

# Why Gamma-Rho Failed in 2009 & 2018?



## KAPPA SIGMA FRATERNITY

FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE



## Our Vision

Gamma-Rho's vision is to provide our members with a great college experience; to ensure they are career-ready; to start a lifetime of friendships; and help them have successful lives.

- We will be a values-driven organization.
- We will be innovative and not afraid to lead.
- We will adapt as it makes sense and will collaborate with our campus & community stakeholders.
- We will focus on creating a fun and healthy environment.
- We will provide a quality living-learning environment.
- We will recruit those focused on academics, campus & chapter involvement, career-readiness, diversity & inclusion, leadership development, service and respect for differences, as well as those with a competitive spirit.
- We will on-board our members successfully, ensure our members are career-ready, and help them develop a lifetime affinity to Gamma-Rho, Kappa Sigma and the University of Arizona.

**Alcohol** – hard alcohol and the poor decisions that come with it.

**Accountability** – our chapter officers, volunteers and members as a whole did not hold members and the chapter accountable for poor decisions. Not using our bylaws and judicial board to ensure we remain committed to our standards.

**Alumni Relations** – lack of respect and willingness to listen to the advice of alumni.

**Brand** – not developing a brand that enabled us to recruit the members that would lead to a chapter of excellence.

**Housing** – treating the Chapter House as a “social venue” vs. quality living-learning environment to live, eat, study, and have safe events.

**Leadership** – not always electing officers who had the chapter and charter in mind, and officers who led the chapter in the wrong direction. Also, lack of “openness” between officers and volunteers.

**Public Relations** – not developing good relationships with our campus partners and Kappa Sigma regional & national volunteers.

**Recruitment** – not pledging members that would be focused on academics, campus/ chapter involvement, and service.

**Risk Management** – Not following a strong enough risk management plan to ensure the safety of our members and guests.

**Social** - our undergraduates were too focused on their social capital vs. meeting Kappa Sigma and U of A standards.

**Social Media** – poor decisions around private and public social media.

**Vision & Goals** – not establishing a clear vision & goals (outside of social success) that was evaluated often and accepted by the chapter.

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**We were 80% social and 20% academics, campus & chapter involvement, service, etc. The ratio should be flipped.**

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[www.uakappasigma.org](http://www.uakappasigma.org) | [www.kappasigma.org](http://www.kappasigma.org)

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