

2026 Alumnae Order Of The Crescent Rubric

Alumnae Chapter:

Officer(s) Completing Rubric (First and Last Name):

- | | | | |
|----|----|----|----|
| 1. | 2. | 3. | 4. |
| 5. | 6. | 7. | 8. |

Purpose: The Alumnae Order of the Crescent (AOOC) should be used each year to determine both strengths and opportunities for your chapter as chapter officers improve alumnae chapter operations using a rubric method. While the chapter president is responsible for the submission of the document at the end of the fiscal year, each officer is responsible for oversight of the categories relevant to her role in the chapter. The chapter should only be awarded points for the items accomplished during the current Good Standing Report timeframe (January 1 to December 31). Alumnae chapters can future date any happenings taking place during the month of December, as the AOOC is due on December 1.

For questions regarding the AOOC Rubric, consult the How to Use Alumnae Order of the Crescent available by logging in at GammaPhiBeta.org and navigating to Member > Alumnae > Chapter Officer Support > Alumnae Order of the Crescent.

Timeline for AOOC

January	Alumnae chapter officers review the AOOC Rubric and plan their activities for the year.
January - February	After reviewing the rubric as an executive council, a chapter officer should communicate with the alumnae chapter supervisor (ACS) to discuss what the chapter hopes to accomplish based on the rubric and the chapter's priorities. A meeting with your ACS is suggested to review your chapter's plan!
June - July	Mid-year check-in with ACS
November	Discuss your chapter's rubric submission with the ACS. Meeting via phone or video to review the submission together is suggested.
December 1	The completed rubric for the fiscal year is due to ACS.
December 15	ACSs review and submit AOOCs to the Alumnae Chapter Team Leader.
January 15	Chapters' AOOC rating for the fiscal year will be added to each chapter's dashboard on Beta Base.



AOOC Category Overview

Category	Description	What to Review Before Scoring
Relationship with Alumnae Chapter Supervisor	Evaluates how consistently and proactively the chapter communicates and collaborates with its ACS throughout the year, including sharing updates and involving the ACS in relevant communications.	Frequency, preparedness, and consistency of communication and collaboration with your ACS throughout the year.
Programming	Measures the chapter's delivery of events and activities that provide meaningful opportunities for alumnae connection, considering both frequency and intentional outreach.	Number of events hosted, how invitations were created, and whether offerings reflected member interests.
Service	Assesses the chapter's engagement in service to Gamma Phi Beta, Building Strong Girls initiatives, and the broader community, based on the range of service efforts completed.	Types of service completed and how many areas of service the chapter engaged in during the year.
Communication	Focuses on how regularly the chapter communicates with area alumnae to share information and encourage engagement.	How many times the chapter communicated with area alumnae during the year.
Recruitment	Evaluates the chapter's efforts to grow membership through intentional outreach, follow-up, and re-engagement of alumnae.	Strategies used to personally invite, follow up with, and re-engage potential members.
Retention	Measures how the chapter sustains member involvement through feedback, connection between events, and recognition of contributions.	Efforts made to gather feedback, maintain connection, and recognize member contributions.
IRS Compliance	Confirms whether the chapter has met required IRS and financial filing obligations accurately and on time, when applicable.	Whether required tax filings were completed, submitted on time, and uploaded as required.
Beta Base	Assesses the chapter's completion of required Beta Base reports in alignment with alumnae good standing requirements.	Completion and timeliness of all required Beta Base reports for alumnae chapters.



Scoring for the AOOB

The AOOB Rubric is evaluated using the following scale for each item:

Does not meet expectations	0 points
Meets expectations	1 point
Exceeds expectations	2 points
Far exceeds expectations	3 points

Rating Scale for AOOB

All items are tallied, and the following scale is used to assign an AOOB rating:

1 Crescent	1-4 points
2 Crescents	5-9 points
3 Crescents	10-13 points
Order of 1874	14-20 points

Steps for Completing Rubric

1. Starting with the first category, "Relationship with Alumnae Chapter Supervisor," work through the 8 eight categories. For each category, review the expectation levels available and ensure that you understand the minimum requirements for each expectation level.
2. Based on your understanding of the rubric guidelines, provide narrative in the designated text field to support what the alumnae chapter, officer(s) and/or members achieved in relation to the category.
3. After writing your narrative for the category, reflect on the expectation levels and identify the appropriate achievement for the category:
 - a. Does not meet expectation
 - b. Meets expectations
 - c. Exceeds expectations
 - d. Far exceeds expectation.
4. You do not need to enter a score. The estimated score field will populate based on your level selection.
5. After completing the rubric for all eight categories, save the PDF and send it via email to your alumnae chapter supervisor.

Results Notification

After emailing the complete rubric to your alumnae chapter supervisor (ACS). Your ACS will conduct a review of the rubric and confirm that estimated scores are accurate based on narrative provided. Final scores and rating are sent by the ACS to IH for upload to the alumnae chapter's record. Final results are visible on Beta Base in two locations (outlined below). Results will be visible no later than January 15 each year.

1. Beta Base > Dashboard > Alumnae Order of the Crescent
 - a. View your final rating here.
2. Beta Base > Chapter reporting > Additional Reports > Alumnae Chapter Order of the Crescent
 - a. View final individual category ratings and overall AOOB rating.



Relationship with Alumnae Chapter Supervisor (ACS)

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not communicate with ACS. 	<ul style="list-style-type: none"> Chapter communicates with ACS twice a year to review AOOO progress. Chapter sends ACS updated rubric with notes before the call to review. 	<ul style="list-style-type: none"> Chapter communicates with ACS twice a year to review AOOO progress. Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members. 	<ul style="list-style-type: none"> Chapter communicates with ACS at least four times a year to review AOOO progress. Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Programming

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not host programming throughout the year. 	<ul style="list-style-type: none"> Chapter hosts at least two events annually AND requests an Area Alumnae Report via IH to create the invitation list. 	<ul style="list-style-type: none"> Chapter hosts at least four events annually AND requests an Area Alumnae Report via IH to create the invitation list. 	<ul style="list-style-type: none"> Chapter hosts at least six events annually AND requests an Area Alumnae Report via IH to create the invitation list. Chapter utilizes interest groups.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Service

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not provide service to Gamma Phi Beta, Building Strong Girls or the community. 	<ul style="list-style-type: none"> Chapter provides service by doing one of the following: <ul style="list-style-type: none"> Conducting outreach to a collegiate chapter. Partnering with Girls on the Run or another organization that builds strong girls. Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association. 	<ul style="list-style-type: none"> Chapter provides service by doing two of the following: <ul style="list-style-type: none"> Conducting outreach to a collegiate chapter. Partnering with Girls on the Run or another organization that builds strong girls. Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association. 	<ul style="list-style-type: none"> Chapter provides service by doing three of the following: <ul style="list-style-type: none"> Conducting outreach to a collegiate chapter Partnering with Girls on the Run or another organization that builds strong girls. Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Communication

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not communicate with area alumnae. 	<ul style="list-style-type: none"> Chapter communicates with area alumnae twice a year. 	<ul style="list-style-type: none"> Chapter communicates with area alumnae four times a year. 	<ul style="list-style-type: none"> Chapter communicates with area alumnae six times a year.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Recruitment

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not actively work to recruit new members. 	<ul style="list-style-type: none"> Chapter actively works to recruit members by doing one of the following: <ul style="list-style-type: none"> Conducting individualized contact with alumnae to invite them to events. Following up with alumnae who attend events to invite them to join the chapter. Tracking members who were once a part of the group and have stopped attending. 	<ul style="list-style-type: none"> Chapter actively works to recruit members by doing two of the following: <ul style="list-style-type: none"> Conducting individualized contact with alumnae to invite them to events. Following up with alumnae who attend events to invite them to join the chapter. Tracking members who were once a part of the group and have stopped attending. 	<ul style="list-style-type: none"> Chapter actively works to recruit members by doing three of the following: <ul style="list-style-type: none"> Conducting individualized contact with alumnae to invite them to events. Following up with alumnae who attend events to invite them to join the chapter. Tracking members who were once a part of the group and have stopped attending.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Retention

Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
<ul style="list-style-type: none"> Chapter does not actively work to retain members. 	<ul style="list-style-type: none"> Chapter actively works to retain members by doing one of the following: <ul style="list-style-type: none"> Surveying members about what they want to see in the chapter. Appointing a committee/person who follows-up with members between events. Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition). 	<ul style="list-style-type: none"> Chapter actively works to retain members by doing two of the following: <ul style="list-style-type: none"> Surveying members about what they want to see in the chapter. Appointing a committee/person who follows-up with members between events. Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition). 	<ul style="list-style-type: none"> Chapter actively works to retain members by doing three of the following: <ul style="list-style-type: none"> Surveying members about what they want to see in the chapter. Appointing a committee/person who follows-up with members between events. Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition).

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



IRS Compliance

Does Not Meet Expectations	Meets Expectations
<ul style="list-style-type: none"> Chapter has an EIN and does not file the appropriate tax forms with the IRS. 	<ul style="list-style-type: none"> Chapter has an EIN and files the appropriate tax form with the IRS by December 15, AND it is uploaded to Beta Base. OR chapter does not have a bank account/EIN.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Beta Base

Does Not Meet Expectations	Meets Expectations
<ul style="list-style-type: none"> Chapter does not complete required Beta Base reports as outlined in the good standing requirements for alumnae chapters. 	<ul style="list-style-type: none"> Chapter completes required Beta Base reports by their respective deadlines.

<p>Alumnae Chapter Leadership – Provide a rationale for the estimated level achieved.</p>		<p>Estimated Level Achieved:</p> <p>Estimated Points Received:</p>
<p>Alumnae Chapter Supervisor – Provide feedback on this category based on your final review and scoring.</p>		<p>Final Level Achieved:</p> <p>Final Points Received:</p>



Alumnae Chapter To complete

Miscellaneous Comments from Alumnae Chapter to Alumnae Chapter Supervisor

Estimated Total Points

Estimated Rating Achieved



Alumnae Chapter Supervisor To Complete

Comprehensive Feedback from Alumnae Chapter Supervisor to Alumnae Chapter

Final Total Points

Final Rating Achieved

