



**PHI DELTA THETA**  
*Become the greatest version of yourself*

## RECOGNIZE YOUR CHAPTER'S IDENTITY

One of the most common phrases in fraternity recruitment is "people join people." Thanks to the Brotherhood Assessment that was launched in fall 2019, we now know how true that statement is. The assessment told us that students are not only joining Phi Delta Theta to find a sense of belonging on campus, but also have a high rate of personal fit upon joining. This means that members of Phi Delta Theta feel that they belong in and fit into the chapters they joined.

### PERSPECTIVE

How would YOU describe your chapter of Phi Delta Theta on your campus?

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### INFLUENCE

How would OTHER STUDENTS on your campus describe Phi Delta Theta?

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### PRESENCE

What is your chapter DOING that drives how brothers or students describe the chapter?

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## REFLECTING ON YOUR CHAPTER'S IDENTITY

How well is your chapter recruiting students that fit the identity of your chapter?

How well is your chapter at showcasing your self-described identity?

How well does your chapter meet the expectations of students on campus?