

BETA GAMMA SIGMA



THE INTERNATIONAL
BUSINESS HONOR SOCIETY

COLLEGIATE CHAPTER HANDBOOK



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INTRODUCTION TO BETA GAMMA SIGMA

Beta Gamma Sigma (BGS) is the exclusive business honor society, associated with the Association to Advance Collegiate Schools of Business (AACSB). Beta Gamma Sigma is an organization that recognizes academic excellence in business studies. The Society was founded 1913 and continues to grow every day. Beta Gamma Sigma is also a proud certified member of the Association of College Honor Societies (ACHS).

Society Values

Beta Gamma Sigma is founded on the values of honor, wisdom and earnestness.

Society History

The International Honor Society, Beta Gamma Sigma was formally established in 1913, as an amalgam of three separate business honor societies operating on the campuses of the University of Illinois, University of Wisconsin and University of California. In 1919, Beta Gamma Sigma was established as the exclusive business honor society recognized by AACSB. Over 100 years later, Beta Gamma Sigma is still the exclusive honor society working with AACSB accredited institutions and the Society's reach continues to grow with every passing year.

For more historic information on the Society, please visit: <https://www.betagamma.org/about/mission-history>

Scope

Beta Gamma Sigma has established more than 600 collegiate chapters at AACSB-accredited schools worldwide. Additionally, BGS has an ever-expanding alumni network of 45 chapters and networking groups.

Beta Gamma Sigma has inducted more than 875,000 outstanding business students into membership since its founding. BGS members represent corporate, government, non-profit, and educational positions at every level of responsibility. As an international honor society, BGS members currently reside in all 50 U.S. states and more than 190 countries around the world.

Society Mission and Objectives

The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business, to cultivate and celebrate leadership and professional excellence, to advance the values of the society, and to serve its lifelong members.



The mission of BGS is supported by the four objectives of the Society:

1. Encourage and honor high academic achievement by students of business and management through chapters in business programs accredited by AACSB International.
2. Develop Beta Gamma Sigma members as students and professional leaders, and celebrate continuing leadership and excellence.
3. Foster in Beta Gamma Sigma members an enduring commitment to the founding principles and values of the Society: honor and integrity, pursuit of wisdom, earnestness, and service.
4. Connect Beta Gamma Sigma student and alumni members to each other and to opportunities in their professional lives.

Beta Gamma Sigma Board of Governors

The board of governors is composed of both academics and business practitioners from around the globe. These individuals typically serve two- to three-year terms. The goals of this group are to ensure the strategic vision of the organization clearly aligns with the Society's mission and objectives, and to provide oversight to ensure the organization is providing quality service to its lifetime members.

For a complete list of the current board members, please visit: <https://www.betagamma.org/about/board-governors>

SOCIETY GOVERNING DOCUMENTS

The organization's Articles of Incorporation, Bylaws and Code of Conduct can be accessed at any time via the link below:

<https://www.betagamma.org/about/governing-documents>

Collegiate chapter officers are encouraged to familiarize themselves with these documents. Please note, these documents are subject to change at any time, via decree by the Society's board of governors.

BETA GAMMA SIGMA GLOBAL HEADQUARTERS

The staff of Beta Gamma Sigma currently operates solely from the organization's global headquarters, located in St. Louis, Missouri. The Society's staff is here to act as a resource and provide assistance to all chapter contacts and lifetime members. Typical office hours for Global HQ are Monday through Friday, from 8am to 4pm CST. All efforts are made to respond to inquiries in a timely manner.

Beta Gamma Sigma Global HQ
11814 Borman Drive
St. Louis, MO 63146
Toll Free: 1.800.337.4677
Alt Phone: 314.432.5650
Fax: 314.432.7083



Global Headquarters is closed on the following days annually:

- ▶ January 1 – New Year’s Day
- ▶ Memorial Day
- ▶ July 4
- ▶ Labor Day
- ▶ Thanksgiving Day (U.S.) and the day immediately following
- ▶ December 24 and 25

Below is a brief overview of the current functional groups within BGS Global HQ:

Business Development Department – Primarily responsible for securing advertisers, sponsorships and affiliate partners to provide robust benefits to BGS’ lifetime members. This group is also responsible for fundraising efforts.

Administration Department – This department oversees the Society’s administrative duties, including accounting, event planning and general office management functions.

Chapter Operations Department – These staff members assist the collegiate chapters with day to day operations.

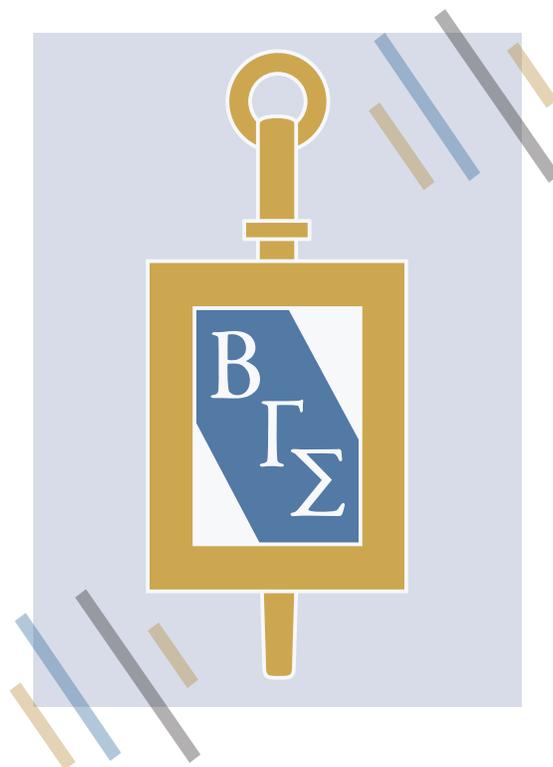
IT Department – Primarily responsible for the data management and technology needs of BGS Global HQ.

Marketing Department – Develops and manages all of the organization’s marketing and social media. This department creates and distributes printed and digital content, and manages the Society website and social media platforms.

Programs and Alumni Department – Plans, develops and manages all BGS programs, events and scholarship opportunities. Also provides operational support for alumni chapters and networking groups.

For a complete, current staff listing including contact information, please visit:

<https://www.betagammastigma.org/about/staff>



III

THE ROLE OF THE COLLEGIATE CHAPTER

The ultimate goal of the BGS collegiate chapter is to bestow academic recognition onto eligible students. The chapter is responsible for ensuring that members invited to Beta Gamma Sigma meet all membership eligibility criteria for their induction type. The chapter should enter all eligible members into the chapter management system (CMS), regardless of whether the invitee has verbally accepted membership. This ensures that the individual chapter and BGS Global HQ has accurate invitation records, should an invitee decide to accept retroactively.

As part of attaining the aforementioned goal, collegiate chapters bear the responsibility of:

- Ensuring its leadership team is in place, as indicated by the Society's governing documents.
- Promoting Beta Gamma Sigma on campus
- Identifying all qualifying programs and eligible invitees from that program and notifying Beta Gamma Sigma of those member's eligibility
- Planning Beta Gamma Sigma recognition ceremonies
- Ordering chapter supplies as needed
- Ensuring the chapter is in good financial standing with Global HQ
- Any other duties necessary to ensure the mission of the chapter and the Society as a whole are carried out.

The secondary goal of the BGS collegiate chapter is to provide leadership development opportunities to its members, locally. While additional events beyond a recognition ceremony are not required for a chapter to stay in good standing with Global HQ, chapters are highly encouraged to devise ways to allow for their members to gain additional and valuable experiences and/or credentials to help them stand out in the job market.

Please note: collegiate chapters of Beta Gamma Sigma are considered subsidiaries of Beta Gamma Sigma's global headquarters.

BASIC ANNUAL REQUIREMENTS OF THE COLLEGIATE CHAPTER

For a collegiate chapter to stay in good standing with BGS Global Headquarters, the chapter must invite ALL eligible students to membership through the CMS (at least once annually). Having an in-person recognition ceremony is highly encouraged, as is participating in Society programming and hosting on-campus events; however, these are not requirements for a chapter to be considered "active."

BGS Global HQ regularly monitors recognition ceremony dates entered into the chapter management system. If your chapter does not enter a recognition ceremony date or any invitees during the academic year, you will be contacted by a BGS representative and/or the board of governors. Per society bylaws, if a chapter does not recognize any eligible students for 5 consecutive academic years, the board of governors is authorized to revoke the chapter's chartering document and deactivate the chapter.

CHAPTER FEES

At this time, the only fee required to be paid by the chapter to Global HQ is the chapter chartering fee (\$1000 USD). This one-time fee is paid during the chapter establishment process. Once the chapter is established, no continuing dues are required for Global HQ.

Some chapters choose to purchase BGS items for members, sponsor membership fees or program registration fees, chapter/ceremony event expenses, etc. Fees associated with these charges are optional. These charges will normally be invoiced to the chapter following their purchase by BGS Global HQ. For some charges, a chapter may choose to pay the balance immediately using a university credit card.

CHAPTER-SPECIFIC SPONSORSHIPS

Some chapters may choose to pursue individual sponsorships from alumni or the local business community.

Chapters should set their own sponsorship policies. Things to consider when setting the policy include:

- ▶ Who to ask and how much to ask for.
- ▶ How to make the initial contact.
- ▶ The value to a potential sponsor.

BGS empowers chapters to select local sponsors and to cross check any sponsor with BGS Global HQ to make sure these standards are followed:

- ▶ Chapters should not compete with global headquarters when soliciting sponsorships.
- ▶ Chapters are encouraged to obtain sponsorships of programs and events from businesses/organizations in the local area.
- ▶ Chapters should keep in mind that sponsors should expand on the ideals and values of BGS.
- ▶ Chapters may not develop partnerships in the name of BGS as a whole, but may obtain special discounts for chapter members through local businesses.
- ▶ Chapters may post the logo of sponsor businesses and those offering special discounts on the chapter website and meeting announcements.

Please note: BGS Global HQ and/or the broadcast email system cannot advertise any sponsors who are not society-wide affiliates. Recognition can be given to these sponsors by noting their sponsorship of specific events or activities.

If a sponsor approached by the chapter is interested in potentially becoming a society-wide affiliate, the chapter should refer them to BGS' director of business development.

DONOR RECOGNITION FOR CHAPTER GIFTS

Donors who direct charitable gifts to their local BGS chapter via a gift to their school often assume that BGS is aware of the gift. Global HQ would like to recognize these special BGS members. Please have your advancement office forward us notification of any gifts that you receive earmarked for BGS chapter support to businessdev@betagammastigma.org, we will honor that member in a special section of our donor recognition listings. We will also soft credit that donor the amount of their support in our lifetime giving recognition.

III

THE COLLEGIATE CHAPTER LEADERSHIP TEAM

The collegiate chapter leadership team is comprised of the individual(s) located on each collegiate chapter campus. This team may be comprised of university faculty and staff or a combination of faculty/staff and student officers. It is the shared responsibility of this team of individuals to ensure that the BGS chapter on campus is healthy, active, and compliant with BGS Global HQ requirements and that the chapter is well-serving of its lifetime members.

The only requirement of a collegiate chapter leadership team is that a chapter advisor is selected from the university's faculty or staff. It is also highly encouraged that the dean is actively involved and supportive of the organization. A chapter may then choose what structure of duties and team composition best serves their needs on campus.

Below is a brief overview of suggested leadership positions and their duties. Chapters are encouraged to contact their Global HQ representative with any questions about your local chapter leadership team.

Collegiate Chapter Advisors

Eligibility for this role: this individual must be a member of the university faculty or staff. This position cannot be filled by a student officer. It is not required that this person already be a member of Beta Gamma Sigma, but he/she is highly encouraged to become a member of Beta Gamma Sigma after taking on the role.

- ▶ The chapter advisor shall act as the main contact between the local chapter and BGS Global Headquarters.
- ▶ This individual takes on the main leadership position with the local chapter and is therefore responsible for:
 - ▶ Overseeing procurement of eligible members list from the registrar.
 - ▶ **Managing organizational publicity efforts** or **local chapter events**.
 - ▶ Ensuring the chapter is compliant with Global HQ and is in good standing.
 - ▶ Staying up to date on **Society programmatic offerings**.
 - ▶ Ensuring that all eligible students receive an invitation to membership.
 - ▶ Ensuring that global headquarters has accurate **contact information for the chapter, chapter leadership team and dean**.
- ▶ The chapter advisor is responsible for ensuring that the annual chapter survey is completed by the assigned deadline.
- ▶ Be an advocate for Beta Gamma Sigma on campus and whenever possible.
- ▶ Responsible for reporting student officer names and emails to BGS Global HQ prior to the annual chapter survey deadline.
- ▶ Chapter advisors are also encouraged to participate in furthering the BGS brand. (This may include participating in BGS activities beyond your campus.)
- ▶ Chapter advisors are invaluable resources for focus groups, testimonials, general feedback and more!

Collegiate Chapter Administrators

Eligibility for this role: this individual must be a member of the university faculty or staff. This position cannot be filled by a student officer.

- ▀ This position is not required, but is highly encouraged by BGS Global HQ.
- ▀ The main purpose of this role is to assist the chapter advisor in managing the administrative requirements of the local chapters. These duties may include:
 - ▀ Securing lists of eligible members.
 - ▀ Inputting invitees into the CMS.
 - ▀ Encouraging members to accept the invitation.
 - ▀ Receiving and managing certificate and pin orders.
 - ▀ Ordering chapter supplies.
- ▀ The chapter administrator will have the same user permissions in the chapter management system as the chapter advisor.

Role of the Dean's Office

The dean is encouraged to support the collegiate chapter and participate in as many chapter programs as possible. Chapters are generally more successful if the dean is personally involved. An active and visible dean is vital to achieving chapter success.

The dean can support the collegiate chapter in many ways, including:

- ▀ Actively participating in the tapping ceremony or in-person invitations.
- ▀ Providing an initial letter of congratulations to invitees.
- ▀ Providing a follow-up letter after the initial invitation, if necessary.
- ▀ Mailing a letter of congratulations from the dean's office to the invitee's parents (particularly effective with chapters that have a traditional student body).
- ▀ Hosting a reception for invitees, current faculty and student members.
- ▀ Providing display cases, digital displays and/or bulletin boards in prominent locations around the business school.
- ▀ Purchasing the bronze [BGS key statue](#) for permanent display on campus.
- ▀ Supporting BGS' available programs.
- ▀ Making discretionary funds available to the chapter advisor.
- ▀ Allowing Beta Gamma Sigma promotional materials to be distributed in the business school.
- ▀ Mentioning Beta Gamma Sigma during relevant school events.
- ▀ Identifying and recognizing faculty who are BGS members.
- ▀ Leveraging BGS to promote your graduate school or Ph.D. program.



COLLEGIATE CHAPTER MANAGERS

Collegiate chapters have the support of all staff members at BGS Global Headquarters, including the chapter managers who make up the Chapter Operations department. Chapter managers act as the main contact for chapter leadership teams. The chapter managers are available to keep chapter leaders informed and help them efficiently manage their local chapters to best serve their lifetime members. Managers are responsible for pursuing chapter growth in regards to their level of engagement, Society program participation, award eligibility and new member invitation acceptance rates.

Chapter managers report to the director of Chapter Operations.

Chapter managers can be reached Monday through Friday from 8am to 4pm CST via email and/or phone. Chapters can reach out to any member of the Chapter Operations team. If a chapter is unsure who to contact, they are encouraged to contact the main Global HQ phone line for assistance. Chapters can also email questions to chapters@betagamma.org.

BGS CHAPTER ANSWER LINE

Have an urgent chapter-related question and you're not sure who to contact? No problem! Call the BGS Chapter Answer Line. This phone line is specifically for our chapter leaders to access assistance quickly.

Hours of operation: Monday – Friday from 8am – 4pm CST

Direct phone line: 314.925.1784

Main BGS phone line: Press 1 when using the directory



GLOBAL HQ MESSAGING

Chapter managers regularly reach out to the chapter leadership teams with reminders, deadlines, tips, and more via broadcast emails. Some of these messages will be included in *Chapter Notes*, BGS' regular e-newsletter that's written just for chapter leaders.

Global HQ will also send messaging to chapter leaders about new programs and benefits. Major announcements and new resources will also be shared via email. Keep an eye out for emails coming from "@betagamma.org" email addresses so your chapter doesn't miss out on any important news from Global HQ.

To ensure that all communication from Beta Gamma Sigma is received, please have your IT department whitelist the betagamma.org domain.

ON-DEMAND RESOURCES

The [collegiate chapters resources](#) section on the BGS website provides a variety of tools and guides to help chapter leaders manage their collegiate chapter, including:

- ▶ Links to handbooks and guides
- ▶ Event ideas
- ▶ Sample newsletters and press releases
- ▶ Chapter Honor Roll point listing
- ▶ Annual planning calendars
- ▶ Frequently asked questions
- ▶ Chapter Toolkit
- ▶ Recruiting materials, videos and more

COLLEGIATE CHAPTER TRAINING SEMINARS (CCTS)

Global HQ offers several training opportunities annually for BGS chapter leaders (advisors, administrators, deans etc.) called collegiate chapter training seminars (CCTS). CCTS events are not open to student officers. These trainings are offered both in person and via webinar. New training dates will be announced annually in the spring for the following academic year.

These training seminars aim to ensure all chapters are taking full advantage of the opportunities available with Beta Gamma Sigma. Special attention is also given to ensure the individual chapters are being managed as efficiently as possible, for the benefit of chapter leaders and local members. Training participants will have the opportunity to interact not only with Global HQ staff, but also with other chapter leaders to share best practices, ask questions and receive one on one assistance to set your chapter up for success.

In-person training seminars consist of a day-long training seminar. Sample agendas for these training seminars can be found using the link below. Registration cost includes all training materials, refreshments, breakfast and lunch. The chapter/university is responsible for travel, participant accommodation and incidental costs. CCTS events are usually held on the hotel property where reduced-rate accommodations have been negotiated by Global HQ. Group rate and room block information for each training is available during registration.

Virtual training seminars consist of a half day online training session. Participants will be sent training materials ahead of time either via email or via mailed flash drive when necessary.

Current training dates and locations and online registration is available via the following link:

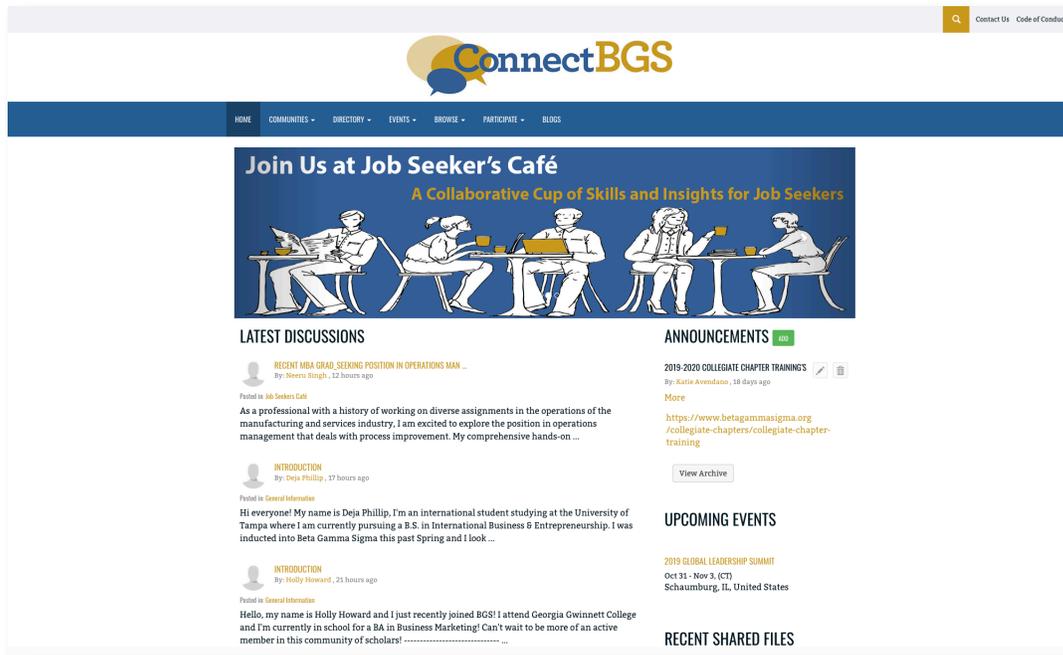
<https://www.betagamma.org/collegiate-chapters/collegiate-chapter-training>

Global HQ highly recommends chapters have any new chapter advisor sign up for the soonest possible training session. Due to the ever-evolving programmatic and strategic initiatives of the Society, Global HQ recommends all chapters send a representative to a CCTS event at least once every five years.



Our commitment to lifetime value for our members includes providing ways to stay connected with one another. With ConnectBGS, members from all over the world can network, get advice, and create and maintain lifelong connections! This discussion board, exclusively for BGS members, can be accessed from the moment they are inducted.

To [access ConnectBGS](#) click on the link in the upper right corner of any page on the BGS website. From there you can log in using your BGS username and password. Now you have access to a diverse network of the best in business!



Stay informed and up to date with the latest from BGS by following Beta Gamma Sigma on Facebook, Twitter, LinkedIn, YouTube, and Instagram.



LinkedIn- <https://www.linkedin.com/company/beta-gamma-sigma/>



Instagram- <https://www.instagram.com/bgshonorsociety/>



Twitter- <https://twitter.com/BGSHonorSociety>



Facebook- <https://www.facebook.com/betagammasigma/>



YouTube- <https://www.youtube.com/user/bgshonors>

Please note that the BGS LinkedIn group is a closed group and you will need to request an invite through LinkedIn. If you have any questions regarding social media or ConnectBGS please contact Matt Plodzien, senior manager of marketing and communications, at mplodzien@betagammasigma.org.

VI

PUBLICIZING THE COLLEGIATE CHAPTER

Global HQ provides multiple resources to assist with publicizing local chapters. Chapter leaders are encouraged to regularly check the website, as new resources are added often.

Resources listed below can be found at:

<https://www.betagammasigma.org/collegiate-chapters/chapter-resources>

- ▶ A full press kit, including sample press releases.
- ▶ Sample newsletters.
- ▶ Collegiate chapter events and other publicity ideas.

Beta Gamma Sigma has also created information cards and invitation booklets, which are available free of charge to collegiate chapters.

These must be ordered using the chapter management system - <https://members.betagammasigma.org/Home>.

Detailed instructions of how to order these items can be found in the CMS guidebook.

Other **[ideas to increase chapter visibility:](#)**

- ▶ Plan a tapping ceremony to invite eligible members face-to-face.
- ▶ Submit articles about the chapter to university/local media.
 - ▶ Acknowledge new invitees by name.
 - ▶ Announce chapter events.
- ▶ Utilize bulletin boards, display cases and virtual displays in your business school's building.
- ▶ Have your dean discuss Beta Gamma Sigma during freshman orientation.
- ▶ Host a BGS information session.
- ▶ Have an information table at university activity fairs or in your college of business building.
- ▶ List Beta Gamma Sigma in school catalogs.
- ▶ Include BGS membership on faculty and university administration bios.
- ▶ List the BGS logo on your college of business website.
- ▶ Share BGS social media posts using your college of business and/or university social accounts.

VII

BGS LOGOS & MARKETING MATERIALS

BGS Global HQ has high-resolution logos and the key symbol available for download from our [website](#).

Chapters are highly encouraged to utilize the Beta Gamma Sigma logo, provided use of the logo matches the [brand style guide](#). Use of the BGS name and logos must be congruent with the prestige and history of the society.

For any questions on use of the BGS name or logos, or if you need written approval from a vendor to utilize these images, please contact: MarketingCommunications@betagamma.org



We also offer files to download for several [BGS banners](#).

The customizable banner option makes it easy to include your school's name and logo.



YOUR CAREER ON THE EDGE

Your Career on the Edge is our latest marketing campaign developed to help chapters promote BGS to their students on campus – before they're invited to join – and drive higher inductions. Utilizing these materials across campus will raise awareness of the BGS brand.

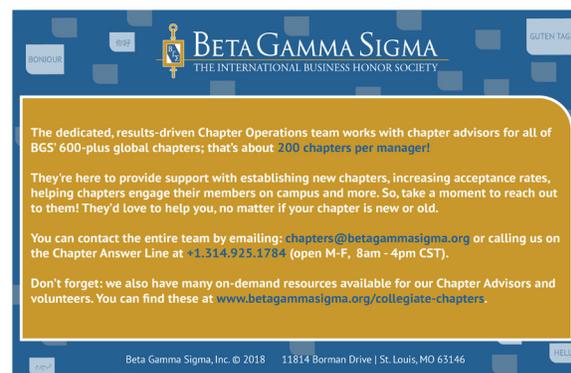
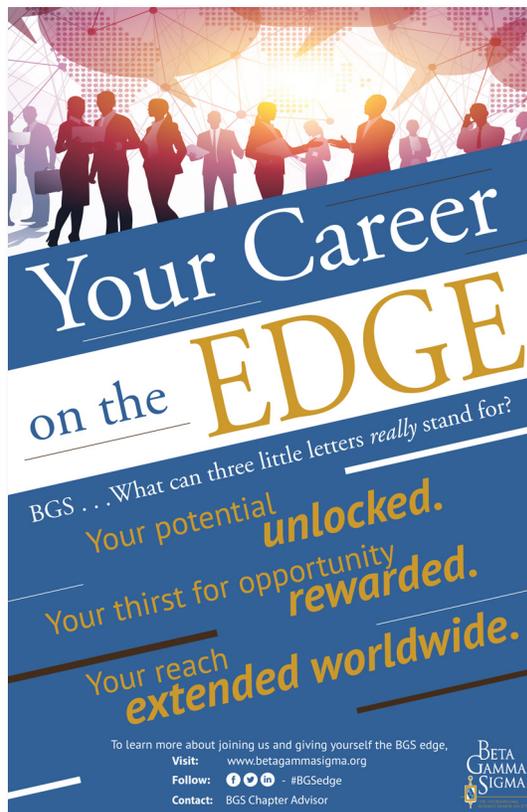
The materials available to you include:

- Postcards
- Videos
- Posters
- Digital ads
- Print ads
- Email templates

The creative files for the various marketing materials can be [found here](#).

You'll need to be logged in to access these materials. Printing for some items that require it (i.e. print ad, postcards) will need to be sourced locally.

You can order the printed posters from [the chapter supply store](#).



VIII

MEMBERSHIP ELIGIBILITY

Induction Type	General Eligibility Criteria 1	General Eligibility Criteria 2	General Eligibility Criteria 3
Undergraduate/ Baccalaureate Members (Sophomores, Juniors Seniors)	Completed at least the first term of their 2nd/ Sophomore Year	Rank within the top 10% of their class	
Master's/Graduate	Completed half of their program	Rank within the top 20% of their class	
Doctoral/ Post Graduate	Successfully defended their dissertation		
Faculty	Has previously earned their Ph.D. from an institution currently accredited by AACSB	OR is a tenured faculty member of the school accredited by AACSB	OR has been on the faculty of the accredited school for at least 6 years
University Administration	Business school deans, associate/assistant deans, university presidents, provosts, chief academic and accreditation officers are <i>automatically eligible</i> —regardless of degree or alma mater		
Chapter Advisors	Qualify for membership either via the faculty or doctoral induction type or following the submission of a letter of recommendation by the dean to BGS Global HQ		
Master's, Second Recognition	Became a BGS member while pursuing a previous degree	Meets all aforementioned eligibility requirement for master's/graduate members	
Doctoral, Second Recognition	Became a BGS member while pursuing a previous degree	Has successfully defended his/her dissertation	
Transfer Students (Undergraduate or Graduate Level)	Must have completed the equivalent of one year of coursework with the chapter inviting him/her to join BGS	Meet <i>all</i> aforementioned eligibility requirements for their induction type	

The percentage of each class is determined based upon the cumulative GPA of the students. The top percentage can be figured by individual degree programs, if the institution deems the program coursework varied greatly. For example, the top 10 percent of general business program students and the top 10 percent of accounting program students, if your university finds this to be justifiable.

BGS Global Headquarters relies on the individual chapters to ensure that they are inviting only those individuals who meet the eligibility criteria for their induction type. Global headquarters does not require documentation to prove the eligibility of any invitee, with the exception of the required letter of recommendation for chapter advisors who do not otherwise meet eligibility standards.

Chapters may choose to adhere to additional eligibility criteria from the above, but cannot ease any requirements. Examples of additional requirements chapters may choose to adhere to include: course completion requirements, GPA minimums, etc. The additional criteria must be reported to BGS Global HQ for documentation in the chapter's permanent file. The chapter is responsible for ensuring invited members meet all eligibility criteria and should ensure the most up-to-date criteria for your chapter is on file with Global HQ.

Eligible students may be invited to BGS membership under multiple induction types if they have not yet chosen to join, but remain eligible based on the induction criteria relevant to their class. Once a student has accepted membership, they should not be invited to membership again, unless they qualify as a second recognition master's or second recognition doctoral invitee.

It is the policy of Beta Gamma Sigma that an invitation to membership should not be revoked unless under extreme circumstances (such as a violation of the Society's code of conduct). If an invited member does not accept, but falls out of membership eligibility once they proceed to the next class, their invitation should not be revoked; however, they wouldn't be invited again.

Should two students have identical GPAs that fall within the eligible class percentage for their induction type, both students should be invited. This remains true even if the total invited members technically exceeds the eligible percentage of the total enrollment for their class.

Chapters should invite all students who are eligible for membership, including those in distance learning, off-campus programs, executive MBA, etc. If you have questions regarding other eligible students, please contact global headquarters.



Beta Gamma Sigma charges members one lifetime membership fee upon joining the Society. There are *no other required or continuing dues* to stay in active membership status.

Induction Type	Standard Induction Fee
Baccalaureate (Sophomores, Juniors, Seniors)	\$75 USD
Master's	\$75 USD
Doctoral	\$0 USD
Faculty	\$75 USD
Chapter Advisor	\$75 USD
University Administration	\$75 USD
Master's, Second Recognition	\$10 USD
Doctoral, Second Recognition	\$0 USD

All charges from BGS to chapter, chapter officers and members are assessed in US dollars. For chapters and members outside of the United States, charge amounts will be adjusted per the exchange rate at the time the charge is incurred.

Some chapters choose to charge more or less than the standard induction fees listed above. For chapters charging individual members less than the standard fees, the remaining balance on the standard fee will be invoiced back to the chapter. For chapters charging more than the standard induction fee, the additional money will be pooled by Global HQ into an individual chapter account and the balance can be requested as a refund check or can be used to pay the balance of outstanding invoices through the CMS.

Some chapters are fortunate enough to be able to sponsor all or portions of the induction fees for their members. This can obviously positively affect invitee's decisions to accept membership, usually resulting in higher acceptance rates. Some other chapters choose to charge members more than the standard induction fee. (Reasoning for this could be that the chapter is supplying members with BGS graduation cords or the additional funds will be used to cover chapter event or recognition ceremony costs.) Global HQ just asks that chapters be mindful of general budget levels of your local members when deciding chapter fees.

Detailed instructions on how to set up induction fees in the CMS can be found in the [CMS User Guide](#). Chapter leaders can edit induction fees by induction type when creating a ceremony in the CMS. Invitations will automatically default to the standard fee in the CMS unless the chapter leadership team edits the fee preferences for that ceremony date.

Collegiate chapter leadership teams will use Beta Gamma Sigma's CMS to manage many aspects of the member invitation and acceptance process. The CMS is a cloud-based system, accessible to collegiate chapter advisors, admins, deans and other selected officers only. **Reminder:** student officers are not permitted access to this system.

The CMS will be used by *chapter leaders* to:

- ▀ Manage chapter contact information.
- ▀ Add new ceremony dates.
- ▀ Set the desired membership fees for each induction type.
- ▀ Invite members.
- ▀ Send reminders to invitees who have not yet accepted.
- ▀ Monitor member acceptance.
- ▀ Manage your chapter's financial account—including downloading invoices, requesting new invoices and paying outstanding balances.
- ▀ Order chapter supplies.

The CMS will be used by *invitees* to:

- ▀ Accept their membership invitation.
- ▀ Complete their member profile.
- ▀ Pay their membership fees.
- ▀ Create their usernames and passwords to access the member-restricted areas of the BGS website.

Please see the [Chapter Management System \(CMS\) User Guide](#) for detailed instruction on using the system. This is available on demand using the BGS website or can be sent to you directly from Global HQ.



Information on the exact steps to follow for [inviting members](#) via the CMS can be found using the CMS User Guide.

While the CMS handles the actual logistics of the membership invitation, chapter leaders should plan to discuss the invitation and follow up with invited members outside of the system to increase invitation acceptance rates.

Many chapters find a tapping ceremony to be beneficial in increasing invitee acceptance rates. A tapping ceremony consists of inviting eligible members, in person, usually in front of their peers. For some chapters, it is possible for the chapter advisor, dean and/or a combination of chapter representatives to visit eligible members in-class to extend the invitation. This activity not only provides additional recognition to invitees, but also helps to publicize Beta Gamma Sigma on campus.

For some chapters, tapping during class is not an option. Chapters have found successful and creative ways to tap potential members outside of the classroom. Some deans schedule specific times to meet face to face with invitees as a group in an agreed upon location to extend the invitation. Some chapters have even chosen to tap virtually, using web-based platforms like Google Hangouts. This is particularly successful for nontraditional, distance learning students and programs.

Global HQ offers its invitation booklets at no cost to chapters. Chapters are highly encouraged to utilize these booklets, as they help to inform and persuade eligible invitees to accept the membership invitation on behalf of the chapter. These booklets must be ordered by a member of the chapter leadership team using the CMS. These booklets include a folder pocket on the front cover. Chapters are encouraged to obtain a congratulatory message from the dean to include with these booklets. Other materials you may want to include are induction ceremony details, contact information for the chapter leadership team or student officers, or links to chapter social media accounts.

To increase the chances that an invitee accepts the membership invitation, Global HQ highly recommends that chapter leaders and/or the dean reach out to invited members prior to entering their name into the chapter management system. While CMS messages are written to be informative and persuasive, students who are already expecting to receive this message are more likely to complete the acceptance process.

Other ways to notify invitees ahead of time include:

- Mailing a BGS invitation booklet to eligible members (individual mailings are the responsibility of the chapter).
- An email notification/congratulatory message from the dean's office.
- An email notification/congratulatory message from the chapter advisor or the head of the invitee's program.

The CMS does not send out invitations immediately, and must go through the review process, as indicated in the CMS User Guide.

Once invitees have been tapped or notified to expect the invitation email, they should be entered into the CMS to trigger the invitation message. The invitees will then have immediate, on-demand access to complete the acceptance process. This process includes filling out the membership profile and paying their lifetime membership fee (if applicable). They will receive a confirmation message when they've completed the acceptance process.

The chapter leadership team should regularly monitor invitation acceptance in the CMS. Chapter leaders can contact Global HQ for assistance in sending reminder emails; however, the leadership team should also consider other follow-up strategies beyond those available in the CMS. Many chapter advisors have seen acceptance numbers increase when they send reminder messages from their school email addresses. This is also an opportunity to engage the dean's office by sending a reminder message to all invitees who have not yet completed the acceptance process.

Seven calendar days before chapter certificate orders are sent to the vendor, the CMS sends out automated reminders to all invitees who have not yet accepted membership. If a chapter would like additional reminders sent before or after this date, contact Chapter Operations.

While Global HQ supports its chapter leaders' hard work in planning and executing the membership recognition ceremony, it is Global HQ policy that a member does not need to have attended a ceremony to be a lifetime member of the Society. Chapters are free to enact chapter-specific policies regarding ceremony attendance, provided they do not insinuate that attendance will affect their membership if the acceptance process has been completed.

It is also the policy of Global HQ that an invitation never expires, and a member is free to retroactively accept at any time. Again, chapters are free to enact chapter-specific policies regarding eligibility to attend recognition ceremonies based on its agreed upon deadlines; however, Global HQ will not give invitees a deadline to accept lifetime membership.

As soon as a member completes the invitation acceptance process in the CMS, they are considered a lifetime member and can immediately begin taking advantage of BGS member benefits.

ANNUAL RE-INVITE INITIATIVE

At the end of each academic year, Global HQ will send reminder emails to all invitees from that cohort who have not yet accepted membership. This program is managed completely by Global HQ and does not require action from chapter leaders.

The reminder message consists of one standard email message transmitted automatically via the CMS. The timing of this message will differ based on the ceremony date for which the individual was invited. Messages are generally sent in three to four waves, beginning in April and running through August. Should an invitee still decline membership, they can simply ignore this message and they won't be contacted via this program again. As this initiative only consists of one additional reminder message for invitees who have not yet accepted, chapters do not have the ability to opt out of participation.

If an invitee chooses to accept their invitation via this program, their membership materials will be shipped directly to them by Global HQ via our order fulfillment center. These member items will not be sent to the individual campus for chapter leaders to disseminate. Membership orders for this program are generally printed and shipped out monthly.

Important note: because members joining through the re-invite program have generally already left campus for the year, individuals accepting membership through this avenue will be expected to pay the standard induction fee for their induction type. The fee for re-invite members is not editable in the CMS by chapter leaders. Chapters are welcome to require that members accepting via this program pay additional chapter fees if these members intend to return to campus and/or participate in chapter activities. However, any additional fees must be collected by the chapters themselves and cannot be managed through the CMS.



To increase efficiency and ensure better customer service, BGS uses an outside vendor partner, Award Concepts, to fulfill membership certificate and chapter supply orders. Global HQ does not keep substantial stock of most items and is therefore unable to process rush orders in-house.

Membership certificate orders for collegiate chapter ceremonies are automatically generated by the CMS system. No special order needs to be placed by a member of the chapter leadership team for these to be processed and shipped. Certificate orders will only include the invitees who have fully completed the membership acceptance process in the CMS by the time the order is automatically generated. Global HQ is highly limited in its ability to manually change certificate orders. Requests are considered on an individual basis. If expedited shipping is required, the additional cost is the responsibility of the chapter.

Membership certificates are sent on an automated, standard shipping schedule based on the ceremony date and the geographic location of the chapter. Chapters receive one certificate shipment prior to their ceremony.

CERTIFICATE PROCESSING SCHEDULE (AS OF AUGUST 2019)

CHAPTER GEO LOCATION	DAYS PRIOR TO CEREMONY	DAYS FOLLOWING CEREMONY	SUBSEQUENT AFTER ORDERS (as needed)
US-Midwest	13	4	14 day intervals out to 186 days after the ceremony date
US-Eastern Seaboard & Southwest	15	4	14 day intervals out to 186 days after the ceremony date
US-West Coast	16	4	14 day intervals out to 186 days after the ceremony date
Canada	16	4	14 day intervals out to 186 days after the ceremony date
Europe and Middle East	16	4	14 day intervals out to 186 days after the ceremony date
Asia, New Zealand and Australia	16	4	14 day intervals out to 186 days after the ceremony date
South America and Central America	18	4	14 day intervals out to 186 days after the ceremony date

*Note – days above pertain to calendar days. Orders generated on non-business days or holidays will be processed ASAP when business resumes.

Member certificates will be shipped along with one BGS key lapel pin per member and various new member materials, including the new member guide. These items will ship to the address the chapter leadership team has designated as the preferred shipping address for the chapter, using the settings available in the CMS. Upon shipment, Global HQ will receive tracking information. Contact chapters@betagamma.org to request tracking details.

It is the responsibility of the chapter to distribute membership materials to lifetime members once they have been delivered to the campus.

Neither Global HQ nor Award Concepts will assume responsibility for:

- ▶ Inaccurate address information entered by the chapter leadership team.
- ▶ Campus mail processing center delays.
- ▶ Delays due to customs processing.
- ▶ Damage or loss of membership certificates or pins after initial receipt of package.
- ▶ Delays due to weather or holidays when mail is not processed.

Questions and concerns regarding a certificate order already processed or received should be directed to Award Concepts' customer care center. Please reference "Beta Gamma Sigma" as a specific team has been assigned to assist our chapters.

Award Concepts Customer Care Center

1.800.659.7801



XIII

THE MEMBERSHIP RECOGNITION CEREMONY

The membership recognition ceremony is one of the most important events of the year for the BGS chapter! While invitees technically become members when they complete the acceptance process via the CMS, this event ceremonially marks the occasion and is often a moment of great pride for new members.

There is not a required script for Beta Gamma Sigma recognition ceremonies—in fact, every chapter handles them in its own way. Ceremonies can be formal or informal, long or short, depending on each chapter's needs and abilities. Recognition ceremonies are not closed door or secretive events; Global HQ encourages chapters to invite other faculty members, university administrators, and members of the local business community, along with other students, inductees' friends and family members, etc.

Many chapters choose to read the Beta Gamma Sigma ritual during this event. The ritual is a ceremonial script that provides common language for chapters to articulate what BGS is and what the Society's values are. Though we are far from a fraternity or sorority, Beta Gamma Sigma's name actually stands for its three founding principles. These principles serve as a pillar for all new Society initiatives. New members pledge that they will uphold the principles as a lifetime BGS member.

THE PRINCIPLES OF BETA GAMMA SIGMA

Honor (Beta – stands for *Bebaeos*)

Honor is personal integrity and excellence of character. It is an enduring quality found in all persons who deserve to lead others.

Wisdom (Gamma – stands for *Gnosis*)

Wisdom is knowledge tested by experience and tempered by discerning judgment. It abhors prejudice, it insists upon freedom of thought and expression.

Earnestness (Sigma – stands for *Spoude*)

Earnestness is enthusiasm measured by achievement, disciplined by reason and ennobled by sincerity. It is that dynamic quality which is essential for all great achievement.

[Multiple versions of the ritual script can be found on the BGS website.](#)

STUDENT OFFICERS ARE BGS MEMBERS WHO ACHIEVED — AND NOW THEY LEAD.

Student officers should be current collegiate members who have already been inducted into BGS and have taken on a leadership role within the collegiate chapter.

Note: student officer names and emails must be reported to Global HQ by the chapter advisor or administrator prior to the annual survey deadline to receive points toward your chapter's honor roll total.

- ▀ These positions are not required, but are highly encouraged.
- ▀ The number, titles and roles of student officers vary from chapter to chapter based on need. Examples of duties handled by student officers include, but are not limited to:
 - ▀ Publicizing the chapter.
 - ▀ Encouraging invitees to accept their BGS invitation.
 - ▀ Assisting in planning the recognition ceremony.
 - ▀ Planning chapter events.
 - ▀ Engaging BGS alumni members and/or chapters when possible.
 - ▀ Explaining the value of BGS.
- ▀ Sample student officer titles, position descriptions, along with a sample application can be found [here](#).

Student officers receive additional support from Global HQ throughout the year. This support includes dedicated emails, webinars and resource sharing. Chapter advisors and administrators are encouraged to review the resources provided to student officers and discuss how these ideas might work on your campus. All student officer resources can be viewed at the link below: <https://www.betagammastigma.org/collegiate-chapters/student-officer-resources>

Please note: Student Officers CANNOT be apart of the membership selection process, CANNOT have access to the CMS and lastly, CANNOT sign BGS certificates.



CHAPTER ACTIVITIES AND EVENTS

Collegiate chapters are highly encouraged to engage their members by hosting on-campus events. These events are not a requirement for chapters, but they can increase member engagement. Offering events and activities that provide professional development and networking opportunities can have a far-reaching impact on their future careers. These events are also excellent opportunities to get student officers, business staff and faculty more involved with the chapter.

Sample events include:

- Study sessions
- Speaker events
- Mock interviews
- Service events
- Movie nights
- Group sporting events
- TED talk viewings and discussions
- Business etiquette sessions
- Faculty meet and greets

Chapter events do not need to be restricted to BGS members. Chapters are encouraged to work with other student organizations—particularly when planning larger events. Chapters can choose not to host additional events on campus if they believe it is not in their members' best interest; however, chapter leaders should ensure members are aware of the programming and event opportunities through Global HQ.

You can find [additional event ideas](#) on our website.



The Chapter Honor Roll program awards active collegiate chapters that engage members and help them take advantage of all BGS has to offer.

There are three levels of honors: Highest Honors, High Honors, and Honors. Earning distinction in these three categories also affords chapters the ability to nominate individuals for societywide awards. Chapters at all three levels will be recognized by Global HQ throughout the year, and at a variety of conferences, including the AACSB's annual ICAM conference.

One of the most outstanding rewards chapters can achieve as part of this program is receiving a free Global Leadership Summit registration. Highest Honors and High Honors chapters are automatically awarded this free registration for the next GLS. This free registration is not extendable and must be utilized for the next GLS for one participant. The GLS registration fee covers program fees and materials, lodging for the duration of the event, and most meals and refreshments during the weekend. Chapters are still responsible for travel and incidental costs.

There are many point earning opportunities for chapters throughout the year. Chapters are likely earning points for activities they'd do anyway! However, chapters are highly encouraged to plan ahead to make sure they'll earn recognition in one of the three honors levels. A full point earning opportunity breakdown can be found [here](#).

THE ANNUAL CHAPTER SURVEY

Chapter leaders are responsible for ensuring that they complete the annual chapter survey as completely and accurately as possible, prior to the survey deadline. This online survey will be emailed to chapter leaders in early spring and will close in the beginning of July. This survey is an opportunity for chapter leaders to inform Global HQ of the chapter's activities throughout the year. Chapter leaders have the ability to modify and add responses to the online survey until the deadline; however, no deadline extensions are possible. Chapter leaders should be sure to review their survey responses prior to the survey closing to ensure that they completely relay the chapter's activities that academic year.

Survey questions will relate to point earning opportunities for the Chapter Honor Roll. All efforts are made to keep the survey as concise as possible. Global HQ collects some chapter engagement information throughout the year and will therefore only ask for responses pertaining to information not already on file.

Regular survey reminders will be sent by Global HQ staff regarding the availability and deadline of the annual chapter survey; however, it is the responsibility of the chapter leaders to ensure that they've completed their responses before leaving for summer break. Only one response is needed per chapter.

OUTSTANDING CHAPTER AWARD

Chapters that achieve Highest Honors via the Chapter Honor Roll are eligible to nominate themselves for the [Outstanding Chapter Award](#). Winners are selected by the board of governors. Typically, the board recognizes a gold, silver and bronze chapter and may choose to recognize chapters with best practices based on merit of the nomination package. Chapters that achieve recognition via this program will earn a monetary award and will be recognized throughout the year on social media, in publications, and at AACSB events and regional deans' conferences.

DEAN OF THE YEAR AWARD

The [Dean of the Year Award](#) is given to an outstanding dean who made significant contributions to the success of their chapter and supported BGS' mission throughout the course of the academic year.

Beta Gamma Sigma invites its Highest Honors chapters to nominate their deans for this award.

CHAPTER ADVISOR OF THE YEAR AWARD

The [Chapter Advisor of the Year Award](#) is a merit recognition awarded by Beta Gamma Sigma to an outstanding advisor who made great contributions to the success of their chapter and supported the BGS mission throughout the course of this academic year. Candidates are nominated by their dean and chapter leadership team.

BUSINESS ACHIEVEMENT AWARD

The [Business Achievement Award](#) honors individuals for significant achievement in business. The achievement may be demonstrated over a career or by a singular achievement that has advanced the field of business, a community, and/or humankind.

ENTREPRENEURIAL ACHIEVEMENT AWARD

The [Entrepreneurial Achievement Award](#) (formerly known as the Medallion for Entrepreneurship Award) was established to provide national recognition to those individuals who develop, organize, and enhance successful new ventures with service to humanity. Recipients of this honor must have assumed the risk of starting a business or initiating a new venture/idea within a larger organization. The intent is to focus on entrepreneurs as the people who drive innovation, our economic engine, and support new ideas.



Beta Gamma Sigma members have access to exclusive programming opportunities, designed to refine skills needed to meet the changing needs of the modern business world. Global HQ provides programming opportunities for both collegiate and alumni members to develop personally and professionally throughout their careers. Chapter leaders and BGS members are encouraged to regularly check the programs page of the BGS website for the most up-to-date information: <https://www.betagammasigma.org/events/programs>

GLOBAL LEADERSHIP SUMMIT (GLS)

The GLS is Beta Gamma Sigma's flagship annual event. This weekend-long conference brings together collegiate members from around the world for an interactive learning and professional development experience like no other.

GLS attendees will return to campus with:

- ▶ Experience working with a team of leaders and the ability to improve communication and share leadership responsibilities.
- ▶ Advice and insight from academic, corporate, and nonprofit thought leaders.
- ▶ An expansive network of peers and connections reaching across the globe.

This event currently takes place during the first weekend of November. Locations and exact dates change from year to year, as well as theme and agenda. Please see the link for [updated information on the GLS](#).

Many chapters choose to send participants to the GLS; however, students can also sign up to attend this event on their own. Scholarship opportunities are available for both individual students and to support chapters in sending representation.

ETHICAL LEADERSHIP CERTIFICATION

The Ethical Leadership Certification Program prepares students for the difficult decisions they may face throughout their careers, while helping them build their resumes and communicate their value to potential employers.

This program was created exclusively for BGS members, in partnership with NASBA Center for the Public Trust. This program is self-paced and 100% online. Chapters can choose to register members, or individuals can sign up for themselves. At this time, this program is only designed for collegiate members; however, an alumni version of the program is in R&D.

Follow this link for [registration information and pricing](#).



BGS GIVES BACK

Through its partnership with KPMG, Global HQ brings to you [BGS Gives Back](#). Through this program, individual chapters can opt-in to participating in volunteer events in their communities. Once the event is over, chapter leaders should complete the service event registration form linked below by the annual survey deadline to earn Chapter Honor Roll points.

BETA GAMMA SIGMA'S PARTNERSHIP WITH JUNIOR ACHIEVEMENT (JA)

BGS Global HQ has secured a service agreement with JA as a part of BGS Gives Back. This partnership helps facilitate the process of BGS members working with JA areas to meet the needs of local communities. JA is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. Its programs work to prepare students to understand the critical importance of workforce readiness, entrepreneurship, and financial literacy through relevant, hands-on experiences. JA provides volunteers with all tools needed, including program materials and training.

BGS & JA's partnership provides numerous opportunities for participation. Members can work with a local JA area to select the appropriate program (offerings vary by location). [Additional information about this partnership is available on our website.](#)

LESSONS IN LEADERSHIP

BGS launched a video series at the 2017 GLS called Lessons in Leadership. The series shares insight and advice from top executives and thought leaders, discussing what they've learned through their own careers. Their videos can help you make better decisions in your career and teach you about a variety of industries while bringing a global perspective to being a BGS member. Videos are regularly updated and can be accessed [here](#).

BGS ALUMNI NETWORK

The BGS membership experience doesn't end at graduation! The Society currently boasts 31 alumni chapters globally and an ever-expanding list of informal networking groups around the world. Alumni chapters and networking groups serve as a local, in-person connection for members. Collegiate chapters are highly encouraged to engage alumni chapters or networking groups in their areas, whenever possible.

A full list of alumni chapters and alumni networking groups, including contact information for local leaders, can be found [using this link](#).

While every chapter and networking group is a little different, the goal is to provide local networking and professional development opportunities for area members. Alumni groups are not associated with individual schools or collegiate chapters, but rather cities or geographic regions. All lifetime BGS members are eligible to participate in alumni network activities in their area.

Chapter leaders and members should regularly monitor the alumni network events calendar for information on [upcoming alumni chapter activities](#).

Alumni chapter and alumni networking group leaders regularly interact with collegiate chapters and members outside of alumni events. Alumni leaders are often given the opportunity to attend local recognition ceremonies to speak about the Alumni Network and their experience with BGS. Alumni leaders may also serve as speakers or mentors, or co-host alumni and collegiate chapter collaborative events.

If your chapter hosts a collaborative event with a BGS alumni group or BGS alumni leadership, please forward the details of your events and any pictures you want to share to alumni@betagammastigma.org. Global HQ is committed to increasing the visibility of our chapters online and regularly posts about activities like these on social media.

BGS GRADUATE SCHOOL SCHOLARSHIPS

BGS students are eligible for special graduate school scholarships reserved exclusively for BGS members. Scholarships range from a flat dollar amount for the scholarship to a full ride. Find the [full list of scholarships here](#).

If you're interested in providing a graduate school scholarship to BGS members, contact Global HQ. It's a great way to put your post-graduate program in front of the best business students in the world.

INTERNSHIP AND VOLUNTEER OPPORTUNITIES

Global HQ has partnered with some outstanding organizations to offer internship and professional volunteer opportunities to BGS members—some with discounted rates or scholarship opportunities. Learn more about the international internship and professional volunteer opportunities [currently available](#).

PRODUCT AND SERVICE DISCOUNTS

Discounts certainly aren't a reason to join an organization, but it can't hurt to save money where you can! Prepping for the GMAT, GRE or LSAT? Traveling for work or fun? Need a new computer? BGS has you covered. Members and chapter leaders are encouraged to regularly check the member benefits section of the BGS website as we're always adding new member offers. <https://www.betagammastigma.org/member-benefits>

BGS members have access to discounted subscriptions from some of the top business magazines today. Please [visit the website](#) for more information.



XIX

ANNUAL PLANNING CALENDAR AND OTHER RESOURCES

Annual Checklist for Chapter Officers *(to meet minimum Global HQ Requirements)*

- ▶ All eligible students are invited to membership at least once annually.
- ▶ Membership certificates and pins are distributed to those who accept (recommended method is via a recognition ceremony).
- ▶ Complete the chapter annual survey, which will be emailed to Chapter Advisors and due in early-mid July.
- ▶ Ensure accurate contact information is on file with BGS Global HQ.
- ▶ Download [a PDF version](#) of the checklist.





Sample Annual Calendar (for an engaged chapter)

OCTOBER

1. Identify eligible members for this semester, particularly those who may be graduating in December.
2. Host a tapping ceremony or send invitation booklets to these eligible members.
3. Inform the chapter managers of any newly elected student officers for the school year.

NOVEMBER

1. Student(s) attend the annual Global Leadership Summit at the beginning of the month.
 - a. Schedule a meeting with the student(s) after the event to discuss their experience and what they learned. Possibly plan to have the participants share their experience with other chapter members in person, at a fall/spring chapter event.
2. Plan a fall/spring recognition ceremony. Invite faculty and university staff to attend.
3. Input invited members into the chapter management system.
4. Host a community service event. Remember to submit your event form here:
<https://www.betagammasigma.org/events/bgs-service-opps>

DECEMBER

1. Certificates will arrive approximately a week prior to your ceremony (see certificate shipping schedule for additional information). Be sure to schedule time for your dean to sign these certificates.
2. Host a recognition ceremony to honor students who may be graduating later this month.
3. Send an end-of-semester message to chapter members, letting them know what events the chapter has planned for the spring semester.
4. Host a finals study session at the beginning of the month.
5. If your chapter is eligible, remember to submit your Outstanding Chapter, Dean of the Year, Chapter Advisor of the Year, Business Achievement, & Entrepreneurial Achievement Award nominations by the mid-month deadline.

JANUARY

1. Send a “welcome back” message to chapter members. Remind them of upcoming events and encourage them to think about taking on a leadership role with the chapter.
2. Host a BGS information session or information table.

FEBRUARY

1. Celebrate Founders Day (February 19th) by planning a chapter event.
2. Make plans for the next recognition ceremony.
3. Identify eligible members to invite.
4. Begin planning a tapping ceremony. (Inform your faculty by hosting a BGS information session and encouraging them to get involved.)
5. Host a BGS information session or information table.
6. Order invitation booklets in preparation of next month's tapping ceremony. These are available free of charge using the CMS.
7. Obtain a letter from the Dean to be included with this invitation booklet.

MARCH

1. Watch for the annual chapter survey link to be sent mid-end of March.
2. Host spring tapping ceremony.
3. Enter invited members into the CMS.
4. Send reminder messages to invitees as needed.

APRIL

1. Certificates will arrive approximately a week prior to your ceremony (see certificate shipping schedule for additional information). Be sure to schedule time for your dean to sign these certificates.
2. Hold your recognition ceremony.
3. Be sure you're completing the annual chapter survey. Remember, responses can be revisited until the survey closes.
4. Student officer elections take place for the following academic year.
5. Student officer transition meeting takes place between incoming and outgoing officers.

MAY

1. Be sure you're completing the annual chapter survey. Remember, responses can be revisited until the survey closes.
2. Host a finals study session at the beginning of the month.
3. Student officer follow up transition meeting takes place if needed.
4. Host an end-of-year chapter event.

JUNE

1. Be sure you're completing the annual chapter survey. Remember, responses can be revisited until the survey closes.
2. Ensure all chapter invoices are paid prior to summer break.
3. Ensure CMS lists accurate dean, chapter advisor and/or chapter administrator information for the upcoming academic year. Notify Global HQ of any changes.

JULY

1. Finalize your responses to the annual chapter survey before it closes this month. Make sure you've fully and accurately captured all your chapter's activities for the academic year, so the chapter gets the maximum points toward your honor roll total.

CHAPTER HONOREE PROGRAM

The Chapter Honoree Program is a unique opportunity for chapters to engage and interact with local business leaders. Through this program, chapters can recognize business leaders and gift them with lifetime Beta Gamma Sigma membership.

To nominate a chapter honoree, chapter leaders should complete the following two steps:

1. Complete the form found at [this link](#).
2. Access the “supply order” tab of the chapter management system and place an order for the chapter honoree frame.

The cost of this program is \$250 USD per chapter honoree. The cost covers lifetime membership for the honoree, a framed certificate and a key lapel pin. **Please note:** Global HQ currently requires 4 to 6 weeks to process and ship chapter honoree frames. Frames will be sent directly to the chapter for presentation to the honoree. Many chapters present this honor during the recognition ceremony.

The only eligibility requirements of this program are:

1. This honor is bestowed by the chapter and not by an individual.
2. The honoree should be a member of the business community. Special consideration may be given to potential honorees from other groups on a case-by-case basis.

Chapters are allowed to bestow two chapter honorees annually. To request additional honorees, please contact Global HQ.

UNIVERSITY POST-GRADUATE PROGRAM VISIBILITY

Beta Gamma Sigma also offers a perfect candidate pool for your graduate school and Ph.D. programs: other Beta Gamma Sigma members from around the world! There are several opportunities to market your post-graduate programs to BGS students and alumni:

- ▶ **Advertising opportunities.** Beta Gamma Sigma offers several advertising packages to help its schools market their graduate school programs. Opportunities include both print and electronic media and are available for almost any budget.
- ▶ **Global Leadership Summit sponsorship.** The schools that participate in the GLS say that the quality of the candidates they meet are the best they encounter. The GLS provides a unique opportunity to have a face-to-face presence with 400 GLS students worldwide.
- ▶ **Scholarships for BGS members.** These are promoted heavily on our website and in our quarterly e-newsletter to the entire BGS membership. Most scholarships are only for graduate school opportunities, and range from a flat dollar amount for the scholarship to a full scholarship. A BGS member-exclusive scholarship puts the institution at the forefront of BGS chapter schools.

Beta Gamma Sigma staff is here to help with any questions you may have; however, please review the frequently asked questions section of the BGS website for a regularly updated list of questions and answers:

<https://www.betagamma.org/about/faqs>



Alumni members – Individuals who became a member of Beta Gamma Sigma and have now graduated from their academic program. Important distinguishing note: a member does not need to be an alumni member to be eligible to participate in alumni chapter activities. “Alumni member” does not necessarily mean this individual is an official member of an alumni chapter. Also referred to as alumni.

Award Concepts – This is the vendor that provides fulfillment services for certificate/membership orders and handles all merchandizing and shipping from the online store.

BGS – acronym for Beta Gamma Sigma

BGS Global Headquarters – Also referred to as “HQ” or “Global HQ.” This refers to the main office located in St. Louis, Missouri, USA. At present, this is BGS’ only office and all permanent staff members work here.

Board of governors – The elected group of deans, chapter advisors, alumni and business people who are tasked with advising BGS headquarters on managing the strategic direction of the Society.

Bronze key – refers to a bronze statue of BGS’ key symbol which is available for chapters to purchase and display.

CCTS – Acronym for “collegiate chapter training seminar.” Representatives from current and potential chapters are encouraged to attend. This event aims to provide networking opportunities and training to ensure chapter representatives are up to date on current Society offerings and initiatives, and to ensure that the collegiate chapters are being managed as efficiently as possible. These full-day training events are held (virtually or in person) multiple times per year.

Chapter administrator – Usually a member of the university staff, but could be any employee (not a current student). This individual is tasked with assisting/supporting the chapter advisor in managing the chapter. Duties of this position vary from chapter to chapter. This position is not a requirement for a chapter, but is highly encouraged.

Chapter advisor – Usually a business school faculty member. This individual could also be a member of the university staff, but must not be a student. This individual is tasked with being the main chapter contact for BGS Global HQ. Some chapters also have co-advisors. This is a required position for a chapter.

Chapter Notes – This is the title of the e-newsletter sent by the BGS Global HQ to deans and chapter officers. These messages are sent regularly and include information pertinent to efficiently running a chapter. These items include deadlines, best practices, reminders, etc.

Chapter officer – A term for the collective advisor/co-advisor/chapter administrator of the chapter. This could also include chapter positions such as secretary, treasurer or president. This does not include student officers.

Chapter supply orders – Orders for merchandise placed by a chapter using the “order supplies” tab of the CMS. These orders are placed by a dean, chapter advisor or chapter administrator. These orders will be shipped to the shipping address identified by the chapter in the CMS. Chapters can choose to pay for this order during checkout or be invoiced for these items at a later date. Supply orders may contain items that are free of charge (i.e. invitation booklets, posters, etc.).

CMS – acronym for “chapter management system.” The CMS is the system through which collegiate chapters are managed. Chapter advisors and administrators, deans and BGS staff members have access to this system. Collegiate chapter representatives use this system to set up the administrative details of their recognition ceremony (i.e. the date, the fees charged to the invitees, etc.). This system is also used to send invitation emails, order chapter supplies and track membership acceptance.

GLOSSARY OF BETA GAMMA SIGMA TERMS

Collegiate chapter – An established chapter of Beta Gamma Sigma on a university campus.

Collegiate Chapter Honor Roll – Also known as “Chapter Honor Roll” or just “honor roll.” This is an annual program where collegiate chapters can earn points for a variety of activities throughout the year, in an attempt to achieve a pre-determined point total which will place them within three top categories: Highest Honors, High Honors, and Honors. Each level qualifies the chapter for different rewards. More information on this program can be found on the Chapter Honor Roll point breakdown list.

Collegiate members – Individuals who have accepted membership and are currently enrolled in a collegiate program (undergraduate or post-graduate). A member who has not yet graduated from the program in which they became a member.

GLS – Acronym for “Global Leadership Summit.” This is the largest annual event put on by BGS. This happens at the beginning of November every year, in varying cities. This event brings together 400+ collegiate members for a weekend of leadership development and networking.

Honors Magazine – Annual magazine produced by BGS Global HQ. This publication is available on the Society’s website.

Induction type – Refers to the type of invitation this invitee will receive. The type usually correlates to the individual’s current class at their university. Induction types include: sophomore, junior, senior, master’s, doctoral, chapter honoree, master’s second recognition, doctoral second recognition and faculty.

In-progress school – A university who is currently going through the process of establishing their BGS chapter.

Invitee – An individual who has met the eligibility criteria for their induction type and has entered into our chapter management system (CMS), therefore receiving an invitation to join BGS. Sometimes referred to as an invited member.

Key pin – This is the membership lapel pin provided to all new members in their new member materials.

Second recognition member – This distinction can be awarded at the master’s or doctoral level. These individuals have already become BGS members in an earlier degree program—either in their undergraduate/baccalaureate program or their master’s program. This individual can then be entered into the CMS as a master’s, second recognition or doctoral, second recognition student.

This distinction does not offer a second lifetime membership, but rather the opportunity for the member to obtain a special membership certificate to acknowledge this honor. Because they are already a lifetime member, the cost of obtaining second recognition is \$10, to cover the cost of the certificate and a new membership pin.

Society Spotlight – The e-newsletter Global HQ sends every other month that goes to all members with active email addresses in our database.

Student officer – Elected or selected student-only position(s) at the collegiate chapter level. Titles, term lengths and duties vary by chapter. This is not a required position, but is highly encouraged by HQ. The intent of these positions is to allow student members additional leadership opportunities and to support BGS growth on their respective



11814 Borman Drive
St. Louis, MO 63146



September 2019