CHANGES IN HIGHER EDUCATION AND THE IMPACT ON HONOR SOCIETIES

Tara S. Singer, Omicron Delta Kappa
THINGS THAT KEEP ME UP AT NIGHT
TRENDING

Insurance, Utility Bills

Advisor Time, Student Dollars
<table>
<thead>
<tr>
<th>Organization</th>
<th>Staff</th>
<th>Total Initiates</th>
<th>Active Chapters</th>
<th>Initiation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>OΔK</td>
<td>9</td>
<td>300,000</td>
<td>308</td>
<td>$88</td>
</tr>
<tr>
<td>NSLS</td>
<td>54</td>
<td>808,000</td>
<td>598</td>
<td>$85*</td>
</tr>
<tr>
<td>Golden Key</td>
<td>30</td>
<td>2,200,000</td>
<td>330 - U.S. (400+ - Global)</td>
<td>$95</td>
</tr>
<tr>
<td>Mortar Board</td>
<td>6</td>
<td>250,000</td>
<td>175</td>
<td>$80**</td>
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</tbody>
</table>
## COMPETITOR BENCHMARKING

<table>
<thead>
<tr>
<th>Organization</th>
<th>Annual Income</th>
<th>Charter Fee</th>
<th>Annual Fee</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td>OΔK</td>
<td>$1.09M</td>
<td>$1,500</td>
<td>$100</td>
<td>$1.35M</td>
</tr>
<tr>
<td>NSLS</td>
<td>At least $4M</td>
<td>$2,800</td>
<td>$2,800</td>
<td>LLC – For Profit</td>
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<tr>
<td>Golden Key</td>
<td>$7.1M</td>
<td>N/A</td>
<td>None</td>
<td>Unknown</td>
</tr>
<tr>
<td>Mortar Board</td>
<td>$496K</td>
<td>$2,500</td>
<td>$350</td>
<td>$2 M</td>
</tr>
</tbody>
</table>
## COMPETITOR BENCHMARKING

<table>
<thead>
<tr>
<th>Organization</th>
<th>Scholarship Dollars and Range</th>
<th>Membership Profile</th>
<th>Schools</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>OΔK</td>
<td>$50K~ ($1-4K)</td>
<td>Junior; top 35%</td>
<td>4-Year Schools</td>
<td>HSC Institution</td>
</tr>
<tr>
<td>NSLS</td>
<td>$250K~ ($500-$7.5K)</td>
<td>Sophomore; no GPA</td>
<td>2-Year, 4-Year, Online</td>
<td>For-Profit</td>
</tr>
<tr>
<td>Golden Key</td>
<td>$140K~ ($500-$10K)</td>
<td>Sophomore; top 15%</td>
<td>2-Year, 4-Year, For Profit Inst., Online</td>
<td>Not for Profit; not a member of ACHS</td>
</tr>
<tr>
<td>Mortar Board</td>
<td>$40K~ ($3-$5K)</td>
<td>Junior; top 35%</td>
<td>4-Year Schools</td>
<td>ACHS Institution</td>
</tr>
</tbody>
</table>
ONE OF THESE THINGS IS NOT LIKE THE OTHERS
<table>
<thead>
<tr>
<th>Organization</th>
<th>Staff</th>
<th>Initiates</th>
<th>Chapters</th>
<th>Initiation Fee</th>
<th>Ongoing Dues</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omicron Delta Kappa</td>
<td>9</td>
<td>8,524</td>
<td>308</td>
<td>$88</td>
<td>N/A</td>
<td>$1.35M</td>
</tr>
<tr>
<td>Phi Kappa Phi</td>
<td>19</td>
<td>28,316</td>
<td>305</td>
<td>$50</td>
<td>$35</td>
<td>$31.9M</td>
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<tr>
<td>Phi Beta Kappa</td>
<td>28</td>
<td>&gt; 20,000</td>
<td>286</td>
<td>$75</td>
<td>N/A</td>
<td>$35M</td>
</tr>
<tr>
<td>Sigma Xi</td>
<td>26</td>
<td>3,159</td>
<td>674</td>
<td>$20</td>
<td>$45</td>
<td>$11.3M</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2018</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2018</th>
<th>FY 2018</th>
<th>FY 2018</th>
</tr>
</thead>
</table>

HSC BENCHMARKING STUDY
TRENDING

Insurance, Utility Bills

Advisor Time, Student Dollars
THESE PEOPLE ARE RETIRING
THESE PEOPLE ARE OVERWHELMED
CHAD - AGE 29

CONCERNS

- Professional Development Opportunities
- Student Problems/Challenges
- Doing More/With Less
- Coordinating Next Campus Event
- Committees – Being Asked
- Student Loan Debt
- Dating/Work Life Balance
BRITT - AGE 32

CONCERNS

- Teaching/Grading
- Advising
- Grants
- Research
- Publishing/Perishing
- Tenure
- Committee – Member
- Spouse
SCOTT - AGE 35

CONCERNS

• Budgets
• Personnel
• Vice President/President
• Committees – Chair
• Association Work
• Accreditation
• Legal Matters (Title IX, etc.)
• Spouse and Kids
SHARED PROBLEMS

- Already doing two jobs at once (downsizing of campus personnel)
- 75 hour work-week and constant pressure
- Tenure and promotion systems rarely award this type of service
- Unfamiliar with the concept of what is an honor society
HONOR SOCIETIES ARE NOT CLUBS!

- Charter granted to institution; not to one department (shared responsibilities)
- Have academic standards; not everyone is allowed to join
- Intentionally inter-generational
- Included in student organization data management systems for ease of communications and co-curricular transcripts
HONOR SOCIETIES ARE NOT CLUBS!

By accepting the charter, the institution and its chapter agree to abide by and support the mission to the fullest extent possible through the following:

• assisting the advisors and officers of the chapter;

• encouraging circle and campus members to participate in the organizations' activities;

• promoting membership and celebrating student achievements;

• and ensuring the uninterrupted operation of the chapter during advisor transitions.
HONOR SOCIETIES ARE NOT CLUBS!

- Societies will provide initial and regular training for advisors and students officers.
- Societies will provide efficient and effective means for circles to manage the membership application and selection process.
- Societies will provide educational programs through national conferences, regional workshops, and online platforms.
- Societies will maintain resources for chapters to ensure the best possible, recruitment, selection, and engagement of circle members.
STRENGTHS

- Mission, history, heritage, and integrity of our organizations
- Provision of an experience (not just an affiliation)
- Devotion of volunteers and personnel at the national, campus, and headquarters level
- Strong traditions and well-established programs
- Member benefits including scholarships
- Caliber of individuals who have been inducted as members
- Networking opportunities for members within a discipline or a shared interest such as leadership
WEAKNESSES

- Variation in member experience due to differences in chapter operations
- Local chapters in competition with other honor societies on campus
- Dependence on unrestricted fundraising and affinity programs to cover standard operating expenses
- Technology infrastructures and size of staff to adequately service number of chapters
- Uncertainty regarding how to embrace post-collegiate members outside of existing volunteer structures
- Perceived limited value in terms of lifetime membership
THREATS
OUR VALUES ARE UNDER ATTACK
A New Resource for Chronicle Readers

They Crave Value, Relevance, and Instagram. Meet the New Generation of Students.

To compete for a shrinking pool of high-school graduates, colleges now must adapt to the interests and needs of Gen Z. Our new report will help you recruit, teach, and serve this diverse cohort. Get your copy in the Chronicle Store.
• Traditionalists, baby boomers, Generation X (Pepsi), Millennials (Gen Y), and now Generation Z

• Multi-racial and multi-faith; strong sense of social justice; independent; loyal; compassionate; thoughtful; open-minded; and responsible

• Motivated by not wanting to let others down, advocating for something they believe in, making a difference, opportunities for advancement, and earning credit toward a degree or certificate (thank you to Corey Seemiller and Meghan Grace)
GENERATION Z (OPPORTUNITIES)

- Favorite device – phone; favorite social media – Facebook/Instagram
- Prefer cool products over cool experiences; respond to edgy campaigns
- Generation Z members are NOT motivated by public recognition or by competition
- They do not need to be validated by others
MEMBER BENEFITS

VALUE PROPOSITION
RELEVANCE
GENERATION Z (OPPORTUNITIES)

- Generation Z (born between 1995 – 2010) initiates may see membership as a competency development leadership development opportunity
- There are opportunities to expand further geographically toward the western United States as well as internationally
- Technology allows for the direct delivery of programs and services to members (webinars, online career resources, educational programs)
A HOPEFUL FUTURE (OPPORTUNITIES)

- Generation Z members are attracted to join because of the commitment to service and leadership focus of honor societies (social justice/relationship orientation)
- Membership is more of an experience than an affiliation
- Honor society involvement supports competency development in terms of “soft skills” that will enhance employment opportunities including self-awareness, interpersonal relationships, group dynamics, civic responsibility, and communication amongst others
QUESTIONS

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ADVICE