

**2007 HRH Fellow for Educational Program Development  
Awarded to Alpha Chi Omega for  
“Programming with Purpose”**

In an age when technology allows everything to be personalized, doesn't it make sense for an organization based on sisterhood to be able to personalize and custom-tailor programming for its members?

Alpha Chi Omega has found a way to do just that by using data gathered on the EBI Fraternity/Sorority Survey. Each year, chapter members complete the survey in the spring, and by the start of the next school year, they receive a report on chapter health based on responses along with programming to help them address issues that members have identified.

Programs address such issues as:

- identifying the expectations of membership
- developing interpersonal skills
- talking about the negative impact of alcohol
- avoiding over-programming
- providing academic support
- highlighting concerns about cost

The national women's fraternity uses this approach, as well, to use their limited resources as a non-profit, in the most effective and efficient manner. Programs are simple, and for the most part, can be implemented by chapter members. Thus, self-reliance and self-governance are taught as part of the “Programming with Purpose” effort, as well.

Chapter members find it hard to argue with what their own members have said, so the program has grown in credibility and utility each year it is used.

1999: EBI Fraternity/Sorority Survey used for the first time

The early reports were simply on the collective data and on nationwide trends. With the establishment of the Education and Philanthropy Department, however, the data was used intentionally to describe chapter health and develop programming customized to chapters based on their members' responses on the survey.

Programs addressed such issues as identifying expectations of membership, the negative impact of alcohol, over programming, academic support and cost containment.

When effort was focused in a particular area, it was then possible to measure the impact through follow-up surveys to see if progress was made.

2000: First chapter reports developed

Strengths and the challenges indicated by chapter members were outlined.

#### 2003-04: First programs developed

Using the research data provided by the survey, each chapter was able to target their efforts. For example, instead of using a shotgun approach and sending out the same alcohol abuse program to all chapters, it was sent to the chapters in which members had indicated “alcohol is having a negative impact on the quality of life”. This technique allowed difficult issues to be put on the table over and over again. Facts were stated without attributing them to any individuals and in a non-accusatory manner.

#### 2004-2007: More program development

Because of its usefulness, increasing numbers of chapters completed the survey (in 2006, 122 of 134 eligible) and were able to take advantage of the programs provided.

#### 2007-Future: Continue to develop programs

Survey results, from year to year, open the door to future development of programs for use by traveling consultants, chapter advisors, etc. Possible future topics may include:

- prescription drug abuse
- building community
- focus on freshman year
- living the values of the organization

Through use of the EBI Fraternity/Sorority Survey, Alpha Chi Omega will continue to collect members’ opinions about their experiences. Development of programming that addresses issues revealed by the data allows wise use of limited resources and assists in providing a meaningful, relevant experience to collegiate members.

To utilize the EBI Fraternity/Sorority Survey  
as a program-building resource,  
contact Dave Butler,  
302-268-0230  
[Dave@webebi.com](mailto:Dave@webebi.com)