



PHI DELTA THETA
Become the greatest version of yourself

UTILIZING THE CHAPTER DASHBOARD

WHAT IS THE CHAPTER DASHBOARD?

The Chapter Dashboard is a easy to use tool that allows any Phi Delta Theta member, volunteer, or university advisor to look at the historical data that Phi Delta Theta collects related to a chapter. Data is a powerful tool to bring about questions, make assumptions, and direct strategic goals.

WHY A CHAPTER DASHBOARD?

Like many of us in our daily jobs, data is becoming increasingly important and impactful. The same is for the Fraternity. Phi Delta Theta is spending an increasing amount of time each year analyzing and sharing findings from the data it collects. While data analytics can be overwhelming at times, our findings are being used to shape future strategies to improve the Fraternity in many different areas. With a limited staff and only so many hours in a day, we know that mobilizing our volunteers and undergraduates to act on shared data helps us become more efficient with our resources.

WHO SHOULD USE THE CHAPTER DASHBOARD?

Everyone! This tool can have impact for chapter officers, members, volunteers, campus professionals, and prospective new members.

Chapter Officers and Members: Where are you trending downward? What could you do more of in a certain area, such as retention?

Volunteers: What stands out to you? How can you assist in an area that is trending downward? Where does your chapter stand compare to regional peers?

Campus Professionals: Where is Phi Delt compared to the campus average? Is there any area here you think could use increased General Headquarters/university collaboration?

Prospective New Members: Is the new member retention high or low? Are new members leaving the organization (depledged) at a high rate? Does the chapter perform well academically compared to the campus average?

INTERPRETING THE DATA

If your chapter's trend line is negative:

Step 1: Digesting a negative trend and committing to positive change is a vital first step for anybody who can enact it within a chapter.

I'm the chapter president or officer responsible for a chapter with a negative trend:

- Identify those who can assist in reversing this trend. Make a list of current undergraduate members and volunteers who will advocate for changes that need to be made.
- If your chapter does not have a CAB member who solely focuses on this area, make a call to your province president and CAB chairman to develop a strategy to recruit somebody into this role.
- Visually show your trend line to your brothers to begin creating a sense of urgency to do something different.
- Examine how you elect the officer positions that affect this trendline. For example, in recruitment it's important for recruitment chairmen to be sociable, but it's equally important for them to be organized and on top of their game.
- Document the chapter's improvement strategy on paper for the upcoming year and plan to infuse the discussion into your chapter and executive board meetings regularly.



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I'm on the Chapter Advisory Board for a chapter with a negative trend:

- Has the CAB prioritized this area when supporting the chapter? If not, prioritize the placement of an advisor who has past experience in this area or experience in his/her career. Contact GHQ for a list of past related officers from the chapter or in the area. This audience could be a great pool to recruit support.
- If the trendline is related to recruitment or retention plan to spend more time with the chapter's recruitment chairman and Phikeia educator this summer, either by phone or in person, to review the chapter's recruitment strategy for the upcoming year.
- When you are in front of the chapter, show the trend line and spark a discussion about the need to improve in this area.
- If related to recruitment, reach out to the chapter's alumni to seek referrals of potential new members who are entering college this fall. Alumni can be great resources for training opportunities too.

I'm the province president for a chapter with a negative trend:

- The priority should be finding an adviser who can assist the chapter with this area. Our best chapters have volunteers who effectively provide consistent advice. This is crucial given the turnover in chapter leadership yearly.
- Identify chapters in your province that have positive trend lines and facilitate conversations with those who have negative trend lines.

I'm an alumnus for a chapter with a negative trend:

- Simply making your chapter aware that alumni are concerned about the chapter's trend can go a long way. To do this in a constructive manner, think about the resources you may have access to and offer them to the chapter.

If your chapter's trend line is positive:

Your chapter is moving in the right direction, but is its strategy in this positive area built to last? It's easy for complacency to settle in when life is good. Focus on continual enhancements such as:

- Further enhance the chapter's operational strategy and show your brothers how they can help execute the strategy. Continue doing what has worked well. Ditch tactics that can't be traced to good results.
 - Continue to reach out to those who can help you get better, educate your members, and provide recommendations for potential new members.
 - Include this positive trend line in your campus and Phi Delta Theta awards packets.
 - Compare yourself to other chapters, are you knocking it out of the park compared to similar chapters, or just getting to the average?
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