

Increasing Member Participation of Alpha Delta Pi Sorority: A Feasibility Report



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December 2012

Table of Contents

Table of Contents.....	iii
Executive Summary.....	v
Introduction.....	1
Methods for Evaluating the Options.....	3
Results of the Evaluation.....	5
Attendance Records of Alpha Delta Pi 2007-2012.....	5
Attendance Records from Other Sororities on Campus 2007-2012.....	5
Survey on Proposed Bylaws.....	6
Conclusions.....	7
Recommendations.....	9



Executive Summary

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I have investigated the feasibility of using a positive point system or negative incentive system to encourage participation by members. Because Option 2 offers the most effective means of encouraging involvement without any cost to the chapter, it is the most feasible option for the goal of promoting participation.

In order to be a successful organization at the University of North Texas and in the International Organization of Alpha Delta Pi, all sisters need to be active on campus and within the chapter. Alpha Delta Pi chapters across the country can benefit from this recommendation to increase their member participation. Motivating members of any organization to be active can be challenging at times, but my recommendation can be implemented for any club or group. This suggestion specifically provides a resource for Alpha Delta Pi to promote leadership.

I recommend the implementation of a negative incentive system to promote participation in Alpha Delta Pi Sorority at the University of North Texas.

Introduction

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Alpha Delta Pi Sorority Gamma Upsilon Chapter at the University of North Texas in Denton, Texas has difficulties persuading members to fully participate in chapter activities and around campus. The chapter has over 100 members, but only a quarter of members regularly participate actively in the chapter. To meet this challenge and improve chapter participation on campus, the bylaws must be reviewed.

There are no specific guidelines for how much attendance and participation is required in our chapter. In order to be a successful organization at the University of North Texas and in the International Organization of Alpha Delta Pi, all sisters need to be active on campus and within the chapter. To begin meeting this challenge, we have interviewed other sorority chapters at the University of North Texas about their policies on attendance and asked to see their attendance records if possible.

To increase member participation of Alpha Delta Pi Sorority we have these options.

Option 1:

Make a certain number of events or competitions mandatory. Take attendance at every event and give each member one point. Those who attend more than the required activities will receive 2 additional points per event. At the conclusion of the semester add up all members' points and award the top 15 girls a prize.

Option 2:

Make a certain number of events or competitions mandatory. Instead of a competition for those who have attended the most activities, a penalty will be inflicted on members who do not attend the minimum amount. Members who attend less than 5 required functions per semester will be placed on social probation and will not be allowed to go to date parties or mixers. Missing between 5 and 10 required functions per semester will result in extra community service hours or fines, in addition to social probation.

In the report that follows, I examine these options and recommend the most effective option that will allow us to increase member participation without sacrificing good relationships between sisters. I will collaborate results and methods of encouraging involvement with other sororities on campus. The executive board and advisors will enforce new bylaws by taking attendance at mandatory functions.

Methods for Evaluating the Options

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To support my recommendations, I evaluate the feasibility of each option using 3 criteria.

- The attendance from two years previous of Alpha Delta Pi
- Attendance records of other sororities on campus
- Survey taken by members to gather opinions on bylaws

To gather information for the evaluation I studied attendance records from up to two years previously based on if there were any guidelines in place during that time. I studied attendance records from other sororities at The University of North Texas in addition to Alpha Delta Pi. Then I met with the advisors for the chapter and discussed the options and how to amend the bylaws. After drafting the new bylaws I met with the presidents of other chapters to collaborate results and methods of encouraging involvement. We will uphold the new standards of participation by enforcing the new bylaws and taking attendance at all mandatory functions.

Results of the Evaluation

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To determine the feasibility of increasing the member participation of Alpha Delta Pi, I evaluated two options according to the criteria of attendance records from previous years of my sorority, attendance records from other sororities on campus, and a survey assessing opinions of the proposed bylaws.

Attendance Records of Alpha Delta Pi 2007-2012

Option 2, providing penalties for not attending events, is the most effective option based on recent Alpha Delta Pi attendance records. Option 1, using a positive point system is the least effective.

Option 1: Positive Point System

After analyzing Alpha Delta Pi attendance records from the last five years, I have concluded that fewer girls attended mandatory events when a potential incentive was promised. While having a positive method of encouraging participation sounds more appealing, the bottom line is that only 15 girls will receive the prize, leading others to try less.

Option 2: Negative Incentive System

After analyzing Alpha Delta Pi attendance records from the last five years, I have concluded that a negative incentive system is the most effective means of encouraging participation. The records showed that significantly more sisters would attend events if it meant they would have to pay a fine or face other consequences. This method also costs nothing to the sorority.

Attendance Records from Other Sororities on Campus 2007-2012

Option 2, providing penalties for not attending events, is the most effective option based on recent attendance records from other sororities at the University of North Texas. Option 1, using a positive point system is the least effective.

Option 1: Positive Point System

After meeting with the Presidents of other sororities on campus and reviewing their attendance records from the last five years I have concluded that the results are the same as Alpha Delta Pi's findings. When using a positive incentive to promote participation, significantly fewer girls would attend events.

Option 2: Negative Incentive System

After meeting with the Presidents of other sororities on campus and reviewing their attendance records from the last five years I have again concluded that a negative incentive system is the most feasible way of urging participation on campus and within the sorority. This method also costs nothing to the sorority. We agreed that although this method may seem harsh, it provides the desirable results.

Survey on Proposed Bylaws

Option 1, enacting a positive point system is the most favorable option based on the survey taken by members. Option 2, using a negative incentive system, is the least desirable option by members.

Option 1: Positive Point System

After creating a survey with the President and Advisors of Alpha Delta Pi and asking members to take it, a positive point system was preferred over Option 2. This finding is consistent with what we expected that sisters would prefer to be given a reward for their efforts.

Option 2: Negative Incentive System

After creating a survey with the President and Advisors of Alpha Delta Pi and asking members to take it, a negative incentive system was deemed the least encouraging method by members. We also expected this finding because sisters would prefer not be penalized for participation in activities.

Conclusions

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Each of the two options has advantages and disadvantages. Option 1 (positive point system) is favored by members as shown by the survey we took on the methods of encouraging participation. However Option 1 failed to cause the desired amount of participation needed to make Alpha Delta Pi a successful organization at the University of North Texas and in the International Organization of Alpha Delta Pi. Option 2 (negative incentive system) is the most effective option as shown by analysis of attendance records from Alpha Delta Pi and other sororities at the University of North Texas from the last five years (2007-2012). Participation was shown to be at its highest when some form of negative incentive system was implemented.

Recommendations

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Because Option 2 offers the most effective means of encouraging involvement without any cost to the chapter, I recommend the implementation of a negative incentive system to promote participation in Alpha Delta Pi Sorority.

