Strengthening invitations and inductions for small chapters

Presented by: Dr. Steve Hoekstra, advisor for Kansas Wesleyan University

Alpha Chi National Convention in Louisville, KY

Goals for successful invitations

✓ Awareness of Alpha Chi
✓ Acceptance of invitation
✓ Active membership
  o Meeting/activity attendance
  o Scholarship submissions
  o Attendance at convention
  o Presentation at convention
  o Publication in AX or another journal

Building Awareness

✓ Participating in club fair
✓ Co-Advising academic events
✓ Publicity for service projects
✓ T-shirts
✓ Facebook/Twitter
✓ Honors Convocation
✓ Current project: peer mentorship

Previous practice in invitations

✓ Email invitations from national office
  o 53% yield
✓ Personalized letters in campus mail
✓ Personalized letters delivered by advisor (sometimes publicly in class, sometimes privately at class, sometimes out of class)
  o 92-96% yield

Current practice

✓ In addition to email invitation from the AX National Office
✓ Personal hand delivery
✓ In class
✓ From a peer AX
  o 76% yield
✓ Bearing a balloon and party hat
✓ Accompanied by the campus mascot
  o  72-85%

**Pomp and circumstance**

✓ Academic regalia, platform party
✓ Guest speaker
✓ Current members in attendance and service
✓ Individual-nominated academic advisors
✓ President and Provost
✓ Friends and family
✓ Processional, recessional
✓ Live music ensemble
✓ Reception

*Thank you!*