



## **SIGMA NU FRATERNITY, INC.**

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### **Memorandum**

**TO: LEAD Chairmen, Chapter Advisors**  
**FROM: Scott A. Smith, Director of Leadership Development**  
**DATE: November 16, 2009**

**SUBJECT: New Online Content and Coach's Manual for Phase III AVAILABLE NOW**

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**Online content and new Coach's Manual are now available for LEAD Phase III!** Similar to Sigma Nu's *Digital Delta*, the online component of the new LEAD Program is an interactive, self-paced experience designed to meet the unique needs and learning styles of our collegiate members.

For the past several months we have been working to update and redesign the presentation of Phases I-IV of the LEAD Program. This redesign, in partnership with the Pursuant Group, has been undertaken to improve the quality and impact of the membership development opportunities provided to our membership.

Key improvements and additions to the Phase III curriculum include:

- A new Introduction and Coach's Manual which includes: a detailed explanation of Phase III and the "Leadership Lab" model, scheduling guidelines, tips on recruiting a LEAD Coach, FAQs and new cohort meeting guidance notes.
- Online content for participants that introduce each module's topical material in a primer format.
- Updated projects, application ideas and additional resources.
- A more user-friendly model for individual and group participation in this application-based Phase.

Visit [www.sigmanu.org/programs/lead/phaseiii.php](http://www.sigmanu.org/programs/lead/phaseiii.php) to learn more!

Phase III now joins Phases I, II and IV in its interactive, online presentation. Anyone with a Members Area account can now review the online content and all chapters have on-demand access to updated guidance notes on the Fraternity's web site; no more clunky participant workbooks!

Work is already in progress on updating the layout, resources and facilitation materials for each session of the All Chapter LEAD Programming. New All Chapter resources are expected to be available online, at [www.sigmanu.org/programs/lead/allchapter.php](http://www.sigmanu.org/programs/lead/allchapter.php), before the first of the year.

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The redesign of the LEAD Program takes its cues from the results of the 2006-2008 LEAD Evaluative Survey; an independent, scientific analysis completed in partnership with George Mason University. As part of that analysis, our members suggested improvements to the LEAD Program including:

- **Shorter sessions** – sessions will now be broken into two parts, with one portion completed by individuals online and the second portion completed as a group with a facilitator.
- **More interactive sessions that are discussion-based** – online portions of the program allow users to interact with course content in a multimedia format and provide more detail than previous workbooks. Facilitated portions are dedicated to bringing the online content to life through discussions, activities, and personal reflection.
- **Updated Manuals and Materials** – an entirely new online portion has been created for individual members to experience. This online portion is dedicated to providing participants with a greater base of knowledge. This knowledge-base will allow members to interact with concepts and skills from the facilitated session and apply these skills both inside and outside of the chapter setting.
- **Easier access to LEAD and its benefits** – members and chapters participating in more of the program and on a larger scale are more likely to: have direction, be aware of their personal values, have plans in place to reach their goals, initiate change, and address the accountability of others. The redesign provides all of our members with access to the online information contained in Phases I-IV, regardless of whether their chapter provides the facilitated session.

Some key improvements of the redesigned program:

- Anyone with a valid Members Area account (Candidates, Initiates, and Alumni) now has on-demand access to online portions the LEAD Program.
- Facilitated sessions are shorter and easier to present – focused on discussion, experiential activities and interactions based on the information presented in the online portions.
- Interactivity – audio, video, quizzes and links to additional information – makes the content more accessible and appealing to our members.
- No more workbooks or lecture-style sessions.

Online portions of Phases I-IV can be accessed via the Members Area. To access the online content, login to the Members Area and select LEAD Program> Phase I, II, III or IV. A new browser window should appear and the program will begin to load. Please allow a few moments for the program to fully load. Online content for Phases I -IV includes the first (online) portion of all sessions. Guidance notes for the second (group-facilitated) portion of each session are provided in the new Facilitator Manuals, found on the main LEAD page of the web site (Programs and Services>LEAD).

Please visit [www.sigmanu.org](http://www.sigmanu.org) for more information.