

# Alumnae Order Of The Crescent

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March 12, 2024

Gamma  
Phi Beta  
TRUE AND CONSTANT

# Training Outcomes

*These are the items you should know after attending the training.*

- Alumnae Order of the Crescent (AOOC) overview
  - Categories
  - Point possibilities
  - Rating scale
- How to utilize the AOOC as a framework for your alumnae chapter yearly plans
- Important dates to remember for successful AOOC submission
- Where tools, resources and volunteers can be located to support the chapter's participation in the AOOC recognition program



# AOOC As A Framework

- Alumnae chapters are strongly encouraged to use the tools and resources available through the AOOC program to start the framework for chapter goals, operations and events.
  - Alumnae chapter supervisor
  - How-to guide
  - Goal setting + example
  - Planning guide + example
  - Rubric
- Optional participation in the recognition program



# Why The AOOC?

- Gives more autonomy to chapters in planning activities
- Focuses alumnae chapter efforts on items that build alumnae engagement
- Encourages chapters to plan for the year and determine priorities in advance
- Works to grow alumnae chapters as you seek improvement year over year
- Encourages a relationship with your alumnae chapter supervisor



# AOOC Overview



# Overview

- Alumnae Order of the Crescent utilizes a rubric format that allows alumnae chapter leaders to choose where to place their efforts strategically.
- Measures efforts in:
  - Relationship with alumnae chapter supervisor (ACS)
  - Programming
  - Service
  - Communication
  - Recruitment
  - Retention
  - IRS compliance
  - Beta Base report completion



# Point Possibilities

DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
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**0 Points**

**1 Point**

**2 Points**

**3 Points**

- Relationship with ACS
- Programming

- Service
- Communication

- Recruitment
- Retention

DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS
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**0 Points**

**1 Point**

- IRS compliance
- Beta Base report completion



# Rating Scale

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



# Category Overview



# Relationship With ACS

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Relationship with Alumnae Chapter Supervisor (ACS)	Chapter does not communicate with ACS.	Chapter communicates with ACS twice a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review.	Chapter communicates with ACS twice a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members.	Chapter communicates with ACS at least four times a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members.
	0 Points	1 Point	2 Points	3 Points



# Programming

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Programming	Chapter does not host programming throughout the year.	Chapter hosts at least two events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.	Chapter hosts at least four events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.	Chapter hosts at least six events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.  Chapter utilizes interest groups.
	0 Points	1 Point	2 Points	3 Points



# Service

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Service	Chapter does not provide service to Gamma Phi Beta, Building Strong Girls or the community.	Chapter provides service by doing one of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter.</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>	Chapter provides service by doing two of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter.</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>	Chapter provides service by doing three of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>

0 Points

1 Point



2 Points

3 Points

# Communication

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Communication	Chapter does not communicate with area alumnae.	Chapter communicates with area alumnae twice a year.	Chapter communicates with area alumnae four times a year.	Chapter communicates with area alumnae six times a year.
	0 Points	1 Point	2 Points	3 Points



# Recruitment

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Recruitment	Chapter does not actively work to recruit new members.	Chapter actively works to recruit members by doing one of the following: <ul style="list-style-type: none"> <li>• Conducting individualized contact with alumnae to invite them to events.</li> <li>• Following up with alumnae who attend events to invite them to join the chapter.</li> <li>• Tracking members who were once a part of the group and have stopped attending.</li> </ul>	Chapter actively works to recruit members by doing two of the following: <ul style="list-style-type: none"> <li>• Conducting individualized contact with alumnae to invite them to events.</li> <li>• Following up with alumnae who attend events to invite them to join the chapter.</li> <li>• Tracking members who were once a part of the group and have stopped attending.</li> </ul>	Chapter actively works to recruit members by doing three of the following: <ul style="list-style-type: none"> <li>• Conducting individualized contact with alumnae to invite them to events.</li> <li>• Following up with alumnae who attend events to invite them to join the chapter.</li> <li>• Tracking members who were once a part of the group and have stopped attending.</li> </ul>

0 Points

1 Point

2 Points

3 Points



# Retention

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS
Retention	Chapter does not actively work to retain members.	Chapter actively works to retain members by doing one of the following: <ul style="list-style-type: none"> <li>• Surveying members about what they want to see in the chapter.</li> <li>• Appointing a committee/person who follows-up with members between events.</li> <li>• Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition).</li> </ul>	Chapter actively works to retain members by doing two of the following: <ul style="list-style-type: none"> <li>• Surveying members about what they want to see in the chapter.</li> <li>• Appointing a committee/person who follows-up with members between events.</li> <li>• Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition).</li> </ul>	Chapter actively works to retain members by doing three of the following: <ul style="list-style-type: none"> <li>• Surveying members about what they want to see in the chapter.</li> <li>• Appointing a committee/person who follows-up with members between events.</li> <li>• Chapter recognizes member contributions (i.e., awards, milestone anniversary recognition, thank you recognition).</li> </ul>

0 Points

1 Point



2 Points

3 Points

# IRS Compliance

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS
IRS Compliance	Chapter has an EIN and does not file the appropriate tax forms with the IRS.	Chapter has an EIN and files the appropriate tax form with the IRS by December 15, <b>AND</b> it is uploaded to Beta Base. <b>OR</b> chapter does not have a bank account/EIN.

0 Points

1 Point



# Beta Base

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS
Beta Base	Chapter does not complete required Beta Base reports as outlined in the good standing requirements for alumnae chapters.	Chapter completes required Beta Base reports by their respective deadlines.

0 Points

1 Point



# Important Dates



# January

- Final ratings added to Beta Base dashboard no later than January 15
- Review previous year's AOOO results as an executive council
- Discuss AOOO rubric for the new calendar year and begin the planning process
  - Identify focus areas for the chapter
  - Discuss any new ideas to implement
  - Assign tasks or responsibilities as needed
  - Utilize available tools to support alumnae chapter leadership in creating a yearly plan that incorporates each area



# January-February

- Schedule a meeting with your ACS to discuss what the chapter hopes to accomplish based on the previous year's results, rubric review and the identified chapter priorities.
- Taking the time to meet with your ACS will not only strengthen your relationship but can also provide additional perspective and ideas to your planning process!



# June-July

- Schedule a midyear check-in with your ACS.
- The summer is an excellent opportunity to connect with your ACS to reflect upon the year's first half, identify successes and review pre-determined plans for the year's second half.
- Don't be afraid to reevaluate and change your original plans based on the year's first half!



# November

- Schedule a meeting with your ACS to review your AOOC submission materials.



# December

- **December 1**

- Completed rubric for the fiscal year is due to the ACS.
  - It is suggested to meet with your ACS before the December 1 deadline to review your chapter's submission before submitting.
  - Future date any happening taking place during the month of December.

- **December 15**

- ACSs review and submit scored AOOOC to alumnae chapter team leader



# January

- January 15: Previous year's AOOC rating placed on the chapter's Beta Base dashboard.
- Log into Beta Base > Dashboard > Chapter Bio Info > Level Achieved

## *Chapter Bio Info*

# of Dues Payers: 7

# of Life Loyal: 26

Total Dues Paying Members (Life Loyal + Dues Payers): 33

# of Non Dues Payers: 14

# of Officers: 10

2024 Good Standing: YES

Good Standing Date: 12/31/2023

Alumnae Order of the Crescent: 2023

Level Achieved: Order of 1874



# Tools And Resources



# Resource Locations

- [Member > Alumnae > President > Alumnae Order Of The Crescent](#)



Gamma Phi Beta

[About Us](#) [Collegians](#) [Alumnae](#) [Events](#) [Philanthropy](#) [Housing](#) [Foundation](#) [150th](#)

## President

The following are resources for the chapter president.

Jump to: [Alumnae Chapter President](#) | [Alumnae Order of the Crescent](#) | [Beta Base User Guides](#).

### ALUMNAE CHAPTER PRESIDENT



[Model Alumnae Chapter Standing Rules](#)



[Alumnae Chapter Operations Manual](#)



[Alumnae Chapter Meeting Agenda Template](#)



[Alumnae Chapter Meeting Minutes Template](#)



[How-To Guide for Virtual Alumnae Engagement](#)

[Alumnae Order of the Crescent](#)



[Alumnae Order of the Crescent Rubric](#)



[How-To Use Alumnae Order of the Crescent](#)



[Alumnae Order of the Crescent Goal Setting](#)



[Example Order of the Crescent Goal Setting](#)



[Alumnae Order of the Crescent Planning Guide](#)



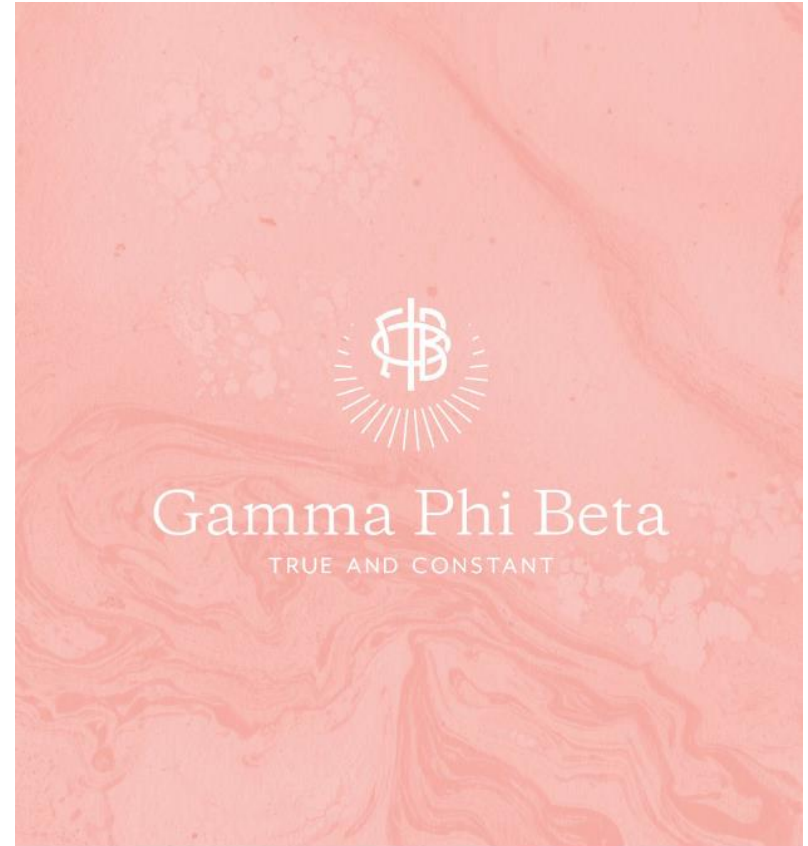
[Example Order of the Crescent Planning Guide](#)



# How-To Guide

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How to Use Alumnae Order of the Crescent



# Goal Setting Resources

- [Example Goal Setting resource](#)
- [Blank Goal Setting resource](#)

Questions to consider before setting goals:

- What are areas of success in the alumnae chapter?
- What are areas of improvement in the alumnae chapter?
- What are the priorities of the chapter this year? How have those changed from previous priorities?
- What is important to members to see in their alumnae experience?
- How can the alumnae chapter build a positive and engaging alumnae experience for alumnae in the area?
- How does this further [Gamma Phi Beta's Philosophy on Alumnae Engagement?](#)

Goal: Send a quarterly newsletter to alumnae in the area during the year	
Alumnae Order of the Crescent Category:	
<input type="checkbox"/> Relationship with Alumnae Chapter Supervisor (ACS)	<input type="checkbox"/> Recruitment
<input type="checkbox"/> Programming	<input type="checkbox"/> Retention
<input type="checkbox"/> Service	<input type="checkbox"/> IRS Compliance
<input type="checkbox"/> Communication	<input type="checkbox"/> Beta Base
Goal Status: In progress	



# Planning Guide

- [Example Planning Guide](#)
- [Blank Planning Guide](#)

- For chapters looking to plan for the year and determine what they want to accomplish, the planning guide is a great resource. Chapters can complete the planning guide with as much or as little detail as they see fit.
- This resource will help alumnae chapter officers create a plan for the year and provide a follow-up strategy for your ACS to review with you as the year progresses.

Year: 2023

President:

Vice President:

Treasurer:

CATEGORY	ANTICIPATED RESULTS				PLANNING			
	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEED EXPECTATIONS	ACTIONS	RESOURCES	PEOPLE	TIMELINE
Relationship with ACS								
Programming								
Service								

Recruitment								
Retention								
IRS Compliance								
Beta Base								
TOTAL						ANTICIPATED LEVEL		



# Rubric – Submitted to ACS

	DOES NOT MEET EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	FAR EXCEEDS EXPECTATIONS	NOTES	ESTIMATED LEVEL ACHIEVED
Relationship with Alumnae Chapter Supervisor (ACS)	Chapter does not communicate with ACS.	Chapter communicates with ACS twice a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review.	Chapter communicates with ACS twice a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members.	Chapter communicates with ACS at least four times a year to review Alumnae Order of the Crescent progress.  Chapter sends ACS updated rubric with notes before the call to review. Chapter includes ACS on chapter communication to members.		<input type="checkbox"/> Does not meet expectations <input type="checkbox"/> Meets expectations <input type="checkbox"/> Exceeds expectations <input type="checkbox"/> Far exceeds expectations
Programming	Chapter does not host programming throughout the year.	Chapter hosts at least two events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.	Chapter hosts at least four events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.	Chapter hosts at least six events annually AND chapter uses Area Alumnae Report in Beta Base to create the invitation list.  Chapter utilizes interest groups.		<input type="checkbox"/> Does not meet expectations <input type="checkbox"/> Meets expectations <input type="checkbox"/> Exceeds expectations <input type="checkbox"/> Far exceeds expectations
Service	Chapter does not provide service to Gamma Phi Beta, Building Strong Girls or the community.	Chapter provides service by doing one of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter.</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>	Chapter provides service by doing two of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter.</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>	Chapter provides service by doing three of the following: <ul style="list-style-type: none"> <li>• Conducting outreach to a collegiate chapter</li> <li>• Partnering with Girls on the Run or another organization that builds strong girls.</li> <li>• Participating in Alumnae Panhellenic Association or volunteering with a Collegiate Panhellenic Association.</li> </ul>		<input type="checkbox"/> Does not meet expectations <input type="checkbox"/> Meets expectations <input type="checkbox"/> Exceeds expectations <input type="checkbox"/> Far exceeds expectations



# International Headquarters (IH) Support



# IH Support

- Alumnae Chapter Supervisor
  - Beta Base > Leadership > Reports > Alumnae Chapter Leadership
- Alumnae Chapter Team Leader
  - Brooke Jacobson
  - [bsjacobson14@gmail.com](mailto:bsjacobson14@gmail.com)
- Alumnae Engagement Manager
  - Carrie Loveless
  - [alumnae@gammaphibeta.org](mailto:alumnae@gammaphibeta.org)



# Thank You!

For upcoming Alumnae Chapter Officer Trainings and previous training resources, please visit: [GammaPhiBeta.org/Member/Alumnae/Chapter-Officer-Training](https://GammaPhiBeta.org/Member/Alumnae/Chapter-Officer-Training)

