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# Alumni Advisory Board Assessment Program History and Overview

## Program Background

In the Fall of 2014, Task Force Hopkins was given the following charge by the High Council:

*To review and make recommendations for the improvement of the Fraternity's programs and services related to the recruitment, education, support, and evaluation of Alumni Advisory Boards.*

Task Force Hopkins concluded that:

- Alumni Advisory Board evaluation is critical - just as chapter evaluation is critical as performed through the Pursuit of Excellence Program.
- Avoid bogging down volunteers with too much paperwork and additional tasks.
- Effective and successful evaluation must be conducted with ease AND still demonstrate qualitative development.
- Expand the Pursuit of Excellence Program reports to include measurement criteria specific to Alumni Advisory Boards.
- Develop varying levels of evaluation criteria to take different Alumni Advisory Board experiences into consideration.
- Require Alumni Advisory Boards to submit minutes of their meetings as a portion of the Pursuit of Excellence Program submissions to help keep all parties accountable.
- Encourage communication between Division Commanders and Alumni Advisory Boards.
- Phase in the evaluative criteria since not all chapters are the same and not all Alumni Advisory Boards are the same.

## Program Overview

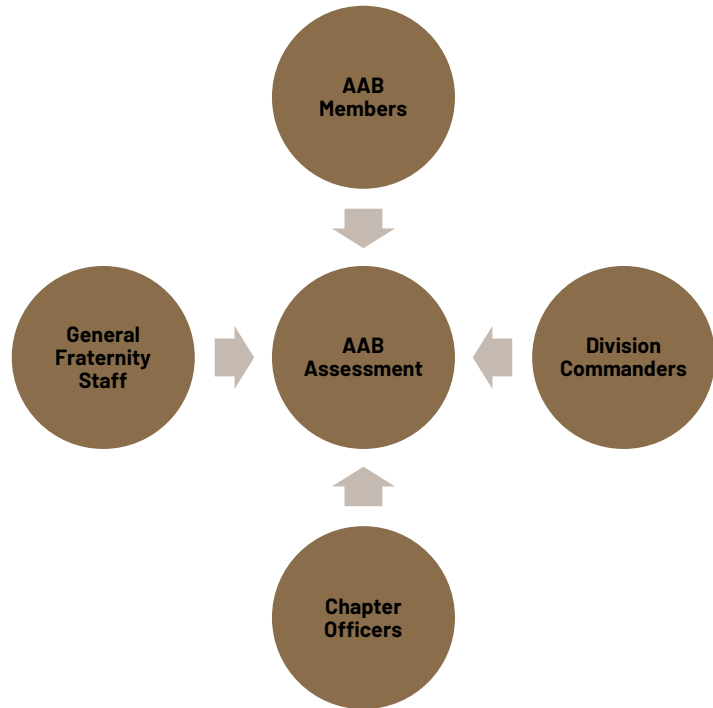
The Alumni Advisory Board (AAB) Assessment is a multi-rater assessment program designed to benchmark a chapter's Alumni Advisory Board on a set of ideal performance practices for operational excellence and provide feedback for developmental purposes. The goal of the Alumni Advisory Board assessment is not to penalize chapters with absentee or under-performing Alumni Advisory Boards, but rather to direct resources towards improvement. General Fraternity staff and Division Commanders will be able to use this feedback in addressing individual Alumni Advisory Board development throughout the year.

### ALUMNI ADVISORY BOARD ASSESSMENT

The Alumni Advisory Board Assessment is designed to gather information from:

- Alumni Advisory Boards
- Chapter Officers
- Division Commanders
- General Fraternity Staff

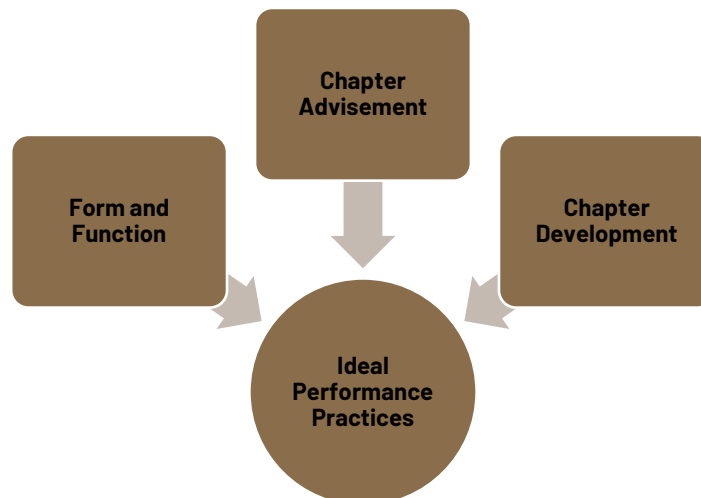
These groups provide a well-rounded and balanced assessment of each chapter's Alumni Advisory Board.



### IDEAL PERFORMANCE PRACTICES

The Alumni Advisory Board Assessment is divided into three operational areas which will serve as a guide to define excellence for Alumni Advisory Boards. These operational areas are:

- **Form and Function** – The make-up of the Board and its functions.
- **Chapter Advisement** – How the Board is involved in an advisory capacity to the collegiate chapter.
- **Chapter Development** – How the Board is involved in the continued development of the collegiate chapter.



## PROGRAM BENEFITS

The program presents various benefits to the Fraternity: increased involvement and engagement from volunteers, a better understanding of Alumni Advisory Board strengths and challenges emerge for improvement, increased feedback is provided to volunteers, and a follow up mechanism involves key constituents.

## REVIEW PROCESS

Alumni Advisory Board assessments are conducted towards the end of the academic year in the following forms:

- **Alumni Advisory Board self- assessment survey.**
- **Alumni Advisory Board assessment for chapter officers** (included in the Pursuit of Excellence Program).
- **Division Commander assessment survey questionnaire** of Alumni Advisory Boards in his Division.
- **General Fraternity staff assessment** conducted by the Leadership Consultant during each chapter consultation.



## ASSESSMENT

The annual assessment utilizes [Ideal Performance Practices](#) which serve as a guide to define operational excellence. This will create consistency across assessments and ensure a focus on reviewing AABs individually rather than trying to rank Boards in relation to one another.

Each operational area is reviewed on a four-point scale from primary to excellence. The full rating scale is provided below.

**Primary                      Good                      Very Good                      Excellence**

A rationale for each rating is communicated to the Alumni Advisory Board along with recommendations for improvement. In addition, the information from the assessment will be communicated back to student leaders and Division Commanders. Finally, General Fraternity staff and Division Commanders can use this feedback to address Alumni Advisory Board development throughout the year.

ASSESSMENT PROGRAM TIMELINE

