivated officers, the combination of your collective efforts can work together to both set ambitious goals for your chapter and realize those goals.

If your chapter doesn't have a strong officer structure, consider creating one or adapting your current structure by providing more leadership positions to your members. This is a good way to engage your members and identify emerging leaders to enhance your leadership structure and build for the future.

Of course, you do not have to have an officers title to serve Phi Eta Sigma. Your chapter is filled with members that may want opportunities to serve in a less formal role. These members can be the backbone of your chapter and help you stay motivated to pursue the causes we as a national organization and you as a local chapter are taking on.

HOW WE DO IT:

PLANNING CHECKLIST

In setting your plans for the year and making your goals for the chapter, there is a lot to remember. We are helping you in that process with the following checklist.

INDUCTION CEREMONY

Be sure to use our induction ceremony checklist on page 21 to plan your induction ceremony and make the most of the first opportunity with your newest members.

RECRUITING

There is strength in numbers — more members means more participants in chapter activities, more officer candidates and officer roles, more output in philanthropic projects, better chances at Chapter of Distinction awards and scholarship winners, and so much more. Be sure to visit the recruiting section of this handbook to plan your recruitment.

CONVENTION ATTENDANCE

Attending Phi Eta Sigma's national convention is the most engaging way to connect with the Society, and it is also a valuable way to create better equipped officers, scholarship winners, and more engaged members at your home chapter. Be sure to use the convention website, pesconvention.com, to be up to date on registration information and timelines.

PROGRAMMING

The convention, regular meetings, recruiting efforts, and philanthropic projects will provide your chapter with activities, but it does not have to be all work, and no play. Organizing social events for chapter members can create the connections they want and help the chapter tremendously.

PHILANTHROPY AND SERVICE

Planning philanthropic activity for an academic year starts with coordinating widespread participation in the 5K for \$10K, Phi Eta Sigma's annual fundraiser for Dolly Parton's Imagination Library. This is great way for students to earn valuable Member of Distinction points while coming together for a shared cause and creating more of a community within the local chapter.

From there, chapters are free to hold their own philanthropic events, benefitting literacy or other causes that are meaningful to your chapter or your campus community.

REGIONAL CONNECTIONS

Your region has a Student Regional Chair and six Regional Student Directors eager to help create opportunities for the chapters in your region to engage with one another, combine efforts in shared philanthropic projects, and more. Knowing who your Student Regional Directors are and maintaining contact with them can help you and your chapter officers offer even more programming to your members.

OFFICER TRANSITION

You will not be a college student forever, and you will eventually have to hand over leadership of the chapter to someone else. Have a plan in place for that process, and ensure that your successors have all of the documentation and information they need, and be confident that the chapter's future is in good hands.

HOW WE DO IT:

SAMPLE OFFICER DESCRIPTIONS

PRESIDENT

The chapter president serves as the chief executive officer of the chapter, and they are responsible for setting the goals, calendars, and agendas for the chapter. This includes planning the schedule of officer and chapter meetings, social activities, philanthropic projects, convention attendance, and all other programming elements. It is helpful to outline a clear division of duties on how to execute those priorities among themselves and fellow officers.

The president works with the chapter advisor to complete the chapter's annual report and to ensure that that chapter is following all society and campus guidelines with recruitment of new members, planning the induction ceremony, and other programs and events. The president works to set goals and leads the efforts on their chapter's plans to achieve Chapter of Distinction status.

The president is the primary student liaison between the chapter, the regional committees, and the national office and board of directors, and typically serves as the chapter's official delegate to the Phi Eta Sigma National Convention. If the president cannot attend the convention, then they are encouraged to identify another officer or member who can attend and represent the chapter in their absence.

Finally, the chapter president ensures the future success of the chapter by recruiting viable candidates to serve as officers when their term finishes, and ensuring the next group of officers is trained and that chapter resources and information are passed down to their successor(s).

VICE-PRESIDENT

The primary role of the chapter vice-president is to assist the chapter president in their responsibilities, and to fulfill the chapter president's duties if they are no longer able to complete them.

If your chapter does not have a specific officer position responsible of recruitment, philanthropy and service, or socials, then the vice-president could also be the lead officer overseeing one or a combination of these areas.

SECRETARY/HISTORIAN

The chapter secretary/historian is responsible for maintaining chapter records. This includes membership and attendance records, recording minutes of chapter activities in officer and membership meetings and programs. Having a person responsible for documenting the chapter's actions and meetings can be very valuable as it helps the chapter document membership experiences and chapter efforts that need to be included in the Annual Report and are valuable in succession planning and officer transitions. These efforts can also help the chapter achieve Chapter of Distinction as they provide the data needed to verify they have completed the necessary requirements.

TREASURER

The chapter treasurer works with the chapter advisor and other executive officers to set and maintain the chapter's annual budget, financial records; and they provide documentation of financial activities on the Annual Report.

HOW WE DO IT:

SAMPLE OFFICER DESCRIPTIONS (CONTINUED)

ADDITIONAL OFFICER POSITIONS TO CONSIDER

Depending on your chapter needs and student interest, you may want to consider expanding your chapter's leadership structure to include one or more of the following areas to as an officer position or a committee:

- **Philanthropy and Service** — A Philanthropy and Service Director/Committee can organize local service projects while also encouraging participation in national programs such as our 5K for \$10K Run for Reading and the Founders Day Challenge. This person could also serve as the philanthropy and service liaison to the Regional Committee.
- **Recruitment** — A Recruitment Director/Committee would be responsible for organizing marketing efforts and recruitment events that will encourage prospective members to join Phi Eta Sigma.
- **New Member Outreach** — A New Member Outreach Director/Committee is charged with making sure that your chapter's new members are being welcomed to the Society and informed on how to get engaged at the local, regional, and national levels.
- **Social Media/Marketing** — A Social Media/Marketing Director/Committee is responsible for engaging members and your campus with Phi Eta Sigma on social media channels and other campus platforms to increase visibility and awareness about the group.
- **Partnerships or External Relations**—A Partnerships or External Relations Director/Committee would be charged with building the local chapters relationships outside the local chapter whether through campus administration, other campus organizations, alumni engagement, or community partners. These relationships could provide meaningful connections for your chapter and its members as they expand the chapter's network and community.



HOW WE DO IT:

FINANCIAL PLANNING

BUDGETING*

Decide what your financial priorities are by completing the following:

- What are your organizational goals?
 - Where do you want the bulk of your money going?
 - Prioritize your events.
- Review what your sources of income are.
 - Membership dues
 - Donations
 - Fundraising
- Review last year's budget, where did the organization lose money and what was successful?
 - How will you increase your successes?
 - How much "risk" does the organization have within their budget?
- Do your homework.
 - Obtain quotes on potential costs and shop around
 - Do not always overestimate and get real numbers
- To ensure safety of funds, always provide monthly updates and have more than one member/officer approve expenditures
- Keep accurate records
 - Budgeted costs
 - Actual costs
 - Any unanticipated expenses

BUDGET COMPONENTS

Income

- Dues
- Donations
- Fundraising

Expenditures

- Operational costs
- Marketing
- Printing
- Resources (books, subscriptions, etc.)
- Programming and Special Events
- Convention
- Scholarships

HELPFUL HINTS*

- Don't be afraid to ask for current discounts or specials or check for free services.
- Collaborate with other organizations, it doubles your human and operational resources
- When printing banners, t-shirts or other paraphernalia, don't date it. If you have too many you can use them for other events.
- Catering Tips—Food is usually a large expense
- Bulk quantities tend to be more cost effective than individual.
- Break food up into smaller portions
- Pick up orders instead of delivery
- When serving food for a large group, be sure that members and those that are hosting eat last (in the event that there is not enough food)

HOW WE CONNECT:

BUILD A COMMUNITY

By joining Phi Eta Sigma, you join a community of like-minded scholars, leaders, innovators, creators, and collaborators. Through Phi Eta Sigma and the initiatives outlined through these pages, you and your chapter's members can create those connections that will last for years to come.

SOCIAL MEDIA

Another way to stay connected to the Society is by following Phi Eta Sigma on Instagram, Facebook, and LinkedIn. We post regularly about our programs, and we love to feature our students through highlighting our Members of Distinction, Founders Fund Scholarship recipients, and other student leaders.

Chapters are also encouraged to keep and maintain their own social media presence. This is a great way to engage your chapter members and to increase visibility on your campus for activities and recruitment.

We are also launching a new Student Spotlight series where you can nominate yourself or a fellow chapter member to be featured on social media and the Phi Eta Sigma website.

THE FORUM

Phi Eta Sigma's annual magazine, *The Forum*, highlights Society activities, features chapter leaders and national scholarship and award recipients, and shares chapter news. *The Forum* connects Phi Eta Sigma students with alums, advisors, and university administrators. Additionally the magazine serves as the Society's source for historical information, providing a meaningful connection between generations of Phi Eta Sigma students.



FIRST FRIDAYS WITH PHI

Our student newsletter goes to all student members and advisors on the first Friday of each month of the academic year. The newsletter includes the five most important events, announcements, and reminders about Phi Eta Sigma activities that month. It is the most direct way the national office communicates with our members so make sure that you are subscribed and staying connected with the Phi Eta Sigma community.

EVENTS

Opportunities to meet new people are essential in building community within Phi Eta Sigma. We have discussed the importance of planning events at the local level, but the Phi Eta Sigma network extends beyond your college campus, and we want to provide you with the chance to grow your community through regional and national events. The Regional Workshops and the National Convention described in the following pages are meaningful ways to establish a foundation of connections that will expand your Phi Eta Sigma community.

HOW WE CONNECT:

REGIONAL CONNECTIONS

REGIONAL COMMITTEES AND CONNECTIVITY

In Phi Eta Sigma, we have six geographical regions outlined in the map below. As mentioned earlier each region has a regional committee comprised of seven student directors and an advisor. Each of our regions has a student regional Director of Chapter Connectivity, whose purpose is to create ways for chapters to work with each other and take advantage of their geographic proximity, creating ways to extend the close connections at the chapter level and expand them to similar relationships with other chapters.

REGIONAL WORKSHOPS

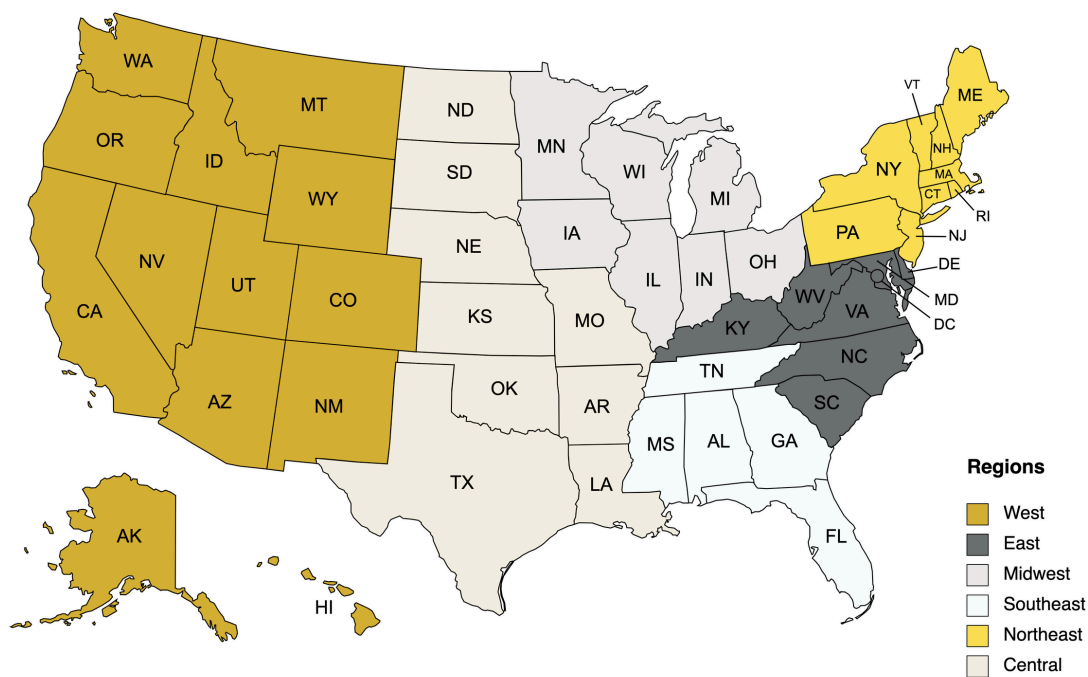
INFORMATION AND DATES

The Regional Workshops are 2 hour virtual meetings of each region held in January and February of each year. These workshops provide chapter leaders with trainings, exclusive educational content, and most importantly the opportunity to meet and connect with their fellow Phi Eta Sigma Student leaders from other campuses.

The 2024 Regional Workshop dates are:

- January 30: Southeast and West
- February 1: Midwest and Central
- February 6: East and Northeast

REGIONAL MAP



HOW WE GIVE BACK:

NATIONAL PHILANTHROPIC MISSION

The promotion of literacy serves as Phi Eta Sigma's national philanthropic mission. Literacy is not only the ability to read and write, but it also represents competence or knowledge in a specific area. As the largest and oldest honor society recognizing first-year college students, Phi Eta Sigma is positioned to make a significant contribution to literacy efforts as our philanthropic mission. Read more below about our annual 5K for \$10K Run for Reading benefitting Dolly Parton's Imagination Library, Founder's Day Philanthropy Challenge, and the Mary Jo Custer Chapter Philanthropy Award Contest at Convention.

5K FOR \$10K RUN FOR READING

Phi Eta Sigma's signature philanthropic event is our annual 5K for \$10K Run for Reading which raises funds for the internationally recognized non-profit, Dolly Parton's Imagination Library. The virtual 5k takes place each fall semester, and Phi Eta Sigma members and chapters are encouraged to complete the race and raise funds through our online portal:

runsignup.com/phietasigma.

Chapters and members who participate in the 5K for \$10K are eligible to compete for individual and group prizes, earn points for the Member of Distinction program, all while raising funds and awareness for an organization that provides more than 2 million books to children globally each month.



FOUNDERS DAY CHALLENGE

The month of March is National Reading Month, and Phi Eta Sigma is challenging all of our chapters to hold service projects in their local community focused around literacy. Starting on March 1, we hope our chapters will partner with a local elementary school or after-school youth program to read to their students, read with their students, get them book donations, and more generally serve the national philanthropic mission of literacy.

MARY JO CUSTER CHAPTER CONVENTION CONTEST

Each Phi Eta Sigma National Convention serves as the host for Phi Eta Sigma's national children's book drive. We encourage chapters to collect books and stuffed animals for the Society to donate to a non-profit in the convention host city. The chapter who provides the most donations is the recipient of the Mary Jo Custer Chapter Philanthropy Award.

The 2023 5K for \$10K Run for Reading will take place October 3 - November 5

HOW WE RECRUIT:

WHY JOIN PHI ETA SIGMA?

Prospective members at your college/university are being pulled in a million different directions, and between work, classes, social activities, and other student organizations, they may be trying to decide where they want to invest their time and talents. Being able to communicate all of the benefits of Phi Eta Sigma is paramount to your recruiting efforts and ultimately to the strength of your chapter.

The national office provides materials and tips to help you in your recruiting process and answer as many student questions as possible, but there is no replacement for in-person, face-to-face connections and recruiting.



NATIONAL HELP

The Why Phi? sessions are a great tool to help your chapters recruit prospective members. Whether you encourage your invitees to attend one of our live webinars or send them a recording of it during your recruitment period, they are a great way for prospective members to get some of their questions answered, and if they attend the webinars live, they can ask questions of the national office staff if they have any that aren't answered during the webinar. You can find the dates and times for those webinars on the programming calendar or ask the national office for a recording to distribute at hq@phietasigma.org.

CHAPTER REFERRAL PROGRAM

You can help us recruit even more students to become members of Phi Eta Sigma by participating in our Chapter Referral program. This gives you the opportunity to reach out to friends who attend other colleges and universities who do not currently have an active Phi Eta Sigma chapter, and help them start one. This helps us reach more students, and you gain valuable skills in organizational culture, policy and procedure management, and marketing while earning a \$500 scholarship for each referral that establishes a chapter and hosts an induction ceremony.

why PHI?

HOW WE RECRUIT:

ADDITIONAL WAYS TO RECRUIT NEW STUDENTS

PARENT OUTREACH

Don't forget that parents can play a key role in recruiting new members. If you can reach out to parents directly, send them information about the benefits of Phi Eta Sigma membership! If you have students' permanent addresses consider sending physical invitations to join Phi Eta Sigma to their homes.

If you do not have access to parent contact information, then reach out to your campus Parent Programs office if they can provide assistance in parent outreach and marketing.

INFORMATION SESSIONS

The national office is happy to provide our Why Phi? session for you to use as a template for your own local information session. You can host an event on campus, or table in your student center and invite your prospective members to see why they should join Phi Eta Sigma.

This gives your prospective members the opportunity to meet your chapter members, officers, and advisors, and hear first-hand how Phi Eta Sigma can add to their college experience.

PERSONALIZED OUTREACH

Personal outreach gives you the chance to directly reach out to prospective members and allows you to meet them where they are. Send emails and invitation reminders to your prospective members that include testimonials describing the Phi Eta Sigma experience.

Work with other student organizations and programs on campus, and see if you can speak at their meetings or attend one of their events during your recruitment period and share about Phi Eta Sigma.



RECRUITING CAN BE DONE WELL BEFORE INVITATIONS ARE SENT

BRAND AWARENESS

Brand awareness is key — many people are going to default to what they know versus something unknown. The same principle applies to membership recruitment: a student who already knows about Phi Eta Sigma before the invitations are sent is more likely to accept the invitation than the student who learns about the honor society for the first time when opening their email invitation.

There are things your chapter can do to make Phi Eta Sigma the ideal option for involvement for your first-year students as opposed to something they have to research when they receive your invitation.

Volunteering at first-year student move-in at the residence halls, wearing your Phi Eta Sigma gear and discussing it when possible, could raise awareness with the key population. The same is true for attending first-year student events and programming on-campus. Perhaps your chapter could form a partnership with your school's first-year experience office and you can volunteer to help them with their programs and events, while also building a network of students who could be invited to join your chapter soon.

HOW WE CELEBRATE:

INDUCTION CEREMONIES

Phi Eta Sigma's mission is centered on recognizing and celebrating academic success and holistic student development. These celebrations start with your chapter induction ceremonies. This ceremony is likely the biggest and most important event on your chapter's calendar, and it can involve a lot of planning.

Follow the induction ceremony planning guide on the next page for tips on how to execute a ceremony that your new members and invited guests will remember fondly and set the tone for the Phi Eta Sigma experience on your campus.

If you cannot host an induction ceremony this year, consider participating in one of our national virtual induction ceremonies.

SCHOLARSHIPS

Phi Eta Sigma awards \$300,000 in scholarships annually to members who exhibit a commitment to Phi Eta Sigma and our values through our Founder's Fund Scholarship Program. Phi Eta Sigma awards scholarships for both graduate and undergraduate study, allowing Phi Eta Sigma members to win scholarship money both to complete their undergraduate degrees and continue on to any postgraduate program, not limited to but including master's degrees, doctoral degrees, law school, and medical school.

Three awards of \$10,000 are granted every year: the Thomas Arkle Clark Graduate Scholar of the Year, the Foy-Sagabiel Undergraduate Scholar of the Year, and a Centennial Scholar of the Year. Additional awards are given ranging from \$1,000-\$7,000.



MEMBER OF DISTINCTION

Through the Member of Distinction program, members can reap all of the personal and professional development benefits of their Phi Eta Sigma membership while also adding an impressive note to their scholarship application, increasing their chances of winning one of our awards. Students who become Members of Distinction also gain access to a stoll that is available exclusively to Members of Distinction.

The program is wide-ranging and allows students to further their interests in philanthropy, personal wellness and professional development, among other areas.

The Member of Distinction application is due on April 1, 2023, and the Founder Fund Scholarship application is due on May 1, 2023

HOW WE CELEBRATE:

INDUCTION CEREMONY PLANNING GUIDE

The induction ceremony is more than a day to award new members with certificates and a piece of induction jewelry — it is the perfect opportunity to foster a genuine connection with Phi Eta Sigma and their fellow members, and start them on the path to meaningful engagement, personal and professional development, leadership experience, and possibly scholarships and other recognitions.

WHY?

As Simon Sinek says start with your why. When you know your purpose, it is easier to make the decisions that will lead you to your ultimate goal. So ask yourself: why are you holding an induction ceremony?

- To celebrate your incoming students
- To welcome them to Phi Eta Sigma
- To start their experience with the organization with a memorable moment that leaves them wanting more
- All of the above

Use your answers to that question of why as a guide as you answer the other questions.

WHO?

Next ask yourself who you would like to attend the ceremony? Naturally, you will invite your incoming members to the induction ceremony, but who else should receive an invitation to the ceremony?

- Will you invite parents of inductees or other guests?
- If so, how many will each inductee be allowed to bring?
- Would you like to invite esteemed faculty or university administration as an honorary member or keynote speaker?
- Who else do you want in attendance?

Build your guest list based off these answers and it will help you determine when and where your ceremony will take place.

WHEN?

Picking an induction date is important on many levels. You have to consider other prominent events on campus and ensure as few students as possible will have conflicts. You also have to pick a day and time that is available for your officers and advisor(s), plus a date that is far enough in advance for your chapter to hold all of its recruiting practices and generate as many acceptances as possible.

WHERE?

Is there a space or facility on-campus that can accommodate the number of people you are expecting and the kind of event you want to hold? If you invite parents or other guests, how would you manage their parking and other logistics to help them get to the ceremony? If an on-campus ceremony is challenging, are there off-campus venues that are easier? Could that cause troubles for students who don't own cars and could have trouble getting off-campus?

WHAT?

Phi Eta Sigma's national office provides an induction ceremony booklet chapters can use as a guide for their ceremonies, but your induction ceremony can be more than just the contents of the booklet. Can you play the mini Future with Phi video provided by the national office to help your new members know how they can get involved? Will you have a guest speaker? Will you give items away to new inductees?

HOW?

How much will your ideal induction ceremony cost? Does your chapter have enough money from chapter dues or fundraisers to cover that cost, or are there other ways to fund the ceremony or cut the costs? Do you plan on offering refreshments for your attendees?

HOW WE CELEBRATE:

MEMBER OF DISTINCTION

Our Member of Distinction program began in 2022, as a way to celebrate those students who have gone above and beyond in their commitment and service to Phi Eta Sigma and our mission and values. We want to honor students who seek out the opportunities to develop their mind, health, and character while also maintaining high academic standards in the classroom.

Each year we honor these students' commitment by recognizing them as Phi Eta Sigma Members of Distinction. To earn this award, students must meet all of the requirements listed below, earn at least four point possibilities in that academic year, and complete the application due on April 1.

REWARDS FOR MEMBERS OF DISTINCTION:

- Earn an exclusive graduation stoll
- Get special recognition at PES events
- Earn exclusive Phi Eta Sigma perks
- Elevate your scholarship application

REQUIREMENTS:

- Be a member in good standing of your local chapter
- Maintain a cumulative 3.5 GPA or better

POINT OPPORTUNITIES:

Mind:

- Option 1: Leadership - attend 5 of the 8 Chapter Operations 101 Webinars
- Option 2: Financial Literacy - complete 5 of the financial literacy learning modules from Regions Next Step Program (Details coming soon: this is a new program which will launch later this fall)

Health:

- Option 3: Physical Health - log 10 workouts within the Caliber App (Details coming soon: this is a new program which will launch later this fall)
- Option 4: Physical Health - complete the race portion of the 5K for \$10K this fall

Character:

- Option 5: Service - complete 10 service hours (At least 5 must be related to literacy)
- Option 6: Philanthropy - raise \$100 for the 5K for \$10K this fall

Additional Opportunities:

- Option 7: Local Involvement - 10 hours of Phi Eta Sigma involvement at the local chapter level
- Option 8: Regional and National Involvement - Attend the National Convention in Cleveland, Ohio, and our Regional Workshop coming spring 2024



HOW WE CELEBRATE:

SPOTLIGHTS

In Phi Eta Sigma, we love highlighting and celebrating the achievements of our students and the incredible work they are doing in the classroom and beyond. To help us recognize even more students we have created a new Student Spotlight nomination process, where you as chapter student leaders and your advisors can nominate a chapter member to be featured on our social media and on the website. This is a great opportunity for you to acknowledge those members of your chapter who are excelling within Phi Eta Sigma or those who are representing Phi Eta Sigma's values externally.

You can also nominate your chapter advisors to be featured in our Advisor Spotlights. We know that our advisors are the backbone of the Society, and we would love to show our gratitude for all of their hard work publicly as well. We want to join in the celebration, so help us identify your chapter members who deserve some special recognition and spotlight.

CHAPTER OF DISTINCTION CRITERIA

HOW TO EARN CHAPTER OF DISTINCTION

Chapters earn this award by completing all of the requirements listed on this page within an academic year plus earning at least four of the points listed.

This achievement recognizes chapters who go above and beyond in their activities and commitment to Phi Eta Sigma and our values. They have elevated the membership experience on their campus, and we want to celebrate those efforts with a special commendation from the National Board of Directors.

Best of all it requires no extra application on the part of the chapter. All of the data needed is included in your Annual Report that is due each summer.

REWARDS FOR CHAPTER OF DISTINCTION

- Special recognition at National Conventions and in the Forum
- A letter of congratulations sent to their university president and provost
- \$100 award to use for chapter programming

REQUIREMENTS:

- Host an Induction Ceremony
- Submit a chapter news article for The Forum
- Hold a financial balance of \$0 with the National Office
- Host a chapter philanthropy or service project
- Submit your Annual Report on time

POINT OPPORTUNITIES:

- Raise \$1,000 in a literacy related philanthropic project
- Convention Participation
- 5 Members of Distinction
- 3 Scholarship Applications
- Scholarship Recipient
- Chapter Referral Completion
- Second Chance Program
- Officer Elections
- Regional Workshop Participation

MEET THE TEAM

PN



MARY LEE CALDWELL, PH.D.
Executive Director



JAYLIN GOODWIN
Assistant Director of Chapter Services



BRETT HUDSON
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