

*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
  - Meeting/activity attendance
  - Scholarship submissions
  - Attendance at convention
  - Presentation at convention
  - 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
  - 53% yield
- ✓ Personalized letters in campus mail
- ✓ Personalized letters delivered by advisor (sometimes publicly in class, sometimes privately at class, sometimes out of class)
  - 92-96% yield

**Current practice**

- ✓ In addition to email invitation from the AX National Office
- ✓ Personal hand delivery
- ✓ In class
- ✓ From a peer AX
  - 76% yield
- ✓ Bearing a balloon and party hat

- ✓ Accompanied by the campus mascot
  - 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!***