

Phi-Mu Zeta Virtual Event Series - 2025/02/03 17:47 EST

- Transcript

Attendees

Andy Longo, Benson, Brad Bell, Brian Pcioneck, Damian Thorkelson, Gary Winand, Jacob Miller, Jason Becker, Joe Swary, Jon Stevens, Jonathan Bush, Jordan Hamilton, Justin Fisher, Justin Fisher's Presentation, Matthew Pagel, Mike Smith, Rob Stalder, Steve Appeldorn 2, Tom Cochran

Transcript

Andy Longo: and about our chapter. And as we had an officer meeting in December, we thought what a great opportunity to bring people together in the new year and talk about a potential first to hear about what's going on at the national level. One of the criticisms I think I've had about my own chapter and the broader fine muse zeta is how connected we are to the national organization and that comes from my own background as you guys know working at lambda kai for five years and then 19 years at ta delta. So I think that those partnerships are important. You've all heard me.

Andy Longo: I tend to be a broken record on it, but I think those are important things to have, especially when we're talking about growth and return to campus in the next whatever time frame it is. So, we thought what a great opportunity it would be to have somebody from the national office join us on a call to kind of share what's happening with the national organization. And I think it's good to hear the good news and what's happening where we fit in the grand scheme of things and then to talk to somebody about kind of where the expansion timelines and growth strategy might be and then how fine you would fit into that and then what we need to do. I've known Justin for a while. we run into each other occasionally at events.

Andy Longo: Justin, you've been on staff for 50 years.

Justin Fisher: I have two states that total 14 years.

Andy Longo: So, 14 years. most recently, he served as chief operating officer of the fraternity. right below our CEO. So, Justin managed operational and...

Andy Longo: most every aspect of the fraternity. Recently, Justin, your title changed to chief strategy and can you tell us a little bit about what you're doing now and what that means?

Justin Fisher: Yeah, thanks Andy.

Justin Fisher: So that means basically growth, marketing, and innovation. So I almost have nothing to do with the day-to-day. which has been great. people ask me questions and I just say I don't know. talk to someone else. but thank you all for having me on here. I'm a brother from UNCC Greensboro. So, I graduated school. I became an ELC right after that. So, I worked for attorney for six years left and then came back. So, my wife and our two young kids, we live in Westfield, Indiana, which is just north of Indianapolis. so, yeah, thanks thanks again for having me on here. I don't know how formal or informal these typically are.

Justin Fisher: I put together a slide deck, but if that's too formal, I'm happy to just kind of talk you through the cliff notes.

Andy Longo: I amum that we're pretty informal conversational...

Andy Longo: but Rob if you're able to show a slide deck or Justin I think that would be fine.

Rob Stalder: Yeah,...

Rob Stalder: you should be able to Justin with the share. You have present now on the bottom. It's the arrow at the bottom of your screen.

Justin Fisher: Yes. ...

Rob Stalder: And then you should be able to share just your screen or the whole screen or just a program or whatever. A window.

Justin Fisher: there it is. Okay. Sorry, I'm a Google Meet newbie here.

Rob Stalder: We use Google Meet in my consulting business.

Justin Fisher: Hit There we go.

Rob Stalder: So I force everyone to use Google Meet because I'm the comps guy. So that's what happens. Yep.

Justin Fisher: All Can everyone see it?

Andy Longo: Yes, looks good.

Justin Fisher: All right, perfect. so a couple things I just want to cover with you all and please stop me if you have questions or things come up or you're like, "Hey, I'm not sure about this." really we want to do a quick environmental scan of kind of what are challenges facing Lambda today. How are we doing? What's new in Lambda? we're going to talk about growth and expansion a little bit and then kind of your chapter specifically expansion opportunity what's going to happen there and more specifically what you all could do in the meantime. so when we look at environmental scan there are a lot of challenges facing both boys and men.

Justin Fisher: so if you don't know Richard Reeves is a former Brookings Institute researcher. I think he's from England but now lives in Nashville but he wrote a book called a boys and men basically outlining some of the data that he found through his research. So he initially had set out to understand why do people from lower socioeconomic environments struggle in terms of schooling, career etc. and what his research kind of led him to is that men are struggling with this.

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Justin Fisher: And so I would say lost a lot of colleagues and friends over this as you can imagine studying saying that men have issues. I think a lot of people misperceive that it's like a zero sum game. So if you say men have issues that means that women don't have issues and that you're taking attention away from that. And his whole point was that's not the case at all. I'm just pointing out that this is what

the data is telling me. so there are a million over a million now less men in college today than there were in 2015. it's like full-time students. male enrollment is expected to shrink to 30% by 2030. So just to give you some context, if you were in the school in the 70s, it was around 7030 male to female, that will flip to 7030 female to male by 2030.

Justin Fisher: I don't know if you all have kids or you're familiar with kind of this Gen Z, the current student. So, 24% of freshman men in 2023 did not return for the spring semester. They are huge on instant return on investment. and I kind of look back and when I was in school, right, we were told college is going to be great. It's the best time of your life. You're going to do all these things. And then, I got to school u I I'm originally from Maryland, so I went to school where I knew no one. And I was like, "This is not fun at all. I have no friends. I don't know Everyone told me this would be the best part of my life." And it's hard. And so this generation is unequipped to be able to push through that and they just kind of quit and go home. And so we're seeing a lot of that.

Justin Fisher: And then last year, a third of our associate members, so roughly 4,000 new members joined Lakai a year, did not have a father in the home when they were in high school. which as you can imagine has dramatically increased from decades ago. and so what that's done is and at the same time college has never cost more and maybe been valued less in terms of I think there was a research study that said 13% of adults 11% of seuite executives and 6% of trustees from different schools have said that graduates today are career ready or work ready when they graduate.

Justin Fisher: right so you have a declining value in the degree less people are going it costs more all these factors kind of working against men I think holistically right just not just students but 15% of men said they have no close friends that's up from 3% in 1990 if you read the Wall Street Journal a couple months ago they came out with an article based on a study about how men specifically between 40 and 60 are really lonely. men account for 70% of the opioid overdoses in the US and are three times more likely than women to take their own life. And then per the CDC, suicides in the 10 to 20 year old range has increased by 56% in 10 years.

Justin Fisher: So these are all challenges that when we look at the world these are the issues that we're facing not just as a fraternity but as a society and how can lambda be a source of good will for the rest of the world. So this is a graph of our membership you see number of lame members and average chapter size. so from around 2003 to 2015, we saw perfect hockey stick growth year-over-year. which was great for the fraternity, it was great for our financials. what it was not great for is that you then start thinking that everything you're doing is great, right? And it's a result of what you're doing.

Justin Fisher: And maybe that was not just a rising tide for all fraternities, right, where membership was increasing. And so you see the sharp decline from 15 down to 1920, right? we lost almost 40% of our membership in that time frame. And that caused a lot of soulsearching about what is the value of Lambda? what do we offer to people? we either need to change the value that we provide or we need to help our members articulate that value. and so combined with some of the societal problems that we covered in the slide before this really caused us to rethink what lameai should be etc. And we'll get to that in a little bit.

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Justin Fisher: But as you can see, we've grown tremendously since 19. We're I think the only fraternity who grew through the pandemic. and then that's just continued since then. If we look at Sure. No, go ahead.

Andy Longo: just take a more stringent attitude toward policy.

Andy Longo: You had chapters not meeting standards or chapters self-closed and that can be membership finances. How would you lump those together? Yeah, the kind 30% 35%

Justin Fisher: Are you talking about the decline of membership?

Rob Stalder: Yeah, that and sorry, Andy, my question was similar to yours, and so I'll just say it right now, which is the fact I was going to ask you to explain what is happening when you have chapters are in a clear free fall, but yet you have memberships going up. it's a little bit Yeah, just what's the explanation of that? Yeah.

Justin Fisher: I think we had a lot of bigger chapters that had discipline issues and so we closed in rapid succession like 120 150 man chapters. which year over year if you continue to do that really eats away at the membership number. I would say the number of chapters continues to decline because we have chapters that may get really small or suffer from poor operation and they opt to self-suspend and that's happening at a much greater rate.

Justin Fisher: So that happened through COVID and after that that has not really subsided in terms of we get chapters they get down under 10 members or so and they just want to quit. anecdotally we had a chapter that was I think they were on 25. They knew that they were graduating 15 members in the spring. So they had a full year to kind of prepare, recruit and try to overcome that. and they asked if they could just quit now before the year even started. And so that's just kind of some anecdotal data that we're seeing. The other contributing factor so I oversaw our risk management program and between 13 and 16. So I think 2014 was the year we closed eight chapters and expansionwise we were only opening maybe two or three a year, right?

Justin Fisher: So that rate continues where we're closing way more than we're opening. that becomes problematic. so yeah, we've lost some smaller chapters and right now we are on a plan where we're opening three new expansions every semester. So six a year. also I can't see anyone.

Andy Longo: Okay.

Justin Fisher: So if you have questions, just speak up, this is just us versus our peers. So this is The only one who probably knows who the FBA is Andy, but it's the stands for fraternal fraternity executives association. So it's a collection of fraternities and sororities. They segment fraternity data for us. mind you this is the full spectrum of fraternities. So these are chap fraternities that have 20 chapters and fraternities that have 350 chapters. and membership ranging from hundreds to I think Capasig claims to have about 20,000 wide range.

Justin Fisher: I think we looked at the percent change, right? So, over a 5-year period, we grew 33%. overall, the industry has shrank by 1% in that time frame. chapter growth is really the only one where we've outpaced the fraternity 10% decline versus seven 7% decline. And then average chapter size, we see a

dramatic increase in terms of, 48% increase over that 5year span versus a 6% increase. so we are, part of the NIC, which is the North American Inner fraternity conference. They're a trade association.

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Justin Fisher: So they go online and provide and they pull a lot of enrollment data for us. and so basically we were able to look at the different enrollment trends. If you haven't heard of the enrollment cliff the summarized version of that is basically because of the financial crisis in '08 right people just had less children. And so the impact of that now is that now we have less men and women going to college, specifically men. And so this is just the enrollment rate of the 10 year percent change of male full-time enrollment at schools that we have chapters at.

Justin Fisher: so you can see that there's been a dramatic decline over time. I would say that we have seen specifically in the past three to five years that the halves continue to have more and the have nots are losing more. so by that I mean so if you're at a Georgia or an Auburn big-time SEC football experience school, their enrollment is going through the roof. I mean, they're setting records for applicants. we're seeing a lot of I went to University of North Carolina, Greensboro, so a regional state school really struggling with enrollment.

Justin Fisher: also depends regionally, right? So more people in the state are moving to the southwest. I think Texas is growing in Northeast is shrinking. obviously, right, I think there's some other factors in that. taxes probably being one of them that are driving where people are moving to. so these are all things that we kind of look at in terms of the enrollment issues that different schools are facing. how does that play into kind of what we see and what we evaluate. but this is just some data that we look at. And then if you were to look at our fiscal year 24 KPIs, this is just kind of a snapshot of what our goals were and how we performed. so we almost hit 10,000 members. We'll hit 10,000 members this year.

Justin Fisher: we recruited over 4,200 people in the fall. It was the largest fall since 2014 that Lamai's had. seven expansions last year. that was well above goal. ideal man and stead leadership skill certification academy. I'll get into that more later, but we crushed those goals in terms of completion and adoption. if you didn't know, we started partnering with the American Red Cross. they told us it would be impossible to raise 1500 units of blood in our first year because that is what American Express and Delta Airlines achieved and not just a small nonprofit like Lambda. as you can see, we got over the 1500 unit mark. We got the blood drop award as their fastest growing partner for that.

Justin Fisher: So, we're really proud of that. Movember is a nonprofit that was started out of Australia that's really focused on men's emotional and physical wellness. and so we are for the fourth straight year the number one fundraising fraternity raised \$95,000 last year. 93% of chapters have a high pie which is very important. And then we hit our attendance mark at GA. All right. So Lambda today this is our value proposition. So when we present on campus for expansion when we talk to individual members about why should I join Lambda Kai the three things we talk about are belonging, character and competence.

Justin Fisher: I think we all would agree that the brotherhood piece, that is going to be the bedrock of this entire experience. This is why you all are on a Google Meet meeting on a February at six o'clock, right? None of us are in school. The relationships we form are important. all of that ju just is so incredible and that everything we do has to start from there. character, right? We're a values-based organization. we have a set of values, beliefs, things that are true to us. and so we're very upfront about that and everything we do in terms of what we get involved with has to be in congruence with those values.

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Justin Fisher: and then competence is a piece that we've really invested which I'll get to in the next slide. so I mentioned the ideal man program. that is our member development program. So we partnered with Kaplan really to help build out these two programs ID man and stead leadership college. We've since ended that partnership and we've really taken that on. the guy who we were working with for Kaplan, Dr. Simon Taylor has worked for us for two or three years now. He actually just moved his family from London this July to Caramel, Indiana. and they are experiencing winter in Indiana for the first time. So, they're not loving that. But, love being here in an office for Lambda.

Justin Fisher: the whole premise behind ideal man is since the 70s we've really done really well with associate membership right so you get recruited you become an associate member we have different events and activities fraternity education it culminates in initiation you get a big brother all these things happen your first semester that you join lambda kai and that is exciting and great and then after that you might become an officer, you might become a big brother yourself, but then it kind of gets repetitive. and we saw a lot of juniors and seniors kind of disengage from the experience where they're not involved, they don't come around. And so the thought is how can we create a program where is just as valuable to you your senior year as it is your freshman year. and it might change, right?

Justin Fisher: So, a lot of the associate member programming, we talk about onboarding into the fraternity. what is the history? what do you need to know about the fraternity? and then it's kind of builds into what do you need to learn about yourself, So, they may take a personal assessment, learn about their skills and interests. but it's a four-step process, this ideal man program. So, it's built to kind of grow with you as you get older. And so towards the end, it's less about the fraternity itself and more about how do you prepare for life after school. we're still building this out, but how do you get ready for an interview if you want to pursue a job? What are things that you should know about that?

Justin Fisher: and so, I think we're still in the development phase of those last couple ones, but there are other things about life skills that are not being taught in school. so, for example, if you want to buy a house, what are things you need to know, what is being preapproved for a mortgage mean and why is that helpful? and other things that I think our members could really benefit from learning about before they're having to learn it kind of in real time.

Justin Fisher: and then the Stead Leadership College, this is our digital credential officer training program. And so basically we wanted to take an office. So let's take the high delta, right? You're actually a sales manager, and the learning journey itself is called sales management because we want to teach you sales principles and how it applies to the fraternity. So we have a recruitment cycle. We talk about building your pipeline, lead generation, conversion. have you identified what a value proposition is for your chapter? Do your members know what that value proposition is? Can they recite it when someone asks them? how do you build personal relationships with a lead and then move them along in the process to where they eventually join?

Justin Fisher: And then can you articulate that to a non-member, maybe a future employer I know about a sales pro management process because I actually ran this in college at my fraternity and we generated this number of leads, this was our conversion rate, and this was the end result. and the whole notion is that we want to be able to professionalize the vocabulary that a student uses so they can articulate to someone that I wasn't just like hanging out drinking beer for four years, but I actually learned real skills

and have the results and the experience to back that up. and so we're in year three of launching both those programs.

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Justin Fisher: so that's really the two big programs that we're pushing for lambda and would be new and then we started partnering with a company called EAB. Is anyone familiar with B? They're an enrollment services company. So a school like BGSU would come to them and be like, "Hey, we need help." marketing and attracting more students that want to come to Bowling Green for school. And they primarily generate leads through standardized tests. So they'll buy lists of names from AT, SAT, etc. And then that's how they kind of get connected. So we approached them about have you ever worked with someone who's not a school? Right? They had not.

Justin Fisher: And so we really formed a partnership with them because with the desired outcome that we wanted to be able to reach students and...

Rob Stalder: Perfect.

Justin Fisher: their parents first, so we hear all the time about there's a site called Greek Rank. I mean, there's social media. So you got all these people that have reputations, right? This chapter has this reputation. Stay away from this. You don't, we wanted to start reaching high school juniors and seniors and their parents and saying this is who Lamb Dai is, right? So, if you want your son to be surrounded by people of similar values that are going to help push him to get involved, give back to the community and prepare him for life after college. this is who we are. This is what we're about. And so, we're in year two of this partnership.

Justin Fisher: really had the dream of building this kind of pipeline where we could give leads to a chapter, right? So, we're talking to people for two years. We kind of know, okay, there are lambda, how can we get them connected to the high delta at this chapter? and then that becomes just a natural kind of source of leads for chapters. So, we're still in terms of marketing and being able to really control the narrative and our message and tell our story, it's been phenomenal. so primarily use email but they also use different social media ads. we have an online landing page and they did some direct mail. so different approach.

Justin Fisher: Had an alum reach out to me because he thought someone had stolen information from the fraternity because his son was getting contacted. and just wanted to make sure but it's been really fruitful. We really learned a lot in the first year in terms of what's been going on. overall the first year we sent 500,000 emails had over 730,000 digital ad impressions generated roughly I think 4500 leads overall lead being as someone who clicked on this and said I'm interested to want to know more about this. sometimes that interest goes somewhere sometimes it does not.

Justin Fisher: I think this fall we had around 10 people join who were contacted by EAB on our behalf and actively knew that they had received some emails and all of that. and we're conducting a small little focus group figure out kind of okay what resonated with you what would you like to know more about? and are actively applying that to the second year. and then just growth and expansion. This is just real short. here are criteria that we look at when it comes to schools. So we look at full-time mail enrollment numbers and the likelihood of a full advisory board. So there alum interest in a return? Are they willing to commit to being advisers or at least introducing us to people who are willing to be Fraternity and sorty culture.

Justin Fisher: is the community growing? Is it shrinking? what's our present on campus? Are they really involved and in leadership roles? Is it just more of a social outlet? What does that look like? And then what's the university's support to the community? in terms of what resources do they provide? we look at headcount. So is this one person who has to serve everyone? is it an office of four or five people? obviously that varies from school to school and then this is six to 12 months in advance. so this is assuming that right we have an agreement with a school where they said yes let's pick this time we'll laminate high can expand once that agreement is reached about a six to 12 months in advance we'll recruit an advisory board.

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Justin Fisher: If a critical mass of five or six can't be reached, then that's kind of a sign of we'll push this expansion back out until we can get there. we do a site visit on site kind of figure out what's going on campus. Where do we need to be? That's a semester beforehand. Onampus recruitment is four to six weeks may vary. It'll be one to three people. That also varies based on the project and kind of what else is going on. they have an associate chapter retreat and officer selection. That's usually the same weekend as the first associate member ceremony. so we select the officers, we train them and then they have a retreat of their own to kind of figure out what is their vision going to be for Lambda their campus. we have different officer training cohorts that they join.

Justin Fisher: So they're kind of learning with others about their role, how do they succeed in their role? And then we don't have ELC's anymore. So we have high alpha training specialists in expansion. They have an expansion development specialist, but they meet on Zoom weekly with someone. So we used to do a three-day visit twice a year. We now do weekly video calls. it's greatly improved our relationships with chapters. I think we're able to work more collaboratively with chapters and advisers. and then 12 to 24 months later we'll charter.

Justin Fisher: So that's the expansion process.

Andy Longo: appreciate that. good information. I wasn't aware of some of the things the fraternity was up to and doing. And, those declining numbers concern concerns all of us. I know it concerns the national organization, your pool of recruits just, shrinks. I'm curious, the growth that the fraternity experienced over the last four or five years, what caused that? what have you done? Is it these programs? Is it a just combination of things?

Justin Fisher: challenging. I think there's a number of things. we have closed chapters at a far slower rate than in the past. And it's not because our threshold for behavior and what is accepted and not accepted has changed. there's less of it. And so why is that? I don't really think it's the programming yet because the adoption numbers are still climbing, right? It's not like we have a critical mass of students who are doing this. if I had to guess, I would say it's two things. One, I think moving to these weekly calls and touch points has been incredibly beneficial. We have chapter students now are way more forthcoming. I don't know what it was like when you all were in school, but I was given a list as an associate of these are things you cannot talk about with DLC. just don't even be there right when he's here.

Justin Fisher: So, let's put on a show for three days, call it good, and then we'll be So, I think we have a much better relationship. And then, over the past couple years, we really are putting more emphasis on advisors. I think if the analogy I would use is right, because I think a lot of times the office administration is viewed as the federal government. we take your money, you don't provide any value, and we want to be

less big government, So, if the Zeta can manage itself, the Zeta being students and alumni, and we can provide resources and support, that's what we want to do, So, we want to get out of the way and we don't want to be this bureaucratic body that kind of just says yes or no, but how can we get you to what you need, right?

Justin Fisher: what you do your job, help help the students so that's really what the focus has been for the past couple years and will continue to be. we're putting a lot more resources into that over the next three to four years as well. because I think our ultimate vision would be that every chapter is really self-governing, we even talked about could we change the constitution now we could not but the students would have to do it general assembly would have to do it but could we change the constitution so there's a board of trustees for each chapter right so the zeta would elect the trustees they would kind and they would be able to have that emergency authority of hey guys you've kind of stepped over the line here we are going to intervene and say hey you can't

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Justin Fisher: doing this or we're going to maybe put someone else in as the new high alpha and write the ship. because it's not sustainable for us out of Indianapolis to do this, we don't know everyone. We're not as and also the students aren't going to listen to us, if there's an alumnist that has buy in that can get more alums to get bought in and get engaged and then as a group we're saying hey this is the direction we need to move in that's what we need to do right that's going to be far easier than I'm Justin you've never met me before the last time I was in Bowling Green was in 2010 when I was eating some poly eyes right...

Justin Fisher: but I love that place by the way But right that's not getting buy in you don't know me you didn't go to school here the shared similarities aren't there. so that's kind of

Rob Stalder: What is...

Rob Stalder: what is a university's view of that? meaning what is a university's view of a local board of trustees they're dealing with versus the national organization when it comes to fraternity what I mean are universities open to that that they're not that they could just go to this local board of trustees that make sense okay yeah I'm just curious

Justin Fisher: Yeah, flippantly I don't know if I care so...

Rob Stalder: what I mean do they and...

Justin Fisher:

Justin Fisher: what I frustration I think we would present

Rob Stalder: the reason

Rob Stalder: Why I'm saying this is because our Bowling Green kind of pood all of us. You know what I mean? We have a very strong 10 n 10 12 member advisory board. We've been with them the whole time the last two years. and they kind of just didn't want to have over this whole process kind of just no. So I'm this so what you're saying I think sounds great as an option but I think in practice is that really going to be okay yeah from the chapter

Justin Fisher: a united front that we as a collective group speak on behalf of Lambda Kai and we are in full support of we've empowered this local group of alumni not saying you have to be local right but the PE men from this chapter who have said yes I want to do this one of the challenges so there's many challenges as a frequent person that is critical of higher education professionals. I will say that there are a number of things that go into this one. they are underpaid and overworked. our peer groups some of them are just awful to work with...

Rob Stalder: Mhm.

Justin Fisher: where they will deny everything. There was never their fault and they're trying to get away with whatever possible. and so that just wears on people, where you just assume everyone's guilty and then that's kind of the mentality when you ever have a tragedy like Bowling Green right where someone dies on campus that is going to a legal response like that is always going to then be the next step right that's how we're always going to respond to a situation so while I don't agree with the decision-m of the school and kind of their rationale I do understand that

Justin Fisher: that was probably made out of a place of fear more than anything of what could go wrong, how could this be even worse? and that's just kind of something that comes with it, and I think for the longest time, Lambai has been really tethered to higher education and saying we want to be a good partner. and I would say sometimes that is reciprocated and other times that is just kind of a one-way abusive relationship where we don't care. and so we have chapters that are unrecognized or they're in independent IFC and that had never happened before. And so, we're trying to just adapt with the times.

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Justin Fisher: But our mission is to inspire and equip men to leave an ethical life of growth, service, and leadership. And so nothing and no one will stand in our way of accomplishing that mission. And so if there are people out there that want to partner with us, that want to help us achieve that, then we are all for it, we'll want to work with you. I would say this but don outwardly I would say we are very careful and methodical with how we manage the relationships with host institutions. So for example right we can't get so angry with BGSU because we know we want to come back to BGSU at some point. So if you burn that bridge that becomes harder right so...

Andy Longo: Justin

Justin Fisher: then there's a balance of I will share my opinion to a point and then if we cannot get any further then I guess we can't get any further

Rob Stalder: Do you I I was just going to say the other thing I had was about the path that you talked to, for being on campus. first of all, you said four to six you need to find four to six alumni or folks who are willing to be on an advisory board. I'm just here to tell you on behalf of BG, you will have three or four times that going forward. and second of all, I just wanted to make sure that because I know part of your graphic show charter at the end, but we already have a charter, right? you were just showing us a basic process, right? Our charter still exists, correct? Okay.

Justin Fisher: So a new group would have to recharter. So you get a second one.

Rob Stalder: Okay.

Justin Fisher: So you'd have a second group of founding fathers or...

Rob Stalder: Interesting. Okay.

Justin Fisher: reounding fathers because

Rob Stalder: I think maybe I'm speaking on just from myself,...

Rob Stalder: but I thought that our chapter charter was just suspended that it just came back into play. that so this is new information to us. So you're basically saying we lost our charter. Okay. This is Yeah. Yeah.

Justin Fisher: charters, they get a new charter, new founding fathers. so yeah,...

Andy Longo: Would we to carry that thought,...

Justin Fisher: I mean essentially then at the end of this five years later would just have two charters technically.

Andy Longo: would and this is in the weeds, but it's an important weed to pull. would our Zeta numbering system begin at 00001?

Justin Fisher: No, it'll pick up where it left off.

Andy Longo: Okay, we'll pick up where if there's another 000063, the moon and the earth collide and there's a little bit of in terms of and perhaps if you could provide some clarification down the road on exactly the language. my understanding was suspended charter, but I know sometimes these words get a little funky on what happened. So,

Andy Longo: anything you could provide there. In terms of a timeline, we're going into, schools started. You've got three or four expansions likely slated for this spring. you have others you are nurturing along. You're setting your plate for next fall. You probably have your 26 and 27 list. You're starting to pencil in potential groups and opportunities. when you look at the list you provided on the alumni which we have the culture there is an interesting one I don't know how the national organization would grade it I think it's supportive but I'm not sure in what way sometimes we've talked before about the MAC and the issues with the male enrollment bowling green is not Auburn or Georgia so we're not likely seeing the huge growth

Andy Longo: but Bowling Green serves a good niche. I'm just curious on, what do you see the challenges we're going to deal with when we get back to Bowling Green? And then what kind of timeline? And I'm not asking for a commitment. Just generally, where do you think we might be or is it really too early to tell?

Justin Fisher: from 22 to 23 it went up 1.36%. which I'll share this slide deck with you. I have a chart in here. There's a database called iPads which basically documents all enrollment any postsecondary data. I'm sure you all would think this is boring as hell and you never want to look at it again, so it actually grew. concerning is the 10-year mark is we're down fiveyear we're down 12 and a half percent. So I mean male enrollment overall is down. Now the slight positive change I mean kind of intrigues me because I'm like did we stem the tide? have we figured out a way to reach more people or different people? the only other thing I'd have to dig into is kind of like what are the retention numbers attached to that?

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Justin Fisher: We have seen schools that in Florida for example, some schools have grown by 20% male enrollment, but they did that by lowering the standards for men to get in. so I understand that higher education is also a business and so they need to put people in seats to try and make their model work. but I understand that your level of interest is also finite and not your interest in Liam Mai right but let's say if we put this off five years right you all may get irritated annoyed and not want to pursue this right so I also understand that we have a window of opportunity here thank you for smiling

Rob Stalder: 100%.

Justin Fisher: because we could be honest with each other. We're all brothers. and so we don't want to miss out on that too. So honestly looking also geography matters. So we avoid the Midwest in the spring because no one wants to be in the Midwest in January and none of the students are out and...

Justin Fisher: no one wants to talk to you and yeah, it's just terrible. so this would definitely be a fall project. so we could maybe think about fall 27. I also have to talk to the school. I haven't talked to the school about this about what would it entail because I know we have to petition the suspension and then there's a process attached to that.

Rob Stalder: I mean,...

Rob Stalder: it was a two-year suspension, which means the earliest we could go back in is fall of 26. you're saying fall of 27. So that's an additional year.

Justin Fisher: Yeah, we are currently slotted. We have fall 26 filled up.

Rob Stalder: Which and then of course we don't want to do the spring obviously, we t just talked about that. fall 27. Okay.

Rob Stalder: Hit the round one. Yeah.

Joe Swary: won't start taking those steps that are within the document to be reinstated until 27 because I think I feel like that has to be taken care of before we can even step foot. So would you guys be doing that those steps in theory ensure 27 or is it 27 we're going to start taking those steps and reaching back to the university?

Justin Fisher: I think ideally what I would like to do is I would like to probably start working on this now or in the This year work on this. I would really like to see probably this time next year to get the maybe even the summer the 24 enrollment numbers in to see kind of what are we looking at? and then kind of go from there. It doesn't take long for us logistically to plan and then execute a project. Also, you all are so close to the office. I mean, all of our actual recruiters are remote, so they've actually would have to fly.

Justin Fisher: but yeah we would not wait and we try to do all everything on the front end first and then cuz if let's say fall 27 is the date we will start fall 26 or probably even summer 26 working with you all identifying other alumni if there is something there's homecoming that fall we could maybe do an advisor training on campus and then also do a site visit at the same time.

Justin Fisher: that we try to coordinate all this so it's planned out and we're really making the most use of everyone's time

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Andy Longo: There's a huge cadre of our most involved alumni in Ohio, Columbus, Toledo, Cleveland. Rob, you're the outlier in Atlanta. and he's muted and that's good. We don't have to hear it. but I think one of the things that is Yeah.

Rob Stalder: Wait, what? No, I said and those of us who are willing to fly from Atlanta to do whatever we do because we love this fraternity. Amen.

Andy Longo: then you are willing to fry fly and one of the things that has impressed me about this group of alumni I've learned to really love and respect is their commitment to the chapter how some of them were immeasurably hurt by the actions the university took being a higher ed guy and being a national fraternity guy I get a lot of what you're saying and being on that side but they were doing the check the box

Andy Longo: alumni can't be involved. I mean, that is a standard typical non-thinking response from higher ed because I used to do the same s*** when I worked at Oklahoma. without any consideration for the personality. So, I think in terms of a folks who understand the ritual, officer operations, finances, we have an excellent cadre. We're going to be turning people away. but we'll have other roles for people.

Andy Longo: The other piece is we do have financial resources that we have and I believe this group of men and others if we needed to raise scholarship money if we needed to raise money for events I don't think that is going to be an issue fu alumni I'm 63 Gary whining on the call Gary what are you 30 22 Gary's Gary's an 82 grad I believe 81 34 Mike Smith I see Mike's on the call.

Gary Winand: I'm 34.

Andy Longo: Mike's in Appalor Steve he's two initiate two.

Steve Appeldorn 2: Yeah. Old guy.

Andy Longo: So we have old people and we have young people. I think the median age of those engaged are probably in their mid4s to upper 40s. But that being said, I think we have folks that have the means and the ability to perhaps write checks to help out financially to do what we need to do. And I'm not saying we'll give you money, we'll give you money. but I know that having alumni who bring to the table, not asking, but we will provide. I think that that obviously is beneficial to the national organization.

Andy Longo: But the numbers have to make sense. and I can certainly appreciate that. We want a chapter that's viable, of good size. It's got to be fun for heartache of, 10 guys trying to run a chapter. It's got to be a successful project. because we don't want to close it in two or...

Andy Longo: three years because we rushed in or we didn't get the numbers or whatever the case may be. So, anything we can be doing now to be thinking about the next 12 to 18 months that you'd recommend

Justin Fisher: I think just staying engaged.

Justin Fisher: in terms of if you hear anything about what's going on with the school I can keep you apprised of any expansion developments or updates one other thing I wanted to add is the next three years we're making a big push to focus on alumni right we have 238,000 alumni that are alive and if you characterize engaged as you're a donor or a volunteer that's 1% of that population. and for the longest

time, forever lambda has only asked alumni for two things, money or be an ad or volunteer, right, without giving anything in return. And so, we're really exploring ways of how can we provide value to someone's life at the different stages.

Justin Fisher: so for example, I'm going to be 38 this year. my daughter's five, my son's three. I'm right in the middle of career. sometimes you just need someone who's maybe five, 10 years ahead of you, right? That's going to be like, hey, don't forget, you may think that this is crazy and nuts now, but really soak it in because I now miss this time or let's just grab a beer and I'll tell you that this sucks and it'll get better but personal professional connections there are so many lambda who don't realize there's other lambdas in the area or I got a new job I'm now moving to a new town I don't know anyone but it would be great to be connected and suddenly be like we have a shared experience we

00:55:00

Justin Fisher: maybe we didn't go to the same school, But we have a shared experience that we're both playing the Kaiis. maybe there's some shared interests. so that's kind of really the next iteration of what we focus on is really how do we give back to alumni without asking them for money or...

Justin Fisher: time or anything like that.

Rob Stalder: I'm glad you said that...

Rob Stalder: because personally I have a very strong belief that I think it's wonderful the four years that we're in college that we were part of a fraternity was wonderful but we are landis for life. So that was only four years and if I live to be 80 years old you've got another 60 years of me what are we doing right? I'm still Lai. What's happening? So that's awesome that you said that.

Andy Longo: and I exhausted mine. I think we've heard some good information about FIMU and about the landscape certainly different than when we were in school years ago. but that's things change questions.

Rob Stalder: Anybody?

Andy Longo: Justin is very accessible. he's on the Lambda Kai Alpha website. His phone number and email are there. So if you have questions or need anything, certainly reach out to him and if he can't help you, I suspect he'll direct you. But generally you'll find him helpful. they're there as a resource and I think that this partnership is critical as we move forward.

Andy Longo: Justin, any final parting words you'd like to say to motivate the 13 alumni on the call or 12

Justin Fisher: you all are here and care this much. despite the experience that you've had recently. I was pretty aruck the fact that a third of our associate members grew up without a father. and I look at my own son, He's three and you have to be the role model and his definition of what a man is is going to come from me, And how I conduct myself. And the fact that we have brothers out there that didn't have that, right?

Justin Fisher: Even if you don't have any sort of technical expertise in how to be the best high tall or how to run the best ritual just being involved right and being a role model like they will get more from that and I think you'll get something out of it too but our world is broken right and there's so many things that are

wrong and I think that lambda can be a force of good and I think You all are a perfect representation of that.

Andy Longo: We'll Rob and I will follow up. We did record the call for those who would like to listen who couldn't join us and there probably a few. you all saw the notice about Founders Day. we are not going to gather at Bowling Green on site. but that Saturday at 10:00 a.m. I believe Rob, we will be having our annual alumni meeting and we'll report out on this information and do other business. But let's continue to keep faith

Rob Stalder: And just a quick question for Justin.

Rob Stalder: Yeah, Just a quick question, For the recording, I don't believe there was anything that you said we should be worried about sending a recording out to Right.

Rob Stalder: I don't think there was any information that was proprietary or I Yeah. Yeah. There's nothing that was Okay. I didn't think so. Okay, cool.

Justin Fisher: No.

Justin Fisher: Usually I offend people when I'm being recorded. Thanks for having

Rob Stalder: Okay, my goodness.

Andy Longo: Brothers, it's good to see you all tonight.

Andy Longo: Be ...

Rob Stalder: Yep. this was great,...

Andy Longo: take care.

Rob Stalder: I think this might be one of the most we've had for a virtual series, which is fantastic. thank you.

Andy Longo: We'll keep working, guys. Thanks, Thank you, Rob. Always good to see you.

Rob Stalder: All right.

Andy Longo: See you.

Rob Stalder: Bye, guys.

Jason Becker: Listen guys.

Rob Stalder: Thank you. What happened?

Jacob Miller: Hey guys.

Rob Stalder: Jacob. Hey, everybody just all left.

Tom Cochran: Hey, I don't know...

Jacob Miller: I was just listening in.

Tom Cochran: what happened.

Jacob Miller: I think everyone said it out,...

Rob Stalder: I Yeah.

Jacob Miller: but I just wanted to say hello.

Rob Stalder: Hi. Okay,...

Jacob Miller: Hi there.

Rob Stalder: guys. Have a good night. I gotta get some dinner.

Jacob Miller: Yep. Be sure. Have a good night.

01:00:00

Rob Stalder: Okay. Ciao. Bye, Tommy.

Tom Cochran: Right. Bye.

Rob Stalder: I'll Talk to you soon, hopefully. Okay. button.

Tom Cochran: Okay, sounds good.

Tom Cochran: Bye. Yeah.

Jacob Miller: You've been good,...

Jacob Miller: I've been great.

Tom Cochran: How about you?

Jacob Miller: I travel for work now.

Tom Cochran: Glad to see you on here. That's really cool.

Jacob Miller: I saw it last minute and thought I'd pop in before I also go grab some dinner, but Yep.

Tom Cochran: Very cool. good. I was going to call it out, but I didn't want to be awkward or anything because you were the young guy on our call and...

Tom Cochran: I was going to say Jacob Miller like five mu five five whatever you are.

Jacob Miller: Five times six.

Jacob Miller: Yeah. Yeah.

Tom Cochran: Yeah. When they were talking about their low numbers and stuff like that. So, I was like it's good to have the young representation, too. So,...

Jacob Miller: I talked to some of the guys that weren't able to make it and we're all excited and I think if something does happen for Founders Day that there will be some faces there.

Jacob Miller: I actually travel for work now, so I won't be able to make it this time around, but I'll be looking forward to seeing updates.

Tom Cochran: where's home base? Are you still in BG or...

Jacob Miller: I'm in Columbus

Jacob Miller: Home is in Columbus. the ladies PGA I travel with them for work. So do about 200 days on the road.

Tom Cochran: Okay. ...

Tom Cochran: that's Wow, that's very cool.

Jacob Miller: It's going to be a fun year.

Tom Cochran: How great.

Jacob Miller: I'll be in Singapore during Founders Day. Yeah.

Tom Cochran: My god, that's amazing. Wow, I envy that.

Jacob Miller: I am excited.

Tom Cochran: The travel is the only thing I feel like I sacrifice by having animals in my life. ...

Jacob Miller: That's understandable.

Tom Cochran: ...

Jacob Miller: I decided to That's...

Tom Cochran: everything else I'm like, this is perfect life. But, I do miss the travel and the ability to be on the open road. So, yeah,...

Jacob Miller: why I took advantage of it before I settled down. So, it's good to see some familiar faces around.

Tom Cochran: do it young. That's very cool.

Jacob Miller: I hope you have a great one and we'll all be keeping it tight.

Tom Cochran: Likewise.

Tom Cochran: Give my best to everybody you talk to. Bye.

Jacob Miller: Yep, sounds great.

Jacob Miller: See you later.

Meeting ended after 01:02:14 🙌

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