



2020 MEMBER EXPERIENCE SURVEY

THE SURVEY AT-A-GLANCE

The Fraternity has partnered with Dyad Strategies to measure the impact of the Phi Gam experience of our members. This data will help Phi Gamma Delta elevate the quality of the fraternity experience for our undergraduate brothers. Cabinet officers, key committee chairmen and advisors can view these results, which will provide valuable insight. These brothers can then change existing programs and develop new opportunities and resources to strengthen each member's experience.

WHY IS THE FRATERNITY DOING THIS?

- Create an understanding of how members experience brotherhood at the chapter level
- Measure undergraduate members' behaviors, values and attitudes
- Gauge member growth in a wide range of areas
- Measure and map chapter growth
- Provide custom reports to each chapter on their membership
- Enhance chapter servicing to meet the specific needs of each chapter
- Measure the impact of our educational programs

HOW DOES IT WORK?

- Each member of the chapter will complete an online membership assessment once a year during the fall semester. The assessment will be anonymous and should take each member 30-40 minutes.
- The survey will launch September 27, with a delayed start for chapters on the quarter system.
- Each chapter should schedule a 45-minute meeting for completing the survey. Ideally, this would be conducted as a part of the chapter's regularly scheduled chapter meeting.
- Each member should bring a laptop or tablet to the meeting, and the meeting should be held somewhere with wifi access.
- The date and time of the meeting must be reported to Todd Rotgers, Senior Director of Undergraduate Services, [**trotgers@phigam.org**](mailto:trotgers@phigam.org).
- Each member will receive an email on September 27 (or later for quarter system schools) with a link to access the survey.
- Chapter Presidents and Purple Legionnaires will receive specific instructions for administering the survey.

In winter 2021, we will provide each chapter with a custom report detailing the data from their undergraduate brothers. This will help chapter leaders and advisors to better understand the needs of the chapter and to create data-driven plans for the future.

Additionally, we will be able to provide potential members and their families with evidence demonstrating the value of membership not only in Phi Gamma Delta, but also in your specific chapter.

If you have any questions, contact Todd Rotgers, Assistant Executive Director, at [**trotgers@phigam.org**](mailto:trotgers@phigam.org) or (859) 255-1848.

