

Bowling Green State Alumni Presentation

February 3, 2025

Agenda



- Environmental Scan
 - What challenges are facing the fraternity today?
 - How is LCA doing?
 - What is new in LCA?
- Growth and Expansion
- BGSU(Phi-Mu Zeta) Expansion Opportunity
 - What can alumni do to help?

Environmental Scan

Challenges Facing LCA and Its Members

Source: Of Boys and Men (Reeves, 2022)

Education

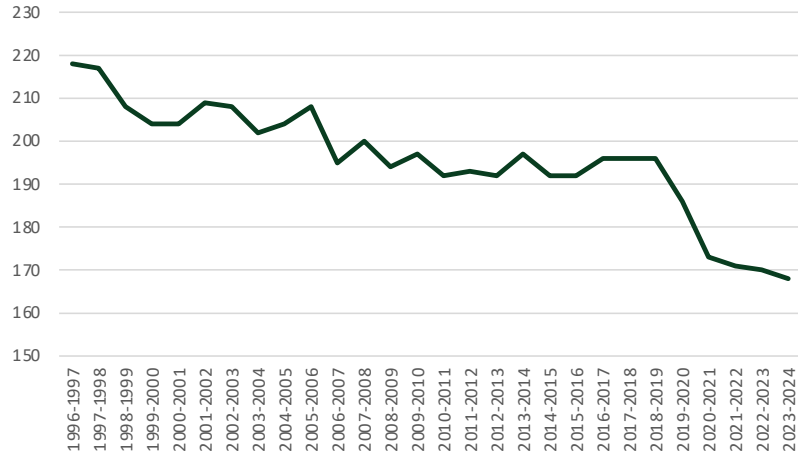
- Over 1,000,000 fewer men in college than in 2015
- Male enrollment is expected to shrink to 30% by 2030
- In 2023, 24% of freshman male students did not return for spring semester
- Last year, 33% of Associate Members did not have a father in the home in high school

Health

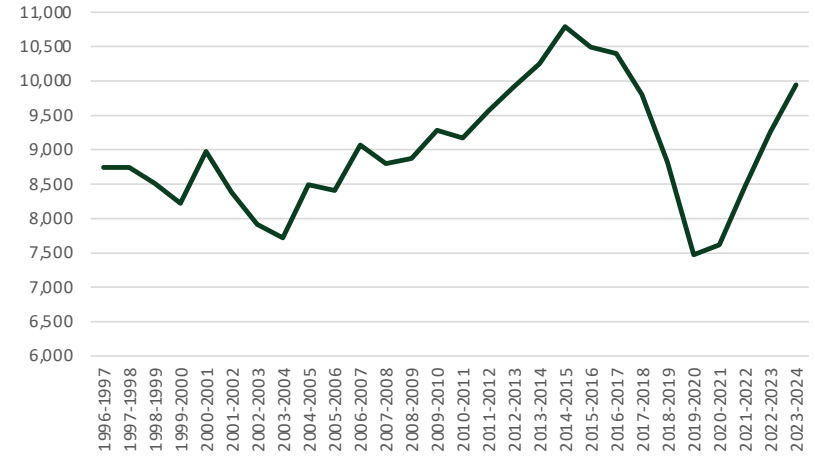
- 15% of men say they have no close friends, up from 3% in 1990
- Men account for 70% of the opioid overdoses deaths in the U.S.
- Men are three times more likely than women to take their own Life
- Per the CDC, suicides among 10-24 yr. olds has increased by 56% in 10 years

Membership Data

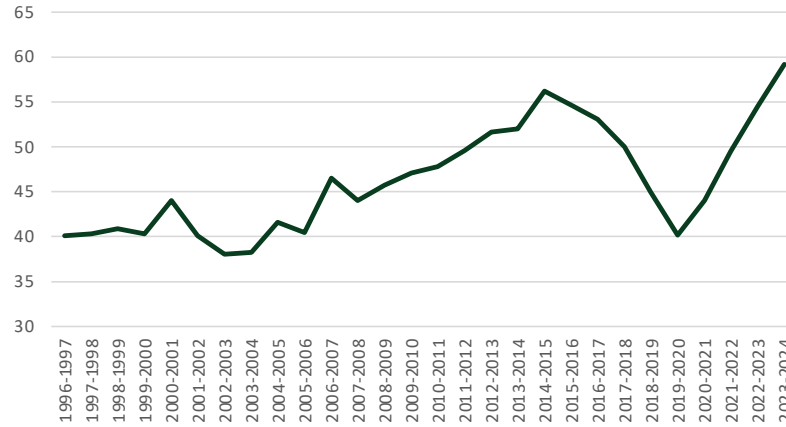
Number of Chapters



Number of LCA Members



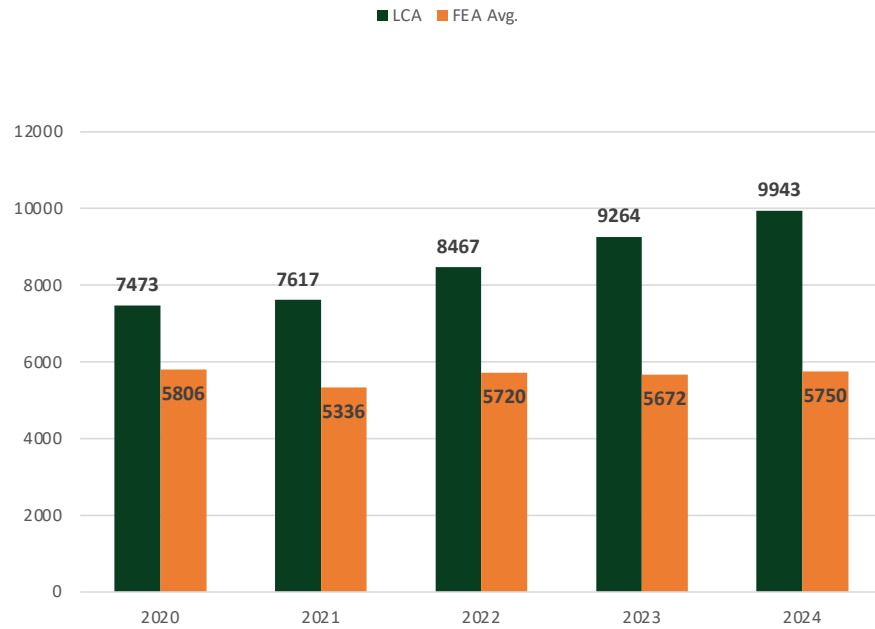
Avg. Chapter Size



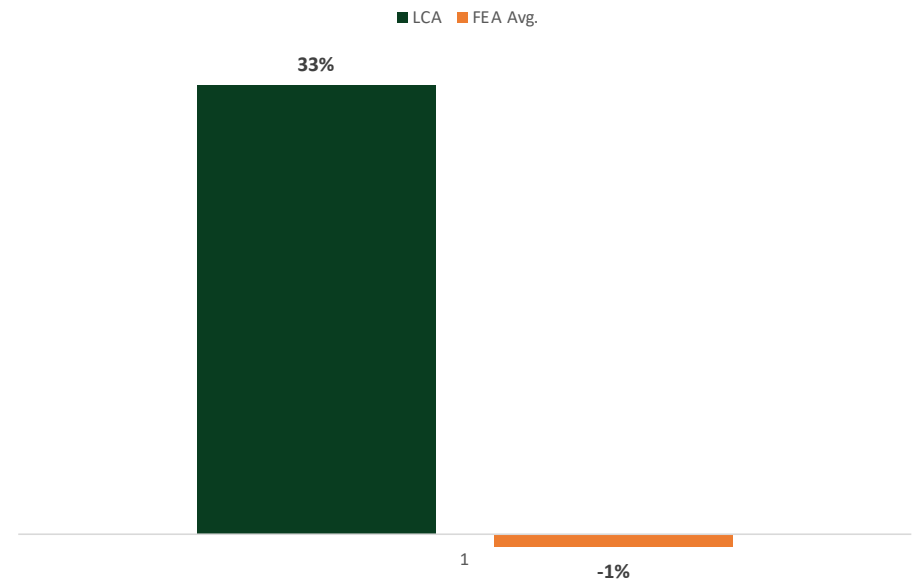
LCA vs. Peers

LCA vs. Peers – Membership Growth

5 Year Membership Growth

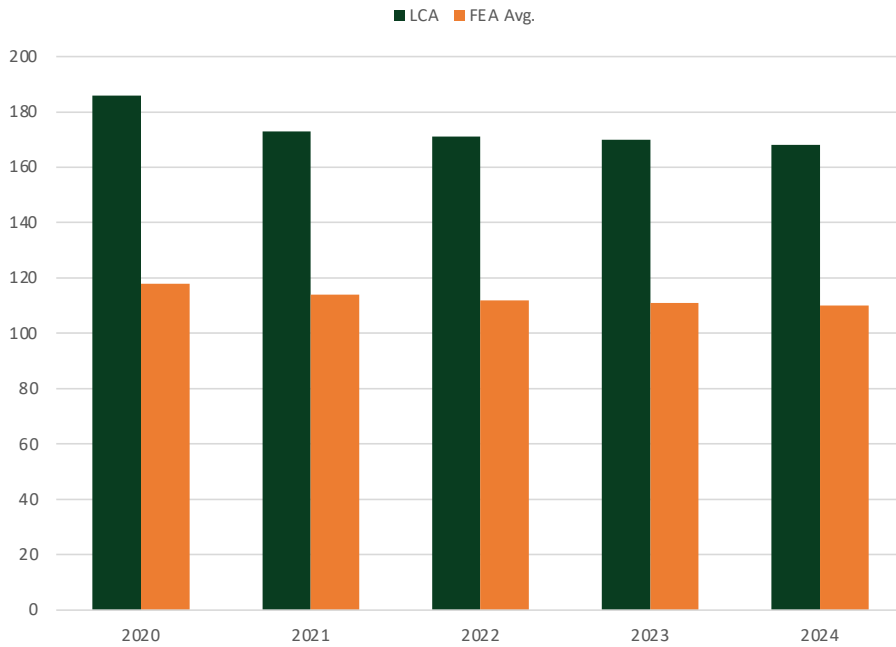


5 Year Membership Growth %

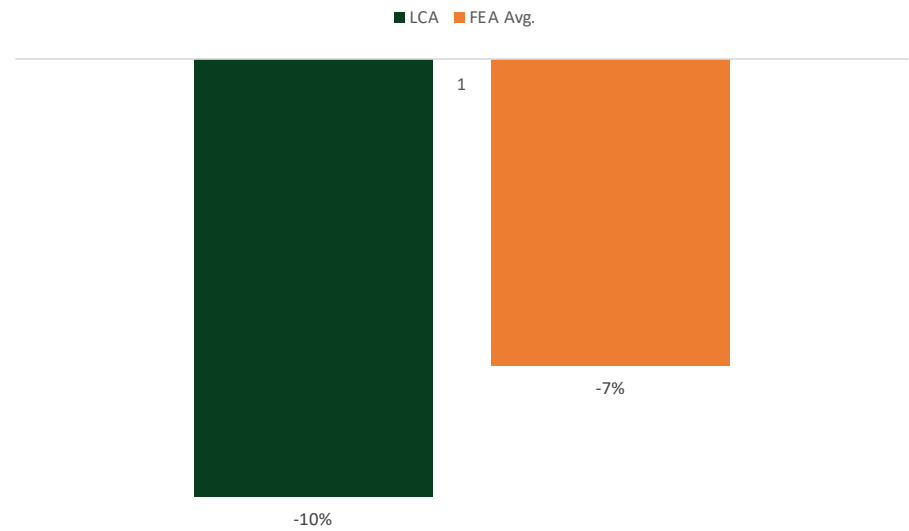


LCA vs. Peers – Chapter Growth

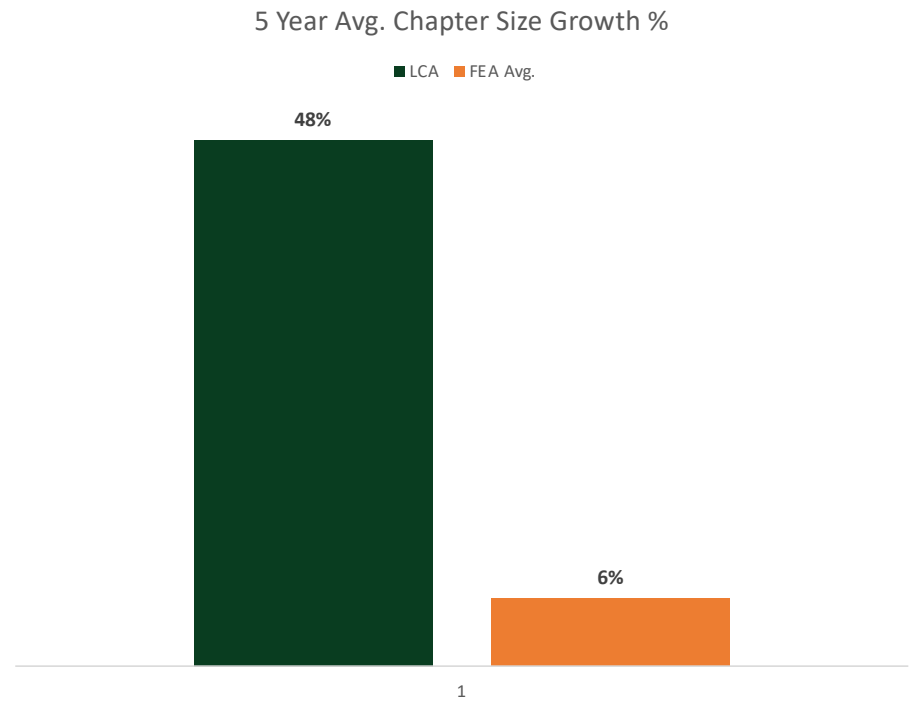
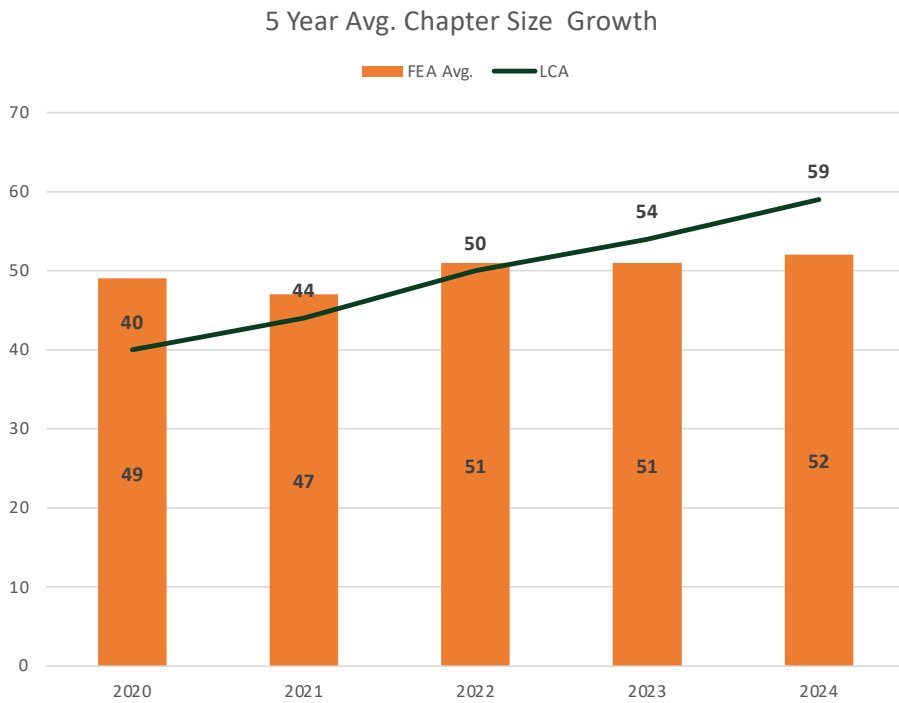
5 Year Chapter Growth



5 Year Chapter Number Growth %

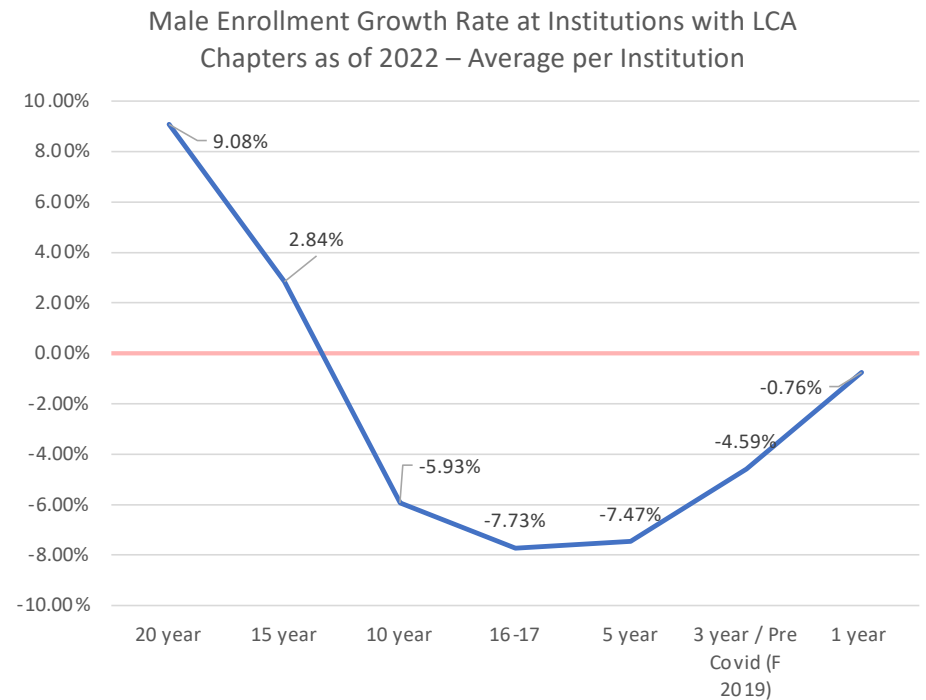
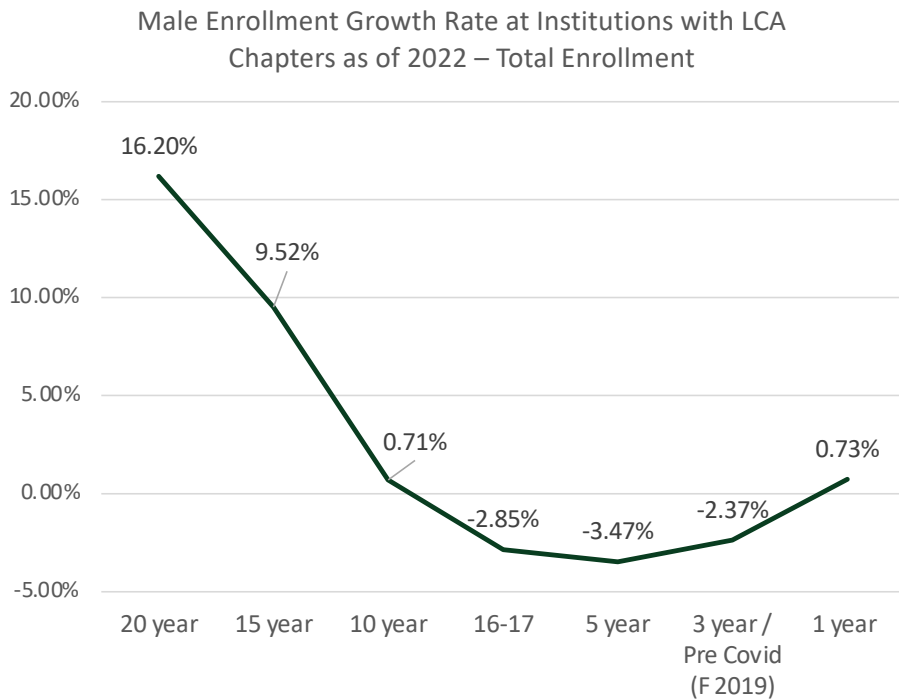


LCA vs. Peers – Average Chapter Size Growth



Enrollment and Membership Size

Male Enrollment at Institutions with a LCA Chapter



FY2024 KPIs

Goal	Performance
10,000 Members	9,943 (99% of goal), an increase of 7.5% YOY
4 Associate Chapter Expansions	7 Expansions, an increase of 5 YOY
1,000 Associates Complete an Ideal Man Learning Journey	2,767, an increase of 370% YOY 1,509 Ideal Man #1 1,258 Ideal Man #2
350 Officers receive a Stead Leadership Skills Certification Academy Certification	623, an increase of 287% YOY (325 Leadership Ready, 71 Leading Teams, 38 Social Responsibility, 36 Recruitment and Sales, 37 Finance and Budgeting, 30 Training Adults, 86 Governance)
500 lives saved by donating 175 units of blood through the American Red Cross	1,567 units donated = 4,701 lives saved
\$90,000 raised for Movember	\$95,750, an increase of 6% YOY
90% of chapters have a High Pi	93%, an increase of 43% YOY; 78% have completed current background check and orientation
95% of chapters are registered for the 2024 General Assembly	97%, an increase of 2% vs. 2022

LCA Today



Value Proposition

The strategic competitive advantage of Lambda Chi Alpha, and the role it plays in the world that no other entity can, is it provides students of different backgrounds the opportunity to simultaneously improve their professional **competence** and individual **character** while developing a shared sense of **belonging**.

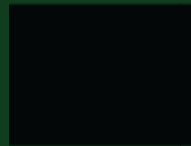
An Innovative Approach to the Fraternity Experience

Provide *belonging*, *character development*, and *competence development* to help men become the best versions of themselves.



Belonging: Community and Network

A growing network of 160 chapters, 9,500 collegiate members, and 238,000 living alumni.



Character: Ideal Man Program

Four easy-to-access, individualized learning journeys that grow with each member and prepare Brothers for success both during and after college.



Competence: Stead Leadership College

Our digital learning tool that prepares members for Chapter leadership, builds capability within Chapters, and acts as a bridge between Chapter and career.

EAB Overview

Objectives of our Partnership

- 1 Help students understand the **value** of joining a **social organization** and becoming part of distinct **community** in college
- 2 **Build demand *early*** before students apply and enroll in college
- 3 Generate **qualified leads** that can be shared among chapters
- 4 Draw attention to the benefit of being part of a **fraternity**, highlighting **Lambda Chi** as a top choice (sharing the unique mission, vision, and overall opportunities it offers to students in their college experience)
- 5 Bring **parents** into the conversation – dispelling myths, featuring potential outcomes, emphasizing positive impact on student mental health, etc
- 6 Design a **strategic audience selection** approach that evolves over time to identify the type of student who would be the best fit candidate to join a fraternity and Lambda Chi

Partnership Overview

OUR GOAL

To bring awareness and interest in the benefits of joining a fraternity – highlighting Lambda Chi – to high school students and their parents, building and nurturing a pool of qualified leads to drive Lambda Chi chapter growth.

OUR APPROACH

Audience: High School Juniors, Seniors and their Parents

Channels: Email | Social Media Ads | Online Landing Pages | Direct Mail

Lead Generation

- Direct marketing campaign with clear call-to-action to generate initial interest
- Unique “public-service” style offer to serve as the main engagement driver
- High-level approach – benefits of joining a fraternity/social organization – layered strategically with Lambda Chi content

Nurture

- Responsive marketing campaign to build and maintain interest through remainder of high school career
- Fresh content and messaging to continue activity and engagement with campaign
- Highlight Lambda Chi in greater detail with an audience that has baseline familiarity

Our Partnership extends Lambda Chi Alpha's brand to thousands of desirable students and parents

500K+

Emails Sent

730K+

Display Ad Impressions

The collage features several digital marketing assets:

- Smartphone (Top Left):** Displays an email titled "YOU BELONG" with the subtext "WHY JOINING A FRATERNITY COULD BE RIGHT FOR YOU". The email content includes a question "Does fraternity life seem like your college plans?" and a call to action "LEAD SEVERAL".
- Laptop (Bottom Left):** Shows a landing page with the heading "YOU BELONG" and "WHY JOINING A FRATERNITY COULD BE RIGHT FOR YOU". It features a large image of a Lambda Chi Alpha member and a "DOWNLOAD NOW" button.
- Desktop Monitor (Top Right):** Displays an email titled "THANKS FOR THAT!" with the subtext "You're now free to access 'You Belong: Why Joining a Fraternity Could Be Right for You' to learn about the advantages of fraternal life." It includes a "DOWNLOAD NOW" button and a call to action "Help us grow the conversation by about yourself!".
- Tablet (Bottom Right):** Shows a video advertisement for "YOU BELONG" featuring a Lambda Chi Alpha member giving a thumbs up. The text reads "A BOLD WAY TO A BETTER WORLD".
- Form (Center):** A registration form titled "Enter up to three colleges/universities that interest:" with fields for "College/University 1", "College/University 2", "College/University 3", and "High School Graduation Year". It includes a "SUBMIT" button and a signature for Justin Fisher, Chief Operating Officer of Lambda Chi Alpha Fraternity.
- Video Player (Bottom Right):** A video player showing a woman speaking, with the caption "wrapping up today before our large group session."
- Text (Bottom Right):** A block of text explaining the organization's mission: "Why do we do this? Because we care. We want our brothers to feel supported and engaged—not just at the chapter level, but by our national leadership as well. If and when you ever consider making fraternity life a part of your college plans, just remember that Lambda Chi will always go that extra mile for you." It also includes a "Take care!" message and a signature for Alex Dimon, Training Coordinator.

Extensive Channel Coordination and Optimization
BGSU Alumni Meeting 02.03.25

Growth and Expansion

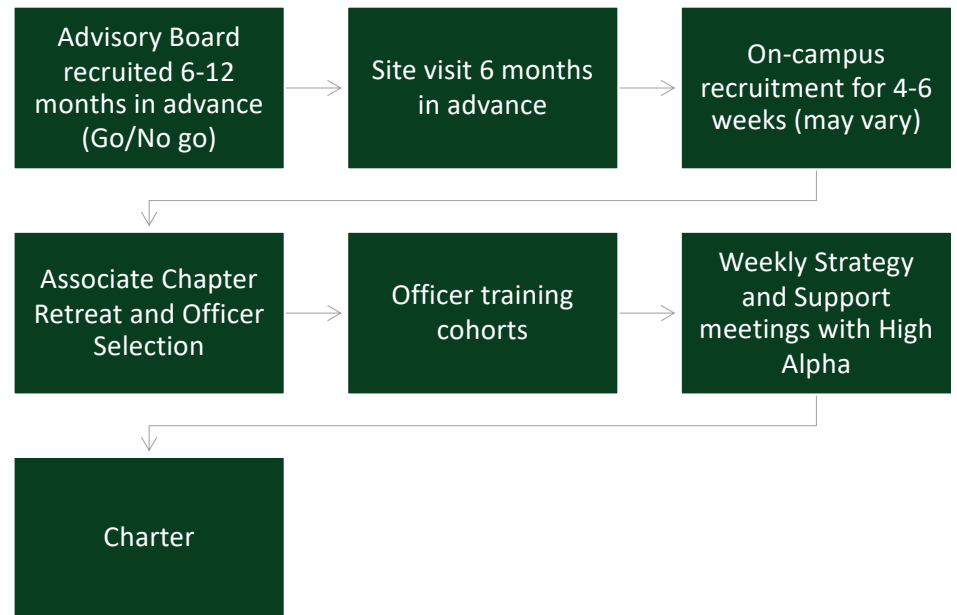
Criteria to Consider

- Full-time male enrollment numbers and trends
- Likelihood of a full advisory board
- Fraternity and Sorority Culture
 - Is this community growing or shrinking?
 - What is the community's presence on campus?
- University support to the community



LAMBDA CHI
FRATERNITY

Our Expansion Process



Bowling Green State

Phi-Mu Zeta

Male Enrollment Trends at BGSU 2003 - 2023

	20 Years	15 Years	10 years	5 Years	3 Years	1 Year
Percent Change	-21.97%	-21.68%	-13.91%	-12.56%	-2.16%	1.36%

What Can You All Do?

- Stay engaged and connected
 - Is there an interested group of alumni who would serve on the advisory board?
 - Is there an alumni point person that can be the point of contact for the OOA and share information broadly with the alumni?
- Provide any insight on the school's strategy on enrollment
- When a return date is agreed upon with the school:
 - Generate advisor interest
 - Become a certified advisor



Thank You!