

Chapter Operations: Membership Engagement Tactics – Reaching Out Activities

EPSILON OMICRON CHAPTER

AUBURN UNIVERSITY

CHAPTER #130



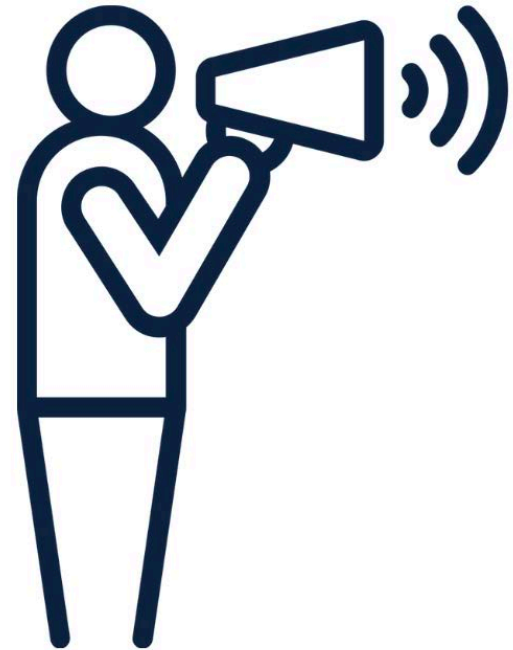
Background Info Epsilon Omicron Chapter

About the Epsilon Omicron Chapter

- Established in **1978** (43rd anniversary this year!)
- Spring 2021 Membership: **159 students**
 - 51 on interning status
 - 53 current candidates will be initiated next semester
- Meeting attendance & service requirements each semester
 - **Candidates:** 8 service hours and 8 professional meetings
 - **Members** (who are not on leave): 4 service hours and 7 professional meetings
- **PLUS (++++!) Individual ROAs!**
 - 3 per member or candidate
 - Inspired by chapter-wide ROAs required for national reporting

Why Individual ROAs?

- Implemented in 2019
- We wanted members to be individually accountable for spreading the word about BAP
- Considered a “check the box” event/action vs. time spent like professional & service hours





What are Individual ROAs?

Social Media

1. **Send in a Photo** for Social Media
 - Used to generate our social media content
2. **Tag BAP** in a Social Media Post
 - Spreads awareness to other students about BAP
3. Submit a **Photo with a Faculty Member**
 - Encourages interaction with faculty and generates social media content



Donations to Various Organizations



- **Donations** to each of the following organizations counts as ROA for positively representing BAP
 - **Campus Career Closet**
 - Helps Auburn business students dress for career success with free wardrobe pieces
 - **Operation Christmas Child**
 - Gives children in need necessities as well fun gifts
 - **Senior Pals**
 - An on-campus organization dedicated to helping elderly members of the Auburn Community

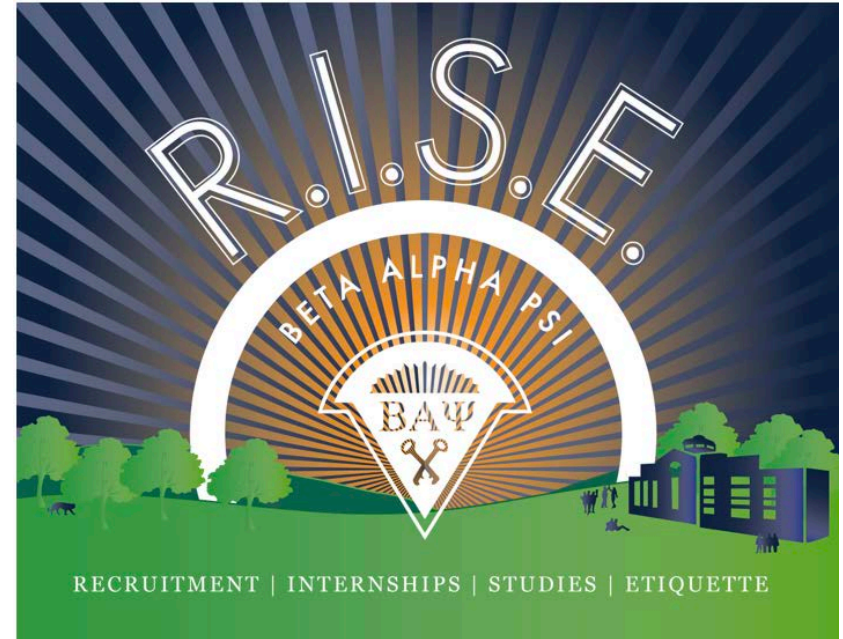
Helping Other Accounting Students

- Sign up to be an **Accounting Tutor for Hire**
 - This list is distributed to SOA faculty for students who would like to hire a student tutor
- Contribute to the **Interview Question Bank**
 - Help others prepare for interviews by sharing your past interview questions



Sign up to be a RISE Mentor

- Our **RISE** Mentorship Program stands for **Recruiting, Internships, Studies, and Etiquette**
 - BAP members are paired with members of BAP's precursor organization and help them to navigate the beginning of the recruiting process and accounting coursework
 - **BAP Mentors** receive ROA Credit



Attend BAP-Sponsored Socials



- **Candidate/Member Social** prior to Initiation
 - New candidates get to meet newly initiated members
- **Chapter-Wide Social**
 - All members and candidates get together for a fun and food!
- **Senior Send-Off** for Graduates
 - Celebrating the accomplishments of our graduates by having a meal with SOA faculty

Purchase BAP Merchandise

- What better way to show support than wearing BAP clothes or bringing your BAP water bottle to class??
- Purchasing BAP “swag” from our store counts as **one ROA**





Tracking Individual ROAs

Step One: Student Sign Ups

- Students sign up for ROAs by registering in our **Beta Alpha Psi Community** which flows to **Salesforce**
- Reporting Secretary can easily access these sign-up lists

Submit a Photo for BAP Social Media
Send photos to BAP@auburn.edu or tag @AuburnBAP



1. Send us a Photo for Social Media
2. Tag BAP in a Facebook/Instagram Photo
3. Send us a Photo with a Faculty Member

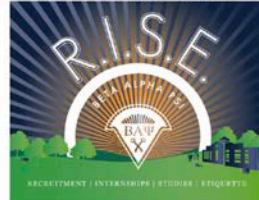
**After signing up here, use the links at the bottom of this page to submit your screenshots or photos.
Note: to get credit for a social media post, it must be permanent (i.e. posted to feed or a story saved to a highlight)

Sign-Up to be an Accounting Tutor
In addition to earning an ROA, earn \$\$\$! (Not to be confused with tutoring for service hours.)



Also Use Link in "My Info" Tab

Sign-Up to be a RISE Mentor
Have we mentioned this program is important?



Also See Full Instructions on Resources Tab
**Members only!

Attend a BAP-Sponsored Social

Yes, hanging out with your BAP friends is outreach!



Virtual Candidate/Member Social - 1/19/2021
(Note: only members will receive ROA credit for attending the Candidate/Member Social)
Virtual Chapter-wide Social (TBD)
Virtual Senior Send-Off (MAY GRADS ONLY) (TBD)

Contribute to the Interview Q Bank
Like a test bank, but legal!



Interview Question Bank

Donate to the Campus Career Closet

If you have gently-used BC clothes collecting dust, donate!



Campus Career Closet

Bring Supplies or Pack a Box for Operation Christmas Child



Step Two: Giving Credit for Completion

- Members submit proof of ROA completion to a **Box file request**
- **Box** notifies the **Reporting Secretary** of the upload through email
- Then, **credit is given** by the Reporting Secretary in **Salesforce**





File Request:

Submit your Campus Career Closet Proof

Your proof can be a photo of your items in the career center, a slip verifying the donation, or a selfie with the receiving employee.

Upload files *



Drag and drop files

Select Files

Email address *

Enter your email

Submit



Results of Implementation

Observed Benefits of Individual ROAs



Greater social media engagement with members



Higher participation in chapter socials



More interaction among SOA students



Low time commitment with high rewards

Questions?

- Contact us for more information!
 - Katie Atchison (Reporting Secretary) - kva0004@auburn.edu
 - Colby Lakas (Faculty Advisor) – Colby.lakas@auburn.edu