

# ALPHA PHI ALPHA FRATERNITY, INC.®

SOUTHWESTERN REGION

P.O. Box 10  
Langston, OK 73050  
www.Alpha-Southwest.net

Herman "Skip" Mason, Jr.  
General President

William Lyle  
Executive Director




Roderick L. Smothers, Ph.D.  
Southwestern Regional Vice President

Christopher Harvey  
Southwestern Regional Assistant Vice President

---

**DATE:** August 15, 2010

**TO:** SWR Local, District and Regional Officers

**FROM:** Roderick L. Smothers, Ph.D., Vice-President  
Southwestern Region 

**Subject:** Southwestern Regional Updates and Compliance Issues

---

Leadership in Alpha Phi Alpha Fraternity, Inc. is a tremendous responsibility and I am thankful to all of you who serve "so that our Fraternity's praises may be sung." As we prepare for the 2010 - 2011 fraternity year, I wanted to provide you the following information so you will be able to provide the most effective leadership in your respective positions.

We saw substantial progress during the 2009-2010 fraternity year with respect to chapter compliance. As a region, we were 85% compliant and 3<sup>rd</sup> in the fraternity. This was up 10 percentage points from the previous year. This year, we have established a goal to reach 95% and I am asking you, the leadership of this great region, to assist me in reaching and maintaining that goal. Resultantly, we will strive for higher levels of Alpha Excellence and work judiciously towards accomplishing the goals and objectives outlined in year two of the Region's strategic plan.

What follows is a summary of the 2010-2011 SWR Intake Guidelines as well as pertinent information regarding the newly approved tax for chapters in the Southwestern Region. I have also attached step-by-step instructions for the on-line completion of the 2010-2011 chapter directory as well as payment of the annual chapter tax, grand tax and insurance fee.

## 2010-2011 Intake Season

As most of you are probably aware, the voting delegates of the 90<sup>th</sup> General Convention approved the piloting of a new Initial Membership Development Process (IMDP) for Spring 2011. If the piloting phase is successful, the IMDP Task Force will present the new process at the 91<sup>st</sup> General Convention in Chicago, Illinois next summer for final approval and full implementation. Until such time, the Fraternity remains under the conditions of the "Targeted National Membership Intake" as outlined in the General President's memorandum to the brotherhood dated February 11, 2010.

---

### Founders

Henry A. Callis

Charles H. Chapman

Eugene K. Jones

George B. Kelley

Nathaniel A. Murray

Robert H. Ogle

Vertner W. Tandy

Consistent with what I reported during the Regional Convention as well as during the Regional Caucus in Las Vegas, selected conditions from the targeted intake guidelines for the Southwestern Region remain in effect for the 2010-2011 intake season. As previously emphasized, the highest level of compliance must be achieved in order to participate in the process of initiating new members.

Therefore, intake will be approved by me on a case by case basis only. Chapters interested in participating in Fall 2010 or Spring 2011 intake must secure approval from me no later than August 23, 2010. These requests for approval must be presented by your respective District Director.

### **Criteria for Initial Approval**

1. Chapter must not have had any disciplinary violations within the past three (3) years.
2. All chapter officers must be in good standing.
3. 2010-2011 Chapter Directory must be submitted via Alphanet.
4. Chapter must have a current Chapter Operations Plan on file with the Southwestern Regional Chairman of Strategic Planning.
5. There must be no outstanding debt to the national organization, Southwestern Region or respective district.

**Once the minimum “selected” conditions listed above have been met, the following region-stipulated conditions must be satisfied for final approval of Membership Intake to be granted.**

1. The Chapter President and Chapter Director of Membership Intake must be able to provide evidence that he has attended the Alpha University course on Chapter & Officer Development in the last two years or that he attended the Alpha University course on Chapter and Officer Development at the recent Southwestern Regional Convention.
2. The Chapter Advisor and Area Director must have completed the mandatory Field Officer Training at the Southwestern Regional Leadership Retreat and/or the recent Southwestern Regional Convention (or provide evidence of previous training).
3. The chapter must provide evidence that its delegate strength was registered at the Southwestern Regional and General Conventions. (For the 90<sup>th</sup> General Convention – delegate strength or a minimum of 50% (no less than 1) of chapter’s delegate strength must have been registered.)
4. The chapter must have a satisfactory Southwestern Regional Chapter Assessment form on file with the Southwestern Regional Vice- President. Assessments must include evidence of participation in national programs, satisfactory academic progress, participation in district/regional competitions and college/alumni partnerships. This form is available through the Area Directors and District Directors.

5. Each college chapter must have a letter from its Area Director on file with its university stating the contact information for its Area Director, District Director and the Southwestern Regional Vice-President.
6. Before any phase of the Intake Process begins, the Southwestern Regional Vice-President must give his approval.
7. Each Alpha Awareness Seminar must have a district and/or area legal counsel (preferably a brother) on the program to discuss the legal ramifications of hazing.
8. All Alpha Awareness Seminars involving college chapters must be conducted on the University Campus with the approval of the Dean of Students and/or Vice-President / Chancellor of Student Affairs. The Southwestern Regional Alpha Awareness Seminar Approval Form must be signed and sealed by said University official and kept on file with the Southwestern Regional Vice-President or his designee (Area Director-subject to future audit).
9. Chapter members participating in intake must undergo new risk management certification in advance of the leadership weekend.
10. Fall 2010 and Spring 2010 newly initiated members are required to register for the 2011 Southwestern Regional Convention to be held March 17-20, 2011 in Houston, Texas. Each new initiate will be required to participate in a regionally-facilitated neophyte training session which will take place throughout the duration of the convention. Fees of \$150 (college) and \$210 (alumni) shall be collected as a part of the initiation fees and remitted to the Chief Pharaoh of the Region for processing.
11. The Chapter is required to register its delegate strength for the 2011 Southwestern Regional Convention and the 2011 General Convention in Chicago, Illinois, June 21-26, 2011.  
(New initiates **cannot** serve as delegates for the Southwestern Regional Convention.)
12. Adherence to stipulations 9-12 as outlined in General President Mason's memorandum will be enforced.

### **SWR Intake Dates 2010-2011**

	Fall 2010	Spring 2011
Cluster Intake Dates Submission Deadline	Friday, August 06, 2010	Friday, January 07, 2011
Aspirant Application Request Deadline	Friday, September 10, 2010	Friday, January 28, 2011
Completed Application Submission Deadline (DD)	Monday, September 20, 2010	Friday, February 4, 2011
District Director Submission Deadline to HQ	Friday, October 08, 2010	Monday, February 14, 2011
Intake Window	Friday, October 15, 2010 – Saturday, December 18, 2010	February 18 <sup>th</sup> – March 13 <sup>th</sup>

These guidelines are being implemented to enhance what the National Organization has put in place to minimize risks and reduce its exposure to illegal intake activity. The combination of the National and Southwestern Regional conditions will remain in effect throughout the 2010 - 2011 intake season.

For your convenience, I have attached a copy of the Spring 2010 targeted intake memorandum that was sent out by General President Mason. Please note that the spirit of this communication will be maintained during the Fall 2010 Targeted Intake Cycle.

## **NEW TAX FOR THE SOUTHWESTERN REGION**

By unanimous vote of the delegates attending the Southwestern Regional Convention, a new Regional Tax was approved. *The Southwestern Regional tax is calculated by multiplying \$5.00 times the number of active members in your chapter as of May 1<sup>st</sup> of the previous fraternity year.* For example, if your chapter has 100 active members, the Southwestern Regional Tax is \$5.00 x 100 or \$500.00.

Please review the attached excel spreadsheet so that you can easily identify the amount of fees your chapter will be expected to pay for this upcoming fiscal year.

### **HOW TO PAY THE SOUTHWESTERN REGIONAL TAX**

Your Southwestern Regional tax shall be submitted to your District's treasurer on or before December 31, 2010.