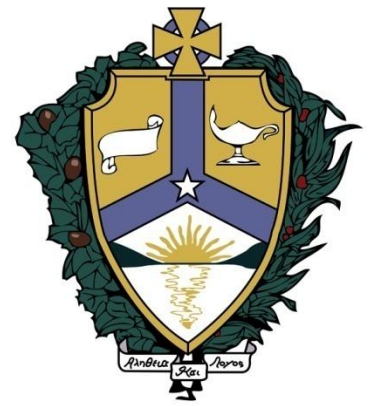


# INSIDE AKA



November/December 2011

## Largest Fall Recruitment Class in 12 Years!

The undergraduate men of Alpha Kappa Lambda across the country worked hard this fall and the results can be seen by the largest number of pledges the Fraternity has taken as a whole in the last 12 years! If you take the average number of men recruited by our chapters we are close to having a record breaking fall semester! Great job!

In comparing AKL to other National Fraternities there are three measurements that can be generally used. The first measurement is the number of chapters a Fraternity has. The second measurement is the number of undergraduates a Fraternity has. The third is the average chapter size. Based on the most recent data we have and making some assumptions about this year's results here is where AKL ranks:

Number of chapters: Bottom 33%

Number of Undergraduates: Bottom 45%

Average Chapter Size: **Top 10%**



Our chapters' successes greatly impact the strength of our National Organization. A larger chapter has a higher survival rate, generally needs less day-to-day support from staff, leads to more alumni support and reduces individual costs per a member locally and nationally. The less staff support needed by a chapter means the more time they can direct to expansion opportunities which also helps us grow.

Many times chapter will do really well in the fall semester and therefore assume less effort is needed in the spring. Don't let that happen. First and foremost the best recruitment training is constant practice. If you take a semester off your members will get rusty. Secondly higher recruitment numbers in the fall also mean higher numbers of depledges and dropped members. Your numbers may be higher but probably not as significantly as your recruitment was. Finally it should be every AKL's mission to see his chapter continually grow.

Remember Quality AND Quantity is possible.



## Internship Opportunities at NHQ

Almost every major educational institution has an internship requirement for their undergraduate programs. Many students struggle finding an opportunity that interests them, gets them the academic credit they need and provides real work experience.

Luckily Alpha Kappa Lambda has internship opportunities at the National Headquarters that provide such an opportunity. More information can be found online at:

[AKL Internships](#)

## Do Your Letters Make You a Leader?

*Adapted from "Do Your Letters Make You a Leader? Understanding Your Purpose in Greekdom" by Tish Norman, Alpha Kappa Alpha Sorority, Inc. & Campuspeak. Reprinted with the permission of AFLV.*



“What makes me a leader?”

Everyone has the ability to become a positive leader. However, there is a driving force behind your thinking that can either push you forward into a position of influence, or leave you in a stagnant place. So, as members of Greek-letter organizations, we all have the unique opportunity to influence others. The moment you decide to move forward with this purpose, abundant leadership opportunities await you in your chapter, on campus, and in your community. As such, leadership can be demonstrated in various roles. You may not lead your entire chapter as President, but maybe you chair the fundraising committee. You may not take charge of recruitment and membership, but you arrange for speakers to come in for a lecture series. Whatever your role may be within your chapter, realize that it is an opportunity. It is an opportunity for you to unleash and sharpen your personal leadership skills.

There is leadership potential that dwells in each and every one of us. It lies dormant until we step out from the ordinary and release it. If you do not tap into that potential, if you do not get involved in chapter activities for those skills to show, how will you know it is there? How will you begin to understand your purpose in your chapter? But more importantly, how will you really make a difference? Let us relate identifying our personal leadership to baking our favorite homemade desert. Like establishing our personal leadership, there are essential ingredients that the baker must include in order to make it come out just right. If even one ingredient is missing, it could compromise the totality of the dish. Consequently, the following are some key ingredients that will help you discover your purpose and make your personal leadership skills effective in your organization.



### Vision

Vision leads the leader. Visionaries have their sights set on something higher than where they are. Their vision allows them to see past where they are to a better possibility of accomplishment and success. They live in the present, but see up the road as they plan for the

future. When your creative imagination allows you to paint a mental picture of that future plan - to actually see it - this is the art of visualization.



We all have it, but what we chose to use it for can truly move you into a place of leadership. For example, having a vision that your fraternity will have the best recruitment season ever can motivate you to work hard at ensuring that happens. Sharing a vision of a new fundraising activity with the executive board that your group can carry out can be powerful. Maybe you see your chapter's Greek Week activities more successful than last year's, which can be what inspires you to chair the activities committee.

### Higher-Level Thinking

Leaders are forward thinkers. Real leaders are constantly seeking more knowledge. As a leader, your thinking must be set apart from the masses. So many talented students hold membership in Greek-letter organizations, but do not know what to do with it. How many really maximize their membership? How many take advantage of the information you can gain and the people you can meet from such an experience? It all starts with your thinking. In order to teach, you have to learn. In order to lead, you have to be a follower; a follower of knowledge.

Know the history of your fraternity, so when someone asks, you are able to give them an intelligent, fully-developed response. Know your brothers and personal things about each of them. This builds rapport and creates a bond of friendship. Have the foresight, not the afterthought to do so. Do not wait for someone else to initiate it. As a leader, step up and step out. Surround yourself with people and resources that will encourage your higher level of thinking. On college campuses, there are intellectuals, books from the library, television shows, documentaries, magazines, films, and internet resources that can enhance and support your style of thinking.



Because of their mindset, leaders do not stand in front of a crowd; they stand out in a crowd. Your higher level of thinking allows you to listen to the value of other people's opinions, but not conform to them. It allows you to make a sound decision that is best for you and your chapter. Gandhi said,

“Keep your thoughts positive because your thoughts become your words. Keep your words positive because your words become your behavior. Keep your behavior positive because your behavior becomes your habits. Keep your habits positive because your habits become your values. Keep your values positive because your values become your destiny.”

But it all began with your thoughts...what takes place in your mind. Your chapter's future, its destiny, started with a few great thinkers, and that mindset will be the determining factor that makes it continue to be a positive presence on your campus.

## Service

Fraternity social events are a lot of fun, but there is much more to being Greek than “getting your party on.” Across the board, service to others is a guiding principle on which all of these organizations were founded.



It is not a punishment, but actually, it is a reward. Shirley Chisholm said, “Service is the rent you pay while you are here on Earth.” Many sororities and fraternities “pay their rent” by implementing programs that are very beneficial to the community in which their university is located. For example, I know of several chapters that have freshman programs, at the beginning of the year, that introduce campus leaders to the freshman in hopes of forming “big sister, big brother” relationships. Freshmen are very impressionable, and this was a great program that would help students become accustomed to their new surroundings.

I have also observed Greek-letter organizations sponsor educational programs like breast cancer awareness events, or host athletic competitions as fundraising events. In all, whether it is food or clothing drives, voter registration, or tutoring children, servant leadership is a major part of what Greeks do. Leaders embrace service to their campus, community, nation, and the world, so do

your part in making sure that your chapter’s community service endeavors leave a positive lasting impression for years to come.

## Self-Confidence

An effective leader is someone people have confidence in because they have confidence in themselves. This is not to be confused with haughtiness or conceit.

Confidence is not based on superficial factors like good looks, popularity, fancy clothes, or a nice car. Self-confidence develops on a variety of levels. For instance, when you are secure within yourself and certain about your abilities, you carry yourself as such. When you are proactive and prepared for an assignment, you feel strong and in charge. When you are late or unprepared, your self-esteem suffers with feelings of inadequacy or doubt.

Maintaining your self-confidence can sometimes be a struggle. If you are like me, from time to time, my self-esteem can really take a dive. Friends change, relationships end, performance pressures increase, and...”life” will happen. The upside is you can feel a strong sense of accomplishment when you set and accomplish goals, which will lead to several more opportunities to do the same. As humans, we all have a need for recognition from professors, fraternity brothers, sorority sisters, family, or friends. We want to feel appreciated and accepted. As such, these feelings come when we show confidence in our efforts in completing a specified task. When you receive accolades or your chapter is acknowledged for its last successful event, quite simply, it feels good.

Always remember that people are attracted to others who show self-confidence and believe in themselves. Being sure of your talents, skills, and capabilities, and where you are going in the future speak highly of an individual and reflect how good you feel about you!

## Legacy

Dr. Myles Monroe said “Simply put, a leader is one who leads others into leadership.” This is what I call your “leadership legacy.” When you have graduated, moved on, and your chapter continues to thrive and be a positive group at your university, that is when you will know that your leadership skills were truly effective. Leaders empower those that they lead. They inspire them to reach their full potential, they equip them with the skills, and they empower them to go after it.



Sometimes it takes someone else’s belief in you to really help you believe in yourself. Believe in your fraternity brothers. Make them feel valued and important. While your involvement in your organization may not last forever, the legacy that you leave will. In basic terms, that is what leaders do.

## **GreekLifeEdu: A Requirement for New Members, A Program for All Members**

As the recruitment of new members rolls into their education of the Fraternity and campus life, it is important to process them into GreekLifeEdu.

This exercise serves as a basic introduction to societal challenges they may face in the upcoming months. The AKL Education Foundation provides a grant to the Fraternity to use this highly regarded program. A program which is utilized by both universities and other organizations within the Greek Community.

As AKLs not only do you meet the requirement for initiation, but you also gain access to trends and knowledge acquired through qualified research. The member will be able to complete the unit in a short and easily understood timeframe. Chapters wishing to obtain an alcohol waiver must have all members complete this requirement. In addition, consideration is given when determining a chapter’s Accreditation.

Each Chapter President has been provided login and password information for their chapter and its members. If there are any questions, contact our office.

## **From the Road – Thoughts from Our Traveling Staff**



As recent as 7 months ago, I had no idea what I would be doing with my life. I was set to finish classes in June but other than that I had no plan at all. If you would have told then me that I would have the opportunity to travel the country, meet several amazing people, and get paid while doing it I would have asked you where I could sign up. If you would have then told me that I would have the opportunity to help recolonize the Alpha Chapter of the organization that I care so much about I would have told you that you were crazy. And yet here I am with the Fall semester winding down and being able to tell everyone about the incredible and memorable experiences that I have been able to have so far.

I am a Midwest boy and had never been further West than Chicago which is not really West at all. So whether it was stopping halfway through the drive out West to check out Mount Rushmore, seeing country-sized California and Texas, driving through the Rocky Mountains, seeing the 'Smurf Turf' at Boise State, or being stranded after reading a sign that read 'No Gas For Next 100 Miles' in Oregon, I made sure to enjoy it. I could go on and on but you can always add me on [Facebook](#) or [Twitter](#) if you want to follow my experiences.

[Kyle Martin](#), Gamma Iota '06



My first semester on the road as a Chapter Services Consultant was certainly an eventful one. In total, I made a visit to 14 different chapters and 1 colony. My visits went well, and I enjoyed meeting collegiate members from around the country, along with learning about the cities I was visiting. This time a year ago, I would have never imagined I would be working a job where I could travel through cities like Philadelphia, Washington D.C., Chicago, and Pittsburgh.

I am looking forward to working with all incoming presidents, and meeting them together at the Clark – Thompson Presidents' Academy. With more visits coming in the spring, I hope to continue to bring fresh ideas to each chapter, and offer my help wherever it is needed. You can connect with me on [Facebook](#) or [Twitter](#).

[Jeffrey Wesler](#), Gamma Beta '07

## 2012 Clark – Thompson Presidents' Academy

The 2012 Clark – Thompson Presidents' Academy is now scheduled. The academy will occur on the weekend of January 13 - 14 in Indianapolis.

Since the early 1990s, the AKL Education Foundation has sponsored the annual Presidents Academy to train new chapter presidents in all areas of chapter management. Education is provided by Fraternity staff and outside speakers. The program begins on a Friday night and runs all day Saturday.



There is an expectation that all newly elected Chapter Presidents attend this event. When holding officer elections the chapter will want to confirm the candidates all are committed to attending this program if elected.

There is no direct cost for participants to attend this program. Travel reimbursement is provided, meals during the program are provided and the hotel while attending the event is provided by the AKL Education Foundation. More information and registration can be found here: [Presidents' Academy](#)

## Risk Management – It is imperative to keep our members safe



Unfortunately, this fall semester Alpha Kappa Lambda has experienced three separate student injuries that allegedly are the result of failure to adhere to our Risk Management Policies. The results from these situations included suspensions of membership, suspensions of chapters, large medical bills and a poor reputation on those campuses. IT COULD HAVE BEEN WORSE.

Two of the situations we reference above could have led to death. In one instance a man allegedly fell into a fire and was severely burned. In another situation a man allegedly fell two stories and landed on his back collapsing a lung and incurring a few other injuries. In each situation the man made his choice and was responsible for his actions...but others could have intervened. We must be our Brother's Keeper!

Risk Management is a practice of reducing risk through educated decisions and practices. It is not simply making sure the chapter attempts to follow rules but also that individual members weigh every behavior of theirs and the risks included in it. Using this rationale our chapters are expected to hold our members to a standard both when involved with the chapter and in their personal lives. We must educate our members about their decisions and react when we see them starting to make poor choices.

## 2012 Conclave Next Summer



The 2012 National Conclave will be held at the [Norfolk Waterside Marriott](#) in Norfolk, Virginia on the weekend of August 9<sup>th</sup> – 12<sup>th</sup>. We have exceptional rates at the hotel of \$89.00 a night. Transportation to and from the airport is inexpensive and the closest airport (Norfolk International) is serviced by Southwest Airlines.

Registration rates are estimated to be between \$350 to \$400 per delegate this year (each chapter is required to send two) and will be announced by January 2012. There will be reduced rates for non-delegates and the option for non-delegates to simply purchase meals.

Conclave is the biennial business meeting of the Fraternity membership. National officers are elected, legislation is considered and the direction of the Fraternity for the next two years is established. It is important that all chapters and corporation boards send representation. At this event we also hold alumni activities and educational programming. Look for requests for programming ideas to be emailed in the next few weeks.

The biggest mistake a chapter makes is not budgeting for the trip. Your chapter should start setting aside money now for registrations, airfare or gas, hotel costs and any incidentals like food while traveling. The more you save the better off you are and if you don't end up spending it all it means you have extra for the following year's budget.

## OmegaFi and Chapter Financial Operations

Alpha Kappa Lambda would like to thank all of our chapters and volunteers for their patience as we implement new systems for the betterment of our organization. We are in our second year of operations with all chapters using OmegaFi to handle membership revenue. We are in our first year of testing the new member reporting and direct billing process. We won't deny there have been hurdles in the process.

The Fraternity believes firmly in the value of our ongoing relationship with OmegaFi. Their services for our chapters, their services for our Education Foundation and their future services with our database activities are all industry leading. We do understand that changes will be hard and we will be working with everyone to address concerns, make adjustments and provide support as we move forward.

To assist us in the process chapters and volunteers can do a few things to help. First make sure all involved in finances have taken the OmegaFi Webinars on how to use their system. These training tools are free and very beneficial. Secondly make sure all of your members are entered in the system and being billed appropriately. Finally make sure to ask questions when you have them.

In our efforts to support our members in this process we will be creating a "Quick Guide" to understanding chapter financial management in AKL. This guide will outline all processes, where to find resources, how to read invoices and statements and so forth. It will also provide our chapters with a better understanding of the options they have with OmegaFi, the specific activities/services they must use, and the importance of them all.

## Staff Contact

Do you need to get in touch with NHQ? If so here is how you can do it:

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Twitter: <https://twitter.com/#!/AKLFraternity>

Facebook: <http://www.facebook.com/AKLFraternity>

Phone: 317-564-8003

***Suggestions for future articles in Inside AKΛ can be emailed to [info@akl.org](mailto:info@akl.org). The focus of this newsletter is to keep our undergraduate membership informed. Your thoughts help us improve this communication.***