



Alpha Kappa Psi Events Report

2019-20

www.akpsi.org

mail@akpsi.org

317.872.1553

Table of Contents

Introduction	3
Convention	4
Presidents Academy	6
Fraternity Advisors Conference	8
Principled Business Leadership Institute	10
COVID-19	13

Introduction



ALPHA KAPPA PSI
The Professional Business Fraternity

Alpha Kappa Psi's founding was predicated on the promotion and advancement in institutions of college rank courses leading to degrees in business administration. Since the founding of Alpha Kappa Psi, this object has remained at the core of its educational programming.

In 2017, ASAE: The Center for Association Leadership produced the "Drivers of Change: Summaries and Forecasts" as a part of their ASAE ForesightWorks component. There are two Drivers of Change to highlight: The Next-Gen Professionals and Higher Education 3.0.

The Next-Gen Professionals

SUMMARY: Millennials are now the largest generational cohort in the workforce, and generation Z is right behind them. These next-gen professionals are the future of associations and, contrary to some conventional wisdom, they are willing to both join and stay with organizations that meet their career development needs. Organizations will need to provide the kinds of training, mentoring, content, and other services that next-gen professionals value most, encouraging engagement that leads to loyalty.

Next-gen professionals will motivate more organizations to step up their training and education—and in formats younger generations prefer: just-in-time microlearning, multiscreen events, co-mentoring, and smaller, more focused face to-face meetings.

Higher Education 3.0

SUMMARY: Traditional educational models are under tremendous pressure as changes in work, technology, and student expectations demand both new curricula and new modes of instruction. Higher education is facing new threats of disintermediation by online education and alternative credentialing systems. While the knowledge economy places a premium on analysis and thinking, it also creates new alternatives to the university that threaten to transform how students receive postsecondary instruction.

The meaning of college is in flux, with traditional college models increasingly out of step with a lifelong learning orientation. Additionally, debate about the value of college as a social institution versus college as an arena for professional training will grow.

These drivers play a pivotal role in advancing Alpha Kappa Psi's strategy by assisting members with the development of the key skills employers want and need by offering high-impact activities, events, and training programs. And, our learning and leadership development program in conjunction with in-person events is designed to develop each member's ability to navigate their career and be a leader in the workplace. These skills are often regarded as critical by employers, managers, and researchers.

The following report contains analytical information regarding our events hosted during FY20. Our members, friends, and partners are vital to the success of the organization. We encourage you to read through the report and share your insight with an Alpha Kappa Psi member on your campus, in your company, or in your community. They are the next generation of employees.

This is our future. This is our path to success. This is AKPsi Events.

Sincerely,
Jason Pierce, CAE, CMP

Director of Education



Convention



July 31 - August 3, 2019
Dallas, TX

The Alpha Kappa Psi Convention is a four-day-long fraternity event which occurs every two years. Convention serves as the business meeting of Alpha Kappa Psi where Chapter Congress convenes to influence positive change within the organization. Convention also serves to educate both student and alumni members on fraternity knowledge, business knowledge, and professional development through the two-day College of Leadership event.



I think the Celebration of Brotherhood was the best part of Convention. It really helped show the bigger picture of AKPsi in the real world."

- Student, Lipscomb University - Delta Kappa

Learning Objectives

- Construct a path for approaching difficult situations
- Develop a fraternal network
- Develop a leadership development plan
- Develop a professional network
- Discuss servant leadership and personal accountability
- Explore insights on industry related skills necessary for employment
- Interact with top professionals in business industries to understand how their mission is implemented
- Translate AKPsi's key practices to principled business leadership



Taking part in the Case Competition was the highlight of my Convention schedule."

- Student, Boise State University - Theta Omicron

ATTENDEE DEMOGRAPHICS

Collegiate	452
Alumni and guest	277

87.9%
ATTENDANCE RATE

College of Leadership

Throughout College of Leadership, sessions were designated by tracks. Participants were able to follow one specific track or attend sessions in multiple tracks, with the exception of the Society 76 Hackathon.

TRACK	DESCRIPTION
Chapter Operations	Sessions in the chapter operations track will assist attendees with understanding chapter functions and enhancing chapter success.
Career Development	Sessions in the career development track will assist attendees with beginning and growing their careers in terms of navigating the job search, career transition, and career growth.
Personal Development	Sessions in the personal development track will provide attendees with self-awareness in terms of typology, skill development, and relationship building.
Servant Leadership	Sessions in the servant leadership track will provide attendees with an introduction and exploration of servant leadership practices and concepts.
Volunteer Development	Participation in this track is open to volunteers who are interested in the Regional Manager Pools to receive training on the positions.
Society 76 Hackathon	Participation in this track will extend through the duration of College of Leadership as participants form teams and compete in a Business Case Competition.

By the Numbers

- Hosted **13** off-site events
- Raised more than **\$11,780** for the Foundation
- Collected more than **32,000** items to donate to our community service partner, Vogel Alcove, to assist families experiencing homelessness



Thank you for this amazing experience. I have friends now all over the country who I will stay in touch with forever. I truly believe that."

- Student, University of Dayton - Delta Nu

UP NEXT:

The 305. Heat. Sand. Graffiti art. Cruise ships. Service. Brotherhood. Knowledge. Find all of these at the 61st Alpha Kappa Psi Convention!

August 4 - 7, 2021
Intercontinental Hotel
Miami, FL

Stay up to date by checking out the event in the [MyAKPsi Community!](#)



Presidents Academy



January 3-5, 2020
Phoenix, AZ

Presidents Academy (PA) is an educational leadership experience designed to provide chapter and colony presidents with a concentrated deep dive into serving others, self-awareness, chapter operations, understanding vision, and creating a Chapter Success Plan. The 2020 event centered on the Birkman Method Assessment which provided attendees the opportunity to learn more about their individual leadership style, their usual behavior, and their stress behaviors.

Using and learning about the Birkman was a major highlight of the event and noted as a strong component to keep for future iterations of the event.

This experience also provided participants with the necessary tools to coach those they lead and to create and sustain a Chapter Success Plan which will lead to increased member engagement and retention.

159 
INSTITUTIONS REPRESENTED

160 
STUDENTS ATTENDED

97.6%
ATTENDANCE RATE



The best part of the weekend for me was being able to meet so many different individuals who were like-minded which resulted in long-lasting friendships. I know I am able to call or text them with any question I have or just to catch up and see how things are going. I will never forget this experience."

- Student, University of Southern Indiana - Theta Phi

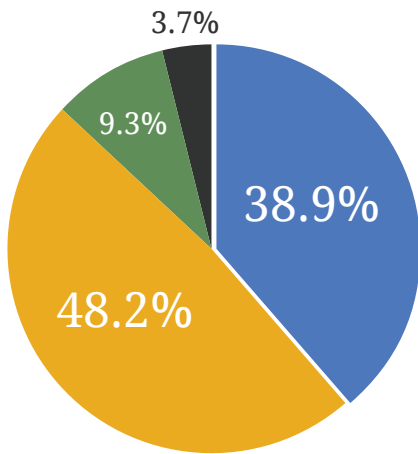
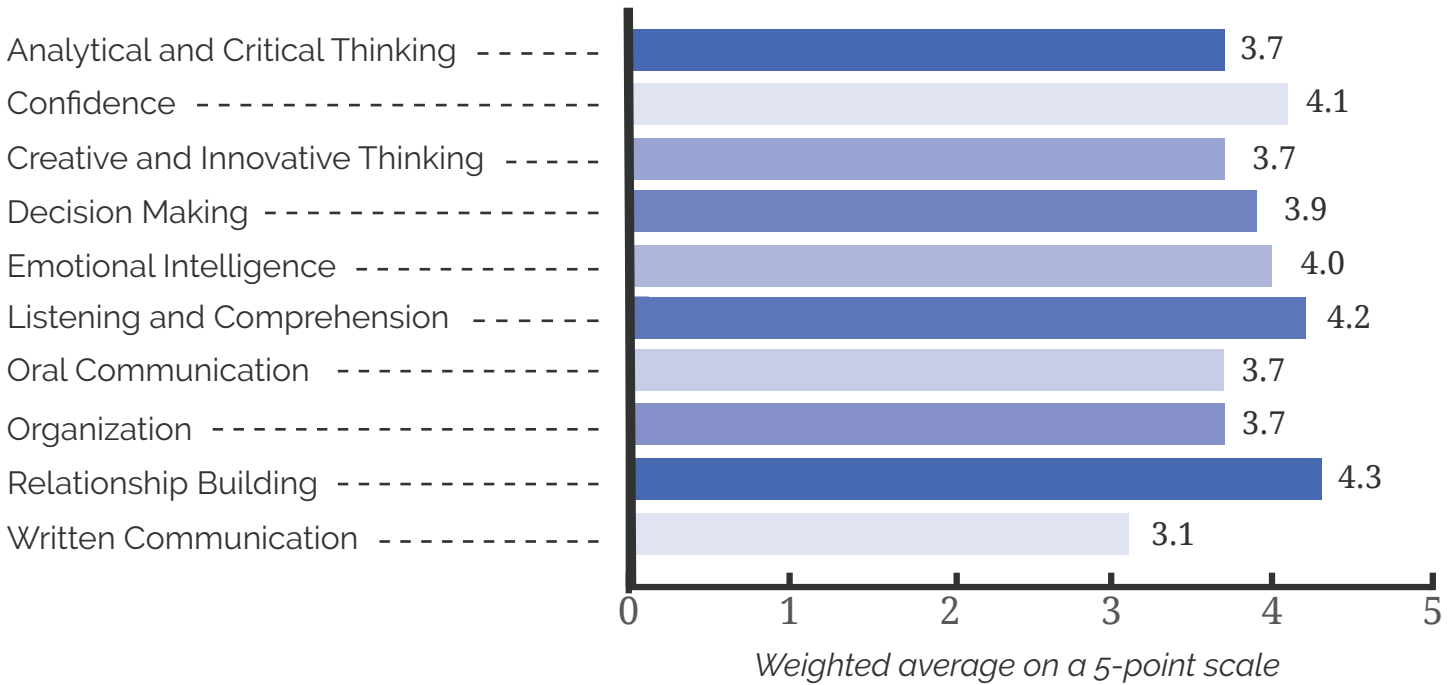
Learning Objectives

- Construct a path for approaching difficult situations
- Demonstrate responsible decision-making and personal accountability
- Demonstrate the ability to coach others
- Describe servant leadership as an approach to chapter operations
- Develop a fraternal network
- Develop professional and leadership skills
- Facilitate the development of a Chapter Success Plan
- Implement a feedback model
- Practice a commitment to servant leadership

92.6%

**OF RESPONDENTS AGREE
THAT AT LEAST ONE OF THEIR
EXPECTATIONS WAS MET**

HOW EFFECTIVE WAS THIS EVENT IN THE DEVELOPMENT OF THE SKILLS BELOW?



HOW LIKELY ARE YOU TO UTILIZE PRACTICES LEARNED IN YOUR DAY-TO-DAY ROLE WITHIN THE FRATERNITY?

- To a great extent
- Very little
- Most likely
- Not at all
- Somewhat

UP NEXT:

Join us in January 2021 for the next iteration of Presidents Academy to kick off the chapter’s pathway to success. Location and dates to be determined.

Whenever chapter president-elects are assuming their leadership role, they should attend this event. The event will be rooted in the concepts of self-awareness, coaching, servant leadership, and there will be a continued focus on the Chapter Achievement Pathway.

Learn more: www.myakpsi.org/events/presidentsacademy

Fraternity Advisors Conference



Fraternity Advisors Conference

January 3-5, 2020
Phoenix, AZ

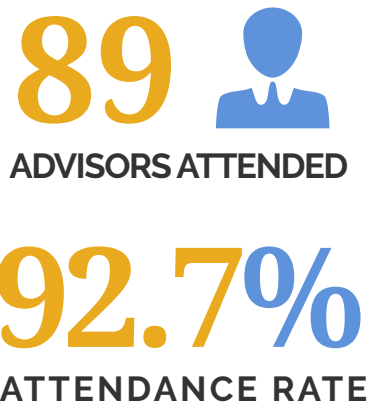
The Fraternity Advisors Conference (FAC) is an educational leadership experience designed to provide chapter advisors and other volunteers the knowledge and skills to effectively coach those they serve in self-awareness, chapter operations, understanding vision, and creating a Chapter Success Plan.

The 2020 event centered on the Birkman Method Assessment which provided attendees the opportunity to learn more about their individual leadership style, their usual behavior and their stress behaviors. Using and learning about the Birkman was a major highlight of the event and noted as a strong component to keep for future iterations of the event.

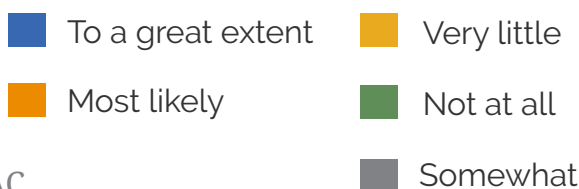
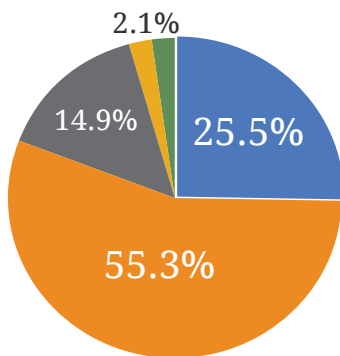
This experience also provided participants with the necessary tools to coach those they serve, as well as the opportunity to assist the chapter president in creating a Chapter Success Plan and to assist the chapter in fulfilling its purpose.

Learning Objectives

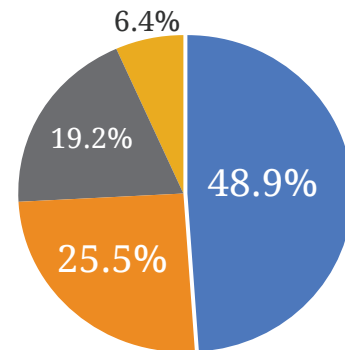
- Assist chapter officers with the development of a Chapter Success Plan
- Construct a path for approaching difficult situations
- Demonstrate responsible decision-making and personal accountability
- Demonstrate the ability to coach others
- Describe servant leadership as an approach to advising
- Develop a fraternal network
- Develop professional and leadership skills
- Implement a feedback model
- Practice a commitment to servant leadership



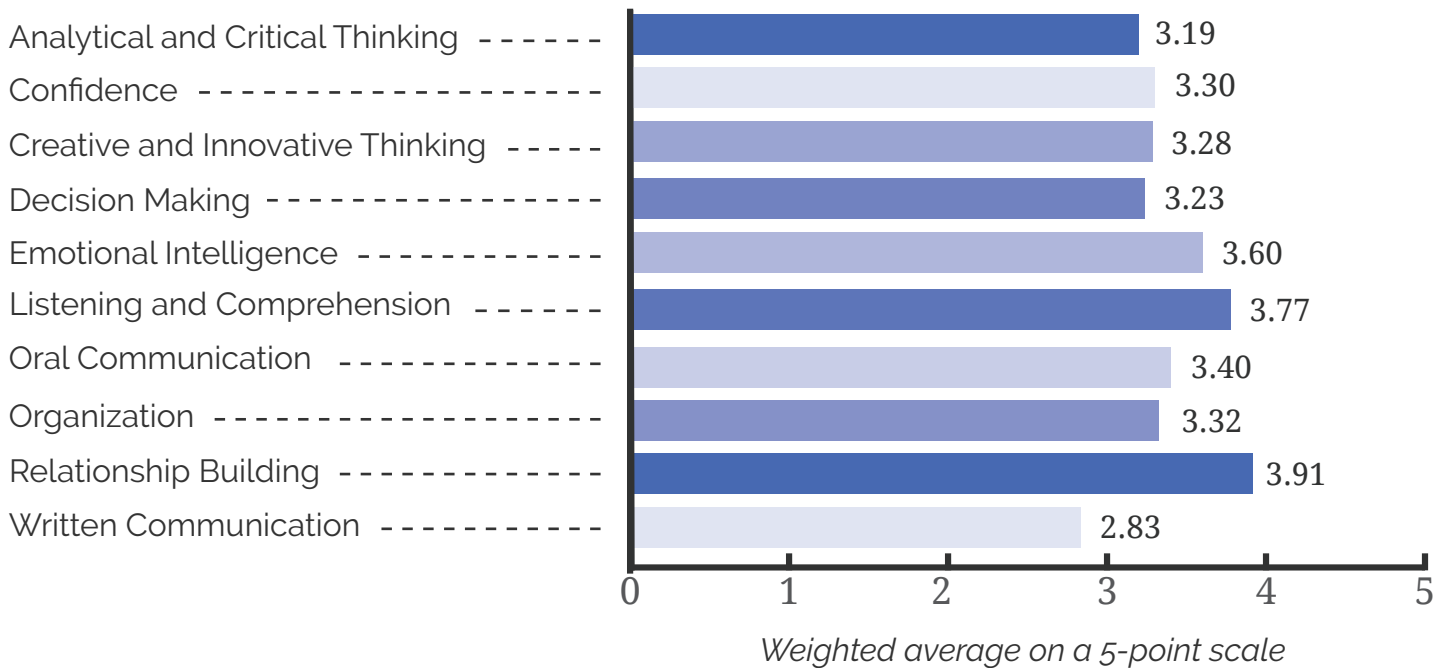
HOW LIKELY ARE YOU TO UTILIZE PRACTICES LEARNED IN YOUR DAY-TO-DAY ROLE WITHIN THE FRATERNITY?



HOW LIKELY ARE YOU TO COMMIT TO PRACTICING SERVANT LEADERSHIP AFTER ATTENDING THIS EVENT?



HOW EFFECTIVE WAS THIS EVENT IN THE DEVELOPMENT OF THE SKILLS BELOW?



SURVEY RESPONDENT DEMOGRAPHICS	
Chapter Advisor	68.1%
Section Director	14.9%
Other Role	17.0%

93.6%

OF RESPONDENTS AGREE THAT AT LEAST ONE OF THEIR EXPECTATIONS WAS MET

“I always feel pumped and motivated to help my chapter after attending these conferences. I feel renewed and it always reminds me of why I joined AKPsi to begin with.”

- Chapter advisor, Lamar University

UP NEXT: Join us in January 2021 for the next iteration of Alpha Kappa Psi’s premiere volunteer educational event. Location and dates to be determined.

The chapter advisor and section director should plan on attending. The event will be rooted in the concepts of self-awareness, servant leadership, and coaching chapter officers through the Chapter Achievement Pathway.

Learn more: www.myakpsi.org/events/fac



January 31-February 2, 2020
Atlanta, GA

February 14-16, 2020
Boston, MA

February 7-9, 2020
Chicago, IL

February 21-23, 2020
Las Vegas, NV

The Principled Business Leadership Institute is Alpha Kappa Psi's annual flagship event where students and alumni interact with top professionals in business industries, gain insight on necessary industry-related skills, and develop a leadership development plan. It is designed for all individuals seeking to enhance their professional development.

Learning Objectives

- Construct a path for approaching difficult situations
- Describe AKPsi's Key Practices
- Develop a comprehensive set of professional and leadership skills
- Develop fraternal and professional networks
- Develop a leadership development plan
- Interact with top professionals in business industries
- Practice a commitment to servant leadership and personal accountability
- Summarize professional skills and tools on a résumé, portfolio, and in interviews
- Translate chapter, personal, and professional experiences into the leadership development process

Friday: Keynote Speakers



ATLANTA

Joe Iarocci

Founder
Cairway

CHICAGO

Steve Hartman

Chief Executive Officer
Alpha Kappa Psi Fraternity



BOSTON

Rory McGloin

Professor, Founder
RPM Communication Consulting

LAS VEGAS

Haseeb Ali

Chief Operating Officer
Principles Creative LLC,
Principles Capital LLC



Saturday: Keynote Speakers



ATLANTA

Indra Sofian

Co-founder
Sora Schools

CHICAGO

Tim Daniels

Director of Financial Reporting
The New York Blower Company



BOSTON

Bryan Burdick

President and co-founder
ClearGov

LAS VEGAS

Jason Chan

VP Sales and Marketing
Rakuten Super Logistics



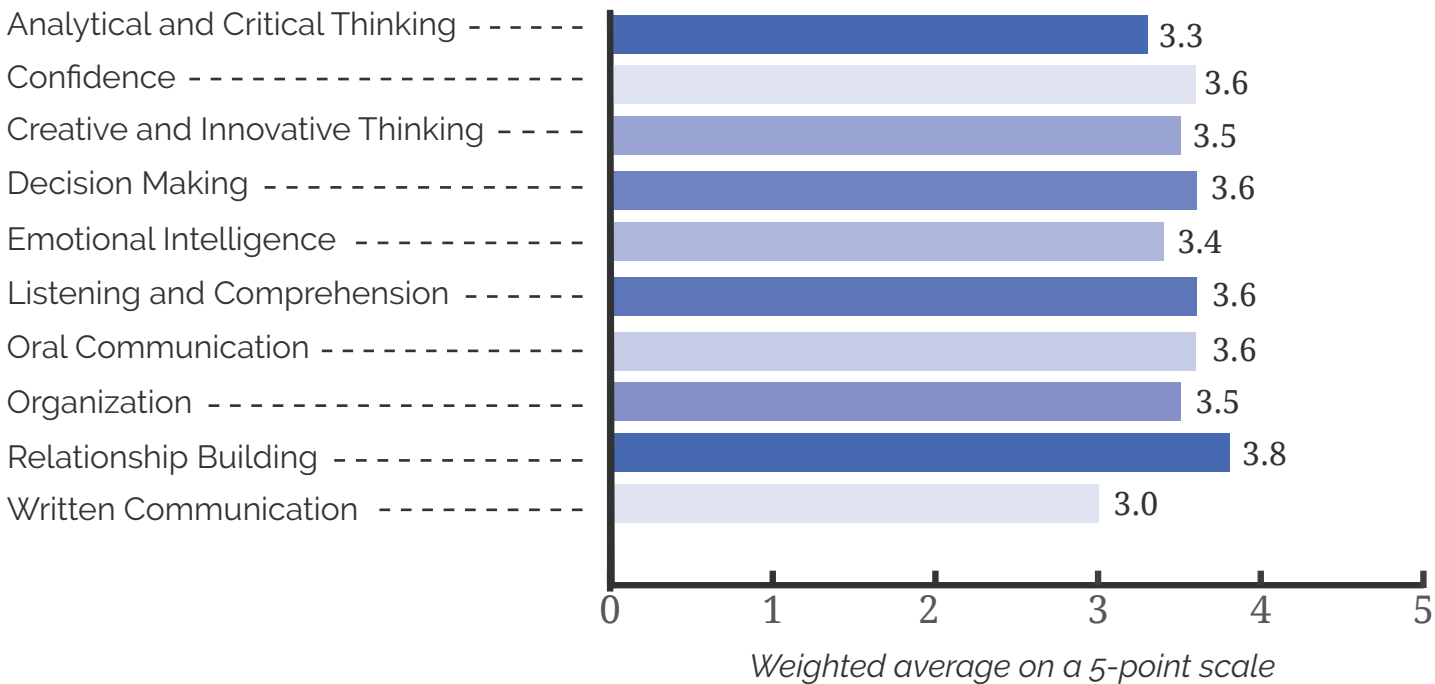
Sessions Offered

- Chapter Management Topics
- Clocking In: Find a Time Management Strategy Just For You
- Connecting AKPsi to Your Career
- Setting Yourself Up For a Promotion
- Start with Why
- Ace Your Next Interview
- Getting Started: Realtors, Contracts, a Mortgage... Oh my!
- Making Your Mark: Lend a Hand to the Community
- Keeping Office Conflict Off the Brain Ain't Easy
- Closing the Gap: Communication Across Generations
- Customizing Your Application for Applicant Tracking Systems
- No Brother Left Behind: Using Committees to Maximize Engagement
- Creating a Balanced Life
- Dissolve the Divide: Communicating Across Cultures
- Start Your Side Hustle Today
- New City, Who This?
- Selling Volunteer Experience on a Résumé
- True Colors
- Unite as Principled Business Leaders
- Affinity Group Networking: *a chance to share the experiences, challenges, and opportunities of specific affinity groups in free-flowing conversation*

89%

**OF RESPONDENTS AGREE THEY ARE BETTER
ABLE TO TRANSLATE CHAPTER, PERSONAL,
AND PROFESSIONAL EXPERIENCE INTO
LEADERSHIP DEVELOPMENT**

HOW EFFECTIVE WAS THIS EVENT IN THE DEVELOPMENT OF THE SKILLS BELOW?



I attended PBLI this year because I wanted to experience the best. I had other brothers tell me how great it was in past years. I wanted to see for myself. I needed outside connections and growth in areas I wasn't the strongest in. I allowed myself to be out there and learn all that I could so that my chapter could grow bigger and better."

- Student, Southern Bluegrass region

2139 
**STUDENT ATTENDEES
 ACROSS FOUR LOCATIONS**

UP NEXT: Four weekends. Four locations. Four paths to learning skills important to future employers.

In 2021, Alpha Kappa Psi is hosting its premier educational and career development event in the following location. Additional locations and dates to be determined.

- Chicago: February 8-10

Learn more: www.myakpsi.org/events/pbli

Due to the COVID-19 outbreak, all US-based campuses where AKPsi operates chapters moved to online classes and/or closed campuses for the spring 2020 term.

As an organization, our brothers' safety, health, and well-being remain the highest priority. The ability to stay connected to those we care about and to nurture our minds and bodies is essential during this time. In order to adjust operations and progress as an educational organization, Alpha Kappa Psi launched Brotherhood Unbounded, or BU20.

Brotherhood Unbounded is a series of programs under three umbrellas designed for AKPsi brothers to support each other, to share stories, and to continue on their principled business leadership journeys.

Learning

Continue your learning and leadership development while away from campus through the AKPsi virtual education experience in the MyAKPsi Community! Members can also participate in The Journey to Principled Business Leadership to explore more about their passions, learn how to create a side hustle through BrainyMoney, and join member-to-member virtual presentations.

Sharing

Stay engaged with chapter brothers and connect with members across the fraternity through the MyAKPsi Community. Share and collect ideas for virtual best practices, communicate with fraternity leadership, and participate in contests to win prizes! Enjoy a sense of community and collaborate with the entire fraternity while continuing to practice social distancing.

Graduating

For the senior class, join fellow graduates as AKPsi celebrates your transition from collegiate to alumni brothers. Join fraternity leadership for a fraternity-wide virtual Graduating Senior Ritual, and a virtual alumni orientation, as well as participate in the senior spotlights and senior superlatives activities on our social media channels and in the collaboration groups in the MyAKPsi Community.

Virtual Education Sessions

Each week, Alpha Kappa Psi hosted three virtual presentations on a variety of topics submitted by volunteers and students. This would not have been possible without the generosity and expertise of our speakers, who gave their time and talent to AKPsi to advance our members' learning. Alpha Kappa Psi's [Youtube channel](#) hosts recordings of all virtual sessions and additional playlists on chapter operations, career advancement, and professional development. Sessions include:

Making the Leap from Corporate to Entrepreneur - The First Year

Jenifer Hensley

Owner

Playmaker Coaching & Consulting LLC

Be One, Get One: The Power of a Mentor

Malia Nakamura

Seattle '18

Articulating Service and Leadership on Your Résumé

Sahil Maherali

Onboarding consultant

Cision

Daniel Trevino

Client Service Analyst

Dropoff

Recruiting and Creating your Volunteer Team

Mike Dickerson

Past Fraternity President

Alpha Kappa Psi

Alpha Kappa Psi

7801 E. 88th Street
Indianapolis, IN 46256
(317) 872-1553
mail@akpsi.org

Find us on:     