

QUARTERLY ISSUE

DECEMBER 2020

CROSS & CRESCENT

LAMBDA CHI ALPHA REACHES
300,000 MEMBERS



LAMBDA CHI
FRATERNITY



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Letter from the CEO



by Troy Medley, CEO

Growth is gratifying, but growth for growth's sake is not our aim. Our intention is to build the best environment for men to flourish and become the best version of themselves. Heading into the fall, it was unclear how well our international Fraternity would cope with the unprecedented level of uncertainty caused by COVID-19. Based on external surveys, we expected a -10% decline in membership. This performance level was still considered aggressive by many. I was worried we would shrink by 20% to 50%.

I'm delighted to report that our forecast was wrong. Rather than continue to contract, the number of Collegiate Brothers is trending to grow by 2% this Fall! This metric is consistent with the 2019-2020 growth rate of 2% recently published by the Fraternity Executives Association. To put this achievement in context, Lambda Chi Alpha is one of only three fraternities to grow over the past year.

The reason Lambda Chi Alpha has begun to grow again is our renewed focus on

providing the men of GenZ with the best service-learning and leadership opportunity on campus and expanded focus on increasing the lifetime value of membership. Our men implemented specific recruitment plans formed during the Stead Leadership Seminar to tell our story to potential new members.

In addition, multiple partnerships were created over the Fall designed to provide Members of all ages with an improved experience. In November, we launched a partnership with Movember designed to raise awareness of men's health issues. A partnership with SoFi is launched as well. Brothers can now save money on student loans and have access to personalized financial health tools. In December, a program initiates that provides members with significant discounts on continuing education through Kaplan.

Growth is one way to measure success, and it's simple to calculate, but it does not tell the entire story. Another way to manage success is affinity, or how intensely our members value their fraternal bonds and ongoing experience. We are working with Dyad Partners to establish a baseline so we know where we stand in comparison to other fraternities. We expect initial results around the first of the year and will use this information to improve programming, chapter support, and educational initiatives.

Additionally, after hearing from multiple Alumni Brothers we've relaunched the print version of the Cross & Crescent magazine.

The Fraternity has been able to prioritize this initiative thanks to recruitment success and funds raised by the Educational Foundation. We look to continue these efforts thanks to our strong Brotherhood.

In closing, I want to thank you for supporting one another and your chapter's leadership through unprecedented difficulties. Due to your efforts this Fall, together we will survive the pandemic and emerge stronger and more capable of fulfilling our mission. Thank you.

Strategic Plan *fall 2020*

The primary strategic objective of Lambda Chi Alpha is to transform the Fraternity into the premier men's service-learning and leadership development organization within 10 years.

2020 SUCCESS MEASURES

- Lambda Chi Alpha's undergraduate membership will consist of 20,000 inspired and engaged collegiate men leading lives of growth, service, and leadership.
- Lambda Chi Alpha will have received national acclaim and recognition for its reputation in developing men of character.
- 100% of Lambda Chi Alpha's undergraduate members will be actively involved in community volunteer and service activities.
- 100% of Lambda Chi Alpha's undergraduate members will have had an opportunity for direct leadership experience before graduation.
- 25% of Lambda Chi Alpha alumni members will be engaged.
- Each member will graduate with both the knowledge and tools necessary to live a healthy life, including a life-long network of friends and Brothers

CRITICAL STRATEGIC ACTIVITIES AND 2021 GOALS

Strategic Activity: Develop men through creative and dynamic programming informed by actionable expertise on Gen-Z and focused on personal growth, service-learning, and career development.

- 2021 Goal: Launch two Training Programs that better serve Collegiate and/or Alumni Brothers
- 2021 Goal: Attain positive membership growth

Strategic Activity: Partner with other values-based organizations to provide robust leadership, volunteer, and philanthropic opportunities.

- 2021 Goal: Partner with at least three value-added organizations that either improve the membership experience or financially support all members by providing discounts to members or passive royalty revenue to the General Fraternity

Strategic Activity: Provide and support a premier volunteer experience for advisors and mentors seeking to serve our undergraduate members

- 2021 Goal: Launch an Alumni Value-Added Program
- 2021 Goal: Launch Magazine format Cross & Crescent



Crest & Creed



by Jeffrey A. Stuermer, Grand High Alpha (GHA), Chairman of the Board

Growth. It's the cardinal principal for Lambda Chi Alpha. We strive for a crescent that is pure, high and ever growing. We grow as individuals; we grow as chapters; we grow as an international Brotherhood. However, we do not seek growth for growth's sake. Our intentions are pure. For we know that true growth comes from service, sacrifice and personal leadership.

So, what are your growing edges? Where would you like to improve? What is getting in your way? How can you help someone else get over the hump? How would you answer these same questions for your chapter, your family, and your community? How can Lambda Chi Alpha help? College campuses are full of men who seek to become the best possible versions of themselves, and Lambda Chi Alpha is uniquely positioned and qualified to provide a premier fraternal experience where men can grow and build life-long relationships. Our offering is attractive, compelling, and relevant and this year we have initiated the 300,000th member to our Bond.

2020 has been a year full of challenges, but also a year full of triumphs. Our collegiate and alumni Brothers continue to live out the bedrock values and ideals of our Fraternity that are thousands of years old. As Martin Luther King, Jr. shared, "The ultimate measure of a man is not where he stands in moments of convenience and comfort, but where he stands at times of challenge and controversy." The fact is that society needs men living our values now as much as any other time in history. As our imperfect world deals with a global pandemic, social unrest, injustice, inequality, balkanization of thought, and economic uncertainty (just to name a few), I trust that we have hope for the future of Lambda Chi Alpha and have the strength to fight for its teachings. Our chapter rooms are the perfect place to tackle these challenges in a diverse, equitable and inclusive manner while preparing men of character with the skills they need to make a difference in their communities.

Your Grand High Zeta recognizes the societal need and opportunity that Lambda Chi Alpha possesses to serve more men. Specifically, by 2028, we seek to double the number of men we serve annually. To accomplish this, we must increase the average chapter size, increase the number of our traditional chapters and pilot new ways to serve college-aged men. To provide the experience these men seek, we must also engage more of our alumni to help mentor, serve on advisory boards, provide internships and encourage these men to live their authentic and genuine lives. More collegiate and alumni Brothers growing personally and professionally is the aim as we seek to positively impact the world.

2020 will no doubt go down in the history books as a profoundly unique period of time. Each of us has taken some lumps along the way and each has been lifted up by the encouragement, charity and love of friends, family and Brothers.

Lambda Chi Alpha has reached a monumental milestone with 300,000 initiated Brothers! With a new year right around the corner, I challenge us to grow, not only as an organization but as individuals. Our communities, families and professions are counting on us. During 2021, let's become the best versions of ourselves.

“

We grow as individuals; we grow as chapters; we grow as an international Brotherhood.

”



ALUMNI SPOTLIGHT

From Cars to AIR Devices

A Brother's Journey



*by Justin Reed,
Stewardship Officer*

People from New Orleans consider themselves fighters. No matter what life throws their way, they're ready to put their heads down, work, and move forward. Justin Hartenstein (Lambda-Alpha 575, University of New Orleans), Director of Product Development and Founder of ORACLE Lighting, is no different.

Justin's path that created ORACLE Lighting certainly wasn't straight. It was full of detours that involved hundreds of hours in the library mastering his craft, a stolen muscle car, plenty of doubters, and Hurricane Katrina. But Justin got to his destination and kept driving on because he refuses to quit. As COVID-19 still bears down on the world, Justin and his company, are prepared to give it a good old fashion, NOLA strong, butt-whoopin'.

For Justin, Lambda Chi Alpha served as a learning laboratory that allowed him to fine-tune the talents he naturally

possessed. "When I was going to class and learning how to market, I was getting much less out of it [class] than actually getting to experience it," says Justin. Throughout his experiences as an officer of the Fraternity, Justin was able to sharpen the skills in his toolkit.

As High Delta, Justin practiced stepping outside of his comfort zone by learning how to talk to new people and how to overcome objections. This honed the marketing skills that are critical to his business today. Later, after being elected to serve as High Alpha, he learned how to speak to and manage people from different backgrounds. "Everyone has his own love language, and to correctly motivate an individual for the betterment of the team, you've got to talk to him in a way that will positively move him to action." Today, serving as Director of Product Development for ORACLE Lighting, he finds himself leaning on his experiences

as a collegiate member daily as he motivates his sales team.

In addition to serving as a learning laboratory, Lambda Chi provided Justin with the support system he needed to feel comfortable experimenting without the worry of failure. "My Lambda Chi Alpha experiences gave me confidence and taught me to work through problems. No matter the situation, if the solution is something you want, you don't take 'no' for an answer." As such, it is impossible to tell Justin's humble story without first mentioning his pride: his old, raggedy, rattle-can grey Ford Mustang.

As a commuter student, Justin's car was an essential utility. It got him to campus and to extracurricular activities, and back home for the night. Unfortunately, his Mustang was a bit of a lemon. Further complicating matters, Justin was a broke college

student. The combination of the two left Justin with no choice other than to persevere and learn how to fix his car with his own two hands. Looking back, Justin estimates that he must have spent hundreds of hours in the library pouring over exploded diagrams of cars while learning the nuances of the Ford Mustang. As his knowledge grew, Justin found himself taking side jobs installing sound systems in other people's cars. By accepting these jobs, he earned extra money that he could put back into his Mustang and began honing his craft.

After four years of hard work, Justin's primer-grey Mustang was unrecognizable. With a new suspension system, wheels, tires, sound system, yellow paint job, V8 engine, and a completely rewired interior, his Ford Mustang finally resembled the one from his dreams. Justin had willed his dream of owning a V8, yellow Ford Mustang into existence.





Unfortunately for Justin, the night he finished his hotrod, it was stolen from his driveway. While crushing, this setback forced Justin to move closer to campus into the Fraternity house and set in motion another dream.

After losing his dream car, Justin spent months borrowing his roommate's car. Recognizing that borrowing this car was unsustainable, he began thinking about his next car, a Lexus IS 300. With hardly any money to his name, Justin realized that owning this car would be an uphill battle. Lucky for Justin, his goal would be easier to attain than initially expected.

He found a listing for an IS 300 that was outside his price range, but only by a small amount. He would soon find out that working on Japanese cars is much harder and more expensive than working on American cars. Unbeknownst to Justin, this restoration process would be a defining experience for him and his future business.

One part of the Lexus' renovation included its beaten-up headlights. In the early 2000s, you could not walk into an AutoZone and buy lights for a Lexus IS 300. Instead, you had to buy direct from the dealership for \$1,500. As a college student, he did not have the money for dealership headlights. Justin had to find another way to fix them. By retrofitting BMW projector headlights to fit his Lexus, Justin had not only found a cheaper route to fix his car's headlights, but he found a unique look for his ride. Justin took this unique style to online discussion boards and found that others were interested in having the same unique look for their car. Before he knew it, Justin had people from all over the world asking him to update their headlights to look like his. Due to his innovation and unwillingness to give up, Justin, without knowing it at the time, he had created ORACLE Lighting in his Fraternity house.

Then Hurricane Katrina hit.

As with the rest of New Orleans, Hurricane Katrina derailed any semblance of normalcy for Justin. He was simultaneously upgrading headlights and studying as a

full-time student with a part-time job at a country club. At the time, his light business was a side business and something many called a "fad." "It [my work-life balance] was not sustainable. I was really burning the candle at both ends. I probably would have burnt out at some point. Although I never want to say Katrina was a good thing, it really caused everything to come to a screeching halt and made me think about the avenue I wanted to pursue."

Hurricane Katrina ravaged New Orleans. With no job to go back to and with the University of New Orleans completely disrupted, Justin decided to pivot, move to Atlanta, and make his business his sole priority until New Orleans was in a better position. Once New Orleans had begun to recover, Justin moved back, and ORACLE Lighting was established. It has now been running strong since October of 2005 and has received multiple awards for its business practices. Most recently, ORACLE Lighting was named the Small Business Administration's Exporter of the Year and a Small Business Champion by the U.S. Senate Small Business and Entrepreneurship Committee.

As the world now finds itself amid a crippling pandemic, it is only natural that Justin has found a way to utilize his talents, his unbreakable entrepreneurial spirit, and his resilience to help overcome today's unique obstacles.

While watching the world change around him, Justin knew that his automotive-and



marine-focused company could make an instrument to benefit all mankind. As his team brainstormed ideas, they wanted those who work in essential jobs to feel secure when conducting their business. ORACLE Lighting believes that Healthcare workers, teachers, students, and anyone else sacrificing themselves deserve to have a more practical option, other than a simple cloth mask.

Feeling a sense of duty and recognizing the risks associated with wearing only a cloth mask, Justin and his team at ORACLE Lighting believe deep to their bones that a product is needed today to help everyone feel more secure. "There is a product that is needed right now, but it has never been done before. We're taking technologies that exist but have never been used together to create an instrument of good. As it stands, we have got to be on the fast track to market because the longer it takes to develop, the fewer people we can help."

In today's uncertain world, ORACLE's solution to the ever-evolving COVID-19



risers to the challenge of innovation: the Antimicrobial Irradiation Respirator (the A.I.R. Device). According to Justin, the A.I.R. Device is worn under any conventional face mask and utilizes a patent-pending system to sanitize the air. This system neutralizes contaminants trapped in the user's cloth face mask with the aid of short-wave ultraviolet light exposure. Because the A.I.R. device will sanitize the cloth mask while a user is wearing it, it ensures that a user does not experience cross-contamination when using a cloth mask."

With the haste to get to the A.I.R. Device to market, Justin and his team find themselves constantly juggling speed of development and production while ensuring safety for the user. As this piece of equipment has never existed, Justin's team must be careful due to parts of this device that are potentially dangerous or harmful if misused (as U.V. light can be detrimental to the skin when directly exposed).

Additionally, U.V. light naturally produces the harmful gas, ozone. Therefore, Justin's team at had to be sure that their product did not use materials that produce ozone.

Finally, because the A.I.R. device is a consumer device, Justin and his team have had to ensure that the product will fit correctly under a cloth or N95 mask while being comfortable to wear and not get too hot.

After 12 different iterations of the device, Justin and his team believe they have found the right combination of safety and comfort. At the moment, Justin and his team are taking orders for the A.I.R. Device at <https://www.theairdevice.com/shop>. Justin acknowledges that he has many hurdles yet to overcome and that he's not yet in a position to give assurances as to the safety or effectiveness of this innovative device. But, if their product is successful, they will have reinvented the impact that masks have on everyday life.

Justin believes that the Lambda Chi Alpha experience is life-changing. Not only did it give him invaluable experiences, lifelong friends, and a network of over 220,000 Brothers that share the same values as him, but it also provided him with a safe place to chase his goals. Now Justin is prepared to change the world.

“We're taking technologies that exist but have never been used together to create an *instrument of good*.”

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The Reward of Fraternity



by Taylor Weitzer

Involvement in your Fraternity goes far beyond your college years. You've heard it many times before, but what exactly does that look like? Giving a large check and calling it a day? Becoming the number one cheerleader for Lambda Chi Alpha? It could look like a lot of things to different people, but for Ron Neville it means providing an opportunity for countless Brothers to come that means something" to "countless future Brothers.

As an undergraduate member at Drury College during the late '60s, Neville liked the idea of a big team and the values he shared with his fellow Brothers of Lambda Chi. Neville recalls with great fondness the times he spent with fellow members on the intramural fields and serving the community surrounding the university. He says that those friendships and bonds have withstood the test of time and acted as a cornerstone for his life following college.



"If you embrace it correctly, it's a lifetime deal, whether it be your sisters in a Sorority or Brothers in a Fraternity," said Neville.

After completing an MBA degree at the University of Missouri-Kansas City, Neville then began what would become an impressive career in the business world by first starting in the CPA business for seven years. As he moved up the corporate ladder, he never forgot the lessons he took with him from Lambda Chi. That confidence and team mentality that Neville said he

learned from being able to think on his toes as an officer for the Fraternity brought him all the way to the top, eventually serving as Senior Vice President and Chief Financial Officer of American Century Companies Inc., in Kansas City for 15 years.

"I think being in the chapter, I learned it was much more productive and satisfying to be a member of a team, and we can get more done by embracing that mentality," said Neville.

After a brief time in Milwaukee, Neville and his family decided to return home to the Springfield area where Neville became involved with several investment groups focused on private equity and venture capital. Neville was also interested in becoming an entrepreneur, investing in the stock market as well as commercial real estate.

But what Neville truly enjoyed was finding causes that he believed as a way of sharing his good fortune with others. Lambda Chi Alpha was one of those organizations that has always been near and dear to his heart.

Neville first began his partnership with the Lambda Chi Alpha Educational Foundation in the late 80s. At the time, Neville was donating on a somewhat frequent basis but after a talk with then CEO of the Foundation Mark Bauer, Neville was blown away by just how many resources the Foundation could provide with support from alumni like him. He was sold.

Neville took the full plunge by answering the call to serve as the board chair of the Foundation for three years and introduced other key Fraternity members to giving back, such as fellow Theta-Sigma alum, former Grand High Zeta member, and current General Counsel Lynn Chipperfield.

"The time with the Foundation was great because you get to meet all of these great guys from other chapters, and you see that the Fraternity has made such a big impact on all of these people at different schools all across the country, so it was very rewarding," said Neville.

Not only was Neville making a difference on an international level, he also became a

“If you embrace it correctly, it's a ***lifetime deal***, whether it be your sisters in a Sorority or Brothers in a Fraternity.”



key part of his local Fraternity network. A year after moving back to the Springfield area, Neville was asked to take on the role of High Pi (Chapter Advisor). Neville knew it would be a large undertaking, but his desire to guide young men was too great.

"I had such a good experience as an undergraduate, and I didn't want that to go away, and I wanted other people to experience it," said Neville.

Just a few years into his tenure as High Pi, Neville was able to assist with the completion of a new Fraternity quad built on campus for Lambda Chi and the other three Fraternities by helping the young men lead the fundraising charge.

"It's really been rewarding," said Neville. "I've seen many of these guys go on to be so successful and make something really worthwhile out of their lives and benefit their families, communities and the country."

Neville serves as an example for other alumni, whether recently graduated or more mature, that any level of involvement has the chance to make a real change for the good of the Fraternity and its members. Because of the crucial support Neville has shown for both the Foundation and the Fraternity, the Drury graduate was honored with his name being associated with the annual Neville Advisor's College. This premiere alumni advisor training is held each year to prepare volunteers to have the most positive interactions with

undergraduates possible while providing top-notch support.

While it was incredibly flattering for Neville to become the namesake of a prestigious Lambda Chi Alpha product, he assures that is not why he gives back. At the end of the day, Neville says, it is about the future of the Fraternity he loves.

"If your Fraternity experience was rewarding, you should consider getting involved, but don't do it halfway," said Neville. "The reward and satisfaction of getting to know some of these really talented and intelligent, worthy young men who do great things in life, that's the reward."

Neville encourages his fellow alumni to give back in any way they can, whether through time or financially, because that is what will make the ultimate difference for the great future of Lambda Chi. As Neville sees it, the Fraternity serves as a powerful connection point for all men, young and old, and something that members should take advantage of and protect at all costs.

"Save a little time in your head and your heart for your Fraternity, because it will pay off."

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A Historic Milestone

Lambda Chi Alpha Reaches 300,000 Members



by Taylor Weitzer

Lambda Chi Alpha has long offered a rich set of traditions and a sense of belonging to countless Brothers. This year, the Fraternity is celebrating yet another milestone in its history by welcoming the organization's 300,000th initiate.

Alone, this would be a feat in itself. But in the proud history of the organization, this occasion means a great deal more. It serves as a reminder that despite the trials and tribulations happening throughout the world, Lambda Chi Alpha will hold steadfast for members old and new. The 300,000th initiate is a symbol for all Brothers of the hope and perseverance the Brotherhood will provide for years to come.

At its heart, though, this momentous occasion is a celebration of the bond between father and son.

Our story begins with Mike Powell. Before becoming a successful businessman in the restaurant industry, Mike came from humble beginnings.

Originally from the Los Angeles area, Mike decided to explore outside his comfort zone by attending San Diego State University to major in business. Mike did not know any fellow students but soon formed several friendships with other men in his dormitory. During the first semester, Mike watched as these friends joined Lambda Chi Alpha, seeing how excited and motivated they became with their new organization. Mike wanted to keep these connections and made the choice to explore the possibility Lambda Chi Alpha presented.

Though Mike entered his undergraduate career not even sure if he would join a



Fraternity, he started to learn how Lambda Chi Alpha could compliment both his studies and his professional goals. He was also extremely impressed with the fairly new Associate Member program, knowing that this organization was for him.

During the mid-70s, there were only about 15 members in the San Diego chapter, but Mike saw this as a huge plus.

"I got to meet everybody, I got to know everyone, and I created a lot of friendships with that small group of members," said Mike. "To me, in retrospect, that was a huge benefit."

Smaller numbers meant that Mike also had the unique opportunity to gain leadership experience in a safe environment among close friends. Mike served as High Beta (vice president) for two terms and worked his way up to High Alpha (president) for a term. Mike says that without the Fraternity, he never would have thought he was capable of achieving those feats.

After 35 years as a manager in the restaurant business, Mike is thankful for the various life lessons he learned from the Fraternity, which aid him in his daily duties of managing and coaching his employees.

"I look to the Fraternity on all of those skillsets, in terms of expanding the potential I never thought I had, " said Mike. "I also gained a lot of confidence through Lambda Chi that helped me

build friendships personally, as well as business friendships."

As a way to give back to the Fraternity for all of the valuable skills he has learned along the way, Mike volunteers as an alumni volunteer and maintains many of his Fraternity relationships.

Through the years, Mike has put great importance on those relationships. It was not uncommon for Mike to meet with his Brothers several times a year for various tailgates at San Diego State and other bonding experiences. At the forefront of many of these bonding activities, soaking it all in, was another key member of Mike's life: his son, Ryan.

When it came time for Ryan to choose a university of his own, Mike was hopeful that Ryan might seek out Lambda Chi Alpha to create his own Fraternity experience. Ultimately, Ryan's choice to attend Northern Arizona University (NAU), where there was no current chapter of Lambda Chi Alpha, was just another adventure for the close father/son duo.

Through the help of his fellow members and the team at the Lambda Chi Alpha Office of Administration, Ryan helped lead the charge to create a new colony at NAU. The reasons behind Ryan's choice to help start a Lambda Chi Alpha colony were two-fold: wanting in his own life the incredible bonds his father had made over the years, and advancing the Associate Member program.

“I think it's important to have a solid group of guys surrounding you and those *you can trust.*”

"The Associate Member program was a big positive for me to join Lambda Chi," said Ryan. "I was able to hold office my first semester and felt that I could start making an impact right away."

Now in his senior year, Ryan has seen the colony flourish and has had the privilege to serve as High Alpha, just like his father before him.

Ryan has also watched proudly as his Brothers around him took on the responsibility of leading a colony and has had the opportunity to support and guide this group of friends turned Brothers.

"I think it's important to have a solid group of guys surrounding you and those you can trust, so I'm very fortunate to have that around," said Ryan. "I know it can be very rewarding when we see this colony get

its charter and become an official chapter as well."

Mike has also had the unique opportunity to assist his son on his Lambda Chi journey by serving as the new High Pi (alumni advisor) for NAU. Though he has only been serving in this role for a few months, Mike says he is excited to be able to teach his son and other members all of the great parts of the Brotherhood.

"It gives me a chance to coach the members," said Mike. "Although I'm 40 years removed from being an active member, it has kind of reenergized me in terms of being involved in the Fraternity on a chapter level.

"With my son stepping in as High Alpha, that has given me additional motivation to see him and all the other members succeed."

In addition to his newfound role as High Pi at NAU, Mike serves as a house corporation board member for Zeta-Pi Zeta at San Diego State. Mike is also a key advisor for the University of California-San Diego University's Pi-Beta Zeta and their charge from the Grand High Zeta to become Lambda Chi Alpha's first regional chapter, serving as a home for members who might not have a chapter at their community college or local university.

The Powell family has long been ingrained in the framework of Lambda Chi Alpha, and now with Ryan becoming



the 300,000th initiate, they are making history.

Ryan says that the weight and importance of this honor have not quite sunk in yet, but he is humbled to have such a title bestowed upon him.

"Just being a part of this historic milestone gives me a greater understanding of how special it is for me to be an initiated Brother," said Ryan.

"For him [Ryan], I know he is extremely excited, he's extremely honored to be the 300,000th initiate," said Mike. "I think it hasn't completely sunk in yet, but I think once it does, it's just going to be an honor he is going to carry for the rest of his life."

For Ryan, the honor goes beyond becoming the 300,00th initiate of a Fraternity that means so much to both him and his father. To him, having the opportunity to lead this colony and see how much the other members have grown in their roles has been a reward in itself.

"I've learned I have to have complete trust in my Brothers so we can work as a team to build this chapter together," said Ryan. "No one can do this by himself."

Ryan is looking forward to the time he has remaining with the colony before his graduation and hopes that he can see the colony charter.

"It will feel very rewarding, especially from all of the hard work we have put in as a colony," said Ryan. "We are very much looking forward to our charter."

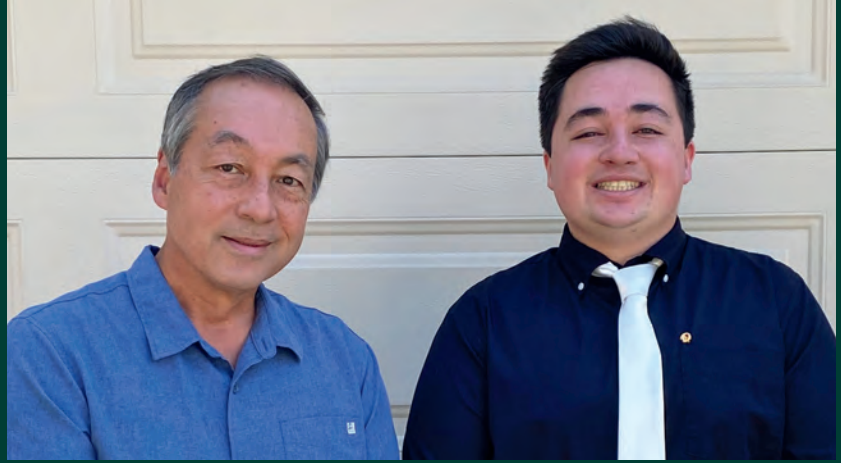
Following graduation, Ryan will work to earn his real estate license back in his home state of California. He is also committed to becoming an alumni volunteer to aid other chapters and Brothers on the same journey he has taken.

"Once I graduate, I want to mentor young men and share experiences that I had while being an active Brother," said Ryan. "Wherever my career takes me, I will hopefully be near a chapter to become an alumni advisor."

For Mike, his hope for Ryan is that he gets the same positive Fraternity experience he got and learns all of the wonderful lessons to take forward with him in life.

What both father and son can easily agree on is the fact they never thought they would become Fraternity Brothers and that their bond could grow even deeper. For that, they will always be grateful and will continue to look to Lambda Chi Alpha as a symbol of connection and Brotherly love for years to come.

"I just hope I can leave my chapter at NAU having the same success and thriving, just as my dad did with his chapter."



“I've learned I have to have **complete trust in my Brothers** so we can work as a team to build this chapter together. No one can do this by themselves.”



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TOTAL PARTICIPANTS	806

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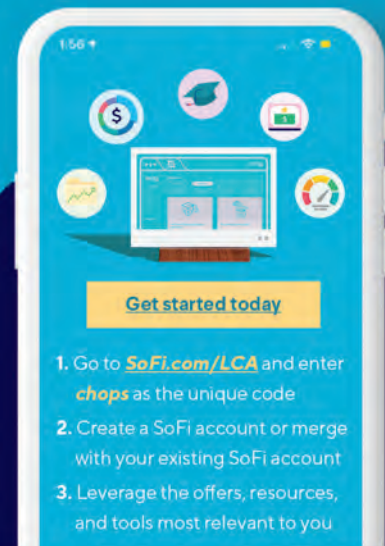
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The Power of Belonging



by Dr. Gentry McCreary, Dyad Strategies

For the last four years, Josh Schutts, Sarah Cohen and I have been engaged in an in-depth study of fraternal Brotherhood and sisterhood. In our research, we have discovered that men and women experience Brotherhood and sisterhood in different ways, and that the degree to which they experience the various elements of Brother/sisterhood powerfully predicts a variety of other outcomes related to the Fraternity and Sorority experience.

During that time, as we have developed curriculum related to Brother/sisterhood, we have tended to focus most of our efforts on boosting Brother/sisterhood based on accountability. Being the most altruistic form of Brotherhood, and perhaps of sisterhood, it made sense to us that if we could only help more chapters become more comfortable holding one another accountable, all of the problems in Fraternity/Sorority world would be worked out. What we have discovered in the last four years is that before students can become comfortable holding one another accountable, they must first become comfortable with one another. In other words, students must feel a sense of belonging before we can expect them to

master the art of accountability. Belonging, not accountability, is the most important aspect of Brotherhood and sisterhood, because without belonging accountability is difficult, if not impossible, to achieve.

To be clear, accountability is still important. In fact, ALL of the schema of Brotherhood are important – not just those that are the most altruistic. As we have observed in our conversations with chapters over the last few years, a deficiency in ANY aspect of Brother/sisterhood can have detrimental impact on a chapter. But over time, we have observed both quantitatively and qualitatively that belonging plays a critical role in a chapter's overall Brother/sisterhood profile.

Think about it – most students join a Fraternity or Sorority to find a place to belong on campus. The need to belong has been the lifeblood of fraternities and sororities over the years – it is THE driving force in membership recruitment. Students looking for a place to connect meaningfully with like-minded others have flocked to fraternities and sororities for nearly two centuries. This seeking of belonging is not a frivolous pursuit

that fraternities and sororities provide for only the most affluent students. Rather, belonging is a fundamental human need. If you are a student of Maslow, then you know that, once basic survival needs are taken care of, the most basic human need is a place to belong. As humans, we crave connection. We are social creatures, and our evolutionary instincts have driven us to play well with others so that we will be accepted and loved by our respective tribes. A need for a life of connection, rather than a life of isolation, has driven this phenomenon for generations. The need to belong is not new.

As we have analyzed larger and larger datasets over the years (we have now had over 20,000 women and 15,000 complete the Fraternal Brotherhood and Fraternal Sisterhood Questionnaires), we have noted five important findings that illustrate why belonging is the most important aspect of Brotherhood and sisterhood:

BELONGING EXPLAINS THE MOST VARIANCE IN THE OVERALL BROTHER/SISTERHOOD MODELS

All of the schema of Brother/sisterhood are positively correlated with one another. If any one goes up or down in a significant way, we would expect to see the other schema impacted in some way. But when completing a confirmatory factor analysis (CFA) on the overall Brotherhood/sisterhood models, we find that belonging explains the greatest variance in the overall models for both Brother and

sisterhood. In other words, belonging is a powerful driver of all of the other schema of Brother/sisterhood. As belonging goes, so go the other schema. A chapter that measures high in belonging will likely measure high in the other areas of Brother/sisterhood. A chapter measuring low in belonging will likely struggle in other areas of Brother/sisterhood as well.

Conceptually, this makes sense. It is hard to imagine being part of a group where you do not feel like you share meaningful connections to other group members, feel like you are supported, feel like the experience is fun, or feel comfortable holding other group members accountable to the groups expectations. Without belonging, we really don't have Brotherhood or sisterhood. Brother/sisterhood may not end with belonging, but it most definitely begins there.

THE STRONGEST PREDICTOR OF THE MOST ALTRUISTIC VERSIONS OF BROTHER/SISTERHOOD IS BELONGING

Of all its relationships with the other schema of Brother/sisterhood, belonging has the strongest correlation with the two most altruistic schema. For men, belonging is the strongest predictor of Brotherhood based on accountability (correlation of .346). In women, belonging is the strongest predictor of sisterhood based on common purpose (correlation of .78).



Consider the practical implications of this. For men, this tells us that the more that Fraternity members feel connected to one another, the more likely they are to hold one another to the chapter's standards and expectations. The less men feel a sense of belonging, the less likely they are to hold one another accountable. Before men are comfortable enough to hold their Brothers to mutually agreed upon expectations, they must first be comfortable having deep, meaningful conversations with them. Vulnerability and connection comes first, accountability comes second.

For women, belonging is an incredibly strong predictor of sisterhood based on common purpose. If Sorority members do not establish meaningful connections to one another, it is unlikely that they will develop meaningful connection to the organization's purpose. As we have learned in our conversations with Sorority women, belonging comes from authenticity – a feeling of “being able to be myself in front of my sisters” instead of having to maintain a facade and “pretend that things are always great, even if they aren't.” The data suggest that until women feel they can be authentic with one another, they are much less likely to feel comfortable holding their sisters accountable or buying into the organization's purpose and mission.

BELONGING POWERFULLY PREDICTS ORGANIZATIONAL COMMITMENT



In our research, we have studied organizational commitment in a variety of ways, but the two that seem to make the best connection to the Fraternity/Sorority experience are affective commitment and normative commitment.

Affective commitment is best described as an emotional commitment. People measuring high on affective commitment have a deep and abiding love for their organization and the people in it. Because of that emotional connection, they are committed to the organization. They stay involved, support the organizations efforts, and attend organization events because of their feeling of love for the organization and its members.

Normative commitment is best described as a sense of obligation. Someone measuring high on this construct would likely say “I feel like my Fraternity/Sorority has given so much to me. I feel obligated to give back to the organization because all I've gotten from this experience.” He or she stays involved and support the chapter's events because of that feeling of obligation.

Both of these constructs are predicted by a number of things we have studied, but the most powerful predictor of both affective and normative commitment, for both men and women, is belonging.

The more you feel a meaningful connection to your chapter Brothers/sisters, the more committed you are to them and the organization. Because of this, chapters measuring high on belonging should also expect to have better membership retention, as commitment is a strong predictor of retention. The more committed you are, the more likely you are to stay around. The less committed you are, the more likely you are to leave. And nothing predicts this commitment as powerfully as belonging.

BELONGING POWERFULLY PREDICTS ORGANIZATIONAL IDENTIFICATION

Imagine that member of your chapter who never leaves the house without wearing letters. Shirts. Hats. Sandals. Letters on their can. Hell, maybe even an ankle tat.

When I think of that person in my own chapter, I always think of Johnny Barnes. In four years, I don't think I ever saw Johnny wearing anything other than AGR letters. He bought every single t-shirt that was available. He had at least six hats, a fleece jacket, a pullover, letters on his car, and if memory serves he had a tattoo as well. He literally never left the house without repping the letters of our beloved Fraternity. AGR was an important part of Johnny's identity on campus. He did not want people on campus to know him as merely Johnny – he wanted to be known as Johnny the AGR. The Fraternity was fully and completely intertwined with his personal identity.

The “Johnny Barnes Phenomenon” is something we have actually studied in our research, through a construct called Organizational Identification. Fraternity/Sorority members measuring high on Org ID make the Fraternity/Sorority a big part of their identity. They wear letters. They attend events. They want to see the organization succeed, because when the organization is successful, they are successful, because the organization is a part of them.

Belonging is the strongest predictor of Organizational Identification for both men and women. The more you feel a sense of belonging and connection to your Brothers/sisters, the more likely you are to make the organization a big piece of your personal identity. Like both affective and normative commitment, Org ID is also a powerful predictor of member retention. Chapter members measuring high on Org ID would never dream of quitting, going inactive, or otherwise leaving the organization, because it is such a big piece of who they are. After all, if you are “Johnny the AGR,” then not being at AGR is almost inconceivable.

My guess is that every chapter has a Johnny Barnes. But imagine a chapter filled with members like Johnny Barnes. That can happen only when chapters work hard to make sure that members feel a deep sense of connection and belonging.



BELONGING IS THE MOST POWERFUL PREDICTOR OF OVERALL SATISFACTION WITH THE FRATERNITY/SORORITY EXPERIENCE

In our recent research with some of our national Fraternity and Sorority clients, we have begun asking students to respond to a single survey item asking them, overall, how satisfied they are with their Fraternity/Sorority experience. Using regression analysis, we have then looked at the variables that predict this satisfaction item. Even when controlling for every other variable that we measure (generally between 30 and 40), belonging explains over 30 percent of the variance in overall satisfaction with the Fraternity/Sorority experience. It is by far the most powerful predictor of satisfaction – the next closest variable is affective commitment, which explains a mere 16 percent of the variance in satisfaction.

Think about the implications of that for a minute. Exactly 1/3 of a Fraternity or Sorority member's overall satisfaction with his or her experience is explained by a single variable – belonging. Its importance in the Fraternity/Sorority experience cannot be overstated. Belonging, simply put, is the single most important aspect of the Fraternity/Sorority experience. Members who feel they belong are more committed, happier, more satisfied with their experience, more likely to embrace accountability, and more likely to persist within the organization through graduation compared to members who do not feel that same sense of belonging.

Belonging's importance in the Fraternity/Sorority experience cannot be overstated. Every campus, and every Fraternity and Sorority HQ, would be wise to commit time, energy and resources to helping their chapters create spaces where members feel valued, connected and appreciated. In the next installment of this three-part series, we will explore strategies that we have seen work best at the chapter level in creating that sense of connection and belonging. Stay tuned!

Dr. Gentry McCreary is the CEO and managing partner of Dyad Strategies, LLC, an assessment and applied research firm specializing in working with Fraternity and Sorority communities.

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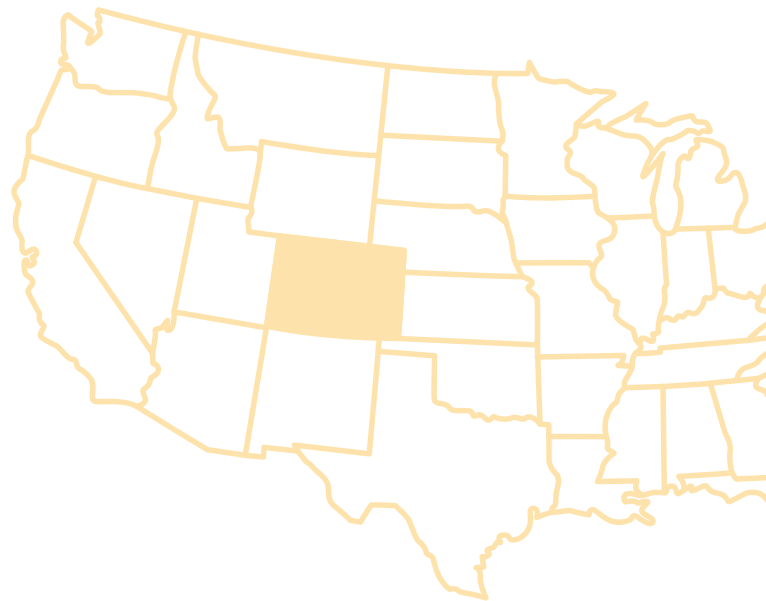
Lambda Chi Expands to Colorado State



by Lauren Stills, Expansion Development Specialist

Kicking off the fall 2020 expansion projects for Lambda Chi was the recolonization of Gamma-Pi Zeta at Colorado State University. This recolonization was the first project to utilize the new format for Lambda Chi's expansion efforts. This features two Expansion Development Specialists going out into the field to assist the colony with recruitment efforts. Once a strong base of men has associated, a final Expansion Development Specialist goes to the colony to focus on education and long-term retention. At any given time, you can expect up to two Specialists at a colony during the process.


Prior to heading to campus, the Expansion Team had developed a close partnership with the Fraternity and Sorority Life Office at CSU. This relationship then resulted in access to the contact information of men who filled out the InterFraternity Council Fall Recruitment registration. Expansion Development Specialists Trevor Nicolas and Josh Williams, called men from the list to set up Zoom calls approximately two weeks before heading to Fort Collins, Colorado.



Approximately 13 initial meetings with three to five follow-up meetings were conducted to discover what these men were looking for in a Fraternity and to see what they could offer to Lambda Chi Alpha.

Upon arriving on campus, two bids were verbally accepted, and 10 bids were signed on-site within the first week. Trevor and Josh connected with interested men on campus by making contact via phone calls and one-on-one in person meetings. All interested men were referred either by men who had already signed their bids or who had signed up for formal recruitment through the InterFraternity Council. The Expansion Team on-site had contact with approximately 15 potential new members daily while also planning COVID-safe events for the associate members to get to know each other and begin to build bonds of Brotherhood.

Despite the challenges COVID-19 presented when meeting in large



groups, both the Expansion Team and the Brothers of the Gamma-Pi Colony were able to find ways to build a connection. High Pi Mike Brady was also a great source of help, advising effectively under the unusual conditions.

Personally speaking, I was able to interact with the men almost daily by creating a space where they felt comfortable to drop by and talk about both the Fraternity and everyday life. These connections allowed me to have a bigger impact on the men during the education sessions that were hosted via Zoom. The relationships that were created helped them, and me, feel more open when sharing experiences and other needs. This enabled the men to follow up with me after I headed back to the Office of Administration to continue getting advice on how to move the colony forward successfully.

On October 9, 2020, the Expansion team initiated 40 men into the Gamma-Pi Colony to close out the seventh week on the project. By this point, the colony has a full High Zeta that is operating with little-to-no assistance from the Office of Administration. The Brothers of Gamma-Pi have continued recruitment efforts by



referring friends or men they meet to the High Delta and his committee with hopes of hitting the campus average of IFC chapters within their first year of operation.

While my time in Fort Collins was short, the men of Colorado State made a large impact on me. They are excited and taking the bull, or Ram, by the horns, with goals to be the best men they can be. I am looking forward to continuing to coach them as they work to achieve their charter and see the impact they make both on Colorado State and Lambda Chi.

Using the learnings from Colorado State, the Expansion Team now focuses its efforts

on the recolonization University of Tennessee in the spring of 2021. There's a strong alumni base, a rich history, existing housing, and strong campus interest.



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**UNIVERSITY OF NORTH CAROLINA –
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Reach out to volunteering@lambdachi.org or visit LambdaChi.org/alumni to learn how you can become a High Pi and stay involved.





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