BETA GAMMA SIGMA
THE INTERNATIONAL BUSINESS HONOR SOCIETY

The following are Best Practices utilized by previous Outstanding Chapters or noted by chapters through our annual chapter survey. These practices may prove helpful to you in making sure your chapter is as successful as possible.

PROMOTING BGS AND YOUR CHAPTER

- Have faculty, student, and alumni members showcase their membership by wearing their lapel pin or by adding the digital member badge to their LinkedIn or other related accounts and documents. Consider having members wearing t-shirts or other BGS apparel during the week that the invitations are sent or delivered. Faculty members can display their membership certificates in their offices or through their online profile.
- Include an article about your Beta Gamma Sigma chapter's induction (or other activities) in the School of Business publication, website, digital displays, or social media platforms.
- Participate in Beta Gamma Sigma Founders' Week to encourage greater recognition of BGS on campus. Consider options like coordinating with other chapters worldwide to virtually celebrate Founder's week, send blanket notifications to members to create awareness of combined events; invite members to share their BGS stories on their social media and more.
- List Beta Gamma Sigma in the College/University catalog, website, and social media accounts as the business honor society for your school's AACSB International accredited business program.
- Purchase and install a Beta Gamma Sigma bronze key in or near the School of Business building to increase recognition of the Society on campus.
- Maintain a BGS display in the business school.
- Display all BGS chapter plaques prominently in the School of Business building (chapter charter, Outstanding Chapter, etc.)
- Use BGS members as student ambassadors or guides when VIP guests or prospective students tour the College of Business.
- Promote BGS programs and benefits.
- Share your chapters media content with our team through our media submissions form.

INCREASING MEMBERSHIP

- Utilize the Invitation Booklets and Info Cards to increase awareness and let eligible students learn more about BGS and why they should join if invited.
- Tap new eligible students in multiple ways: use a meeting platform in addition to emails, use personal contact where safe to do so. Create a promotional video for prospective members.
    - BGS uses the term tapping to describe a chapter's efforts to notify students/faculty of their eligibility prior to the invitees receiving their official invitation.
- Have your school's promotions department sends press releases to hometown news outlets announcing the student's invitation and induction into Beta Gamma Sigma. A sample press release is available on our website.

- Host a BGS information session or info booth during freshmen orientation or convocation.
- Have students who participate in BGS programs write about their experiences and share them with others in person, via social media, etc.
  - Don't forget to have them tag us!
    - Instagram: @bgshonorsociety
    - Facebook: @betagammasigma
    - LinkedIn: @Beta Gamma Sigma
    - Twitter: @BGSHonorSociety
- Faculty members send personal notes/emails to their students congratulating them on their invitation to BGS.
- If possible, offer scholarships and/or subsidize fees and/or graduation regalia costs.
- Have your dean send a follow up message to eligible students as a reminder of their invitation.

INCREASING ENGAGEMENT

- Communicate regularly with members through social media, texts, emails, phone calls, and where possible in person; hold regular meetings in person, virtually or hybrid.
- Increase collaboration between members on social media by celebrating achievements and allowing members to get to know about others' jobs, hobbies and interests.
- Maintain a BGS chapter website and social media accounts.
- Provide a Mentorship Program: mentor BGS members using other BGS members and alumni, whether in regular studies or for competitions.
- Host or plan your own chapter level event or promote in person and virtual events highlighted in the global calendar and those hosted by local BGS Alumni Chapters.
- Encourage students to be active in volunteering for various opportunities to better serve the community. As a chapter you could host a drive by offering students a professional headshot in exchange for a canned food donation (BGS Gives Back).
- Host a speaker event where business professionals speak to classes or in a virtual setting.
- Encourage adding the BGS key to a resume and describing BGS membership on a resume, cover letter, or on LinkedIn. Describe membership by using the ideas found in the FAQs on the BGS website.
- Elect or appoint student officers. Consider holding a leadership training session prior to the beginning of the scholastic year to acclimate new and returning officers.
- Encourage participation in the Student Officer community on ConnectBGS.
- Student officers can help with on campus and virtual promotion, event planning, speaking at the recognition ceremony and more.

OPERATING YOUR CHAPTER

- Invite all eligible students and faculty through the CMS.
- Get other faculty and staff involved and aware of BGS.
- Host an in-person or virtual recognition ceremony. When possible, invite families and friends to join. Recognition ceremonies are not meant to be closed door.
- Send follow-up emails or notes to those invited who have not yet responded; ask if they have any questions about membership.

- Get to know the [Chapter Advisor Council](#) (CAC) and join them during their global meetings when possible. This is chance to ask questions, get up to date information, and network with other chapter contacts.
- Consider naming a [Chapter Honoree](#) annually
- Have BGS student members vote for and select a Professor of the Year
    - A Professor of the Year medallion can be purchased through the CMS and the Order Supplies tab
- Complete the [Collegiate Chapter Training](#) available on demand.
- Send students to the BGS Global Leadership Summit.
- Participate in and submit your [BGS Gives Back](#) activities.
- Sign your chapter up for the [Ethical Leadership Certification](#).
- Create a chapter social media account and interact with BGS HQ accounts.
    - Don't forget to have them tag us!
        - Instagram: [@bgshonorsociety](#)
        - Facebook: [@betagammasigma](#)
        - LinkedIn: [@Beta Gamma Sigma](#)
        - Twitter: [@BGSHonorSociety](#)
- Plan out your year with a goal to achieve one of the [Honor Roll](#) tiers.
- Be on the look out for emails from BGS HQ including Chapters Notes. This email, sent 4-5 times a year, will help your chapter stay informed.
- If you have any questions, contact your chapter manager directly or through chapters@betagammasigma.org

COLLABORATIONS, SDG, and DEI

- Participate in an international social event with other BGS chapters.
- Collaborate with other student groups to co-brand and put on professional development workshops.
- Co-sponsor a Business Leadership Forum on campus with trainings on "effective networking" and other helpful business tips.
- Hold a networking breakfast or virtual session with recruiters from local firms.
- Select a distinguished alumni as the alumnus of the year and have them give a presentation
- Have BGS alumni provide career advice to BGS students.
- Host distinguished speaker sessions every term as a part of the chapter's commitment to corporate engagement and providing a platform to learn current business practices.
- Utilize [ConnectBGS](#) to encourage global networking and engaging with members along with fellow chapter contacts.
- Conduct a Sustainable Development Goals Treasure Hunt. See [SDG Goals](#) for ideas.
- Sponsor an "International Students Focus Forum" where students present information about their home countries.
- Create a diversity, equity, and inclusiveness function, and name a student officer for the role to work with the university's DEI contact to establish links and to cross-promote DEI events.
- Organize a Walk Day to promote a healthy lifestyle as well as to tie in with the value of sustainability by reducing carbon emissions and air pollution.