

# Texas Alpha to the Top



## THE CAMPAIGN FOR TEXAS ALPHA CHAPTER HINGES ON YOUR SUPPORT

**\$736,000 Cash Needed by December 31, 2016**

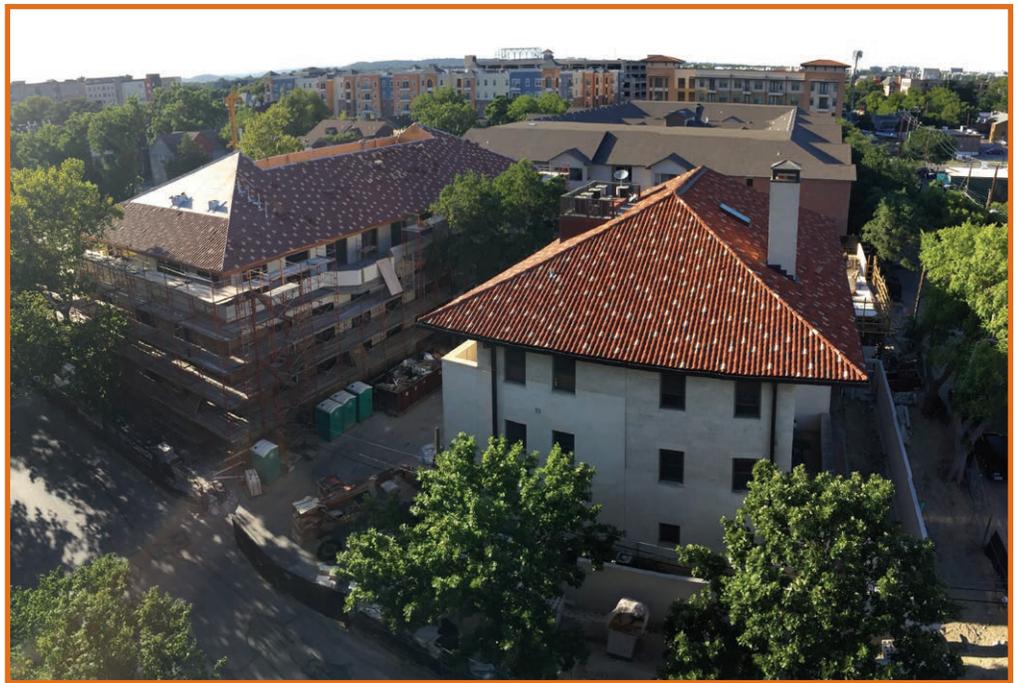
**A**s we continue into the fall 2016 semester, I would like to update you on the progress of our Texas Alpha home. As of August 1, we are starting to install audio/video wiring, we're putting up walls, have poured the sport court, and are finishing the roof. We're on schedule for completion in early December and hope to obtain our certification of occupancy later that month. We're tentatively scheduling a soft move-in for January 2017. But all of this is contingent . . . on you.

### **We Need Better Alumni Participation**

While work at the Texas Alpha construction site has been fast and furious, our fundraising to finance this incredible home has taken a slower pace. Since the campaign was announced in September 2015, we have raised \$6,868,699 toward our fundraising goal of \$8 million (\$4 million of that from Brother Noble and the rest from the brotherhood at large); 16% of our active alumni have participated, totaling 225 contributors. While 225 sounds like a large number of donors, it means that more than 1,100 alumni have not contributed to the campaign. Texas Alpha is a premier fraternity at U.T., so it is disappointing that so many brothers have yet to contribute. There are reasons, but really no excuses, regarding why we have not been able to rally our Texas Alpha alumni to give gifts like the Phi Gams, Kappa Sigs and SigEps on the U.T. campus.

### **Cash Required for Immediate Needs**

To date, we have collected \$1,635,591 of the \$2,868,699 pledged outside of Brother Noble, with the remaining \$1,233,108 scheduled to come in over the next three to four years. Almost all of this money has already been spent on the construction that is ongoing at 2501 Nueces. **If we do not have another \$736,000 cash in hand by December 31, then we will not be able to purchase fundamentals such as kitchen equipment, house furniture and a system to secure the house. Cash is needed for immediate purchases such as:**



1. Kitchen infrastructure and dinnerware: \$217,000
2. Living room, chapter room and study room furnishings: \$365,000
3. Third-floor bedroom furnishings: \$84,000
4. Security system: \$28,000
5. ADA-compliant elevator, per city code: \$42,000

### **Make Your Pledge Today**

In order to make these necessary purchases, we must receive broader alumni support and donations of more significant size. We need pledges of \$10,000, \$25,000, \$50,000 and above. We ask those who have already contributed to up their pledge by an additional year, or make an early payment to assist with our cash flow.

Over the next few months, we need to work to obtain every last pledge we possibly can. Simply put, we have a cash goal that we must meet. Without further support, we will not be able to

accomplish all that we must for the long-term vitality of the Texas Alpha Chapter at U.T. It's not complicated; it just requires a commitment from each and every one of us over the next few months.

Brothers, use the enclosed pledge card to make your first-time pledge, pledge increase, or one-time cash gift today. Your gifts will also count toward our ongoing class challenge (see box on reverse). The clock is ticking until December 31, and we need your support now!

In the bond,

**Kelly E. Fish '77**

Campaign Chairman/President  
Texas Alpha House Board, Inc.  
(901) 289-5492 or [kfish@astate.edu](mailto:kfish@astate.edu)

# Secure Your Class' Naming Rights Today!

Brothers, don't forget to take advantage of the Texas Alpha class challenge. The classes that achieve the following will each receive naming rights in the new Phi Psi house.

1. Secure the highest total number of donors.
2. Obtain the highest participation percentage (class must have at least five active members).
3. Raise the largest total dollars per class, excluding major gifts (\$35,000+).
4. Raise the largest total dollars per class, including major gifts.

If you have not given to the *Texas Alpha to the Top* campaign, now is the time. Submit your gift today to increase your class' percent of participation

and total dollars raised. If you have already contributed, your new one-time gift or pledge increase will still assist with your class' total dollars raised. View the enclosed donor list to see which classes are in the lead!

Rooms still available for naming rights:

Great Room: \$400,000  
Dining Room: \$250,000+  
Courtyard: \$200,000  
TV/Media Room: \$200,000  
Honors Townhome (4): \$150,000  
Outdoor Patio/Deck: \$100,000  
Housemother's Apartment: \$100,000  
Bedrooms (17): \$35,000 (individual donor), \$50,000 (group)

## Active Chapter Sets Goals to Become Top Chapter at U.T., Nationally Momentum Already Underway

What's been going on lately with Texas Alpha other than the new house and upgrading rush? Short answer: a MAJOR change in culture and ambition to excel. The chapter's overall goal is to regain legitimate top-tier status among the University's fraternities within three years. The brothers decided this over the past semester through several meetings with alumni advisors and a retreat with other chapters at Phi Psi's American Leadership Academy in Cabo San Lucas. A thorough self-analysis of where we are at U.T., where we want to be and how to get there has produced the following goals.

### One-Year Goals:

GPA of 3.2 - top 30% of U.T. IFC fraternities (currently in bottom half at 3.0)  
Initiate 50 men in 2016-17 school year  
Become "Accredited with Distinction" (highest status) in Phi Kappa Psi's national chapter accreditation program

### Three-Year Goals:

GPA of 3.3 - top 25% of IFC fraternities  
Top 25% of IFC membership size with 160-200 brothers (the norm for the top eight fraternities at U.T.)  
50-man fall pledge classes (the norm for good fraternities at U.T.)  
Be named Phi Kappa Psi's Grand Chapter - the Fraternity's top chapter award

### Specific short-term programming goals and accomplishments include:

Finances - collect 80% of outstanding dues before school starts, implement incentives to pay and punishments for failure, including formal third-party collection.

Governance - GP **Tyler Waterman '12** and the governing board developed a comprehensive Code of Conduct outlining what is expected of each brother and enforcement of violations. The goal is to greatly improve chapter standards and individual accountability through stressing Phi Psi values of gentlemanly conduct.

Pledge Program - the major focus is pledge class retention, a recent problem for Texas Alpha. A detailed six-week program has been developed, including new emphasis on career and academic mentoring; big brothers identifying struggling pledges; discussing the purpose, meaning and applicability of the Phi Psi Creed; using the chapter and national history to build pride for Phi Psi; stressing improvement in rush, social and philanthropy; improved parent communications; and a first-class parents weekend.

Philanthropy - hold three philanthropy events per semester with a sorority, including a carnival for Boys and Girls Clubs at the new house, and meet hourly requirements per man. This will teach the importance of the Phi Psi motto, "The great joy of serving others," internalize values of community service and improve sorority relations.

Scholarship - mandatory study hours with penalty of losing social privileges and improving the process for the Tex Schramm Chapter Scholarship Awards.

Mentoring - host chapter dinners with guest speakers, including alumni talking about their career fields, UT professors and administrators and community leaders.

Campus involvement - host IFC meeting at new house; have active brothers serve as an IFC executive committee member, judicial board member and a member of student government; maintain positions in Cowboys and Spurs; and require pledges to join at least one student organization.

Social - improve level of sorority relations to upper mid-tier (top 5-7) through philanthropy events, joint parties with top fraternities, Phi Psi sweethearts, increased recruiting of sorority social chairs and showcasing the house.

Intramurals - stress development of good teams and being more of an IM presence.

Risk management - continued efforts to educate the brothers on this issue.

Alumni relations - more frequent updates on chapter operations through website, e-mail, Facebook and Twitter; frequent football tailgates; and improved alumni database. Show alumni that the chapter is on the move, committed to achieving excellence, is positively developing young men and is a worthy investment for the new house.

History - bi-weekly snippets of chapter history and alumni accomplishments through social media. Build pride and generate buzz with rushees, pledges, undergraduates and alumni. Give rushees and pledges (and parents) a sense of Phi Psi's longtime relevance at U.T. and the benefit of being a member of the fraternity.

Rush - drastic improvement is ongoing, including close work with alumni advisors, with the goal of becoming a major player at U.T. We need to increase from 55 actives to 160 to 200 men to be socially relevant, support the new house and become a top-level fraternity benefiting the greatest number of future Phi Psis. Watch for separate rush updates for more information.

The bottom line is that Texas Phi Psi is motivated to up its game across the board. The brothers want to be one of the best fraternities on campus and important to the University of Texas. Texas Alpha is building big momentum through rush and programming to hit the ground running when the house opens in December!

Phi Psi Alumni - we need advisors to take specific areas under their wing and work with the brothers. **We very much need rush contributions to get us through the end of rush - even if only \$100 to \$200.** Please spread the word to your buddies, get excited and get on board! Contact **Brent Monteleone '84** at [bmonteleone@embarqmail.com](mailto:bmonteleone@embarqmail.com) with your questions.