

YARDSTICK GUIDE

2022-2023

A Measure of Success

The Yardstick, on the following pages, measures your chapter's success during the year. The Yardstick should be filled out at a chapter meeting, generally by the Yardstick chairman, and sent to International by the deadline, **July 31, 2023**. A copy of the Yardstick should be retained for the chapter's permanent records.

While filling out the Yardstick, credit your chapter as you feel it deserves for activities from August 1 to July 31. **Mail Yardstick to your division chairman at International (P.O. Box 8500, Kansas City, MO 64114-0500) by the deadline.** Three-Star chapters whose Yardsticks are received by the deadline will be sent a certificate at the end of August. Chapters whose Yardsticks are received up until April 1, 2024 at the latest will be credited with their star ratings on our website, www.betasigmaphi.org / More Members Only / Chapter Star

Ratings. Special arrangements will be made with new chapters organized less than a year.

You can download the form from our website or submit your Yardstick electronically either through our website, under Members Only / Fill in Forms or our sister-site, the Beta Journal, at www.betajournal.com.

The Yardstick helps you determine how well your chapter has served the needs and interests of every member. If yours is a Three-Star chapter, you can be certain it has done a good job, but the three-star rating is not in itself the goal. The three-star rating is only a standard to measure enjoyment and success.

Chapters who have Friendly Ventured or added seven or more pledges to their chapter during the sorority year will earn a special four-star rating. For assistance with Friendly Venture, call 816-444-6800.

Yardstick Tips

1. Chapters may take credit for their cooperative efforts with city council or other chapters on events and the publicity of combined events.
2. Traditional and Career Chapters may take points in several categories for a business meeting that also serves as a social gathering and includes a program. All chapters can consider chapter dues as ways and means.
3. Programs come in two categories – formal programs, which should be at least 30 minutes in duration, including chapter discussion; and informal programs, which can include cultural outings like a visit to a museum. We require at least 18 total programs a year.
4. Service and cultural events can include monetary donations either through the International Endowment Fund or local charitable organizations as well as volunteer hours spent in service to the community (i.e., serving at a food kitchen or putting together care packages, etc.)
5. Although there are fall and spring rushing "seasons," rushing is most successful when done on a constant basis. Fall rushing season is August 1 – January 31; spring rushing season is February 1 – July 31.
6. If your chapter includes members who live outside your city part of the year, there is no need to count these "snowbird" members against your chapter's attendance record. However, regular members should be there for programs to be counted present for Yardstick attendance points.
7. Meetings can be any gathering that includes a program. A meeting does not necessarily have to include a business meeting.

CHAPTER YARDSTICK

AUG 1, 2022 – JULY 31, 2023

PLANNING	Max Score Possible	Your Chapter's Score
1. Executive Board Meetings. Held as needed.	10	_____
2. Regular Meetings Held. 1 point for each meeting.	18	_____
3. Attendance. 1 point for every 10 percent of attendance. Example (7 points for 70%, etc.) Members on leave-of-absence and shut-ins not counted against percentage.	10	_____
4. Finance. Preparation of chapter budget that limits the cost to an amount the members agree is not a burden to each member.	10	_____
For money-making projects.	9	_____
5. Cooperation/Communication. For sending minutes to International by the end of the month. 2 points per month.	24	_____
For returning the chapter record review with new officers indicated.	5	_____
For a consistent system of notifying members of time and place of meetings.	2	_____
For having a phone/text or email tree to get news out to chapter members.	5	_____
For active participation within a city council or executive coordinating committee.	5	_____
6. Beta Sigma Phi Review. 3 points for each month your chapter has reviewed one/any of the following: (3 points per month max) • The Book of Beta Sigma Phi, • The Torch magazine (in print or online), • The official website – BetaSigmaPhi.org.	36	_____
7. Publicity. 2 points for each project.	10	_____
8. Preparation. For committee planning and handling preliminary details before meetings.	10	_____
TOTAL	154	_____

MEMBERSHIP	Max Score Possible	Your Chapter's Score
1. Membership Plan. For rushing programs throughout the year.	20	_____
2. Pledge Training. 4 points for each pledge-training session from <i>Invitation to Life</i> .	36	_____

3. Success. 5 points for each pledge added to your chapter during the sorority year.	50	_____
For chapters with 10-20 members.	5	_____
For chapters with more than 20 members.	10	_____
4. Reinstatements & Members At Large. 5 points for each reinstated member and each member-at-large added.	20	_____
TOTAL	141	_____

SOCIAL	Max Score Possible	Your Chapter's Score
1. Planned Social Calendar. For planning the sorority year by August 1.	15	_____
2. Social Balance. 5 points for each city council social attended.	30	_____
5 points for each chapter and/or multi-chapter social held.	30	_____
3. Attendance. 1 point for every 10% of members at social functions (10 points equals 100%, 7 points equals 70%, etc.).	10	_____
4. Time for a Good Time. For allowing time to socialize. 1 point per meeting.	18	_____
5. Sending Cards/eCards. For sending cards throughout the year to members for occasions such as illness, birthday, etc.	20	_____
TOTAL	123	_____

CULTURAL	Max Score Possible	Your Chapter's Score
1. Programs. 2 points for each formal program (30 minute duration), one program per meeting, 12-18 per year.	36	_____
2 points for each informal program (i.e., cultural outings), up to 6 per year.	12	_____
2. Chapter-Wide Discussion. 1 point for discussion guided by leader following the presentation, allowing each member's participation.	18	_____
3. Audio-Visual Aids/Demonstrations. 1 point for each program in which audio-visual aids and/or demonstrations are used.	18	_____

4. Programs on the Shelf.

5 points for each program prepared for emergency use. **20** _____

TOTAL 104 _____

BONUS POINTS

Max Score Possible Your Chapter's Score

1. Angel Members.

5 points for every Angel Member in the chapter. **50** _____

2. Individual Progression.

2 points for each member who takes the next degree they're eligible for during the sorority year. **50** _____

3. Individual Accomplishments.

2 points for each member who celebrates the Silver, Golden, Diamond or Platinum Circle or the Order of the Rose honor by presentation of the corresponding ritual. **50** _____

4. Establishing a New Chapter.

For a Friendly Venture reservation. **5** _____

For presenting Beta Sigma Phi to prospective members. **5** _____

5. Completed Friendly Venture — automatic FOUR-STAR RATING!

FOUR STAR 0

6. Added 7 or more pledges to your chapter—automatic FOUR STAR RATING!

FOUR STAR 0

7. Chapter Assistance.

5 points for each active member serving as an adviser. **20** _____

8. Assisting Community Chapters.

For helping a small chapter grow by assisting with rushing or progression activities. **15** _____

2 points for each personal recommendation of an out-of-town candidate. **20** _____

5 points each for contacting transferees or prospective members for your chapter or introducing them to another chapter. **20** _____

9. Member Survey.

For surveying members' interests. **10** _____

10. Online Hosting.

1 point per occurrence for online chapters allowing land chapter members to make up meetings. **10** _____

11. Wider Social Horizons.

For being a sponsoring chapter of a convention, area meeting or workshop. **10** _____

2 points for chapter representation per convention, area meeting or workshop. **6** _____

12. Community Service or Cultural Event.

For a multi-chapter project. **5** _____

2 points for each single chapter project. **10** _____

13. Volunteering.

Must designate you are a Beta Sigma Phi member. **10** _____

14. Legacies.

1 point for each Legacy added during the sorority year. **10** _____

15. Envoys & Envoy 2s.

1 point for each Envoy and/or Envoy 2 added during the sorority year. **10** _____

16. Theme.

For implementing theme in chapter activities. **10** _____

17. Contest Entries.

1 point for each entry in any International contest. **6** _____

18. Online Fill-in Form Usage.

For using fill-in forms on the International website to submit minutes. 2 points for each month of minutes. **24** _____

TOTAL 356 _____

The Yardstick Deadline is July 31, 2023

Return the Yardstick to your division chairman at
Beta Sigma Phi International,
P.O. Box 8500, Kansas City, Missouri 64114-0500.

0 – 199 = ☆

200 – 299 = ☆☆

300 points and above = ☆☆☆

Friendly Venture or Add 7 or more pledges = ☆☆☆☆

Chapter: _____ Chapter # _____

Submitted By: _____ Member # _____

Address: _____

City / State / Zip: _____

Date: _____ Grand Total No. of Points: _____