



ALPHA KAPPA PSI

The Professional Business Fraternity

Bridge to Brotherhood Elective Bank



First Version
Fall 2018 – Spring 2019

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Elective Information

Description

A brotherhood event is an opportunity to hold a one-time event outside of pledge meetings to allow the pledge class to get to know one another better. Brotherhood events can vary and encompass things such as a pledge class dinner with their big brothers, conducting a group activity such as bowling or ice skating, painting a campus spirit rock as a pledge class. The event should serve as a team-building activity in a stress-free environment to allow pledges to feel comfortable getting to know one another on a deeper level. Chapters may select this elective more than once if they would like to hold multiple events.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Decision-Making
- Relationship Building

Elective Timing: 1 credit hour per event

Project Leads: 1 Project Lead (if planned by the pledge class)

Type of Development: Personal Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- Must be dry for the entirety of the event.
- All associated costs are the responsibility of the chapter.
- If you'd like to do a scavenger hunt, you must submit the [Scavenger Hunt Approval Form](#) at the time of submitting the program syllabus.
- If interested in doing a breakout room or a ropes course, this must be done at a company licensed and equipped to handle such events. These types of events may not be created or ran by the chapter.
- Should the event involve the chapter signing any contracts, they must be reviewed by the [Chief Operating Officer](#) at the Heritage Center prior to signing.
- No additional assignments or requirements should be presented to be completed before or after the event.

Suggested Guidelines

- In addition to the pledge class, the event may be opened to chapter members and alumni.
- The event may be planned by the chapter or the pledge class.
 - If the pledge class is responsible for planning the event, the project lead will serve as the point person for logistics and managing the details of the event.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

Service is one Alpha Kappa Psi's core values in regard to sharing of time, talent and treasure with society and with our fraternity. This elective is designed to demonstrate the importance of this value early on and encourage the pledge class to look within its campus and local community for opportunities to give back.

Objectives

- Practice a commitment to servant leadership and personal accountability
- Explore a comprehensive set of professional and leadership skills
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Decision-Making
- Gratitude
- Organization
- Relationship Building
- Socially Responsible Leadership

Elective Timing: 3 credit hours

Project Leads: 1 Project Lead

Type of Development: Personal Development

Elective Requirements

- The pledge class has the entire duration of the pledge education program to complete the community service.
- The pledge class may complete one service event as a group, or complete service hours individually.
 - If completing service individually, the chapter and/or pledge class may not require more than 3 hours.
- Donating money does not count as community service.

Suggested Guidelines

- Service should be done because you want to give, not because it is required. To increase the involvement of the pledge class, consider allowing pledges to choose how they wish to give back to the community on an individual basis.
- Encourage the pledge class to look both on campus and in the community for opportunities to provide service.
- If the pledge class is completing the requirement individually, the project lead should keep track of everyone's completion, as well as continually providing opportunities that exist on campus and in the community.

Explanation of Grading

Successful completion of the event will be based on participation in some capacity. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating during a set event, they should be excused per the chapter attendance policy. Furthermore, the pledge should demonstrate participation through another form by volunteering at a separate time or assisting with the organization/set-up of the event.

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Elective Information

Description

Fundraising is an important part of any non-profit organization, and is a major part of chapter operations to help support chapter activities. It also demonstrates our core value of service in giving back to other organizations. Fundraising for charity is an opportunity to provide pledges with the experience in practicing a commitment to Servant Leadership and working as a team to support a common cause.

Objectives

- Construct a path for approaching difficult situations
- Explore a comprehensive set of professional and leadership skills
- Practice a commitment to servant leadership and personal accountability
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Analytical & Critical Thinking
- Creative & Innovative Thinking
- Decision-Making
- Financial Literacy
- Gratitude
- Organization
- Relationship Building
- Socially Responsible Leadership

Elective Timing: 8 credit hours

Project Leads: 3 Project Leads

- One to serve as the point person for logistics and managing the details
- One to manage the marketing and promotion
- One to handle the finances and collection of money

Type of Development: Personal Development

Elective Requirements

- All proceeds must be raised for a charity, meaning the pledges and/or chapter may not keep the money for themselves. The pledges also may not elect to donate the money to the chapter.
- The chapter or pledge class may not set a minimum goal for the amount needed to be raised.
- The chapter may not specify a specific number of fundraising events the pledge class needs to hold during the pledge process.
- The pledge class has the entire duration of the pledge education program to complete the fundraising.
- The chapter's fundraising chair (or the equivalent) must oversee the project lead responsible for the finances and provide guidance to ensure they abide by all university and state regulations.
- Any upfront costs for any fundraisers are the responsibility of the chapter.
- Pledges cannot be required to donate to the cause.

Suggested Guidelines

- Charity should be done because you want to give, not because its required. To increase the involvement of the pledge class, consider allowing the pledges to choose the charity.

Explanation of Grading

Successful completion of the fundraising elective will be based on participation in some capacity. Should a pledge not be able to attend the fundraising effort, they should find other means to contribute through planning, marketing, set-up or otherwise. Donating money does not constitute participation.

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Elective Information

Description

Networking groups allow collegiate members and pledges to interact in an informal setting throughout pledge education. The activities can range from anything such as studying in the library, playing ultimate frisbee in the park, having a potluck dinner or going to the movies together. The purpose of this activity is not to force interaction, but to strengthen the bonds of brotherhood for both pledges and members alike. Not only will this activity allow pledges to make connections with brothers, but it will allow brothers to make connections with other brothers as well.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Organization
- Relationship Building

Elective Timing: 5 credit hours

Project Leads: 1 Project Lead to be the point person for logistics and managing the details

Type of Development: Personal Development

Elective Requirements

- Groups must consist of both members and pledges. Each group should strive to have at least one person from each class standing and a pledge. Ex. One of each senior, junior, sophomore, freshman (if applicable), and pledge. Graduate students are encouraged to participate (if applicable).
- Groups should collectively decide on an activity to do. It should not be solely the pledges' responsibility to coordinate the activities, and both members and pledges are expected to make themselves available.
- No signatures or interviews may be allowed to confirm completion of the group's meeting. Because Integrity is a core value, we will trust that members and pledges are seeking this opportunity to network.
- If a member of the group, pledge or brother, is unable to make the agreed upon activity there is no repercussion for missing the event.
- All activities must abide by the fraternity risk management policies, meaning no alcohol may be present.

Suggested Guidelines

- Groups can be assigned randomly by the pledge education committee. The groups can remain the same throughout the program or rotate no more than once a week.
- An alternate set-up is to have set times throughout the week and have a sign-up sheet for brothers and pledges to self-select based on their availability. For example, a group meets Wednesdays at 5 p.m. and another group Tuesdays at 7:30 p.m. Each time slot should be limited to keep the group sizes small enough to encourage interaction, and still encourage the mix of members from each class standing.
- Remind brothers and pledges the purpose of the event is to get to know different people and to not use the time to talk with those they already know.

Explanation of Grading

Successful completion of the networking groups will be based on participation in some capacity. Should a pledge not be able to attend the proposed times, they should work with the Vice President of Membership to find an alternate time for a group to meet.

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Elective Information

Description

A pledge retreat is an opportunity to hold a one-time event outside of pledge meetings to allow the pledge class to get to know one another better in a facilitated, yet informal setting. The retreat should serve as a team-building activity in a stress-free environment so pledges feel comfortable getting to know one another on a deeper level.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Emotional Intelligence
- Relationship Building

Elective Timing: 4 credit hours

Project Leads: none

Type of Development: Personal Development

Elective Requirements

- Is a single, one-time event.
- Must be facilitated by a fraternity educator.
- Must be dry for the entirety of the event.
- All associated costs are the responsibility of the chapter.
- Must be held between 8 a.m. and 11 p.m.
- May not be held in conjunction with any rituals.
- Must submit the [Pledge Retreat Approval Form](#) to hold an overnight retreat and receive approval before holding the event.
- If an overnight retreat is approved, a Regional Director-appointed designee is in attendance for the entirety of the pledge retreat.
- Shall serve the purpose of team-building, not fraternal exam preparation or professional development.
- Must provide a detailed agenda that identifies the activity schedule, areas of potential risk and how the fraternity educators plan to mitigate those risks, submitted with the program syllabus for approval.
- Attendees may only consist of the fraternity educators and pledges, unless otherwise approved by the Regional Director.
- If interested in doing a breakout room or a ropes course, this must be done at a company licensed and equipped to handle such events. These types of events may not be created or ran by the chapter.
- If you'd like to do a scavenger hunt as part of the retreat, you must submit the [Scavenger Hunt Approval Form](#) at the time of submitting the program syllabus.
- Should the event involve the chapter signing any contracts, they must be reviewed by the [Chief Operating Officer](#) at the Heritage Center prior to signing.
- No additional assignments or requirements should be presented to be completed before or after the event.

Suggested Guidelines

- The date, time and location should be planned in advance, and provided to the pledges at the start of the pledge process. If you have the flexibility in accommodations, consider having a few dates/times/locations available and have the pledge class select at the first meeting.
- When developing the content of the retreat, consider the spacing of your location and what is feasible.

Explanation of Grading

Successful completion of the pledge retreat will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

Pledge to Pledge Interactions allow pledges an opportunity to interact in an informal, one-on-one setting throughout pledge education with members of their pledge class. The activities can range from anything such as studying in the library, having lunch together, playing ultimate frisbee in the park, or going to the movies. The purpose of this activity is not to force interaction, but to strengthen the bonds of brotherhood between individual pledges they may not connect with otherwise.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Organization
- Decision-Making
- Relationship Building

Elective Timing: 5 credit hours

Project Leads: none

Type of Development: Personal Development

Elective Requirements

- Pledges should be paired up with a new pledge or assigned in groups of three to foster interaction no more than once a week. There is no requirement of a specific action the pledges must complete.
- No signatures or interviews may be allowed to confirm completion of the group's meeting. Because Integrity is a core value, we will trust that pledges are seeking this opportunity to network.
- If a pledge is unable to make the agreed upon activity there is no repercussion for missing the event, though the pledge should give his or her partner advanced notice to be respectful of time.
- All activities must abide by the fraternity risk management policies, meaning no alcohol may be present even if the two individuals are of legal drinking age.

Suggested Guidelines

- Groups can be assigned randomly by the pledge education committee or hand-selected based on knowledge of connections already being formed.
- During the week, the pairs (or trios) should be encouraged to hang out at a non-Alpha Kappa Psi event to learn about each other and foster their connection.
- At the next pledge meeting, pairs (or trios) who have been able to meet should be encouraged to share their activity and something they learned about their pledge brother(s), but there is no requirement to do so.

Explanation of Grading

Successful completion of the pledge to pledge interactions will be based on participation in some capacity. Should a pair or trio not be able to meet during a given week, they should demonstrate that an attempt was made and they communicated in some form.

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Elective Information

Description

With many activities and tasks vying for your attention, it can often be difficult as a student to juggle extracurriculars, part-time jobs, and internships with classwork. It's easy to get overwhelmed or find yourself with too much on your plate, but it's important to remember, you are students first. This elective allows chapters to provide pledges with dedicated time focused to their studies and ensure their academic success.

Objectives

- Explore a comprehensive set of professional and leadership skills

Key Skills

- Confidence
- Organization

Elective Timing: 5 credit hours

Project Leads: none

Type of Development: Personal Development

Elective Requirements

- May not require more than **1** hour a week.
- May not require that fraternity information must be studied during this time. While pledges may use the time to study for coursework or Alpha Kappa Psi, academic coursework should be prioritized.
- If there are set study times during the week, a member of the pledge education committee should be present.
- Study hours must also be open to the brotherhood.

Suggested Guidelines

- To accommodate different study habits and preferred environments, consider allowing pledges to simply report their study hours to the pledge education committee.
- This time can also be used for tutoring and allowing pledges and members who are struggling to learn from other pledges and members who excel in their areas of weakness.

Explanation of Grading

Successful completion of the study hours will be based on participation in some capacity. Pledges should demonstrate that they have completed the study hours.

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Elective Information

Description

Being a member of Alpha Kappa Psi does not end after graduation. Alumni members make up the majority of fraternity membership, and you are an alumnus longer than you are a collegiate member. Alumni are also able to provide advice and experience to student members both on their time in the chapter as well as professional experiences. This elective allows pledges the opportunity to practice interviewing skills while expanding their connection with fraternity alumni.

Objectives

- Explore a comprehensive set of professional and leadership skills
- Build a fraternal network
- Identify lifelong commitments

Key Skills

- Confidence
- Listening and Comprehension
- Oral Communication
- Relationship Building
- Written Communication

Elective Timing: 3 credit hours

Project Leads: none

Type of Development: Professional Development

Materials and Resources

Alumni Contact Information

Elective Requirements

- May not require more than 5 interviews throughout the process
- Chapters may not require set criteria for the interview (e.g. questions, length or method of interview)
- Chapters must provide contact information for alumni members

Suggested Guidelines

- In addition to the pledge class, the event may be opened to chapter members and alumni.
- Consider the format of the content and what the best way is to teach pledges about your chapter history.

Explanation of Grading

Successful completion of the event will be based on participation. Should a pledge not receive responses from alumni, a pledge should demonstrate their attempt to make a connection.

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Elective Information

Description

Developing a business plan is an opportunity to gain practical experience in teamwork and complete a large-scale project. Creating a business plan can serve as preparation for real projects you may be tasked with once you graduate and join a company. This activity includes both a written and oral portion, surrounding the creation of a made-up company. It should serve as a learning opportunity to enhance the pledges' professional and interpersonal skills.

Objectives

- Construct a path for approaching difficult situations
- Explore a comprehensive set of professional and leadership skills
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Analytical & Critical Thinking
- Confidence
- Creative & Innovative Thinking
- Decision-Making
- Oral Communication
- Organization
- Research
- Written Communication

Elective Timing: 10 credit hours

Project Leads: 1 Project Lead per team

Type of Development: Professional Development

Materials and Resources

Business Plan Evaluation

Business Plan Presentation Evaluation

Elective Requirements

- It may not be combined with or replace any ritual, but the presentations may be added onto a pledge meeting after the completion of the module content, should time allow.
- Written Presentations have no page requirement.
- Oral Presentations should not exceed 10 minutes per group.
- The officer in charge of pledge education should divide the pledge class into even teams, with a variety of skillsets if possible.
 - For example, a group should not be made up entirely of freshman if there is a wide range of class representation.
- From instructions to presentation, pledges must have no less than four weeks to complete the assignment.
- The written presentation must be completed and submitted for review one week prior to the oral presentation to allow brothers time to review and provide feedback.
- Chapters may only request the business plan to include the following components:
 - Executive Summary (*Overview of the business plan*)
 - Company Objectives (*Goals or targets the business aims to accomplish*)
 - Product/Service Description (*What products/services are offered and why it is needed?*)
 - Value Proposition (*What makes the company unique compared to others in its industry?*)
 - Competitor Comparison (*Who are competitors and how is the company different?*)
 - Industry Trends (*Trends that have affected the industry, and how the company will thrive*)
 - Financials (*Estimate of revenue, fixed expenses, variable expenses and net income. Accuracy of numbers is not emphasized, but should be able explain why they were chosen.*)

- As pledges come from a wide background of knowledge and experience, and many pledges may be freshman or sophomores with little experience in business analysis, the chapter should provide resources to assist the pledge class with development of the business plan.
- The chapter must host a one-hour workshop covering the necessary skills and information to complete the business plan. The workshop may not replace any pledge meeting content but may occur after a pledge meeting has ended, should time allow. This workshop is part of the elective requirements and will not utilize additional credit hours.
- The business plan evaluation must be based on the development of key skills, not solely based on content.
- A rubric must be provided to those who are critiquing the presentations, and critics must provide constructive, professional feedback.
- Pledges must receive written, constructive feedback on their written business plans and oral presentations. within 48 hours of the presentation.

Suggested Guidelines

- Chapters may allow the groups to develop companies that tackle issues of their choice, or provide a single business case that each company needs to address
- The pledge education committee should touch base with project leads once a week to receive updates on the team's progress.

Explanation of Grading

Successful completion of the activity will be based on participation. Performance on the business plan and presentation will not affect or hinder a pledge's potential membership as it is a solely a learning opportunity.

Business Plan Evaluation

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Group Name		Date	
Evaluator Name			

Plan Components			
Evaluation Dimensions	Needs Improvement	Acceptable	Exemplary
Executive Summary	Executive summary does not present a clear description of the business concept; is missing substantive strategy regarding goal support or cannot be understood.	Executive summary provides a satisfactory description of the business concept; summary is missing a few minor points, such as target market and goal support, but meets expectations.	Executive summary is clear, concise, and effective; summary provides a thorough description of the business concept and business, and fully outlines and describes main points.
Comments:			
Company Objectives	Goals or targets the business aims to accomplish are not present or unclear.	Provides a satisfactory description of the goals or targets the business aims to accomplish.	Goals or targets the business aims to accomplish are clear, concise and effective; provides a thorough description and fully outlines the company objectives.
Comments:			
Product/Service Description	The products/services offered and need are not present or are unclear.	Provides a satisfactory description of the products/services offered and need.	The products/services offered and need are clear, concise and effective; provides a thorough description and fully outlines the products/services.
Comments:			
Value Proposition	What makes the company unique is not present or is unclear.	Provides a satisfactory description of what makes the company unique.	What makes the company unique is clear, concise and effective; provides a thorough description of the company's value proposition.
Comments:			

Competitor Comparison	The names of competitors and company's differentiation is not present or is unclear.	Provides a satisfactory description of company competitors and the company's differentiation.	The competitors and company's differentiation is clear, concise and effective; provides a thorough description of the competitor comparison.
	Comments:		
Industry Trends	Trends that have affected the industry, and how the company will thrive is not present or is unclear	Provides a satisfactory description of trends that have affected the industry, and how the company will thrive	Trends that have affected the industry, and how the company will thrive is clear, concise and effective; provides a thorough description of industry trends
	Comments:		
Financials	Estimations of revenue, fixed expenses, variable expenses and net income are not present or are unclear.	Provides a satisfactory description of estimations of revenue, fixed expenses, variable expenses and net income. Estimations may not be realistic but some thought was demonstrated on selection.	Estimations of revenue, fixed expenses, variable expenses and net income are clear, concise and effective. Numbers are realistic or extensive thought was demonstrated on selection.
	Comments:		

Key Skills	
Analytical and Critical Thinking	<i>Analyzes and interprets relevant information in the context of his or her professional experiences as they relate to the interview questions. Applies appropriate logic when making connections between experiences and skillsets.</i>
Comments:	
Creative and Innovative Thinking	<i>Business plan conceives and implements original thought processes when answering interview questions.</i>
Comments:	
Written Communication	<i>Business plan exhibits proficient language use, excellent mechanics, and effective language conventions. Effective organization and development contributes to full comprehension of his or her experiences.</i>
Comments:	

Business Plan Presentation Evaluation

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Group Name		Date	
Evaluator Name			

Presentation	Expectations			Comments
Preparation <i>Meeting expectations includes being appropriately prepared for the interview including attire, demeanor, completed requirements, and arrived on time. Team members are prepared and voice, tone, and use of diction is exceptional</i>	Exceeds	Meets	Does Not Meet	
Format <i>Meeting expectations includes a well organized presentation with a logical flow of information. Each member was a part of the delivery showing team work and appropriate transition from one team member to the next. The visual presentation is effective and allows a story to be told.</i>	Exceeds	Meets	Does Not Meet	

Content				
Company Objectives <i>Meeting expectations includes explaining goals or targets the business aims to accomplish in a clear, concise and effective manner; and providing a thorough description and full outline of the company objectives.</i>	Exceeds	Meets	Does Not Meet	
Product/Service Description <i>Meeting expectations includes explaining the products/services offered and needs in a clear, concise and effective manner; and providing a thorough description and full outline of the products/services.</i>	Exceeds	Meets	Does Not Meet	
Value Proposition <i>Meeting expectations includes explaining what makes the company unique in a clear, concise and effective manner; and providing a thorough description of the company's value proposition.</i>	Exceeds	Meets	Does Not Meet	
Competitor Comparison <i>Meeting expectations includes explaining the competitors and company's differentiation in a clear, concise and effective manner; and providing a thorough description of the competitor comparison.</i>	Exceeds	Meets	Does Not Meet	
Industry Trends <i>Meeting expectations includes explaining trends that have affected the industry, and how the company will thrive in a clear, concise and effective manner; and providing a thorough description of industry trends</i>	Exceeds	Meets	Does Not Meet	
Financials <i>Meeting expectations includes explaining estimations of revenue, fixed expenses, variable expenses and net income in a clear, concise and effective manner. Numbers are realistic or extensive thought was demonstrated on selection.</i>	Exceeds	Meets	Does Not Meet	

Key Skills				
Analytical & Critical Thinking <i>Meeting expectations includes analyzing and interpreting relevant information in the context of his or her professional experiences as they relate to the interview questions. Can apply appropriate logic when making connections between experiences and skillsets.</i>	Does not Meet	Meets	Exceeds	
Confidence <i>Meeting expectations includes exhibiting self-assuredness, reliability, and trustworthiness to complete tasks through appropriate diction, presence and performance throughout the interview.</i>	Does not Meet	Meets	Exceeds	
Creative & Innovative Thinking <i>Meeting expectations includes conceiving and implementing original thought processes when answering interview questions.</i>	Does not Meet	Meets	Exceeds	
Oral Communication <i>Meeting expectations includes the ability to compose and effectively deliver ideas and thought processes in a clear and professional manner. Voice, tone, and use of diction is exceptional with appropriate use of body language.</i>	Does not Meet	Meets	Exceeds	

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Elective Information

Description

A case competition is an opportunity to gain practical experience in solving business problems in a team setting and enhancing decision-making and public speaking skills. Many cases used in case competitions are real situations companies face and can serve as preparation for the real world once you graduate. The event should serve as a healthy competition and learning opportunity to enhance the pledges' professional and interpersonal skills.

Objectives

- Construct a path for approaching difficult situations
- Explore a comprehensive set of professional and leadership skills
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Analytical & Critical Thinking
- Confidence
- Creative & Innovative Thinking
- Decision-Making
- Oral Communication
- Organization
- Research

Elective Timing: 10 credit hours

Project Leads: 1 Project Lead per team

Type of Development: Professional Development

Materials and Resources

Case Competition Case (from a credible source)

Case Competition Rubric

Elective Requirements

- The Case Competition must be held between 8 a.m. and 11 p.m.
- It may not be combined with or replace any pledge meeting or ritual.
- The Case Competition case must be from HBR, the Princeton Review, or some other credible source.
- Each team must be provided the same case to ensure a fair competition.
- Presentations should not exceed 10 minutes per group.
- The officer in charge of pledge education should divide the pledge class into even teams, with a variety of skillsets if possible.
- For example, a group should not be made up entirely of freshman if there is a wide range of class representation.
- From instructions to presentation, pledges must have no less than four weeks to prepare for the competition and complete the project.
- Pledges must only be required to deliver a presentation during the competition, not provide any written component.
- As pledges come from a wide background of knowledge and experience, and many pledges may be freshman or sophomores with little experience in business analysis, the chapter should provide resources to assist the pledge class.
- The chapter must host a one-hour workshop covering the necessary skills and information to complete the Case Competition. The workshop may not replace any pledge meeting content but may occur after a pledge meeting has ended. This workshop is part of the elective requirements and will not utilize additional credit hours.
- The Case Competition evaluation must be based on the development of key skills, not solely based on content.

- A rubric must be provided to those who are critiquing the presentations, and critics must provide constructive, professional feedback.
- Pledges must receive written, constructive feedback on their presentations within 48 hours of the presentation.

Suggested Guidelines

- The pledge education committee should touch base with project leads once a week to receive updates on the teams' progresses.
- Consider the size of your pledge class when creating teams to ensure each member will be able to contribute, but also have the support to distribute tasks.

Explanation of Grading

Successful completion of the activity will be based on attendance and participation. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy. Performance in the Case Competition will not affect or hinder a pledge's potential membership as it is a solely a learning opportunity.

Case Competition Rubric

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Group Name		Date	
Evaluator Name			

Presentation Content	Score			Comments
Problem Identification <i>Meeting expectations includes identifying the issue or problem in the case that needs to be solved or addressed by the presentation</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	
Recommendations <i>Meeting expectations includes identifying potential solutions to solve the issue or problem the case presents</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	
Implementation Feasibility <i>Meeting expectations includes the proposed solutions are realistic and able to be implemented</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	

Presentation Delivery	Score			Comments
Preparation <i>Meeting expectations includes being appropriately prepared for the interview including attire, demeanor, completed requirements, and arrived on time. Team members are prepared and voice, tone, and use of diction is exceptional</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	
Presentation Format <i>Meeting expectations includes a well organized presentation with a logical flow of information. Each member was a part of the delivery showing team work and appropriate transition from one team member to the next. The visual presentation is effective and allows a story to be told.</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	
Q&A Performance <i>Meeting expectations includes being able to answer questions with little hesitation to help provide clarity and additional context</i>	Exceeds Expectations (3)	Meets Expectations (2)	Does not Meet Expectations (1)	

Key Skills				
Analytical & Critical Thinking <i>Meeting expectations includes analyzing and interpreting relevant information in the context of his or her professional experiences as they relate to the interview questions. Can apply appropriate logic when making connections between experiences and skillsets.</i>	Does not Meet	Meets	Exceeds	
Confidence <i>Meeting expectations includes exhibiting self-assuredness, reliability, and trustworthiness to complete tasks through appropriate diction, presence and performance throughout the interview.</i>	Does not Meet	Meets	Exceeds	
Creative & Innovative Thinking <i>Meeting expectations includes conceiving and implementing original thought processes when answering interview questions.</i>	Does not Meet	Meets	Exceeds	
Oral Communication <i>Meeting expectations includes the ability to compose and effectively deliver ideas and thought processes in a clear and professional manner. Voice, tone, and use of diction is exceptional with appropriate use of body language.</i>	Does not Meet	Meets	Exceeds	

Final Score	Score
Problem Identification	
Recommendations	
Implementation Feasibility	
Appropriate Attire	
Presentation Format	
Q&A Performance	
Analytical & Critical Thinking	
Confidence	
Creative and Innovative Thinking	
Oral Communication	
Total Score	

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Elective Information

Description

Industries are changing constantly, and to be an effective employee, it is important to understand the changing environments. What social trends are impacting communication? What laws are being created that will impact how business is run? What new technological advances might affect the future of an industry and how companies operate? What current events are happening that will impact specific industries? This elective provides the pledge class the opportunity to explore industries pledges are interested in pursuing to understand current trends the industry is experiencing and present their findings in a presentation.

Objectives

- Explore a comprehensive set of professional and leadership skills
- Explore the fraternity history, structure, and policies

Key Skills

- Analytical & Critical Thinking
- Confidence
- Oral Communication
- Research

Elective Timing: 3 credit hours

Project Leads: 1 Project Lead per group

Type of Development: Professional Development

Elective Requirements

- The presentation is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- The officer in charge of pledge education should divide the pledge class into teams based on career interests.
- The presentation may not be combined with or replace any ritual, but the presentations may be added onto a pledge meeting after the completion of the module content, should time allow.
- Presentations should not exceed 10 minutes per group.
- Does not include a written component.
- Must provide at least two weeks from instructions to presentation.

Suggested Guidelines

- If there are a large number of pledges interested in one industry, consider breaking them into smaller groups to increase participation.
- If a member of the pledge class has a unique career interest, try to include them in a group most similar to their career path.

Explanation of Grading

Successful completion of the activity will be based on participation. Performance on the presentation will not affect or hinder a pledge's potential membership as it is a solely a learning opportunity.

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Elective Information

Description

Networking is a crucial skill to have in the business world and to further your professional network. A networking event is an opportunity to get to introduce yourself and make connections in an industry you work in or hope to transition. Holding a networking event for the pledges will allow them to gain essential networking skills to expand both their professional network and fraternal network as they meet with brothers of the chapter, alumni and potential members in the community. Chapters may select this elective more than once if they would to hold multiple events.

Objectives

- Build a fraternal network
- Explore a comprehensive set of professional and leadership skills
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Confidence
- Listening & Comprehension
- Oral Communication
- Relationship Building

Elective Timing: 1 credit hour per event

Project Leads: none

Type of Development: Professional Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- May not be held in conjunction with any rituals.
- If held in conjunction with a pledge meeting, it may not replace or substitute any of the module content
- Any costs associated are the responsibility of the chapter.
- As part of the pledge class calendar, the event must be dry for the entire duration for all attendees.
- If the event extends over a meal time, light appetizers or a sit-down meal should be provided.
- No additional assignments or requirements should be presented to be completed before or after the event.

Suggested Guidelines

- Consider the audience you want pledges to practice networking with such as alumni members, faculty and university officials and/or professionals in the community.
- Consider having an educational component for attendees in combination with the networking event where a professional shares about an experience or topic before or after mingling with the attendees.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

Your personal brand says a lot about you and it is difficult to change a first impression. That is why it is important to ensure your professional image aligns with your career aspirations, values, and personality. This elective allows pledges the opportunity to explore their personal brands and how they want to be recognized in the professional world.

Objectives

- Explore a comprehensive set of professional and leadership skills
- Summarize professional skills and tools on a résumé, portfolio, and in interviews
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Confidence
- Creative & Innovative Thinking
- Decision-Making
- Oral Communication
- Organization

Elective Timing: 3 credit hours

Project Leads: none

Type of Development: Professional Development

Elective Requirements

- The presentation is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- The presentation may not be combined with or replace any ritual, but the presentations may be added to a pledge meeting after the completion of the module content, should time allow.
- Presentations should not exceed 5 minutes.
- Does not include a written component.
- Pledges may choose the medium in which they deliver the presentation.
- The pledge education committee must provide guidelines for the content, such as:
 - Personal mission statement
 - Goals and vision for future career path
 - Personal strengths
- Must provide at least two weeks from instructions to presentation.

Suggested Guidelines

- If the university or chapter has access to resources such as the ability to take the Myers-Briggs Type Indicator or Clifton StrengthsFinder test, provide access to the pledges.
- Presentations may be held in front of the pledge class and pledge education committee, or consider inviting the brotherhood to watch the presentations.

Explanation of Grading

Successful completion of the activity will be based on participation. Performance on the presentation will not affect or hinder a pledge's potential membership as it is a solely a learning opportunity.

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Elective Information

Description

There are many professional development skills that are required to be successful in the business world. Alumni members and community leaders will have experience in a wide variety of skills they can share with the pledges to enhance their professional development and further their growth. Utilize the resources you have available to you to share knowledge at a workshop specific to a single point of development. Chapters may select this elective more than once if they would to hold multiple events.

Objectives

- Explore a comprehensive set of professional and leadership skills
- Summarize professional skills and tools on a résumé, portfolio, and in interviews
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Analytical & Critical Thinking
- Confidence
- Listening & Comprehension
- Written Communication

Elective Timing: 1 credit hour per event

Project Leads: none

Type of Development: Professional Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- May not be held in conjunction with any rituals.
- If held in conjunction with a pledge meeting, it may not replace or substitute any of the module content.
- Should contain both an educational portion as well as the opportunity to practice the professional development skill during the workshop.
- No additional assignments or requirements should be presented to be completed before or after the workshop.
- Ideally should be conducted by a professor, faculty member, professional, an alumnus with experience. Senior members with experience may present on the topic if none of the above are willing and able.

Suggested Guidelines

- Consider opening the workshop up to chapter brothers as well to gain valuable knowledge.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

When joining an organization, it is important to understand not only why it exists but how it got to where it is now. This elective provides chapters the ability to introduce pledges to their own chapter history. During the event, chapters can discuss their founding, changes the chapter has been through, traditions and events the chapter partakes in, and other relevant pieces of information that are unique about their chapter. Chapters may select this elective more than once if they would to hold multiple events.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Gratitude
- Relationship Building

Elective Timing: 1 credit hour per event

Project Leads: none

Type of Development: Fraternal Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- Must be dry for the entirety of the event.
- All associated costs are the responsibility of the chapter.
- If you'd like to do a scavenger hunt, you must submit the [Scavenger Hunt Approval Form](#) at the time of submitting the program syllabus.

Suggested Guidelines

- In addition to the pledge class, the event may be opened to chapter members and alumni.
- Consider the format of the content and what the best way is to teach pledges about your chapter history.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

Every organization has a set of core values that defines who it is. The interpretation of those values, however, can mean something different to different people. This elective allows the pledge class to explore the core values of the fraternity and explain what a specific value means to them.

Objectives

- Explore a comprehensive set of professional and leadership skills
- Explore the fraternity history, structure, and policies

Key Skills

- Confidence
- Creative & Innovative Thinking
- Decision-Making
- Oral Communication
- Organization

Elective Timing: 3 credit hours

Project Leads: 1 Project Lead per group

Type of Development: Fraternal Development

Elective Requirements

- The presentation is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- The officer in charge of pledge education should divide the pledge class into equal groups and assign each group one of the fraternity's core values.
- The presentation may not be combined with or replace any ritual, but the presentations may be added onto a pledge meeting after the completion of the module content, should time allow.
- Presentations should not exceed 10 minutes per group.
- Does not include a written component.
- Must provide at least two weeks from instructions to presentation.

Suggested Guidelines

- Allow the pledges to be creative with their presentation and don't prescribe any particular format!
- Consider allowing each group to select the core value they want to present.

Explanation of Grading

Successful completion of the activity will be based on participation. Performance on the presentation will not affect or hinder a pledge's potential membership as it is a solely a learning opportunity.

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Elective Information

Description

The Court of Honor Presentation serves as the culmination of the pledge program and reflection for the pledge class. While the groups should be working on the presentation throughout the program, this elective provides set time for the groups to meet and work on the assignment together. Chapters may select this elective more than once if they would to hold multiple work sessions.

Objectives

- Reflect on the purpose of Alpha Kappa Psi
- Summarize professional skills and tools on a résumé, portfolio, and in interviews
- Translate chapter, personal, and professional experiences into the leadership development process

Key Skills

- Confidence
- Creative & Innovative Thinking
- Organization
- Relationship Building

Elective Timing: 1 credit hour

Project Leads: none

Type of Development: Fraternal Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- If held in conjunction with a pledge meeting, it may not replace or substitute any of the module content. It may be added before or after the meeting, should time allow.
- No additional assignments or requirements should be presented to be completed before or after the event.

Suggested Guidelines

- To accommodate different work styles, consider allowing each group to disseminate and work in its own selected environment for the duration of the work time.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.



Fraternal Exam Study Session

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Elective Information

Description

The Fraternal Exam is a key part of pledge education, as it tests the pledges' knowledge of fraternity history, structure and policies. While pledges should prepare for the exam on their own time, this elective allows chapters to provide a dedicated time for pledges to study. Using different learning methods, the pledge education committee can provide opportunities for pledges to study individually, in groups, and using a variety of tools. Chapters may select this elective more than once if they would to hold multiple study sessions.

Objectives

- Explore the fraternity history, structure and policies

Key Skills

- Confidence
- Organization

Elective Timing: 1 credit hour

Project Leads: none

Type of Development: Fraternal Development

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- Must be facilitated by a member of the pledge education committee.
- If held in conjunction with a pledge meeting, it may not replace or substitute any of the module content. It may be added before or after the meeting, should time allow.
- No additional assignments or requirements should be presented to be completed before or after the event.

Suggested Guidelines

- To accommodate different learning styles, consider having multiple options (such as a Jeopardy game, flash card study, computers to access the practice quizzes, etc.) available during the event for pledges to select a method that works best with their study habits.

Explanation of Grading

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy.

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Elective Information

Description

Reflection is an important element of growth. Through this activity, the pledge class will create a physical memento representative of the pledge process. It can be a scrapbook, flag, poster board, or other form of memorabilia that will be able to serve as a symbol of their experience.

Objectives

- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Creative & Innovative Thinking
- Relationship Building

Elective Timing: 3 credit hours

Project Leads: 1 Project Lead per group

Type of Development: Fraternal Development

Elective Requirements

- Depending on the size of the pledge class, the pledge class can complete the project as one group or be split into multiple groups to complete separate projects. If broken into groups, each group should have a project lead, otherwise one will lead the pledge class through this project.
- The content presented should be reflective in nature but is up to the pledge class to determine.
- The pledge class has the entire duration of the pledge education program to complete the project.
- Any costs associated are the responsibility of the chapter.

Suggested Guidelines

- To minimize chapter expenses, consider setting a budget for the pledge class.

Explanation of Grading

Successful completion of the activity will be based on participation in some capacity. All pledges should find some means to contribute through idea generation, planning, or otherwise.

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Elective Information

Description

After becoming initiated, pledges will be able to run for chapter officer positions. This elective provides the pledge class with an introduction to the chapter officer and committee positions, and an understanding of the roles in a deeper capacity. Through shadowing an officer, pledges will get a glimpse of the chapter experience and consider roles they may be interested in pursuing.

Objectives

- Build a fraternal network
- Explore a comprehensive set of professional and leadership skills
- Explore the fraternity history, structure, and policies
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Analytical & Critical Thinking
- Confidence
- Listening & Comprehension
- Relationship Building

Elective Timing: 3 credit hours

Project Leads: none

Type of Development: Fraternal Development

Elective Requirements

- Pledges will be paired with the officer role to learn about the position.
- Chapters may not indicate a specific number of times the pledge and officer must meet throughout the pledge process; however, they should meet at least twice.
- Officers should be conscious of sensitive information and what they should and should not share with the pledges.
- Pledges may not be required to assist the officer with their role or complete any tasks for the officer, but they are able to assist to their level and ability of comfort.
- Officers should make the effort to include the pledges in their position. Pledges should not be held responsible for an officer who is noncommunicative and does not provide opportunities to engage.

Suggested Guidelines

- To increase engagement, consider allowing pledges to select the officer role they want to shadow.
- If more than one person wants to shadow an officer, they may do so as a group. To increase the level of involvement, try to limit the number of pledges to an officer role if possible.
- Don't limit pledges to only shadowing the core seven officers, include your committee roles as well.
- Consider adding time in the pledge meeting wrap-ups for pledges to share what they have learned from shadowing their officer.

Explanation of Grading

Successful completion of the activity will be based on participation in some capacity. Each pledge should demonstrate the attempt to connect with their officer and communicate in some form.

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Elective Information

Description

After becoming initiated, pledges will be expected to attend chapter meetings. While New Brother Orientation provides the introduction to chapter membership and expectations, this elective provides the ability to introduce the pledge class to parliamentary procedure prior to being initiated. During this event, pledges can explore the purpose of parliamentary procedure, proper protocol, and go through a mock meeting.

Objectives

- Build a fraternal network
- Identify lifelong commitments
- Reflect on the purpose of Alpha Kappa Psi

Key Skills

- Gratitude
- Relationship Building

Elective Timing: 1 credit hour

Project Leads: none

Type of Development: Fraternal Development

Elective Information

Parliamentary Procedure Basics
Parliamentary Procedure at a Glance

Elective Requirements

- Is a single, one-time event.
- Must be held between 8 a.m. and 11 p.m.
- May not be held in conjunction with any rituals.
- If held in conjunction with a pledge meeting, it may not replace or substitute any of the module content.
- No actual chapter business should be conducted or shared during the mock meeting.

Suggested Guidelines

- Consider utilizing your chapter officers or committee chairs to help run a mock meeting for the pledge class.
- Ensure the event is both educational and practical in nature, teaching them the guidelines for parliamentary procedure and providing the opportunity to practice.

Elective Information

Successful completion of the event will be based on attendance. Should a pledge have a pre-determined obligation or emergency that excludes them from attending and/or participating they should be excused per the chapter attendance policy