

# *Delta Kappa Epsilon*

## *Rho Chapter Lafayette College*

Lion Trophy 2013  
Easton, Pennsylvania



## Introduction

In October of 2011, following an 18-month study, Lafayette College administrators and Board of Trustee members announced the beginning of a three-year assessment period for Greek Life at Lafayette. The study investigated fraternities and sororities on campus and identified problems and challenges that the Greek community faced. In the final report, 31 recommendations were submitted to the Board to review. Those recommendations were in the five following categories:

- 1.) Improving relationships between the College and the Greek community
- 2.) The Greek community as a center for academic excellence and innovation
- 3.) Supporting a diverse, inclusive, and welcoming Greek community
- 4.) Promoting personal integrity, responsibility, and well being in the Greek community
- 5.) The College's recognition and assessment of Greek organizations

Four objectives were created for Greek Life to meet and are as follows:

- 1.) Fraternities and sororities must provide open access and engagement opportunities to all students at Lafayette (non-discriminatory in selection of members).
- 2.) Fraternities and sororities must facilitate demonstrated learning opportunities for students and provide benefits to the College as a whole.
- 3.) The academic performance of students affiliated with fraternities and sororities must be comparable to the student body as a whole.
- 4.) The disciplinary profile of members of fraternities and sororities, as well as the individual organizations, must be comparable to the student body as a whole and other student organizations.

If by the end of the three-year assessment period Greek organizations did not change and adapt to the new standards and recommendations, all options were to be on the table, including the permanent removal of fraternity and sorority life on campus. The past several years saw several fraternities removed from campus, including Kappa Delta Rho and Phi Gamma Delta. The harsh reality hit home – it was time for a change.

The Rho Chapter of Delta Kappa Epsilon was founded on October 15, 1855 and is the oldest surviving fraternity at Lafayette. Rho holds dear its place in history on this campus and a decision needed to be made; either sit by and watch Rho slip away, or fight back and change to become a better chapter. The decision could not have been easier. Rho changed and adapted.

Here we are, now coming down the home stretch of this assessment period and Rho stands stronger than it ever has in its 157 years on campus. Below are the details of the many different ways Rho has changed and become the model fraternity at Lafayette.

## **Chapter Improvement**

On August 24, 2012, the Chairman of the Board of Trustees and the President of Lafayette College wrote:

“However, we also cannot overlook the recent studies which indicate that current members of our fraternities generally perform at a lower level academically and faced many more serious disciplinary sanctions than our undergraduates as a whole.

The Board was both disappointed and frustrated to learn that, in the relatively short period since IAGGL [Implementation and Assessment Group on Greek Life] began its work, there have been several serious and very disturbing incidents involving Greek organizations that resulted in disciplinary action through Lafayette's internal student-conduct process. Although we cannot comment specifically about those incidents because the formal hearing and review procedures have not been completed, we can say unequivocally that the Board and the administration remain deeply concerned about the patterns of behavior that necessitated these responses. The Board and the administration will not tolerate the behavior on the part of any individual or organization that endangers the health and safety of any student much less undermines our efforts to provide a positive and productive living and learning environment. In order for us to become the vibrant, engaged, and mutually respectful and supportive community we aspire to be, we must ensure that our students' residential and social experiences match the quality of the other opportunities for personal growth that are available to them at Lafayette. This objective will be one of the highest priorities of the administration and the Board in the coming months.”

The above excerpt from a letter to all Lafayette College alumni demonstrates the campus environment at the beginning of this academic year. The chapter reviewed this section at the Strategic Planning kickoff meeting on August 26<sup>th</sup>.

After our chapter's close work with the College and initiatives described throughout this document, the President of the College wrote to all Lafayette College Alumni on February 5, 2013:

“The Board was pleased to learn that, although the sophomore semester in which pledging occurs continues to be a low point in terms of academic achievement, both sorority women and fraternity men close the GPA gap by the spring of junior year, with fraternity men now slightly outperforming their non-fraternity peers. In addition, looking at data from the last academic year, the percentage of College policy violations attributed to Greek-affiliated students appears to be in line with the percentage of the population they represent.”

Finally, at the conclusion of this year, the President of the College said the following during the State of the College address on June 7, 2013:

“We're finding our way with Greek organizations now. We're working in partnership with the students as closely as we ever have. They're supportive of these initiatives. They're performing at the levels we've asked them to. Their academic achievements are commensurate with the study body as a whole. And I'm proud of that. I think the way forward with them will be positive and I think that will be an important achievement for us so that we can all be rowing together.”

You can watch this address at the following link. The sections relevant to the state of Greek Life as of June 2013 begin at 27:20 and 43:00.

<http://www.lafayette.edu/about/news/2013/06/11/reunion-2013-president-daniel-h-weiss-gives-state-of-the-college-address/>

This dramatic turnaround from August 24 to February to June 7 demonstrates the transformative impact of Rho's Chapter Improvement Plans throughout this year.

## Strategic Planning

In August of 2012, the undergraduates and alumni association of Rho assembled together before the academic year began to outline our strategic plan. This plan consists of our 3-5 year vision statement, our yearly mission statement, and our strategic initiatives to help guide us to these goals. This strategic plan was created to achieve chapter improvement. Rho is the only fraternity at Lafayette to do such planning. President Michael Kelley and Brother Henry Sandman, our Scholarship Chair, presented these artifacts that you will see below to Dean of the College Hannah Stewart-Gambino, who teaches sessions on strategic planning to organizations nationwide. In short, she was blown away and has agreed to speak at our upcoming leadership conference in August.

Here are the three parts to our strategic planning:

### Strategic Planning

#### Core Values

### Mission Statement

- *“Strengthen our fraternity through the recruitment of quality brothers, improvement of academic performance, reinforcement of responsibility of membership, and more active collaboration with our community.”*  
– Rho, Lafayette College



## Strategic Planning

## Core Values

## Vision Statement

- *“Rho of Delta Kappa Epsilon is a values based brotherhood that inspires leadership, intellectual curiosity, respect, and honor in our brothers with commitment to our fraternity and traditions as part of a vibrant Greek community actively engaged with Lafayette College.”*



## Strategic Planning

## DKE Strategic Initiatives

## Dynamic Recruitment Initiative

- Expand ΔKE's network and recruit high-quality members

## Academic Engagement Initiative

- Engage the College community academically while stimulating the brotherhood intellectually

## Community Engagement Initiative

- Build relationships with alumni, parents, and the Easton community
- Actively participate in StuGov, governing councils & Campus Life

## Membership Commitment Initiative

- Promote accountability and dedication to our values



During the August conference, the chapter assigned S.M.A.R.T. goals for each of these initiatives and laid out specific action items as our annual operating plan for this past year. Chapter leadership, both at the undergraduate and alumni level, uses these documents in guiding our chapter to success. Our leadership conference this August will mark the first full year this strategic plan has been in place.

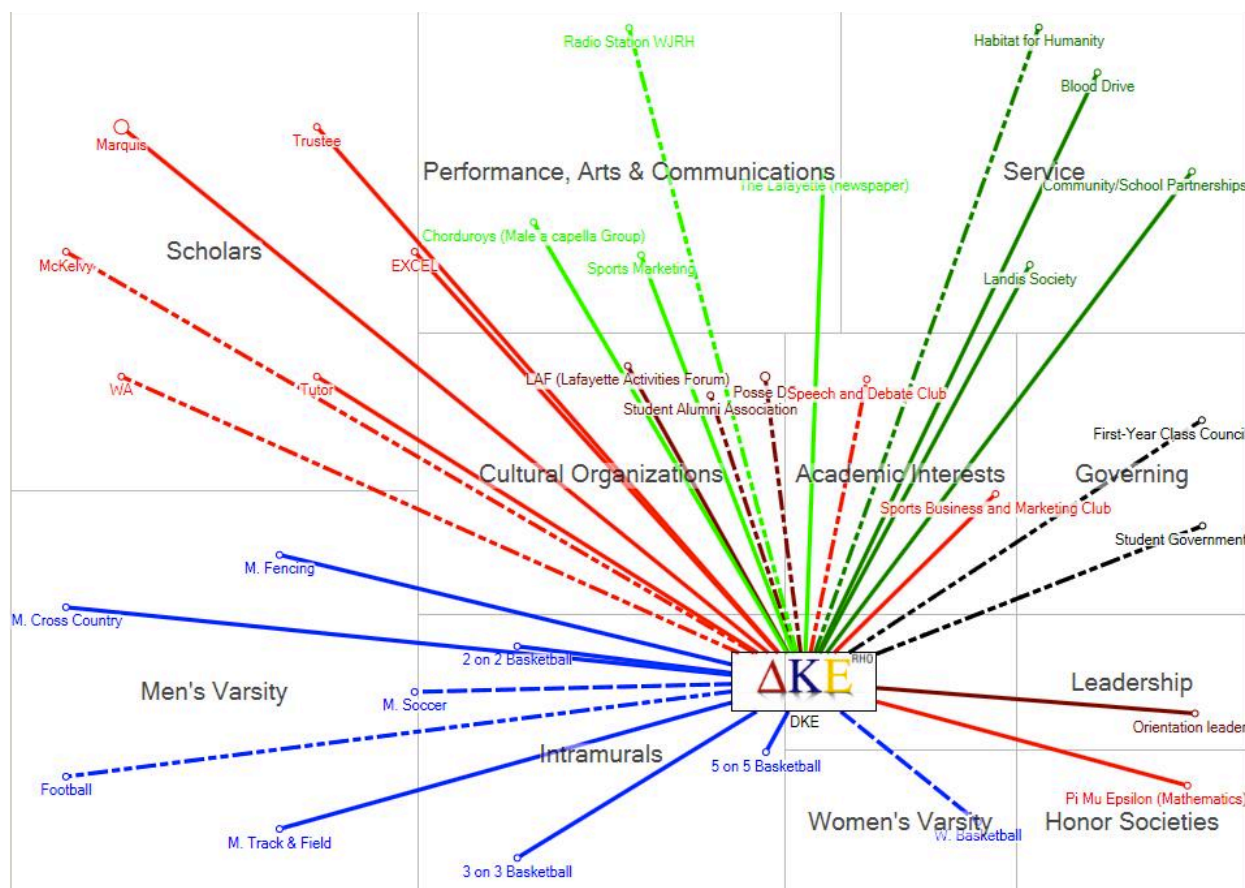
Our entire chapter will review these documents at the upcoming leadership conference and come to an agreement as to whether they need alteration or if parts of them were more heavily emphasized than others. In our January leadership conference of this year, we conducted a half-year review on how we are progressing towards these goals, but no alterations were made. Additionally, Brother Beta, Brother Billy Leonard, Brother Sandman, and the alumni association board held a year-end conference call to discuss these documents as well as to review the year as a whole.

## **Recruitment**

An objective presented by the college's administrators and Board of Trustees was that "Fraternities and sororities must provide open access and engagement opportunities to all students at Lafayette (non-discriminatory in selection of members)"

This year, our recruitment was completely values-based and every action we took with regards to recruitment can be linked to some aspect of our values. We made a presentation to all prospective members providing them with our membership criteria and selection process during the first week of recruitment. Our values along with our strategic plan detailed above were presented as well. Our non-discrimination statement reads, "No Chapter shall consider the race, creed, color, or national origin of an eligible student in pledging and initiating into membership in DELTA KAPPA EPSILON." Rho had alumnus Brent Souders '11, a former Brother Beta of the house, present at all recruitment meetings leading up to bid day.

Our recruitment was also expanded to target more groups on campus. The groups we planned to target were formed at our fall leadership conference in August before the academic year was underway. Below is a picture of how we planned our recruitment:



At the conclusion of rush week, 24 new members joined Rho. We had a 100% success rate from bids offered to bids accepted. It was a seven-member increase from the 2011 pledge class.

### Scholarship

With each passing year, scholarship becomes more of an emphasis for Rho. After all, Dekes are gentlemen, scholars, and jolly good fellows. Rho has come to the realization that scholarship is needed to ensure a well-functioning and successful chapter. Just a few years ago, a new position called the “Scholarship Chair” was created and this position is now part of the executive board headed by Brother Beta. In the scholarship section of this application, you will find details for the improvements Rho has made in recent years, especially this past year alone.

### Philanthropy and Community Service

Rho is well known for hosting the Jeremy Saxe Tournament each spring. Each passing year brings further improvements and successes to the tournament and the most recent tournament was no different, setting records for both money raised and attendance. While the



Saxe Tournament is Rho's most popular philanthropic event, there are many other philanthropy and community service events that Rho participates in each year. Those are detailed in the community service section of this application.

### **Financial Management**

Due to an increase in membership, the budget for the 2012-2013 school year was the largest it has ever been for Rho. Treasurer Billy Leonard and Financial Commissar Colin Caneff handled the budget responsibly running a \$15,000 surplus, which will help the Rho chapter fund its future endeavors. These endeavors include sending brothers to conferences nationwide, including UIFI this summer and FuturesQuest in the winter. Additionally, Rho finished yet another semester with our International Dues paid in full.

Alumni Association Treasurer Peter Carlson oversees the budget and provides input to Brother Leonard when necessary. Additionally, Rho employs a cook, Walt, and pays him a salary each year. This is all accounted for in our budget.

At the fall and winter leadership conferences, financial training is reinforced with both Brother Leonard and Brother Caneff to ensure that the budget is being properly managed.

### **Campus Involvement**

Under the recommendation of our faculty advisor, Professor Richard Shupp, the brothers of Rho began attending the home games for the Lafayette women's basketball team. This past year marked the second season that Rho has attended each home game. Before each game, the brothers assemble outside of the house wearing their "SuperFan" shirts that were given to us by the athletic department. Together, we walk down, chanting in excitement. Head Coach Dianne Nolan has come up to us on numerous occasions, thanking us for our continued support. In fact, Coach Nolan and a few players stopped by the DKE House last year during a chapter meeting to drop off pizzas, wings, and sodas for all the brothers as a big thank you. DKE is well known on campus for being the fan base for the women's basketball team. In April, Brother Beta and Professor Shupp were invited to attend the annual banquet for the team. Coach Nolan also attended the DKE Faculty Reception. Below, they are pictured with Coach Nolan.



Throughout the year, Rho hosted numerous talks and discussions at the house for brothers to take part in and further intellectual and academic discussion. Each program had set objectives and the brothers come together to educate and engage in discourse and learn. We associated together in an environment of companionship and brotherhood; dedicated to the intellectual, physical, and social development of our members. Every brother was required to attend the programs as one of their obligations of membership. Below is a list of those programs:

- 1.) Kaleidoscope Social Justice conducted by current students
- 2.) The Psychology Behind Drinking conducted by school psychologist Dr. Tim Silvestri
- 3.) Gender Violence Misconduct Prevention conducted by school official Gene Kelly
- 4.) Finance Workshop conducted by Rho alumnus Richard Phillips
- 5.) Time Management Workshop conducted by Rho alumnus John Terembula
- 6.) Increased Drinking Awareness conducted by school psychologist Dr. Tim Silvestri
- 7.) The Path to a Career in Law conducted by Rho alumnus Fletcher Thomson '98

In early April, Rho hosted a campus wide talk that was given by two Rho alumni, brothers David W. Kiefer '95 and Fletcher C. Thomson '98. A full audience packed a campus lecture hall to listen to Brothers Kiefer and Thomson describe their own experiences in the law profession. They provided a detailed insight into their experiences through law school as well, from the application process to the steps after graduation. Upon completion of the presentation, students left with a deeper understanding of how to look forward to, and approach a potential application to a law school. The presentation was another example of how Rho is attempting to connect with the student body and provide learning opportunities for the entire campus.

These academic programs fulfilled objective one of the metrics and recommendations made by the Board of Trustees, which was: "Fraternities and sororities must facilitate demonstrated learning opportunities and provide benefits to the College as a whole."

Rho hosts an annual faculty reception each spring. The 2013 reception brought the highest level of attendance yet. Each brother was responsible for inviting two to three faculty members. Brother Beta was responsible for inviting administrators, including the President of the College. Each brother followed up with whom he invited on multiple occasions to ensure attendance. Overall, the reception was a huge success. It was a nice mix of administrators and faculty. Several members of the President's cabinet attended, including the executive assistant to the President. Rho is the only Greek organization on campus to do a reception for faculty and administrators to this extent. Years prior, Rho was on probation. But now probation free, Rho was able to have a third party vendor bartend the reception, providing professors and administrators with either a beer or a glass of wine. The reception lasted from 4:00 – 7:00 p.m. one day during the week and guests left with an improved perception of Rho and fraternities in general. Tours of the house were given as well. Our cook made several delicious food items including quiche, shrimp cocktails, and a cheese and deli meat platter.

### **External Relations**

This year was the first year that Rho has sent a parent newsletter over the winter holiday break. Below is a picture of the newsletter that was sent to parents and family members. Our goal both this past year and going forward is to get parents involved more often and this is a step in the right direction. Further efforts to bring parents to campus and the DKE House are being planned for this upcoming fall.



Dear Parents,

This past Tuesday marked the end of yet another successful and memory-filled semester for the brothers of the Rho chapter of Delta Kappa Epsilon.

Through the work of our brothers, alumni, and faculty advisor, DKE has continued to make great strides both as a chapter and a member of the Lafayette community.

Twenty-four new members were welcomed into our brotherhood this semester, displaying to the campus the strength and camaraderie of DKE. Mandatory study halls were held every Tuesday and Thursday with our faculty advisor, Professor Richard Shupp, present at each one. And there's no forgetting the three intramural championships won in soccer, basketball, and flag football.

So on behalf of the Rho chapter of Delta Kappa Epsilon, we would like to thank you, as none of this would have been possible without your continued support.

We would also like to wish you a happy holiday and send our best wishes to you and your families heading into the New Year.

Best regards,

*Michael Kelley*

Michael Kelley  
President

*William M. Houldin III*

William "Wiley" Houldin  
Public Relations Chairman



Additionally, Rho runs its own undergraduate website that is updated regularly with articles and postings on the newsblog. Here is a link to that website:

<https://sites.lafayette.edu/dke/>

Write-ups about events such as Homecoming or the faculty reception are placed on the site for the entire campus to read. Vice President of Campus Life Annette Diorio is a frequent visitor to the site and shares the news updates with fellow administrators and Board of Trustee members.

### **Alumni Relations**

The Rho House Association is the alumni association of the Rho Chapter. Our alumni relations program aims to inform alumni of undergraduate news and achievements, campus updates, and to invite alumni back to the DKE House which is their home on Lafayette College's campus in Easton, PA.

### **Alumni Volunteers**

The Rho House Association is led by President Michael De Lisi '03 and Treasurer Peter Carlson '02 with several other key volunteers.

Over the past year, the Association has engaged new alumni as volunteers. This not only provides a connection for graduating seniors to transition into the Rho House Association, but develops a pipeline of leadership in the Association for future years. It also serves to remind graduating seniors that they are still Rho Dekes, and will be for their entire lives.

This year, Jared Piette '12 stepped into the role of Editor of the Rho News, which is our chapter's newsletter. The Association had considered hiring Pennington & Co. to manage our alumni communications and newsletter for us. However, the Association decided to keep this role in house when Brother Piette volunteered to take on this role.

Michael Rupolo '12 also came aboard as the Director of Young Alumni Giving. In this role, he is responsible for driving dues payments and annual gifts for men 0-5 years after graduating. Additionally, he is also responsible for driving seniors to participate in the DKE x10 Challenge to award a gift to the chapter in partnership with alumni 10 years from graduating.

The Association also identified a successor for our current Director of Scholarship. Beginning in January 2013, Dr. Asela Gunawardana '95 (Zilla) will take over this role. The current Director, Scott Harris '95, has already begun working with Brother Zilla on the transition. For example, together they produced a set of data requests for the College to better help alumni recognize academic achievements as well as provide mentoring and guidance for any brothers struggling academically.

Brother Harris has been instrumental in advising the chapter leaders responsible for enforcing the chapter's academic standards. His two-year term comes to an end in December and he has worked both with the chapter leaders as well as having personal 1:1 conversations with each brother struggling academically, as identified by mid-term grade reports.

### **Communication**

Communication is the bedrock of our alumni relations program. We foster communication not only between the chapter leaders and the alumni association, but also among all Rho Deke brothers across all generations.

### **Student and Alumni Leadership**

Regularly recurring communication between student leaders and the Association is vital to our chapter's success. Brother Beta conducted bi-weekly conference calls with Brother De Lisi throughout the academic year. During officer transition over the winter, we held weekly conference calls to ensure the incoming Brother Beta has the resources and support needed from the Association.

The Association facilitated three strategic planning sessions with the chapter: A two-day kickoff meeting in August, a one day meeting in January, and an end of year post-mortem conference call in June. The assistance in Strategic Planning described in the Chapter Improvement section is one example of a significant new addition to the Rho Chapter's alumni relations program this past year.

In addition to the scheduled calls, there has been frequent e-mail communication between Brother Beta and Brother De Lisi. Specifically, there were over 216 exchanged between July 1 and November 19, 2012 as well as over 247 e-mails exchanged since Brother Kelley's election

on November 19, 2012 and June 10<sup>th</sup>. Other chapter leaders also frequently contacted their alumni counterparts such as Treasurer, Director of Scholarship, etc. by both phone and e-mail.

## **Alumni**

Our alumni relations program seeks to connect to our brothers across generations. As such, we use multiple channels of communication to reach different audiences.

### **Newsletter (Rho News)**

The Rho News is the newsletter of the Rho Chapter. Following Fraternity Management Group (FMG) guidelines on best practices, we incorporate a healthy mix of alumni news, chapter updates, DKE HQ news, as well as general campus news. We also include personal testimonials and vignettes from the chapter such as Brothers Leonard's and Howe's reactions from attending the DKE Convention this past summer. The newsletter also serves as a platform to recognize the academic achievements of our brothers such as academic awards, honor societies, and placement upon graduation.

We use Lafayette College's distribution system for circulating the Rho News to our alumni. Those who opt-in for electronic only receive a PDF version that is e-mailed to them using the College's Constant Contact system. All others receive a printed copy mailed to their personal US Postal addresses, which totals slightly over 200 people.

This year we published the Rho News on September 7<sup>th</sup> and April 26<sup>th</sup>. We have a summer edition planned for the middle of July. The fall edition was e-mailed to 392 men and the links were opened 264 times by September 8<sup>th</sup>.

PDF versions of each edition of the Rho News are stored on the Association's website at <http://www.rhodke.org/rho-news-archive/>

### **Website ([www.rhodke.org](http://www.rhodke.org))**

The Association maintains the website [www.rhodke.org](http://www.rhodke.org) to communicate with all Rho Deke alumni. It is setup using the WordPress platform. The figure below shows the basic organization of the website which is intended as the place for all news relevant to Rho Deke alumni. On the left sidebar is a random sample from our historic photo gallery, an automated feed from Lafayette College's website talking about Greek Life In the News, and the latest

updates from the Chair of the Implementation and Assessment Group on Greek Life (IAGGL). In the middle are the articles written by alumni authors. On the right sidebar is an automated feed that pulls undergraduate news from chapter website, a newly added submission button for alumni to send their personal updates in, and list of relevant links of interest for Rho Dekes including DKE HQ. The header contains links to various pages, which are updated periodically.

The screenshot shows the website [www.rhodke.org](http://www.rhodke.org). At the top is the DKE RHO logo. Below it is a navigation menu with links: ABOUT, RHO NEWS ARCHIVE, DUES AND DONATIONS, DKE PHOTO GALLERY, INTELLECTUAL DEVELOPMENT, and a search bar. The main content area features a featured article titled "Rho News Spring 2013" by Michael De Lisi, dated April 29, 2013. The article text states: "In case you missed it, the Spring 2013 edition of the Rho News was published here. We've updated it to be a printable PDF version on regular 8.5" x 11" paper. Once again, we worked with Lafayette College's Office of Alumni Relations to distribute this edition via e-mail. If you expected to receive this e-mail but did not, contact Alumni Relations to update your information:" followed by contact information: (610) 330-5040, (800)-LAFAYETTE (outside PA), Fax: (610) 330-5833, and alumni@lafayette.edu. To the left of the article is a "SAMPLE FROM DKE GALLERY" section with a photo of a group of people and a "LATEST UPDATE FROM IAGGL" section with a link to "An Update from the Chair". To the right is an "UNDERGRADUATE NEWS" sidebar with several news items, a "SUBMIT YOUR NEWS HERE!" button, a "BLOGROLL" section with links to DKE International, Lafayette College Greek Life, Rho Chapter of DKE, and Undergraduate Website, and a "PAGES" section.

Figure 1 Screenshot of [www.rhodke.org](http://www.rhodke.org)

The Association periodically monitors the reach of the website using both the monthly statistics collected by the web server as well as Google Analytics. The website gets the most traffic from directly linked e-mails such as the Rho News, Facebook links, and LinkedIn discussions.

Each post made to the website is automatically cross-posted to the chapter's newly created Facebook page, DKE Lafayette at <https://www.facebook.com/dke.lafayette>



**Social Media (LinkedIn, Facebook)**

At the beginning of this year, our PR Chairman Brother John Burke converted our old Facebook group to a Facebook page to take advantage of the benefits of being a Facebook page representing our chapter publicly. There are now both undergraduate and alumni administrators of the Facebook page, which is public. As of June there are over 1,300 people who Like our Facebook page and are following the content we post. Since there were only about 60 brothers on campus this spring, you can see that most of our followers are either alumni or friends of the House. The figure below demonstrates the Total Reach of many of our most recent content as well as provides a flavor of the type of content shared with everyone following DKE Lafayette. Chapter consultant Shea Agnew told us on his visit that Rho has by far and away the strongest online presence of any DKE chapter nationwide.

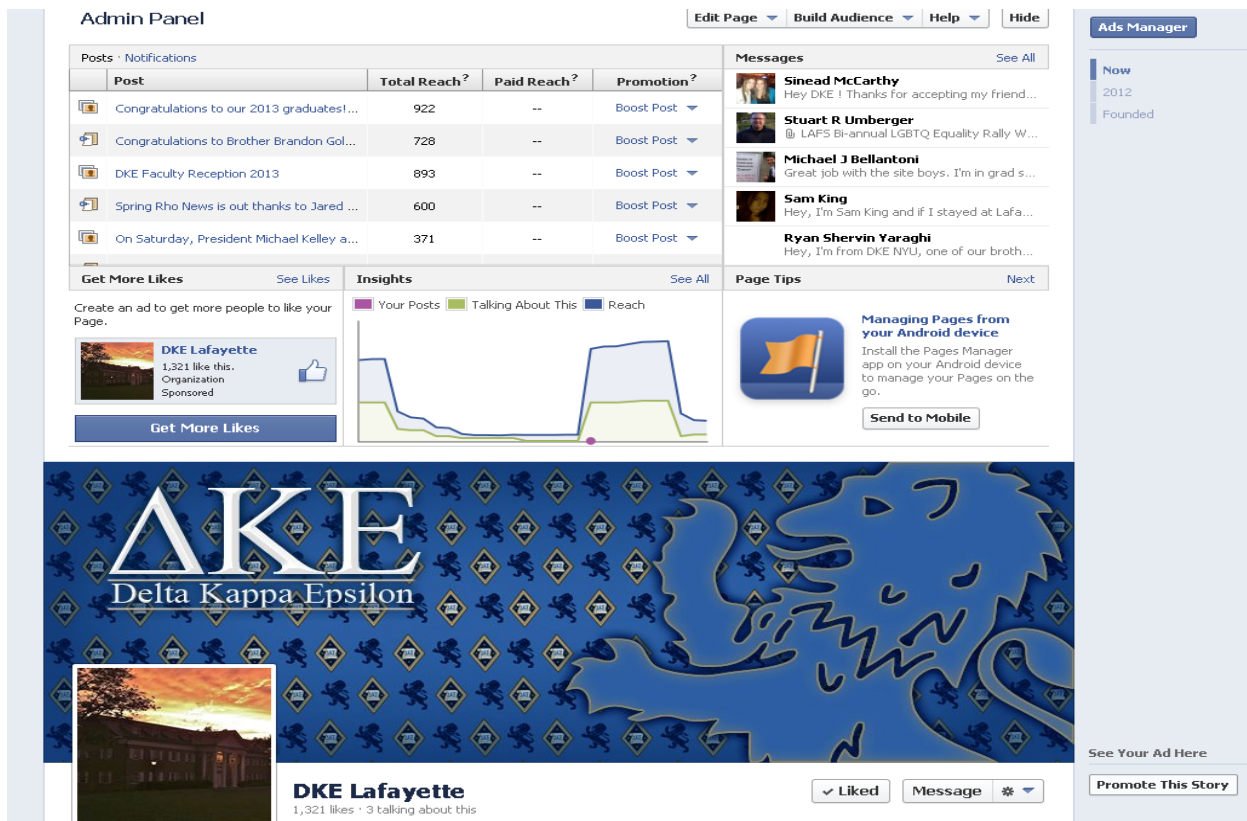


Figure 2 Administration Window of DKE Lafayette

Throughout the year, we update the cover and profile image of DKE Lafayette, often with the images provided by DKE HQ. Rotating the images keeps a fresh perspective while reinforcing different parts of the DKE brand to all of our followers.

We also use LinkedIn for professional networking. We encourage all Rho Dekes to join the DKE HQ LinkedIn group “Delta Kappa Epsilon” but also maintain a private group “Rho of Delta Kappa Epsilon.” This group intended to connect Rho Dekes with fellow Rho Dekes across generations currently has 142 members who are graduates from 1950 through 2013.

### Personal Letters

At the end of each year, the President of the Rho House Association sends a personal letter thanking each brother who made a gift in support the Rho Chapter. Last July Brother De Lisi wrote 28 letters thanking brothers for gifts to our operating costs such as mailing the Rho News, maintaining rhodke.org, etc. He also wrote another 28 letters thanking brothers for gifts to our programming needs and capital costs such as sending undergraduates to the Undergraduate Interfraternity Institute (UIFI) and an integrated multi-room sound system for the DKE House.

Below is an image showing a perpetual plaque that will be dedicated in the DKE House at next year’s Homecoming to commemorate the gifts that each graduating senior class and 10 year reunion class gives to the DKE House.



Figure 3 DKE x10 Challenge Perpetual Plaque

## Events

The Rho Chapter hosts several events on campus for our alumni, who are of course always welcome back to the DKE House at any time. Indeed, Rho Deke alumni do frequently stop by the DKE House whenever they are on campus.

## Homecoming

The event schedule below best describes the variety of events during Homecoming weekend. Of particular note is that for the Marquis Reception (targeted at Dekes who give to the College), in addition to many Rho Deke alumni from 1953 through 2012, several Trustees of the College, Vice Presidents of the College, and other administrators such as the Dean of Students also attended. Following this event, each of these important stakeholders contacted the Rho House Association to compliment the undergraduates and emphasize that this event is a model of what the College wants to see not only on campus, but also connecting students with alumni.

Each event throughout the weekend described in the invitation below was similarly wildly successful.

### Friday

#### **5PM – 7PM** *Marquis Reception @ DKE House*

Prior to the Marquis Founders Dinner & Reception (College invitation only), our students welcome all Rho Dekes to the DKE House. Semi-formal attire suggested.

### Saturday

#### **8AM – 10AM** *Breakfast (DKE Dining Room)*

Join us for a delicious DKE breakfast served by the one and only Walter Luby including his famous egg McWalts and egg McLubies.

#### **10AM – 11AM** *Annual Meeting*

We've come through a tumultuous four years stronger than ever. You'll hear all about it at the annual meeting of the Rho House Association. Come get the latest alumni news, meet our students, hear about their strategic plan, and receive updates about our beloved Rho Chapter. Bring any ideas, questions or concerns to our chapter's leadership.

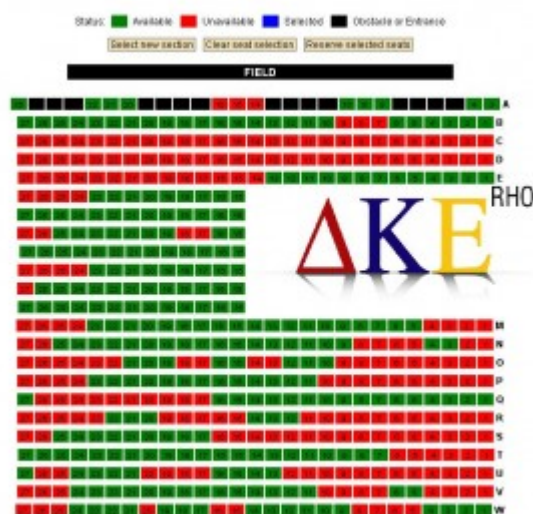
#### **11AM – 1PM** *Tailgate (Markle Parking Deck)*

Don't Panic. The location is right. We're moving our traditional tailgate to Markle to mingle

with the Trustees and other alumni. We are already registered as a group, but space will be proportional to the number of Dekes registered with the Office of Alumni Relations. [So register today and help us DOMINATE THE DECK](#) (as only gentlemen can of course)! Be sure to click the radio button for “Delta Kappa Epsilon with Michael De Lisi ’03” under the heading for “Tailgating with Affinity Group.” If you want food & drinks from the alumni association’s tailgate, you’ll need to check the boxes for that as well. Just don’t buy tickets because...

### 1PM – 4PM Lafayette v Holy Cross Football Game

**DKE shows up in force for the football game.** We reserved a block of seats for Rho Dekes on the 40 yard line. The entire Rho Chapter of DKE – students, alumni and our families – will be out in force supporting our Lafayette Leopards against the Patriot League rival Holy Cross Crusaders. Tickets for the DKE Section are \$10 per person. E-mail Michael at [president@rhodke.org](mailto:president@rhodke.org) or call him at (781) 234-8485 to reserve your ticket now while supplies last!



DKE Section (approximately) reserved for Homecoming game



*View from the DKE Section*

**4:30PM – 8:30PM Homecoming @ DKE!**

**What you've been waiting for...cocktails!** Help your brothers return a time honored tradition to Lafayette College: main bar room parties in the DKE House. The students of Rho are re-christening the bar room and invite all Rho Dekes and our families back to the DKE House immediately following the game. We'll be serving appetizers at 4:30 followed by more substantial food around 7PM. So don't worry about dinner.

Come back to the DKE House to unwind and hopefully celebrate with your fellow Dekes the thumping we just delivered to the Crusaders.

Please be sure to [register for Homecoming 2012](#), and under "Tailgating with Affinity Group" click the box for Delta Kappa Epsilon, Michael De Lisi '03. If you want to nosh the College's tailgate make sure to register for that too, but be sure to also click the box for DKE under "Tailgating with Affinity Group." If you don't want the College's tailgate, simply enter the number of people in your party under "On Campus Only." To pay for tickets in the DKE section of the football game, follow the payment instructions below and send an e-mail to [president@rhodke.org](mailto:president@rhodke.org) (which goes to Michael De Lisi '03).

See you at the DKE House in a few short weeks!

To pay for tickets in the DKE section or to make a donation towards the cost of these events (like third party security, food, etc.), please either use our [paypal feature to send an electronic donation](#) or mail a check payable to the Rho House Association to:

Rho House Association  
c/o Peter Carlson, Treasurer

3026 Wayne Road  
Falls Church, VA 22042

Gentlemen, we cannot stress enough the importance of this opportunity to present an image of DKE as a vital, positive contributor to a vibrant campus life; and you and your family get to have a great time. So register today, and we look forward to seeing you and welcoming you back to DKE !

Spread the word and get ready to **Let the Lion Roar!**

### Reunion

Lafayette College hosts a reunion in early June with invitations to alumni who are multiples of 5 years from graduation. Once again, this year's reunion from June 7-9 the DKE House was one of the only fraternity houses open to alumni throughout the weekend thanks to the efforts of the chapter. Over 20 Rho Dekes came by the DKE House throughout the weekend and enjoyed reviewing their class composites, yearbooks, and meeting minutes from their time as students. All of these materials are preserved in the DKE House by the chapter for every single class at Lafayette College. Rho Dekes represented the class of 1951, 1952, 1953, 1963, 1983, 1988, 1993, 1993, 2003, and 2008.

### DKE Leadership Conferences

In addition to the above events hosted for alumni, the chapter hosts leadership conferences throughout the year. Alumni facilitate each of these conferences. This past year, the leadership conferences on August 25-26 and January 26 walked the chapter through the strategic planning process and facilitated officer transitions at the start of each semester. All brothers without excused absences (such as serving as Billy Leonard serving as an Orientation Leader) attended the plenary sessions of these conferences. The agenda from the August Leadership Conference included below shows the close level of cooperation and alumni support at each of these conferences.

In addition to the DKE Leadership Conferences, the Association also provides matching funds undergraduate participation in FuturesQuest, Undergraduate Interfraternity Institute (UIFI), and the DKE Academy. The chapter has found these experiences valuable, especially in jumpstarting chapter leadership which is of vital importance because of Lafayette College's delaying recruitment and pledging until first semester sophomore year. The matching fund program leads the chapter to explore new development opportunities while still ensuring we choose the most effective programs.

Last summer the Rho Chapter sent two brothers to UIFI and two brothers to the NIC's FuturesQuest this winter. This summer, Rho is sending Brothers Kevin McAndrew and Kevin Seery to

the DKE Leadership Academy as well as Brothers Corey Cunningham and Matthew Kuttner to the UIFI Conference from July 24-28 in Bloomington, Illinois.

## 2012 DKE Leadership Conference

*August 25<sup>th</sup> - 26<sup>th</sup> AHE (Engineering Building) Room 209*

Alumni Attendees: Peter Carlson '02, Michael De Lisi '03, Mark Fedorov '91, Scott Harris '95, Jared Piette '12, Robert Schiller '06, John Sheehy '05, Brent Souders '11, John (JT) Terembula '94

Undergrad Attendees: Exec Board only Sat AM, Entire chapter for all other sessions

All attendees are expected to read the DKE Strategic Planning presentation, come prepared with thoughts, and contribute to achieving the desired outcomes. Most sessions will last approximately 50 minutes with a 10 minute break in between each session.

*Day 1: August 25<sup>th</sup> AHE (Engineering Building) Room 209 9AM – 4PM*

**9-9:50:** Establishing a Thematic Goal Roadmap – *Stuart Umberger (Director of FS Life)*

Preparation: Read materials provided by the Office of FS Life

Workshop: Thematic Goal Exercise

*Desired outcomes:*

**10-Noon: Strategic Planning** – *Michael De Lisi (President, Rho House Association)*

Preparation: Review the DKE Strategic Planning presentation

Discussion: Alumni and student leadership execute the strategic planning process up until goal setting (Slide 21). Alumni prepare student leaders to present the entire process and lead the students through the goal setting process.

*Desired outcomes: Draft Vision Statement, Mission Statement, and Strategic Initiatives aligned around thematic goals. Student leadership's ability to present the above to the entire chapter*

## LUNCH

### **1-2:15: Presentation of Strategic Planning elements – Andrew O'Brien (President, Rho Chapter)**

Preparation: Executive Board share Leadership Conference materials (including this document) with the entire chapter

Discussion: Student leadership presents, with alumni leadership support, the Draft Vision Statement, Mission Statement, and Strategic Initiatives to the entire chapter. Minor revisions, if any, are made to achieve chapter acceptance and alignment. Student leadership explains the process of goal setting and breakdown to actions as a method of creating the chapter's annual operating plan.

*Desired Outcomes: Chapter alignment around the strategic plan, Vision Statement, Mission Statement, and Strategic Initiatives. Chapter understanding of how to create goals and actions to work towards the vision statement and achieve the mission statement. Student leadership gains experience presenting strategic planning materials.*

### **2:15-3:30: Workshop – Pledge Education Program –Tierney Clark (Pledge Master of Ceremonies)**

Preparation: Entire chapter thinks about pledge education, the Objects of DKE, and the Virtues. PM and APM review DKE Int'l rituals.

Workshop: Break out into small groups to discuss goals and actions for pledge education in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for pledge education that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success.*

### **3:30-4: Daily Wrap**

*Day 2: August 26<sup>th</sup> AHE (Engineering Building) Room 209 9AM – 12PM*

### **9-9:50: Workshop – Recruitment – Tyler Stearns, and Billy Leonard (Recruitment Chair)**



Preparation: Recruitment chairs and alumni director of recruitment read Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment from Phired Up Productions.

Workshop: Break out into small groups to discuss goals and actions for recruitment in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for recruitment that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success. Decision of how DKE will meet the IAGGL metrics for open access & engagement opportunities with the campus (non-discrimination in selection of members).*

**10-10:50: Workshop – Academic Standards – Pat Scognamiglio (Scholarship Chair)**

Preparation: Entire chapter review the IAGGL metrics for academic performance.

Student & alumni scholarship directors review the materials from DKE HQ: Suggested Academic Initiatives – Rho of DKE.pdf

Workshop: Break out into small groups to discuss goals and actions for DKE academic standards in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for academic standards that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success. Decision of how DKE will meet the IAGGL metrics for academic performance.*

**11-Noon: Workshop – Public Relations – John Burke (Public Relations Chair)**

Preparation: PR Chair and alumni leading communications read the FMG guidelines for successful alumni and parent relations programs

Workshop: Break out into small groups to discuss goals and actions for Public Relations in the coming academic year. Small groups present goals and actions to entire chapter.

*Desired Outcomes: An annual operating plan for public relations that aligns with the strategic plan for the Rho Chapter. Student readiness, willingness, and ability to execute the operating plan to achieve success.*

## Scholarship

With the recommendations from the Board of Trustees, it became clear our chapter's scholarship needed to improve and our academic policies needed to change. The Trustees report placed an emphasis on academics, and the all male average GPA was identified as a standard that all chapters were expected to meet. Our chapter was one that did not meet the all male average, and we decided to address this issue aggressively.

In August 2012, the Rho Chapter held a conference to set strategic initiatives for the coming year. Everyone in the chapter agreed to these initiatives, and scholarship became one of the main focal points at the conference. We decided that in order to become a strong chapter and to uphold the value of scholarship, we should strive beyond the college's expectation that our GPA exceed the all male average. Our academic goals were:

1. To exceed the all male average as a chapter *and* within each class
2. To focus on individuals who exemplify scholarship in recruitment
3. To establish a system of punishment and rewards to help lower performing brothers improve and to recognize our true scholars.
4. To talk about academics at chapter meetings and to promote a culture of academic success and support within our chapter
5. To engage the entire Lafayette community academically

The first and most important steps to improve scholarship within our chapter can be seen in the recruitment of our 2013 pledge class. This was the first class where members were recruited on their ability to exemplify scholarship while maintaining an equal balance of gentleman and jolly good fellow. The success of our initiative was seen immediately. While the fall 2013 semester was a disappointing one for the chapter's overall GPA, the sophomore pledge class had a 3.05 GPA, above the sophomore all male average GPA. The success with the 2013

pledge class extends the goal of recruiting members who exemplify scholarship; it shows how our commitment to academic support has produced tangible results.

In order to meet our academic goals, we extended academic support to our members through a number of actions. During fall pledging, we made study halls with our academic advisor mandatory for new members. These study halls were beneficial on their own, but were part of a larger comprehensive strategy to support our members academically. The scholarship chair executive position, created only recently, became essential in providing academic support. In fall 2012, pledges were instructed to notify the scholarship chair of any exams and pledge events were scheduled with more flexibility as a result. After the 2013 pledge class was initiated, study halls continued to be available for any member.

After the fall 2012 semester it became clear that further action was necessary both to support our brothers academically and to meet our goal of instituting a system of punishment and rewards. In the spring semester, both Brother Beta and Brother Sandman made it a priority to improve the academics of our lowest performing brothers. Study halls were made mandatory for anyone who had below a 2.8 GPA. Anyone with a GPA below 2.8 who refused to attend was prohibited from attending social events. While there was some resistance initially, every brother came to understand how important the value of scholarship is to our chapter. Those who were required to attend committed themselves and most have improved their grades above the 2.8 threshold. In addition to the mandatory study halls, we made it a priority to communicate with and provide support to those who struggled academically. The scholarship chair regularly met with anyone required to attend study halls to track their academic progress and offer advice and assistance when needed. On numerous occasions, the scholarship chair helped struggling students coordinate with their professors and the academic support offered by the school. Brothers who once may have felt alone with their academic struggles now know that there is a strong system of support offered by the Rho chapter.

To address our goal of academic engagement, of both our chapter and our college community, we made scholarship an integral part of our chapter. For the first time, brothers' housing choices within our house were determined in part by their grades; brothers with higher grades were rewarded with better housing choices. This action reinforced our commitment to creating a culture of academic success within at Rho.

Our steps taken to address scholarship within our chapter were rewarded with our academic results in the Spring Semester. Our spring cumulative GPA was a 3.14; a 5.7% increase from our previous semester's GPA of 2.97. More importantly, our 3.14 GPA meets the Fall all-fraternity average and exceeds the college all male average of 3.13. We have met our goals to take action to address our academics, and we have now met our goal in terms of our results. Data for each class is not yet available by the time of this submission, but we are confident that each class has shown academic improvements, and we will continue to strive to improve scholarship within our chapter in the future.

Today, the Rho chapter is more distinguished from what we were just a few years ago, and this is in large part due to our improvements in scholarship. Where academics were once at the back of our brothers' minds, we have now established a robust academic culture at Rho. Our GPA has improved significantly this past semester, and with the support systems we have put in place through the Scholarship Chair and others, it will continue to improve. This culture of academic success extends well beyond our brothers' time at Lafayette. The academic culture we have created allows our members to thrive academically at school and continue their success out into the world, spreading DKE's name everywhere they go. We were asked to change, and we have gone above and beyond what was asked of us to make the Rho chapter an inspire scholarship.

### **Community Service**

With the assistance of our incredible faculty advisor Professor Richard Shupp, Rho began working with a local food bank, the St. Vincent de Paul Food Pantry. St. Vincent opens its doors twice a month to the people of Easton. In order to feed the people, however, St. Vincent de Paul needs the food. Once each month, brothers assist in the transportation of food from select areas of the city to St. Vincent so it can then be distributed to those in need. Below is a picture of Brothers Brett Lederer and Brandon Goldstein helping Professor Shupp.



In addition to our ongoing work with the St. Vincent de Paul Food Pantry, the brothers of Rho have committed themselves to the Easton community in other ways including the participation of “Make a Difference Day” at Lafayette in the fall when we planted trees at a local

nursing home. Although no official log of hours was kept, attendance was mandatory and each brother attended unless he provided a valid excuse.

## Philanthropy

Though our community service efforts have been increasing, Rho's philanthropic efforts within the community has undoubtedly been strong and continues to get stronger year after year. Annually we partner with Alpha Phi to raise money by holding a "Pictures With Santa" event, during which students could pay to have their picture taken with none other than Santa Claus. The money generated was split between Alpha Phi's Cardiac Care Foundation and our "Jeremy Saxe Foundation for Education and Development."

In 2008, following the sudden and tragic loss of Brother Jeremy Saxe, Jeremy's family and the Rho community came together to create a foundation in his honor. Jeremy had recently returned from four months in Nepal and was profoundly moved by his experiences there. He was very distressed about the poor educational opportunities of the Nepali children and was particularly torn up about the school that his homestay "sister," Manisha, attended in Pharping, Nepal. It disturbed Jeremy that she would never reach her goal of becoming a nurse if her formative education continued to consist of a minimal curriculum which at best taught rote memorization of facts for tests. Jeremy planned on returning to Nepal to help those in need, but unfortunately his mission was cut short.

Jeremy's family, friends, and brothers of Delta Kappa Epsilon refused to let his dream die. *Jiwanko Saathiharu: Jeremy Saxe Foundation for Education and Development, Inc.* was set up in Jeremy's honor. DKE Rho has since committed itself to *Jiwanko Saathiharu*.

Each year since 2009 Rho DKE has hosted the Jeremy Saxe Memorial 3v3 Basketball Tournament to raise money for the foundation. This year the 5<sup>th</sup> Annual tournament proved to be without a doubt the most successful event to date. The planning and execution of this year's tournament, headed by Brother Rob Howe, aimed to engage the community in three separate ways. First, the tournament aimed to bring together the Lafayette community. To do this DKE Rho reached out to all the heads of student run organizations including Greek life, club teams, etc. Next we engaged the Easton community by successfully getting local businesses in the Easton area to sponsor the event. Finally, the tournament aimed to engage alumni by inviting

them to participate and asking for any denotations.



Our diligent promotion and meticulous planning of the event proved to be a huge success as the tournament was able to raise just under \$8,000, nearly doubling the previous record of money generated. Not only did the tournament generate the most money ever, but also we had the most teams ever participate and had the most amount of community sponsors. Members of both the Men's and Women's Lafayette College Basketball team came out to participate and support the event as well as numerous spectators to watch the action from the sidelines. Despite the high level of competition at play, a DKE team consisting of Brother Beta, Brother Charles Roberts, and Brother Howe took third place, beating D-1 athletes in the process.



The money generated from the tournament went directly to the Jeremy Saxe foundation where it is currently being used to give scholarships to needy Nepalese children and fund the building of a future school.

### **Civic Engagement**

The Rho chapter of has a long history of civic engagement. This year was no different. Brother Zach Lizmi serves as IFC Vice President Director of Values and Standards. Rho's alumni association President Michael Delisi '03 serves as an alumni representative for Lafayette College's newest initiative, Laf360. Laf 360 is a comprehensive initiative that connects the components of each student's daily life in ways that increase academic success, enhance a sense of individual fulfillment, and promote active participation in a community that values achievement and engagement. Viewing students' intellectual, social, and personal growth from a 360-degree perspective, the initiative is holistic and synergistic in its approach, with the goal of fostering tighter integration among all phases of the undergraduate experience, from academics and residence life to co-curricular initiatives and community engagement.

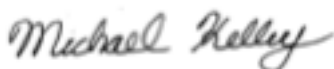


## Conclusion

Rho is incredibly proud of its accomplishments and improvements as a fraternity this year. Each passing year brings larger goals and higher standards for both our chapter and for each brother individually. Each brother of Rho is incredibly proud to be a Deke and to represent all that comes with it.

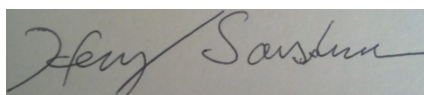
It is with the highest honor that we present this application for the esteemed judges to review. Rho has never in its history won a Lion Trophy and has had very inconsistent application submissions. But this year was special, and through our work across many different facets of our fraternity, we believe Rho is the strongest it has ever been.

In The Bonds,

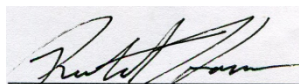


Michael Kelley

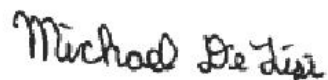
Brother Beta



Henry Sandman



Robert Howe



Michael De Lisi