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## **Beta-Psi Chapter of *THE BOND***



***What Kind of Alumni Association Will We Be?***

THE BOND  
MAY 2012

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### **Introductory Message from Frater Joshua Cole (1247)**

Greetings Fraters! I am both pleased and concerned as I write this message to you. Pleased to see an issue of The Bond with good information but also concerned as to our future. During the recent years we have seen strong efforts by a few and moderate to lacking interest by the majority. Yes, I said it, lacking to moderate interest by the majority. Much of what I say here is about me, as much as you, as I too had been guilty. I only paid my annual dues and made some minor financial contributions as requested. Beyond that basic level of involvement I took a break from TKE. In fact, I had planned and needed a break after graduation. However, that break, for what was planned to be only a few years quickly turned into a decade. So, please understand much of what I share I am admitting my own guilt as well but I am & have changed that position effective immediately.

We, as an alumni association, have a very tough decision to make in the coming months ahead. We, as a group, must decide what kind of alumni association we wish to be? On the surface one may think this is easy to answer but we must answer not only with a response but also actions, plans and commitments to our adopted plans.

During the upcoming Golfing and Goat Roast event we will have time set aside to have elections and discuss our future. During our undergraduate days being recognized as an Apollo chapter was a positive and we are using a similar approach here as we have an opportunity to

decide, do we wish to be average or do we wish to be world class (pathway to Apollo) in our next steps? In the following paragraphs and sections you will see a high level proposal to guide us to the future we have not yet achieved.

## **BETA PSI TKE -PATHWAY TO APOLLO**

### **I. Alumni Association:**

**Membership** – Fraters, membership is our lifeblood! In order for our alumni association to survive and thrive we must maintain a growth in our membership. This is also the mandatory foundation for any opportunity to restart a chapter! Our first goal is to achieve 200 dues paying alumni members by December 31, 2012. While we have never achieved this goal and for some the numbers are a challenge; we must embrace and achieve this goal if we are to have a world class alumni association, worthy of the respect our chapter, WE, deserve. We will not achieve this by one man or even a small group of men leading this effort. This takes all of us, as responsible alumni, to embrace and do our part. You and I both took a Bond, an oath, now let us carryout this basic duty.

Beta Psi chapter has over 1400 alumni today with a conservative estimate of 1000 living alumni. 1000 living alumni, meaning we should have 1000 alumni members paying dues! But, today that is not the case because some have lost confidence, just lost interest or simply do not wish to get involved. We are building a Specific, Measurable, Achievable, Realistic and Timely (SMART) set of goals to demonstrate to our brothers that we are

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both saying what we will do and doing what we will say (Bond).

- Historical Figures (Actual)
  - 1999 – 79
  - 2000 – 48
  - 2001 – 69
  - 2002 – 130
  - 2003 – 124
  - 2004 – 91
  - 2005 – 91
  - 2006 – 64
  - 2007 – 25
  - 2008 – 101
  - 2009 – 108
  - 2010 – 81
  - 2011 – 76
  - 2012 – 11 (189 to go)
- Apollo Goals (5-year challenge goals)
  - 2012 – 200 dues paying members (yr 1)
  - 2013 – 250 dues paying members (yr 2)
  - 2014 – 300 dues paying members (yr 3)
  - 2015 – 350 dues paying members (yr 4)
  - 2016 – 400 dues paying members (yr 5)

After having reviewed the above membership goals you are likely telling yourself this is a nice goal but lets be honest about what is achievable? You are right in one sense but allow me to be honest, we have no business discussing anything other than tailgates if we cannot achieve these numbers! I have as busy of a schedule as any one of you but I have discussed with my family and I

am making time to go recruit and reconnect with my past fraters. Please take up this challenge! In speaking with fellow fraters from the 1200 scroll class our personal goal is for the 1200 class (1200-1299) to lead the way by having a minimum of 50 fraters pay their alumni dues (50%). Is your class going to be the top class or will the 1200's be the Top Class?

Our chapter, Beta-Psi, was once one of the foremost chapters in the world of TKE; even spoke of and admired by other fraternities outside of TKE. That is what our older members lived and expect for a future and having lived this next portion, I can share this is exactly what our younger alumni dreamed of during their undergraduate days. Since the younger generation was not able to achieve or enjoy this level, why let this dream die? This is why we must not expect anything less of ourselves than excellence. Today, this moment, the reading of this issue of The Bond; this is where we make our final stand to change the recent past and return to a world class organization. Achieving this level takes more than words; this now leads me to my next point of Accountability which his summarized below.

**Accountability** – As with any chapter, our chapter, or any organization each member's level of accountability is actually broken down into stages. For summary purposes here I see us as having (3) levels of alumni:

- Level 1 – Alumni
- Level 2 – Alumni Volunteer
- Level 3 – Alumni Leader

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#### Level 1 – Alumni (Basic Frater)

Basic is not a negative because not all alumni can or wish to dedicate time as a volunteer but all alumni have the accountability to support TKE by providing input to the direction of the chapter, providing feedback to the leadership (both positive and constructive criticism) and by paying the annual dues.

#### Level 2 – Alumni Volunteer (Apollo Frater)

In recent past we have seen a lacking distribution of the burden among volunteers. Under our new approach this will change by distributing duties across the larger base to prevent those alumni who elect to donate their time will not be over burdened with responsibility. You may now be telling yourself, “Easier said than done”. You are right but we will plan our calendars in advance and if the fraters (you and I) do not care enough to take time to say, “Yes, I will volunteer for 1-event” then we will be forced to cancel this event and we begin to have our answer as to whether or not we truly wish to be a world class organization again. For those considering to be a volunteer this does not require a volunteer to show up every day, week or even month. Rather, we ask that those alumni wishing to be recognized at this level to volunteer for at least 1-event on the calendar. Most likely the duties will involve being an extra set of hands, helping to serve food or clean-up. The expectation is that this party will still have time to enjoy the event while also contributing before, during and after the event.

#### Level 3 – Alumni Leader (Fraternity for Life Frater)

This level of alumni dedication is not for all and does in fact require a specific passion and commitment to the fraternity as often daily, weekly and monthly obligations are required to help facilitate planning, executing events and ensuring the goals of the current year are met in order that we are prepared to begin next years goals. The planned difference is that this new leadership will not be playing dual or even triple threat roles as those in the recent past that attempted to carryout their leadership position, while also playing volunteer and other duties. We must all pitch in and contribute to play our own parts if we wish to achieve a world class organization status. To help prepare leadership and to set expectations an Alumni Association Operations Manual has been created to clearly specify the expectations for each role. Next, we briefly outline our planned line of communication.

**Communication** – As specified in the Alumni Association Operations Manual the alumni association will utilize the website as the primary and official means for communication with quick “status” updates via the TKE Alumni Association, Beta-Psi Chapter, Arkansas State University Facebook page.

We are seeking (5) alumni volunteer from each scroll class (800-899, 900-999, etc...) to step up to help reach, contact and coordinate with their given scroll class. We require interest from all scroll classes for this to succeed.

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**Calendar of Events** – See website for official information as a draft summary is noted below:

- June
  - 1-2 June: Golfing and Goat Roast
  - 1-2 June: 2<sup>nd</sup> Quarterly Alumni Association Mtg
- July
  - 21<sup>st</sup>: Monthly Alumni Officers Meeting (retreat at Greers Ferry Lake)
- August
  - 14<sup>th</sup>: Monthly Alumni Officers Meeting
- September
  - 8<sup>th</sup>: Tailgate at Football Game
    - Theme: Honoring Fallen Fraters
  - 22<sup>nd</sup>: Tailgate at Football Game
  - 22<sup>nd</sup>: Quarterly Alumni Association Meeting
  - 29<sup>th</sup>: Tailgate at Football Game
- October
  - 13<sup>th</sup>: Tailgate at Football Game
  - 13<sup>th</sup>: Monthly Alumni Officers Meeting
- November
  - 13<sup>th</sup>: Monthly Alumni Association Officers Meeting
- December
  - Tailgate at Football Game

\*Evaluating potential for possibly adding 1-2 socials at a basketball game & potentially a tailgate at 1-2 baseball games. Not yet added to calendar though.

**Going Forward, Chapter and Miscellaneous** – The new leadership is bonded together and is comprised of many generations of TKE. But, the success is not the leaders, the success is yours. You decide by taking the very basic action of paying your alumni dues to help achieve this basic and most simplistic first goal. So, please mail your 2012 dues in immediately and contact another frater to ensure he submits his as well. You determine if we will succeed or fail.

A strategic plan is being developed to outline very specifically a 1-2, 3-5 and 10-year plan. Just as any good business would do, we too are outlining a plan with specific milestones to measure our success. This will let us know if we are achieving our goals and if we are ready to move on to the next level.

Lots of discussion focuses upon re-starting a chapter. Please allow me to be clear. A chapter will not survive without a strong alumni association to support. Our first steps and goals must be to achieve a strong and stable alumni association capable of supporting a chapter. Part of our 5-year strategic plan involves being ready to support a chapter. More details surrounding a chapter such as finances, housing and other are available but for the length of this document are not discussed here.

An expanded calendar is being evaluated to include events at Men's Basketball and Baseball games and even a very likely Spring Formal to coincide with our chapter establishment date in March. Our first step is to achieve our basic goal of membership. Let us work together and become a world class alumni association.

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**Remembering Fallen Fraters** – Going forward we are going to take a moment at each issue to try to reflect on our fallen fraters. Additionally, we are considering to use our first tailgate each year to honor our fallen fraters that passed during that year.

**Frater Jeff Klitzner** – Jeff David Klitzner, age 31, died August 18, 2011 in Memphis. Jeff attended Arkansas State University. While at Arkansas State, Jeff was a contributing and well loved member of Tau Kappa Epsilon. Jeff will always be remembered for being game for anything and going against the grain. In his last days Jeff published his book entitled *Call Me Tennessee* in which he recounted his days and told his story from his perspective. RIP in Chapter Eternal

**Frater Robin Hagaman** – Robin Howard Hagaman, age 77, formerly of Stuttgart, died January 20, 2012 in Jonesboro. Robin was an alumnus of Stuttgart High School and Arkansas State University. While at Arkansas State, Robin was a founding member of Tau Kappa Epsilon and was also honored to have served as Prytanis of the fraternity chapter. RIP in Chapter Eternal

**Frater Lavon Well** – Lavon Wells, age 72, died April 11, 2012 in Jonesboro. Lavon was an alumnus of Greene County Tech High School and Arkansas State University. Lavon was a very active member of Tau Kappa Epsilon and remained a shining example of activity until his last days. His passion for Red Wolves athletics and TKE abounded. RIP in Chapter Eternal

**Frater Craig Cornett** – Craig Cornett, age 46, of Jonesboro died May 3, 2012 in Jonesboro. Craig was an alumnus of Arkansas State University. While at Arkansas State Craig was a valued member of Tau Kappa Epsilon. Craig was best known for his radio morning show host role in St. Louis. RIP in Chapter Eternal

If we have inadvertently left off a frater please bring this to our attention in order that we may post our goodbye formally in the next issue.

If we have incorrectly listed an update please share as we wish to correct.

With Respect,  
Beta Psi Alumni Association