

**Delta Lambda Phi**  
Alumni Association

Annual Report  
2015-2016

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## Alumni Leadership Team

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### DLPAA Board/ Alumni Affairs Committee

*The Alumni Affairs Committee serves as the steward of the Alumni Association and is a policy committee of the Board of Directors. In that second role, it is responsible for promoting policies to support alumni affairs and alumni relations in the best interests of the Brotherhood.*

**Bryan Guffey**  
President & Chair

**Nolan Petersen**  
Vice Chair

**Miles Brainard**  
Clerk

**Alex Young**  
At-Large

**Francis  
Senécal-Lebeuf**  
At-Large

**Griffin Parsons**  
At-Large

**Troy Hoffman**  
At-Large

**Lenny Haas**  
At-Large

### Alumni Services & Engagement Staff

*Alumni Services & Engagement encompasses the wide services that Delta Lambda Phi Social Fraternity offers to alumni throughout our worldwide network. The purpose Alumni Services is to provide a comprehensive series of resources, efforts, and programming for the alumni of Delta Lambda Phi.*

#### **Julian Casillas**

Chief Alumni Services Officer

**Jordan Cardoza**  
Director of  
Alumni Outreach

**Zach Ozbun**  
Director of Alumni  
Engagement

**Randy Jose**  
Alumni Outreach  
Coordinator

**Armando  
Sanchez**  
Alumni Engagement  
Coordinator

**Alejandro  
Torroella**  
DLPAA Stewardship  
Coordinator

**Fabian Colon &  
Sean Lloyd**  
LAA Coordinators

## Strategic Goals

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### 2.7.1.3. The Delta Lambda Phi Alumni Association *Amended June 28, 2015*

Delta Lambda Phi believes that engagement with alumni at all levels (local, regional, and international) is essential to building the lifelong relationship between Brother and Fraternity. The Alumni Association aims to fulfill that belief through the following goals:

#### **Membership Development:**

- ❑ Increase first year alumnus enrollment to a minimum of 50% by Fall 2018

**STATUS: DLPAA will begin reporting this information FY 17.**

Year	New Alumni	First-year Enrollment	Enrollment %	Goal
FY 16	118	9	8%	10%
FY 17				30%
FY 18				50%

- ❑ Increase annual membership renewal rate to 75% by Fall 2018  
Fraternity Engagement

**STATUS: DLPAA will begin reporting this information FY 17.**

Year	New Annual	Annual Renewals	Renewal %	Goal
FY 17	To be recorded	To be recorded		50%
FY 18				75%

**Event Engagement:**

- ❑ Increase the attendance ratio across Fraternity Events of non-Leadership alumni to members of the Leadership Team to 2:1 by Fall 2018

**STATUS: Satisfied, met goal FY16!**

Year	Total Alumni	Leadership Team	Ratio
Convention 2015	108	52	
ERC Fall 15	17	10	
CRC Fall 15	19	9	
WRC Fall 15	36	17	
W&GW 16	25	13	
ERC Spring 16	15	9	
CRC Spring 16	28	14	
WRC Spring 16	18	9	
Total	266	133	

- ❑ Increase the attendance of alumni at Fraternity Events by 35% by Fall 2018

**STATUS: In progress.**

Year	Attendance	%	Goal	%
FY 16	266		N/A	0%
FY 17			312	17%
FY 18			360	35%

**Philanthropic Engagement:**

- ☐ Increase alumni giving dollars overall by 40% by Fall 2017 (2.7.1.3)

**STATUS: In progress**

Program	Contributors	Avg. Donor Amount	Total
DLP General Fund	14	\$184	\$2,577
DLPAA General Fund	*	*	\$594
DLWest Fund	24	\$67	\$1606
Shining Knight Fund	*	*	\$695
Delphi Foundation**	54	\$674	\$35,056
<b>FY 16 Total</b>			<b>\$40,528</b>
<b>FY 17 Goal</b>			<b>\$56,739</b>

\*Revenue from event fundraisers.

\*\* Tim Ortyl Memorial Conference Travel Fund included.

- ☐ Increase alumni giving dollars to the DLPAAs by 100% by Fall 2017 (2.7.1.3)

**STATUS: In progress**

Program	Total
DLP General Fund	\$2,577
Tim Ortyl Fund	\$900
DLWest Fund	\$1606
Shining Knight Fund	\$695
<b>Total</b>	<b>\$5,778</b>
<b>FY 17 Goal</b>	<b>\$11,556</b>

- ❑ Increase the number of alumni who give overall by 200% by Fall 2018 (2.7.1.3)

**STATUS: In progress**

Year	Alumni Donors	Goal
FY 16	92	NA
FY 17		184
FY 18		276

**Volunteer Engagement:**

- ❑ Increase ad hoc (non-permanent) volunteer opportunities for alumni by 70% by Fall 2016

Year	Identified Available Opportunities	Number of Opportunities	Opportunities Filled
2015-2016	Board Committees	9+	49
	Colony Mentors	10	13
	Lambda Mentors	6	6

**Local Engagement**

- ❑ Increase local chapter alumni engagement by 50% by Fall 2018

**STATUS: Currently working on metrics and ways to gather data regarding local chapter alumni engagement.**

**2.7.3.1. Strengthen current Chapters**

- ❑ Each Chapter should have a Chapter Advisor by the 2015 Convention.

Year	Number of Chapters	Number of Advisors	Chapters Needed
2016	30	25	Gamma

			Alpha Alpha Alpha Psi Gamma Alpha Gamma Gamma
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- ❑ 90% of Chapters will have a Local Alumni Organization to support its successful operation by the 2016 Convention

**STATUS: Not Satisfied. We did successfully on-board 3 new LAAs in 2015-2016 and made big strides in support services. Expansion will have a heightened priority in FY17.**

Year	Chapters	Hybrid/Chapter LAAs	%
2016	30	13	43%

Chapters Pending	Interest Group	Current Alumni	DLPAA
Gamma		69	4
Xi	YES	192	6
Rho	YES	139	4
Alpha Beta		124	8
Alpha Delta	YES	177	5
Beta Lambda	YES	52	10
Beta Nu		41	7
Beta Omicron		27	4
Beta Rho		45	1
Beta Tau		33	1
Beta Upsilon		44	1
Beta Omega		37	2
Gamma Beta		8	0



Gamma Gamma	YES	8	2
UOIT Colony		0	0
Vanderbilt Colony (Beta Phi)	YES	11	0
GSU Colony		0	0

#### 2.7.4.2. Tithing

- ❑ Establish sustainable income and membership model for the Delta Lambda Phi Alumni Association by the 2016 Convention

#### **STATUS: Satisfied**

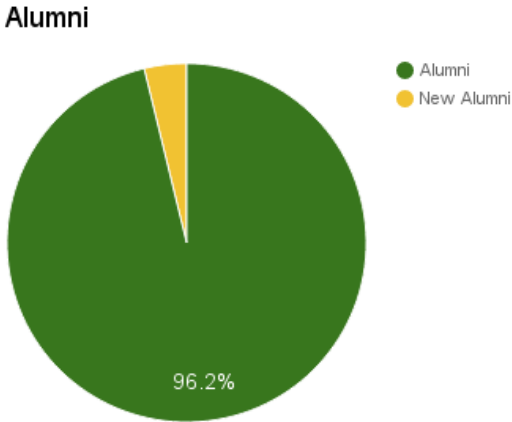
The DLPAA Membership Approved a resolution at the 2015 DLPAA Annual Meeting to allow for a tiered membership model. The DLPAA Board/AAC approved a three-tiered membership model that took effect July 1, 2016.

- New Graduate: \$25
- Annual: \$50
- Lifetime: \$750

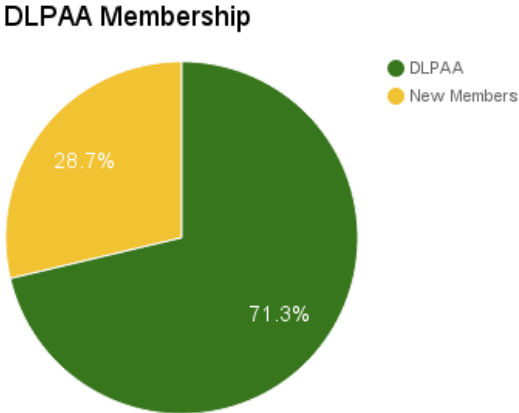
# Alumni & DLPAA Membership By The Numbers

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Alumni as of July 2016: 3,391 +147 compared to LY



DLPAA members as of July 2016: 211 +58 compared to LY



## Future Data

- ★ Enrollment of New Alumni to DLPAA Members
- ★ Renewal Rate for Annual Members
- ★ Yearly Month-to-Month Trends in Membership

## New Alumni Survey Report

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Fall 2014, Spring 2015, Fall 2015 and Spring 2016 Cycles  
Submitted by Br. Jordan Cardoza, Director of Alumni Outreach

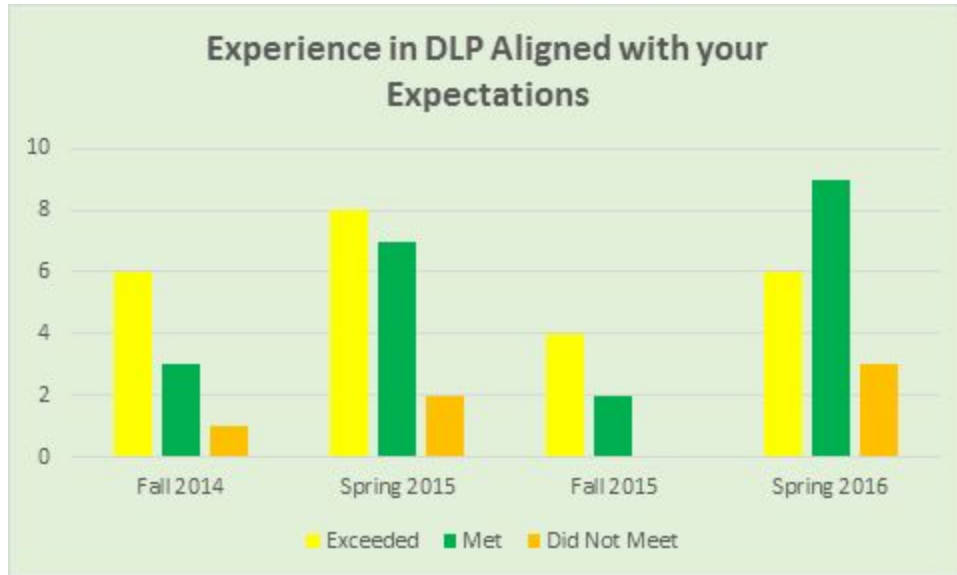
### Purpose

The purpose of the New Alumni Survey is to gather feedback and data from our brothers as they transition from active to alumnus. With this data we are able to better identify strengths and areas of opportunities of our active experience; understand the personal and fraternal goals of our recent graduates; update important contact information to keep an open channel of communication; and identify future volunteer and financial contributors.

This report will serve as an extension of the traditional Alumni Survey Report and provide insight as to what trends have been present during the past three cycles of the alumni survey reports.

\*All submissions are optional and self-reported. Confidential but not anonymous. 51 submissions were collected for the Fall 2014, Spring 2015, Fall 2015 and Spring 2016 cycles.

Term	Submissions	New Alumni	Response Rate
Fall 2014	10	37	27%
Spring 2015	17	86	20%
Fall 2015	6	22	27%
Spring 2016	18	63	29%



## Random Sampling of Responses per Open-Ended Questions

### What did you enjoy most about your Active Experience?

#### Fall 2014

I enjoyed the social aspect of being an active member. Business is very important but I loved feeling connected to my brotherhood when we held socials and rush.

#### Spring 2015

Meeting my little, he is by far the best friend I ever could have made

#### Fall 2015

Rituals, and having people I could rely on and connect with on a deep level academically and other ways

#### Spring 2016

I enjoyed feeling accepted with a group of like-minded men, while also working together for common goals and principles.

### What would you have liked to have changed about your Active Experience?

#### Fall 2014

I enjoyed every moment whether it was good or bad because it allowed me to gain all the experience. These experiences molded me into who I am today

### Spring 2015

Learning too late that quantity of members does not mean quality of members.

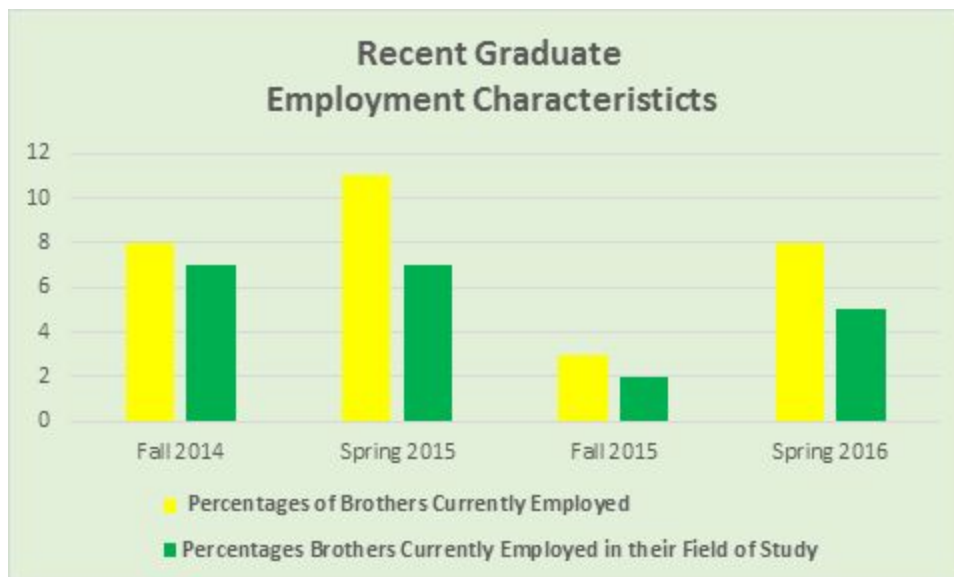
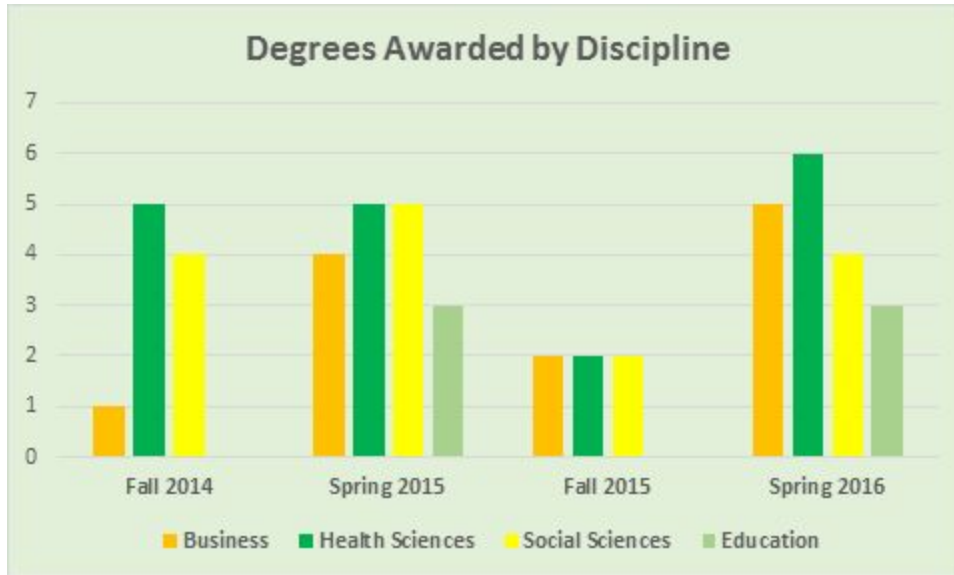
### Fall 2015

Our relationship with our Alumni was often strained for a struggle of power for separating themselves from Actives.

### Spring 2016

More support from the Fraternity Office, possibly resources to help us with the many challenges we face in terms of recruitment and retention.

Involvement as an Alumnus with DLP	Fall 14	SP 15	Fall 15	SP 16
Serve as an Alumni Advisor for your Chapter	3	3	2	7
Involved with Chapter but not as an Advisor	3	13	3	11
Joining the Fraternity Office	3	6	3	7
Volunteering for the F.O in an ad-hoc basis	2	4	2	8
Becoming a Colony Mentor	1	4	1	7
Joining a Local Alumni Association	7	9	3	11
Volunteering as a member of the Board	0	1	0	2
Volunteering with Delphi	2	4	0	2
Donating to the Fraternity	4	8	1	8
Attending Fraternity-wide events	6	12	6	14
Joining The DLP Alumni Association	5	8	2	9
I am unsure	2	5	1	10



### Cumulative Employment Percentages

Brothers Currently Employed	58%
Brothers Currently Employed in their Field of Study	42%

Contact Information #s	Fall 2014	Spring 2015	Fall 2015	Spring 2016
Provided Updated MyDLP Contact Info	4	6	3	4
Opted to Receive Mailed Correspondence	8	14	6	15
Opted to Subscribe to Alumni Email Bulletin	8	16	4	16

## Summary of Programs

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### **DLPAA Membership, Programs, and Outreach Initiatives**

#### DLPAA Flash Sale

The Delta Lambda Phi Alumni Association launched a “flash sale” on April 1, 2016. The effort was to communicate the new membership model and to remind alumni to take advantage of the \$120 Lifetime Membership fee while available. The sale was a huge success as we attracted almost 60 new members into the DLPAA.

#### DLPAA New Membership Model

The DLPAA adopted a resolution allowing the migration to a new tiered membership model to properly fund the DLPAA and provide worthwhile incentives to its members. In early 2016, the Alumni Affairs Committee approved the new membership model which included three tiers: \$25 New Graduate, \$50 Annual, and \$750 Lifetime.

#### Funding Programs

Tim Ortyl Memorial Conference Travel Fund - The fund provided financial assistance to two brothers from the Central Region to attend CRC. The fund covered their travel and registration expenses.

David L. West Convention Assistance Fund - The fund was able to award 17 recipients for the 2016 Convention. Funds covered the cost of registration.

Shining Knight Fund - The fund did not provide support to brothers this year. The DLPAA is developing a plan, alongside Development, to increase giving dollars to this fund for the coming year.

### Conference Alumni Outreach

For the first time, leading up to each conference, an email campaign was delivered to alumni whose home chapters were in close proximity to the host city. MailChimp was used as the email tool to deliver the messages.

### MailChimp

Alumni Services has begun using this email tool to deliver messages to alumni, members of the DLPAA, and other targeted groups.

### DLPAA Facebook

To support our efforts to increase the exposure of the DLPAA and the programs it delivers, we set up a public Facebook Page and a Private Group for members of the association.

### New Alumni Survey

Introduced in Fall 2014, the New Alumni Survey continues to be used as a tool for the Fraternity Office to solicit feedback, volunteer recruitment, and preferred methods of communication. A report is provided as part of the DLPAA Annual Report.

### Centaur's Yell

In early 2016, members of the DLP Leadership Team collaborated to revive the Centaur's Yell quarterly magazine. The new magazine was very well received and has published two issues this year. The next issue is available September 1, 2016.

### Local Alumni Associations

There are currently 18 recognized Local Alumni Associations. AS has now assumed responsibility and the primary contact/support services for LAAs versus Fraternal Services.

We added three new LAAs this past year.

### White & Gold Weekend

The event was hosted in Las Vegas, Nevada and attracted 30 alumni brothers.

### Lambda Mentors

Began the first cycle in Fall 2015 and will continue this coming year. 12 total participants this past year and have increased application intake for the coming cycle.