

# Collegiate Handbook

*Complete Guide to ESA Membership*

## 1. Welcome & Introduction

### Welcome to ESA!

We're so glad you're here! Whether you're just starting your ESA journey or have been involved for a while, this handbook is designed to support you every step of the way. ESA is more than just an organization, it's a community of students who share a passion for service, leadership, and connection.

Every step with ESA brings new ways to grow, give, and connect. You'll have opportunities to:

- ✓ Lead projects that make a real impact
- ✓ Connect with like-minded peers across the country
- ✓ Gain valuable skills that will serve you long after college
- ✓ Give back to causes that matter to you

### About This Handbook

Think of this handbook as your go-to resource for all things ESA. Whether you're looking for guidance on chapter operations, leadership opportunities, or ways to stay engaged, you'll find it here.

Inside, you'll find:

- ◆ An overview of ESA's mission and structure
- ◆ Information on chapter operations and leadership opportunities
- ◆ Guidelines to help you make the most of your membership

We encourage you to dive in, stay involved, and take full advantage of everything ESA has to offer. No matter where you are in your journey, your contributions make a difference—and we are excited to see all that you'll accomplish.

**Welcome to ESA—we're so glad you are part of our community!**

## 2. Organization Overview

**The Mission of Collegiate Epsilon Sigma Alpha:** Collegiate ESA is an international leadership and service organization dedicated to empowering students to grow through education, service, and lifelong association. We unite passionate individuals to make a positive difference in the world by serving others, fundraising for meaningful causes, developing leadership skills, and building authentic, lasting friendships. Together, we inspire each other to lead with purpose, learn with curiosity, and serve with heart.

**The Vision of Collegiate Epsilon Sigma Alpha:** Collegiate ESA envisions a future where every student has the opportunity to lead with purpose, serve their communities, and belong to a powerful network of changemakers. We aspire to build a nationwide movement of young leaders who ignite positive change on their campuses and beyond—empowered by education, inspired by service, and united through lifelong friendships. Looking ahead, Collegiate ESA aims to expand its reach, creating more chapters on campuses nationwide and strengthening our network of driven, service-minded students. We aspire to empower even more young leaders with opportunities for growth, advocacy, and hands-on impact. After graduation, members are invited to continue their impact through community ESA membership, ensuring that the spirit of service and leadership lasts a lifetime.

### Values and Ideals:

#### Core Values & Ideals

1. **Service & Impact** – We believe in using our time, talents, and resources to make a meaningful difference in our communities and beyond.
2. **Leadership & Growth** – We empower members to become confident, capable leaders through hands-on experiences and mentorship.
3. **Friendship & Connection** – We foster genuine relationships built on support, inclusion, and a shared commitment to doing good.

4. **Integrity & Responsibility** – We uphold honesty, accountability, and a strong sense of duty to serve and lead with purpose.
5. **Diversity & Inclusion** – We welcome individuals of every background and identity, including but not limited to race, ethnicity, gender, gender identity, gender expression, sexual orientation, ability, religion, socioeconomic status, and age. Every member's identity and perspective are valued, and we celebrate the unique strengths each person brings.
6. **Lifelong Engagement** – ESA is not just for college; it's a lifelong journey of service, leadership, and meaningful connections.

## Guiding Principles

- **Lead by Example** – Inspire others through action, setting the standard for service and leadership on campus and in the community.
- **Support One Another** – Cultivate a culture of encouragement, where members uplift and motivate each other to grow and succeed.
- **Be the Change** – Take initiative, embrace challenges, and actively contribute to positive change in the world.
- **Stay Committed** – Dedicate time and effort to ESA's mission, knowing that small acts of service create a lasting impact.
- **Learn & Evolve** – Continuously seek new ways to grow, adapt, and expand ESA's reach to make an even greater difference.

## Brief History of Epsilon Sigma Alpha

Epsilon Sigma Alpha (ESA) was founded in 1929 in Jacksonville, Texas, by a group seeking personal growth and community engagement. The organization was officially chartered on February 11, 1930, in Missouri, with credit for its founding largely given to Adelia Prichard, who designed the pin, selected the colors (blue and gold), and chose the Jonquil as the official flower.

Originally focused on educational enrichment, ESA shifted towards philanthropy during World War II, supporting efforts like the USO and the American Red Cross. In 1948, ESA expanded internationally with a chapter in Holland. Over time, ESA

became a major supporter of charitable causes, including the March of Dimes and St. Jude Children's Research Hospital (adopted in 1972 as its first national project).

ESA's impact further grew with the introduction of Collegiate ESA in 1988 at Ball State University, providing students with leadership and service opportunities. Today, ESA continues its legacy as a premier service organization, fostering lifelong connections and community impact through local, national, and international efforts.

## 3. Membership Information

### Types of Membership:

- **Collegiate Membership:**  
Available to anyone age 18+ currently enrolled at a college or university. Collegiate chapters are limited to one per campus. Once a student is no longer enrolled at the university (in the case of withdrawal or graduation), they may transfer membership to their new university or to community membership.
- **Community Membership:**  
Community membership is open to anyone age 18+. Members may be invited to join an existing community chapter, start their own chapter, or participate as an individual member (member-at-large).
- **Legacy Membership:**  
Close relatives of currently active ESA members may join ESA at a reduced rate. Legacy memberships must be processed via paper application as the Legacy relationship must be verified. Both collegiate and community members are eligible to sponsor relatives as Legacy members.
- **Elán Membership:**  
ESA's Elán Program is designed for members under the age of 18. Elán members may be individual members or part of a chapter working under the guidance of an ESA community member. A one-time membership fee covers an Elán member until the age of 18 regardless of their age at the time they join ESA. Upon turning 18, Elán members may select collegiate or community

membership and receive their complimentary first year of adult membership.

*\*Members who have been active in previous years but whose annual dues are not current are considered inactive. These members have been issued an ESA member number at a previous time. Inactive members who wish to regain active status may do so by reinstating through payment of their annual ESAMC dues. During periods of inactivity, members are not eligible to accumulate years of service, awards points, or participate in ESA activities.*

## Eligibility Requirements:

### Who Can Join?

ESA is open to college students, community members, and anyone passionate about service, leadership, and making a difference. Whether you're looking for a philanthropy-focused student organization or a lifelong service network, ESA offers opportunities for all. Collegiate Membership is open to students of all majors who want to join or establish an ESA chapter on campus.

**How to Join ESA:** Follow these steps to complete your ESA membership.

#### 1. Start the Process

Visit [www.epsilonsigmaalpha.org/join](http://www.epsilonsigmaalpha.org/join) and scroll to the bottom of the page. Click **"Join Now"** to begin.

#### 2. Create Your Account

Enter your name and email address (your email will become your username for the ESA website). Click **"Sign Up."**

#### 3. Set Up Your Profile

On the next screen, set your password, phone number, and mailing address.

**Important:** Click **"Validate"** after entering your address to save it. Then click **"Next."**

#### 4. Opt Into Communications

On the General Communications page, check the box to opt into ESA Communications—this helps you stay updated on ESA events and news. Click **"Next."**

## 5. Purchase Your Membership

Your initial profile is now created. Next, click "**Purchase Individual Membership.**"

**NOTE: Do not leave this page without completing your membership purchase.**

If you exit before purchasing, you'll need to contact ESAMC to finish the process.

## 6. Select Your Membership Type

Choose "**Collegiate Membership**" as your membership type and click "**Next.**"

## 7. Answer Membership Questions

Complete the Membership Questions page.

Under **Membership Information**, enter the **chapter name and number** you are joining. Click "**Next.**"

## 8. Review and Add to Cart

Review your membership selection and click "**Add to Cart.**"

## 9. Proceed to Checkout

In your cart, click "**Checkout.**"

## 10. Complete Your Payment

On the checkout screen, enter your **payment method** and **billing address**, then click "**Checkout**" again.

Once your payment is processed, your membership will be complete!

# Recruitment and Onboarding Process

We welcome individuals of every background and identity, including but not limited to race, ethnicity, gender, gender identity, gender expression, pronouns, sexual orientation, ability, religion, socioeconomic status, and age. Every member's identity and perspective are valued, and we celebrate the unique strengths each person brings. Any student, regardless of major, who expresses interest in membership, participates in recruitment activities, and meets their university's academic and administrative eligibility requirements for club involvement should be invited to join.

Chapters are responsible for creating and publishing a schedule of recruitment activities, typically lasting one to two weeks. Chapters may require prospective members to attend a reasonable percentage of these events, provided that existing

members are held to at least the same standard of participation during the recruitment period. Additionally, chapters may establish minimum GPA standards for membership, ensuring they align with university requirements and apply equally to both new and existing members.

Once a new member submits their ESA membership application, they may enter a “get acquainted” period designed to introduce them to the organization, fellow chapter members, chapter events, and expectations for participation. **This period should be welcoming and informative, never resembling a probationary phase.** All ESA chapters must strictly adhere to the organization’s no-hazing policy.

Upon completing their membership application, new members are officially welcomed into the chapter and presented with their lamp pin immediately following the recruitment period. The chapter may then present jewel pins at any time thereafter—ideally at the conclusion of the “get acquainted” period and within the same semester the new member joins.

## Open Membership Policy:

ESA is all about connection, service, and belonging. Every student who wants to join should feel welcomed into a chapter where the process is open, fair, and easy to understand. This policy makes sure that happens.

With this approach, every Potential New Member (PNM) is considered based on clear qualifications, not on opinions or popularity. It gives chapters a simple way to celebrate new members, while still making space for any real concerns to be shared privately and handled with care.

By following this process, chapters can focus on what really matters—building friendships, growing as leaders, and making an impact together through ESA.

## Process for Qualifying Membership

The Recruitment Chair/Vice President (VP) is responsible for ensuring all Potential New Members (PNMs) complete a Google Form with predetermined qualification questions. This form must be accessible to the chapter Parliamentarian and President at least one week prior to the chapter meeting where PNMs will be presented to the membership.

## Google Form Questions

- Name
- Email Address
- Current GPA

The chapter Parliamentarian reviews all submissions to confirm membership eligibility. If a PNM does not meet the predetermined qualifications, the Parliamentarian must notify the individual via a respectful email using the provided template. Their name will then be removed from the PNM list for that recruitment season. PNMs who do not meet qualifications may reapply for membership in the following semester once requirements are satisfied.

This process should be followed for any new members, regardless of when they join during the recruitment season. For example, if a PNM expresses interest after the eligibility list has already been shared with current members, the same steps still apply.

## Predetermined Qualifications

- Current GPA meets or exceeds university requirements
- Attendance at all mandatory recruitment events/activities

At the first chapter meeting following the eligibility review, the list of eligible PNMs is presented to the current members.

- PNMs will be listed as names only (no photos or additional personal information).
- Members have 72 hours to report any qualified concerns to the chapter President via email.
- If concerns are submitted, the president will immediately schedule a meeting with the ESAMC Member Growth & Service Programs Manager to determine next steps.

## Grounds for Denial of Membership

Membership may be denied to PNMs or returning members on the following grounds:

**Safety and Conduct Concerns (including but not limited to)**

- Stalking or harassment (in person or online)
- Unsafe conduct at events
- Threats of self-harm
- Record of theft, fraud, or misuse of funds in another organization

**Eligibility Requirements Not Met**

- Not enrolled as a student in good standing (for collegiate chapters).
- Does not meet minimum age or membership category requirements (e.g., alumni, community, etc.).
- Failure to complete application or pledge process within the required timeframe.
- Providing false or incomplete information on the membership application.

**Misalignment with Organizational Values**

- Open opposition or disrespect toward ESA's mission of service, education, and association.
- Refusal to support ESA's philanthropic partnerships (e.g., St. Jude Children's Research Hospital, Easterseals).
- Clear intent to join only for personal gain (e.g., résumé padding, social perks) without contributing to chapter service or activities.
- Expression or demonstration of discriminatory beliefs contradicting ESA's principles of openness and belonging.

**Institutional or Legal Barriers**

- Academic or disciplinary probation, suspension, or expulsion at the university.
- Criminal history involving violence, harassment, or fraud that places the organization or members at risk.
- Active investigation or sanction by a school, employer, or governing body that conflicts with ESA participation.

## **Membership Obligations Not Honored**

- Refusal to agree to ESA's bylaws, policies, or codes of conduct.
- Refusal to meet financial obligations (membership dues, fees) without an approved exception or scholarship.
- Past record of non-participation or repeated policy violations in another ESA chapter (if attempting to rejoin).

Expression or demonstration of discriminatory beliefs, including but not limited to prejudice against someone's race, ethnicity, gender, gender identity, gender expression, pronouns, sexual orientation, religion, disability, or socioeconomic background, contradict ESA's principles of openness and belonging.

## **Recruitment Activity Ideas:**

- Campus Involvement Fairs – Set up an eye-catching booth with interactive elements like games, giveaways, and testimonials from current members.
- Social Media Campaigns – Utilize Instagram, TikTok, and Facebook to share ESA's impact, highlight service projects, and showcase member experiences.
- Service Events – Host a community service event open to potential members to let them experience ESA firsthand.
- Referral Programs – Encourage current members to invite friends with incentives like ESA swag or small prizes.
- Collaborate with Other Organizations – Partner with Greek life, student government, or service clubs to increase exposure.

## **Onboarding Process for New Members:**

1. Welcome Session – Introduce new members to ESA's mission, history, policies, and opportunities.
2. Mentorship Program – Pair new members with experienced ESA members to help them get involved.
3. First Service Project – Encourage participation in a hands-on project to immerse them in ESA's impact.
4. Social & Networking Events – Host meet-and-greets, game nights, or mixers to build friendships within the chapter.

5. New Member Welcome Event – Celebrate new members with a formal or informal event to officially welcome them into the ESA family.

## **Member Expectations & Responsibilities:**

Epsilon Sigma Alpha (ESA) is a premier leadership and service organization that fosters personal growth, confidence, and friendship in a supportive environment. Members are expected to uphold ESA's values, contribute to the organization's mission, and demonstrate integrity in all aspects of their involvement.

### **General Expectations:**

- Commitment to Service & Leadership – Members should actively participate in community service projects, philanthropy events, and leadership opportunities that support ESA's mission. This includes volunteering at local charities, fundraising for causes like St. Jude Children's Research Hospital®, and taking on leadership roles within the chapter.
- Mutual Friendship & Support – ESA fosters a welcoming and inclusive environment where members uplift and support one another. This includes respecting each member's identity, culture, background, and pronouns, and ensuring that all members feel safe, valued, and supported.
- Active Participation – Members are expected to attend chapter meetings, recruitment events, and social activities to strengthen connections and contribute to chapter growth.
- Personal & Academic Integrity – Members should uphold academic excellence, maintain university eligibility, and adhere to all ESA policies and campus regulations.
- Financial Responsibility – Members are required to pay annual ESA Membership Corporation (ESAMC) dues. In addition, members may be responsible for chapter dues and for meeting any fundraising obligations that support the chapter's operations and philanthropic efforts.

### **Member Comfort & Privacy:**

ESA is committed to creating spaces where all members feel safe, respected, and included. Members should always have the option to choose what makes them most comfortable in group settings. When events involve changing clothes or using shared facilities, chapters must provide private or flexible options so that no one

feels pressured to change in front of others. Privacy choices should be available to anyone who wants them, ensuring every member has the dignity to participate fully without compromising their identity or comfort.

### **Clothing & Accessibility:**

No member should be required to wear clothing that causes discomfort, conflicts with their identity, or creates financial hardship. Chapters are encouraged to provide flexible attire options that honor the spirit of the event while respecting individual needs. For example, if a group shirt is requested, members should be able to choose the style, fit, or an alternative that works best for them. All clothing expectations must align with ESA's values and non-discrimination policy, creating an environment where every member can participate authentically.

### **Prohibited Activities & Compliance:**

To uphold the standards of character and conduct established by ESA, all members and chapters are required to adhere to the following policies. It is important to note that the examples listed herein are not comprehensive; a complete description of prohibited activities and compliance expectations is provided in Section 7: Policies & Guidelines. Members are expected to familiarize themselves thoroughly with all applicable policies to ensure full compliance and to preserve the integrity of ESA.

- No Discrimination – ESA welcomes individuals of every race, ethnicity, gender, gender identity, gender expression, pronouns, sexual orientation, religion, age, disability, and socioeconomic background. Any form of discrimination or harassment is strictly prohibited.
- No Hazing – Hazing in any form is not tolerated. This includes any activity that causes mental or physical discomfort, humiliation, or harassment, such as forced physical exertion, inappropriate scavenger hunts, or public stunts. ESA's focus is on inclusive, positive experiences that build confidence and camaraderie.
- No Alcohol or Drug Use at ESA Events – Collegiate members are not permitted to consume alcohol or drugs at any ESA-sponsored events, on or off-campus, even if they are of legal age. Chapters must review and follow all university policies regarding substance use to maintain good standing.
- Responsible Media Presence – Members and chapters must not post or distribute photos, videos, blogs, comments, or other media that reflect

poorly on ESA's values. Any inappropriate content that implies misconduct, illegal activities, or actions against ESA's standards could result in disciplinary action, including membership revocation.

## 4. Organizational Structure

Each ESA collegiate chapter follows a structured leadership model to ensure effective operations, clear communication, and a strong service impact. Below is a breakdown of the chapter's Executive Board (E-Board), committee chairs, and reporting structure.

**All ESA collegiate chapters are required to fill each Executive Board (E-Board) position (6 total members) exactly as outlined in this section—no alterations to the structure may be made.** This consistency is vital for delivering effective officer training and enabling collaboration between chapters nationwide.

**All positions on the organizational charts must be elected, and each Executive Board role must be held by one elected individual—co-positions are not permitted at the E-Board level.** Chair positions, however, **may have co-chairs** to help share responsibilities as determined by the chapter's needs.

To ensure continuity in leadership, **officers may not be graduating in December** and must be able to serve a full academic year. Over the summer, **all elected leaders will participate in both general leadership training and position-specific training sessions** provided by ESA Membership Corporation (ESAMC) staff.

Chapters are also expected to foster a culture of shared leadership. While elected leaders are ultimately responsible for ensuring that key tasks are completed, **they are not expected to do everything alone.** Chapter leaders should actively **provide opportunities for general members to get involved**—whether through informal committees, task teams, or volunteer assignments. This encourages leadership development and keeps members engaged.

For chapters with fewer than 15 members, chair positions will not be filled separately. Instead, the responsibilities of these chair positions will fall under the E-Board member they would typically report to. This ensures that all core functions—philanthropy, recruitment, communications, and governance—are still maintained, even in smaller chapters.

With approval from ESA Membership Corporation (ESAMC) staff, chapters may change their team structure to a different option listed herein to help manage specific chapter functions, especially as membership grows. These positions allow for greater delegation of responsibilities while keeping leadership opportunities available for more members.

✓ Chapters with fewer than 15 members will use the “Small Team” structure and will not have ANY chair positions; instead, their responsibilities will be managed by the E-Board member they would typically report to.

✓ Chapters with 15–19 members may use the “Small Team” or “Mid-Size Team” structure.

✓ Chapters with 20 or more members may use the “Mid-Size Team,” “Education-Focused Large Team,” or the “Service-Focused Large Team” structure.

✓ Chapters with 50 or more members may use the “Education-Focused Large Team,” the “Service-Focused Large Team”, or the “Extra Large Team” structure.

## Executive Board (Elected Leadership)

All Executive Board members are elected positions. They oversee chapter functions, decision-making, and overall operations.

### President

- Leads the chapter, oversees all operations, and maintains external partnerships.
- Presides over all chapter and E-Board meetings.
- Serves as the main liaison between the chapter and the ESA Membership Corporation, university administration, and external partners.
- Direct point of contact for the **Vice President, Treasurer, Secretary, Parliamentarian, and Service Coordinator**.
- Host a virtual summer and winter retreat going over semester-long goals with the E-Board.

### Vice President (VP) – Oversees Member Relations

- Manages the Member Relations Chairs for chapters with 20 or more members. Manages the Recruitment Chair, Education Chair, and Member Engagement Chair for chapters with 19 or fewer members.
- Works closely with new members throughout the onboarding process.
- Ensures members stay engaged and have access to personal and professional development opportunities.
- Books rooms for all events.
- Direct point of contact for the Member Relations Chairs: **Recruitment Chair, Education Chair, Cultural Education Chair, Professional Development Chair, and Member Engagement Chair**.

### Treasurer

- Manages chapter finances, including budgeting, dues collection, and fundraising allocations.
- Ensures all financial reports are completed and submitted per ESA International guidelines.
- Works closely with fundraising and philanthropy efforts to manage funds.
- Direct point of contact for the **Fundraising Chair**.

## Secretary

- Records and maintains meeting minutes and official chapter documentation.
- Keeps an updated roster of active members and attendance records.
- Assists the President with internal communication and correspondence.
- Main contact for membership documentation or internal reporting.
- Direct point of contact for the **Communications & Marketing Chair**.

## Parliamentarian

- Ensures chapter compliance with ESA International's bylaws and policies, as well as at the college/university.
- Oversees election procedures and advises on chapter governance.
- Assists with any disciplinary actions or policy interpretations.
- Tracks and enforces academic standing requirements for members.
- Main point of contact for disciplinary concerns or bylaw-related questions.

## Service Coordinator

- Oversees all philanthropy, service, and public relations efforts.
- Ensures chapter service events align with ESA's mission and branding.
- Facilitates marketing, event promotions, and branding compliance.
- Plans all service events.
- Direct point of contact for additional chairs as applicable such as **St. Jude Chair, Hope for Heroes Chair, Easterseals Chair, Service Chair, and Local Projects Chair**.

## Chair Descriptions

Chapters should ONLY add chair positions when there is a clear need and enough members to effectively fill the roles. The President and E-Board should evaluate these needs annually to ensure the structure remains sustainable. Remember, you must contact the ESA Membership Corporation (ESAMC) staff if you would like to add any other Chair positions.

### **Member Relations Chairs (Chapter with 15+ members, chairs report to Vice President):**

✓ **Recruitment Chair** – Leads new member recruitment and outreach efforts as well as onboarding of new members.

- Coordinates marketing and recruitment events.
- Works with Communications & Marketing Chair to promote recruitment efforts.
- Coordinates and facilitates all recruitment activities.
- Facilitates the new member process and onboarding of new members.
- Educates new members about ESA traditions, service impact, and leadership opportunities.
- Helps organize mentoring programs (i.e. Big/Little pairings).

✓ **Education Chair** – Develop and Implement educational programs

- Coordinate with university to schedule student specific courses
- Organize professional development sessions (resume building, tech skills)

✓ **Member Engagement Chair** – Plans events to keep active members engaged and connected.

- Oversees social events, leadership development activities, and internal bonding programs.

✓ **Cultural Education Chair** – Focused on promoting and advancing cultural education

- Plans and executes events that spotlight and celebrate diverse cultures
- Collaborates with chapter leaders to incorporate cultural awareness into programming
- Encourages inclusive participation and fosters dialogue around cultural appreciation

✓ **Professional Development Chair** – Focus on enhancing the skills and knowledge of members.

- Identify training needs
- Set goals and objectives for professional development programs
- Coordinate events by recruiting guest speakers

### **Fundraising Chair (Chapter with 15+ members, chair report to Treasurer):**

✓ **Fundraising Chair** – Responsible for organizing and managing all chapter fundraising events to support chapter activities and initiatives.

- Plans and executes all chapter fundraising events (a.k.a. Ways & Means fundraisers)
- Collaborates with the Treasurer and Communications & Marketing Chair to manage event logistics, promotion, and compliance
- Tracks fundraising outcomes and encourages member participation in chapter fundraising efforts

### **Communications Chair (Chapter with 15+ members, chair report to Secretary):**

✓ **Communications & Marketing Chair** – Oversees external marketing, branding, and promotional efforts.

- Runs all social media accounts and ensures compliance with ESA's Social Media Policy (found in section 7).
- Designs and orders chapter apparel, ensuring vendors follow ESA licensing rules.

- Promotes philanthropy and recruitment events through digital and print marketing.

## **Community Service Chairs (For Chapters with 15+ Members, chairs report to the Service Coordinator):**

✓ **St. Jude Chair** – Leads volunteer and fundraising efforts for St. Jude.

- Maintains relationships with St. Jude representatives.
- Organizes fundraising initiatives and service opportunities related to St. Jude.

✓ **Service Chair** (for **Mid-Size Team Structure and Education Focus Large Team Structure**) – Manages all other service initiatives (Easterseals, Hope for Heroes, and local projects).

- Plans and executes service-based events and community outreach.
- Tracks volunteer hours and chapter-wide impact.

✓ **Easterseals Chair** (for **Mid-Sized Team Structure and Service Focus Large Team Structures**) – Leads volunteer and fundraising efforts for Easterseals.

- Maintains relationships with Easterseals representatives.
- Organizes fundraising initiatives and service opportunities related to Easterseals.

✓ **Hope for Heroes Chair** (for **Mid-Sized Team Structure and Service Focus Large Team Structures**) – Manages events and fundraising for veterans/military support.

- Plans and executes service-based events benefiting military personnel and veterans.
- Coordinates fundraising efforts to support Hope for Heroes initiatives.

✓ **Local Projects Chair** (for **Mid-Sized Team Structure and Service Focus Large Team Structures**) – Leads volunteer and fundraising efforts for local organizations.

- Organizes fundraising initiatives and service opportunities related to local organizations.

## Informal Committees & Member Opportunities

While only elected positions outlined in the chapter's selected structure will receive official training and support from ESA Membership Corporation (ESAMC) staff, **chapters are strongly encouraged to form informal committees and task-based roles** to increase member involvement, distribute workload, and support chapter success.

These informal opportunities help foster leadership development and allow general members to contribute in meaningful ways—without holding an elected title.

### **Planning for Informal Committees**

- Over the summer, the chapter's **elected leadership team should review their responsibilities together** and identify areas where additional support will be needed.
- Based on these needs, the team should determine **which roles will be filled through informal committees and which will be handled as individual volunteer opportunities.**
- All informal roles will be appointed by the executive board.
- These opportunities should be clearly defined, including who the volunteer(s) will report to and what success looks like.

### **Presenting Opportunities to Members**

- All informal committees and task-based opportunities should be **presented at the first chapter meeting of the fall semester**, giving all members the chance to get involved.
- **Chapters may add additional informal committees or volunteer roles at any time** throughout the year as new needs arise.

### **Expectations for Informal Committee Members**

- Members who volunteer to help must **fully understand and commit to completing the tasks they agree to take on.**
- Volunteers must **maintain regular communication with the officer or chair overseeing their task or committee** to ensure alignment and accountability.
- The elected officer or chair is responsible for **providing any necessary training, guidance, and deadlines**—ESAMC staff will not directly train informal committee members.

## **ESAMC Expectations of Collegiate Officers**

Serving as a collegiate officer is an opportunity to grow as a leader while helping your chapter succeed. Every officer plays an important role in creating a positive member experience, supporting chapter operations, and representing ESA with professionalism and integrity.

As a collegiate officer, you are expected to:

- Complete all required officer training and become familiar with the Collegiate Handbook, ESA governing documents, and resources available to support your role.
- Actively fulfill the responsibilities of your elected or appointed position and communicate with your Executive Board when assistance is needed.
- Work collaboratively with fellow officers, advisors, and members to foster an environment of respect, teamwork, and shared leadership.
- Communicate regularly with your chapter members and ensure important information from ESAMC Staff is shared in a timely manner.
- Meet established deadlines for reports, forms, dues, and other chapter requirements.
- Maintain accurate chapter records and transition materials to support future leaders.

- Serve as a positive representative of ESA by demonstrating professionalism, integrity, and respect in both in person and online interactions.
- Model the values and standards of ESA by setting a positive example through your words, actions, and decision-making.
- Encourage member involvement by creating opportunities for participation, leadership development, service, and friendship.
- Seek guidance when challenges arise. ESAMC Staff, advisors, and ESA leaders are available to provide support and help identify solutions.

Leadership is not about having all the answers or never making mistakes. The strongest leaders create an environment where people feel valued, respected, and empowered to contribute. Every collegiate officer has the opportunity to shape the culture of their chapter through the way they communicate, collaborate, and respond to challenges.

As an ESA collegiate officer, we encourage you to lead by:

### **Build Trust Through Your Actions**

Trust is built through consistent, everyday actions. Follow through on commitments, be dependable, communicate openly, and take responsibility when something does not go as planned. When trust grows, so does the willingness of members to engage, contribute, and support one another.

### **Lead with Courage, Not Perfection**

No officer is expected to have every answer. Leadership requires the courage to ask questions, seek feedback, admit mistakes, and continue learning. Growth happens when leaders are willing to be authentic rather than trying to appear perfect.

### **Show Respect in Every Interaction**

Treat every member with kindness, professionalism, and respect. Listen to understand different perspectives, invite participation from everyone, and recognize that each member brings unique experiences and strengths to your chapter.

## **Replace Assumptions with Conversations**

Misunderstandings often grow when people make assumptions instead of asking questions. Approach difficult situations with curiosity, seek to understand before reacting, and have respectful conversations when concerns arise.

## **Create Space for Every Voice**

Great leadership recognizes that people communicate and process information differently. Some members think best by talking through ideas in the moment, while others need time to reflect before they are ready to contribute. Neither approach is better than the other. Both bring valuable perspectives to your chapter.

Creating an inclusive leadership team means designing opportunities for everyone to participate, not just those who are the quickest to speak.

As an officer, consider these practices:

- Share meeting agendas or discussion topics in advance whenever possible so members have time to prepare their thoughts.
- During discussions, pause before moving to a decision. Give everyone an opportunity to contribute without putting individuals on the spot.
- Invite feedback in multiple ways, such as during meetings, through follow up messages, one on one conversations, or shared documents.
- Recognize that silence does not always mean agreement or disengagement. Some members simply need additional time to process before sharing their perspective.
- Encourage curiosity by asking thoughtful questions and seeking to understand different viewpoints before making decisions.
- Make it safe for members to disagree respectfully. Healthy discussions often lead to stronger decisions and better outcomes.

The goal is not for everyone to communicate the same way. The goal is to create an environment where every member feels respected, heard, and valued, regardless of how they process information or choose to contribute. When people know their voice matters, trust grows, collaboration improves, and your chapter becomes stronger.

## **Respect Confidentiality**

Officers may occasionally become aware of sensitive information involving members, chapter business, or organizational matters. Respect privacy by sharing information only with those who have a legitimate need to know and avoid discussing confidential matters casually or on social media.

## **Choose Collaboration Over Control**

Strong chapters are built by teams, not individuals. Manage your time responsibly and communicate when academic or personal commitments affect your availability. Encourage shared ownership, invite ideas from fellow officers and members, and celebrate successes together. Great leaders help others succeed rather than trying to do everything themselves.

## **Lead with Integrity**

Your actions set the example for your chapter. Make decisions that align with ESA's values, follow through on your responsibilities, and represent the organization with professionalism both in person and online.

## **Be Willing to Grow**

Leadership is a learning journey. Be open to feedback, reflect on your experiences, and continually look for opportunities to improve. Asking for help is a sign of commitment to your role, not weakness.

Remember, ESAMC Staff, advisors, and ESA leaders are your partners throughout the year. We are here to answer questions, provide guidance, and help you navigate challenges as you grow into the leader your chapter needs.

## Governance & Decision-Making

To ensure transparency and efficiency, ESA collegiate chapters follow a structured decision-making process:

- **Full Chapter Vote:** Major decisions affecting all members, including bylaw amendments, major expenditures, and chapter-wide policy changes.
- **E-Board Vote:** Decisions related to chapter operations, event approvals, and membership concerns (member requirement concerns, etc.).
- **President/Chair Discretion:** The President and relevant chairs handle routine decisions within their roles, such as scheduling meetings, approving minor expenses, and enforcing policies.
- **Chapter leaders are not expected to complete every task themselves.** While still responsible for ensuring that all tasks in their area are completed, they are encouraged to delegate and involve general members in the work. Whether that means hosting work sessions, forming informal project teams, or asking members to take the lead on specific events, this structure provides flexibility while keeping leadership manageable. It also gives more members a chance to participate and contribute without needing to hold an official title.

## Officer Commitment Ceremony

Each chapter should host an Officer Commitment Ceremony to welcome newly elected officers and give them the opportunity to officially accept the responsibilities of their roles. This event doesn't need to be formal—it can be simple, meaningful, and shaped by your chapter's personality—but it should mark the important moment when officers affirm their commitment to lead and serve.

Chapters are encouraged to:

- Share a short summary of each officer's responsibilities and review the ESAMC Expectations of Collegiate Officers section (above)
- Provide space for each officer to verbally accept their new role (for example, by saying "I commit to this role" or "I'm ready to serve")
- Celebrate the new leadership team as a chapter, showing collective support and excitement for the year ahead

This ceremony helps set a positive, united tone for the upcoming leadership cycle and reinforces the shared commitment that makes ESA chapters thrive.

## Transitioning Between Structures

As chapters grow or shift focus, it may become necessary to move from one team structure to another. To ensure smooth transitions and clear communication, all structural changes must follow these guidelines:

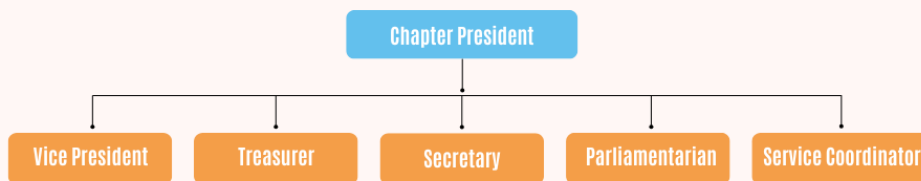
- **All transitions must be made prior to spring elections** so the incoming officer team is elected to the appropriate roles for the upcoming academic year. Structural changes may not be implemented mid-term.
- Chapters must **consult with and receive approval from ESA Membership Corporation (ESAMC) staff** before switching from one structure to another (e.g., moving from Small Team to Mid-Size Team).
- Following elections, chapters that have transitioned to a new structure must provide **a chapter-wide training during the first meeting of the fall semester**. This training should be **developed in collaboration with ESAMC staff** to ensure accuracy and support a smooth rollout and should:
  - ✓ Outline the new structure
  - ✓ Clarify any changes to leadership responsibilities
  - ✓ Share who to contact for each area of chapter operations

Transitioning between structures is a great opportunity to involve more members in leadership, but it must be done intentionally and with full chapter awareness to maintain consistency and stability.



## COLLEGIATE CHAPTER ORGANIZATIONAL CHART

Small Team



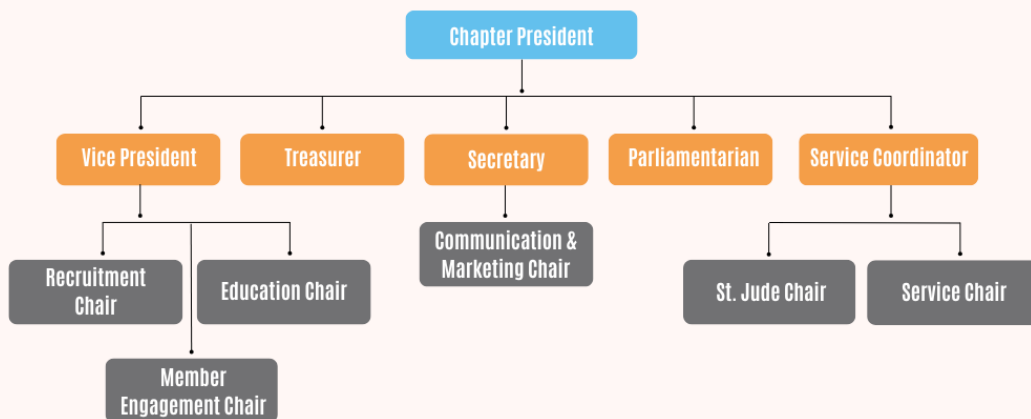


 Executive Board



## COLLEGIATE CHAPTER ORGANIZATIONAL CHART

Mid-size Team





 Executive Board

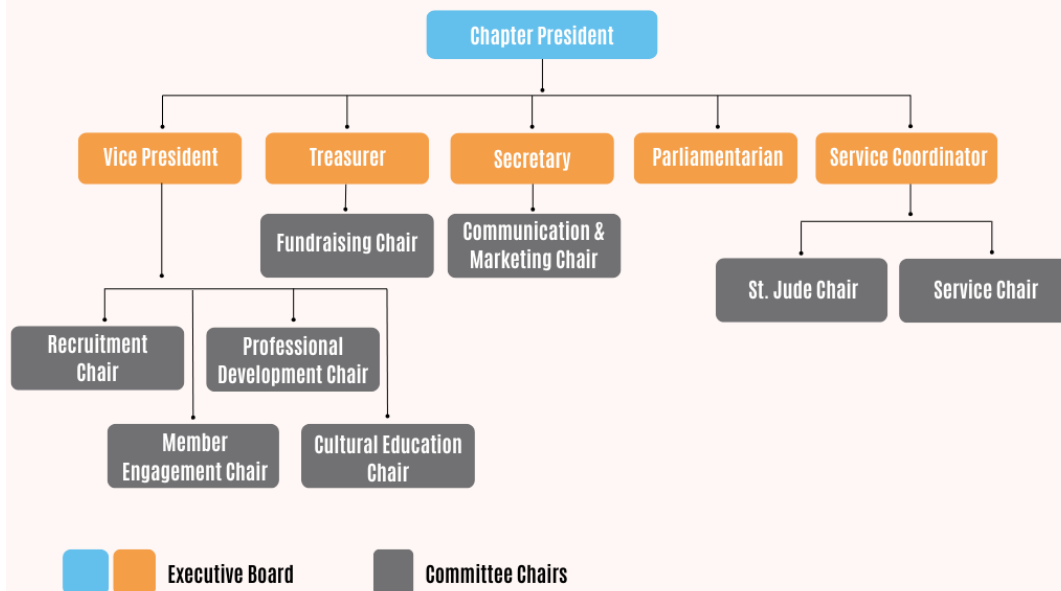

 Committee Chairs





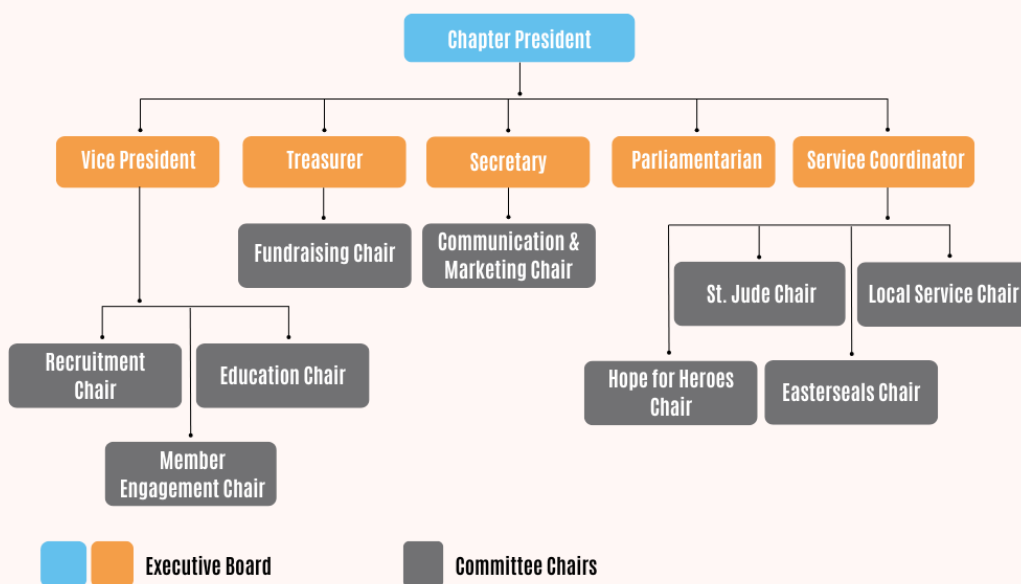
## COLLEGIATE CHAPTER ORGANIZATIONAL CHART

Education Focus Large Team



## COLLEGIATE CHAPTER ORGANIZATIONAL CHART

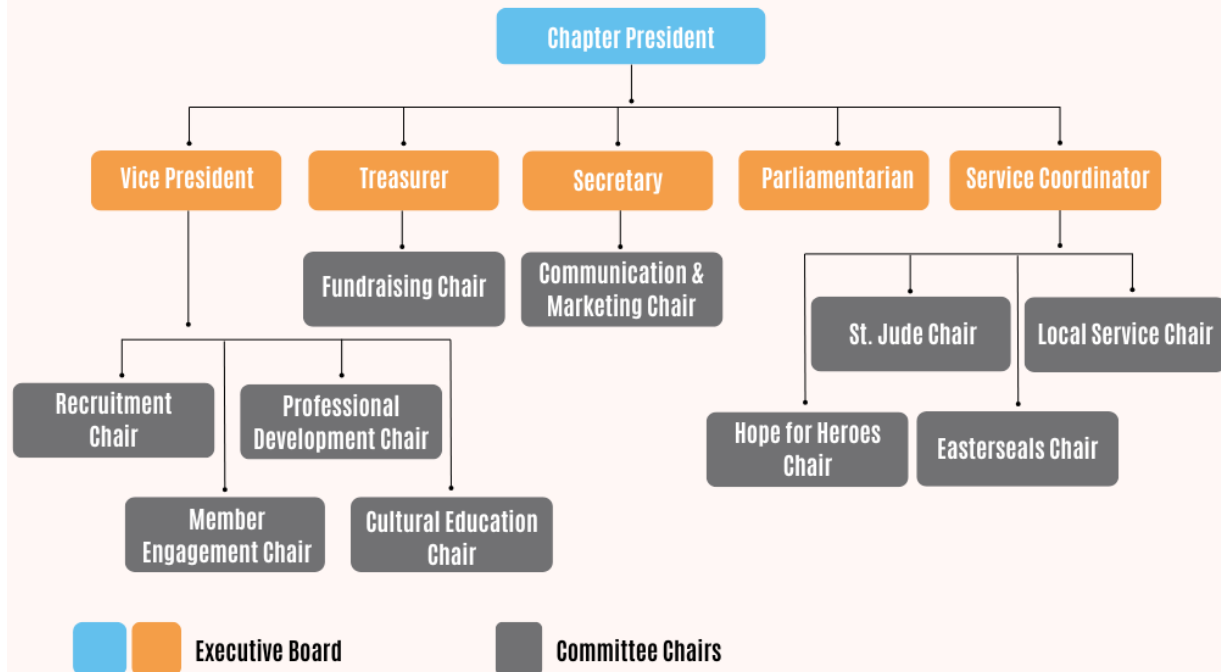
Service Focus Large Team





## COLLEGIATE CHAPTER ORGANIZATIONAL CHART

Extra Large Team



## 5. Programming & Opportunities

### Workshops and Leadership Development

ESA offers a variety of training sessions, workshops, and leadership development opportunities to help members enhance their skills, grow as leaders, and make a greater impact within their chapters and communities. These programs provide valuable resources for personal and professional development.

#### Workshops:

Workshops are interactive sessions that focus on developing specific skills that benefit both individual members and their ESA chapter. These workshops are hosted virtually by ESAMC and typically happen a few times throughout the year. A few examples of the key workshops include:

- Goal setting

- Time Management & Productivity
- Networking & Professional Development

## Leadership Training & Development:

ESAMC provides structured leadership training designed to equip members with the tools they need to lead effectively. For any member looking to take on a formal leadership role in their chapter, these sessions are a great way to be successful. A few examples of topics covered include:

- Effective communication
- Conflict resolution and teamwork strategies
- Event planning and project management
- Fundraising and community engagement
- Duties specific to your officer's position

## On Demand Education Center Resources:

Explore on-demand micro-learning lessons in the Education Center featuring short, practical lessons with templates, discussion questions, and interactive exercises.

## Chapter-led Opportunities

ESA encourages chapters to take initiative and plan a variety of activities that enrich the member experience and benefit the broader campus and local community. Consider the following examples and contact your chapter Vice President for more information and how to participate.

## Educational Events:

- **Guest Speaker Panels:** Inviting professionals or community leaders to speak on topics such as leadership, mental health, diversity and inclusion, or career development.
- **Skill-Building Workshops:** Organizing sessions to develop practical skills such as budgeting, resume writing, time management, or public speaking.

## Engagement Activities:

- **Campus Collaboration Events:** Partnering with other student groups to host educational or cultural events.
- **Study Nights or Academic Support Sessions:** Creating space for members to study together, share academic tips, or prepare for exams.
- **Creative Showcases:** Hosting talent nights, art exhibits, or open mic events to celebrate member talents and interests.

## Service Projects and Community Engagement

ESA chapters can participate in a variety of service projects that align with ESA's goal of making a meaningful impact. Whether working with national philanthropic partners or addressing local community needs, chapters can engage in service in ways that fit their members' interests and campus environment.

### National Service Programs:

- **St. Jude Children's Research Hospital:** ESA has a longstanding partnership with St. Jude, supporting fundraising events such as St. Jude Walk, Golf Tournaments and more. ESA members can volunteer at any St. Jude hosted event by signing up through the Volunteer Management System. This platform connects member with opportunities to contribute their time and energy at nationally organized St. Jude events in their area. Visit [stjude.org/Volunteer](http://stjude.org/Volunteer). Collegiate chapters also participate in their own fundraising campaign called *ESA Hearts St. Jude*, where they can plan and host creative, chapter-led events to raise awareness and funds for the hospital. Contact your chapter St. Jude Chair or Service Coordinator for information on how to participate.
- **Hope for Heroes:** A program dedicated to supporting military personnel and first responders through care packages, letters, and community outreach. Visit [epsilonsigmaalpha.org/HopeForHeroes](http://epsilonsigmaalpha.org/HopeForHeroes) or contact your chapter Service Coordinator to learn about more ways to get involved.
- **Easterseals:** Chapters can participate in awareness and fundraising efforts to support Easterseals' mission of helping individuals with disabilities.

*Have more questions about these programs? Contact your chapter Service Coordinator or ESAMC at [esainfo@epsilonsigmaalpha.org](mailto:esainfo@epsilonsigmaalpha.org)*

### Local Community Service Opportunities:

In addition to national initiatives, ESA chapters are encouraged to identify service opportunities within their own communities. Some options include:

- Food Drives & Meal Service
- Environmental Projects
- Youth Mentorship & Education
- Animal Welfare Support

## Association Activities

ESA is powered by the connections made by like-minded individuals. Chapters are encouraged to host a variety of social events and networking opportunities to help celebrate achievements and create a sense of community within the organization. These activities help members build lasting relationships and have a sense of belonging while enhancing their personal and professional growth. Contact your chapter Vice President or Member Relations Chairs for ways to get involved.

### Social Events:

Social events provide members with opportunities to connect outside of service projects, educational events, and meetings. These fun, casual gatherings are an important part of the ESA experience, strengthening friendships, boosting morale and contributing to a positive chapter culture. Some popular ESA social activities include:

- **Welcome Mixers:** Held at the beginning of the academic year to introduce new members to the chapter and build camaraderie.
- **Game & Movie Nights:** Fun, informal gatherings that allow members to unwind and bond.
- **Holiday Celebrations:** Themed parties and events that celebrate holidays such as Halloween, Thanksgiving, and winter festivities.
- **Team-Building Retreats:** Weekend or day-long retreats that focus on leadership development, collaboration, and goal setting

### Traditions:

While ESA has a rich history of traditions, any chapter may choose to develop their own. Some include but are not limited to induction ceremonies to welcome new members, Founder's Day celebrations commemorating the establishment of ESA, officer installation ceremonies, big/little mentor programs, annual formals or banquets

If your chapter is thinking about starting a new tradition, here's how to make it official:

1. **Involve the Whole Chapter**

Start by discussing your idea at a chapter meeting. Make sure everyone understands the purpose of the tradition, how it reflects ESA's values, and what it would involve. This should be a collaborative decision that everyone feels good about.

## 2. Put it in Writing

Once your chapter agrees on the idea, write up a short description of the tradition. Include key details like:

- What the tradition is
- When and how it takes place
- Who participates or organizes it
- Why it matters to your chapter

## 3. Get ESA Headquarters' Approval

Before making it an official part of your chapter's annual calendar, send the written description to ESA Headquarters. This helps ensure that your tradition aligns with ESA's mission and policies. Our team will review it and get back to you with feedback or approval

# Awards & Recognition

Recognizing the efforts and achievements of your chapter members is an important part of building a strong, supportive ESA community. Whether it's for outstanding service, leadership, or simply spreading kindness, chapter-level awards can boost morale, encourage participation, and celebrate the unique contributions of your members.

If your chapter would like to create and present its own awards, here's how to do it the right way:

### 1. Decide as a Chapter

Like all meaningful chapter efforts, awards should be discussed and agreed upon as a group. Consider what values you want to highlight and celebrate—these should reflect ESA's mission and your chapter's spirit.

### 2. Define the Details

Once you've landed on the award idea(s), write a short summary that includes:

- The name of the award
- What it recognizes
- How and when it will be awarded
- Who is eligible and how the recipient is chosen

Awards can be serious or lighthearted—what matters is that they're fair, inclusive, and encourage positive involvement.

### 3. Submit for Approval

Before presenting your new awards, send the descriptions to ESA Headquarters for review. This helps ensure consistency across ESA chapters and makes sure everything aligns with ESA's values and standards.

## 6. Chapter Operations & Management

Running a successful ESA chapter takes more than good intentions—it takes organization, communication, and follow-through. This section will help your chapter manage its day-to-day operations efficiently and with confidence. Whether you're planning a service event, managing chapter finances, or leading a meeting, you'll find the tools and tips you need here.

### Collegiate Chapter Officer Minimum Requirements

#### Stay Active & Organized

- ☐ Hold regular chapter meetings at least monthly
- ☐ Hold regular chapter check-in meetings with ESAMC (at least an email monthly)
- ☐ Maintain an active Executive Board of at least President (required tasks can be delegated, but ESA Nationals does need a main contact)
- ☐ Maintain the ESAMC chapter roster of members (ensuring all members pay national dues)

#### Maintain ESA Compliance

- ☐ Submit all required ESA forms and reports on time (annual tax facts form, annual officer change forms, annual recruitment material request form, annual new member material request form, service reporting forms for each service activity completed in the name of ESA, and event submission form for each event held)
- ☐ Pay all required dues (individual member national dues and chapter IC dues)

- ☐ Follow ESA collegiate handbook, additional policies, and university requirements
- ☐ Maintain your chapter constitution addendum with ESAMC and the university

## **Recruit & Retain Members**

- ☐ Actively recruit new members annually
- ☐ Provide a new member process (pledge/education)
- ☐ Engage and retain current members

## **Participate in Education, Service, Association Events**

- ☐ Plan and complete education/member development activities at least once per semester
- ☐ Plan and complete service activities at least once per semester
- ☐ Plan and complete association/social activities at least once per semester
- ☐ Support ESA's national partnerships (including St. Jude Children's Research Hospital®)
- ☐ Track and report service participation through the ESA Service Reporting System

## **Manage Leadership Transition**

- ☐ Hold officer elections annually in the spring
- ☐ Ensure new officers are prepared to step into their roles: transition materials, accounts, and knowledge to new officers in the spring
- ☐ Report all officer changes to ESAMC as they happen (including mid-term transitions)

## **Manage Finances Responsibly**

- ☐ Track all income and expenses
- ☐ Maintain a functioning chapter account
- ☐ Use funds appropriately and transparently

## How to Run Chapter Meetings

Regular chapter meetings are the backbone of communication, connection, and progress within your chapter. They provide structure, help keep members informed and engaged, and offer a space to make decisions together as a team.

A strong meeting keeps things focused and flowing, while also allowing time to celebrate wins, highlight member contributions, and build community.

### Tips for Running Effective Chapter Meetings:

- **Prepare and share an agenda** ahead of time so everyone knows what to expect
- **Start and end on time** out of respect for your members' time
- **Follow parliamentary procedure** to keep order—your Parliamentarian can help guide this
- **Make space for updates, discussion, and team-building** throughout the meeting
- **Rotate in fun and intentional touches**, such as icebreakers, games, or short discussion prompts

### Sample Chapter Meeting Agenda:

1. Call to Order
2. Attendance
3. Approval of Previous Meeting Minutes
4. Officer & Chair Reports
5. Old Business
6. New Business
7. Upcoming Events & Reminders
8. Member Recognition or Shoutouts
9. Open Floor
10. Adjournment

*Tip: Incorporate engagement elements such as service milestone shoutouts, member spotlights, or short games to keep meetings interactive and fun.*

## More Support: Learn at Your Own Pace

To help you feel confident leading or participating in chapter meetings, be sure to check out the following **on-demand micro-learning lessons** available in the ESA Education Center:

- **Running Effective Meetings as an E-Board**
- **Leading Effective Meetings**

You can access these short, self-paced lessons anytime at:

 [epsilonsigmaalpha.org/EducationCenter](https://epsilonsigmaalpha.org/EducationCenter)

## Planning and Executing Events

From fundraisers to service projects to social events, ESA chapters bring people together to make an impact—and have fun doing it.

### Event Planning Checklist:

- ✓ Define your event's goal (e.g., raise funds, serve the community, build chapter spirit)
- ✓ Set a date, time, and location
- ✓ Determine your budget and materials needed
- ✓ Assign responsibilities and create a timeline
- ✓ Promote the event through word of mouth, flyers, and social media
- ✓ Confirm logistics and volunteers
- ✓ Follow up with thank-you notes and a post-event recap

### Types of Events ESA Chapters Commonly Host:

- Philanthropy fundraisers (e.g., St. Jude trivia night, service auctions)
- Hands-on service projects (e.g., volunteering at local shelters, writing cards for veterans)
- Member engagement activities (e.g., family events, themed chapter nights, educational event)
- Campus-wide awareness events (e.g., tabling, mental health advocacy walks)

## Financial Management

Chapters are responsible for managing their own funds in a way that supports their programming, philanthropy, and member experience.

### Dues:

- Chapters set their own dues in addition to ESA national dues
- Dues should be clearly communicated and collected at the start of each term

### Budgeting:

- Keep a simple budget spreadsheet to track income and expenses
- Plan ahead for recurring costs like event supplies, service donations, and apparel. Submit funds to your intended charity in a timely manner.

## Fundraising Guidelines:

- Make sure your fundraiser aligns with ESA's values of service and giving
- All ESA chapters are encouraged to fundraise ethically and transparently. Let participants and donors know where the money is going and communicate that clearly
- Choose events and activities that are safe and inclusive
- Fundraisers must be compliant with university policies and ESA branding guidelines
- Use licensed vendors when selling items with ESA logos (see Section 8: Branding & Representation)

## Reporting Requirements

To keep your chapter in good standing and ensure accurate records, a few reports must be submitted annually.

### Required Reports Include:

- ✓ **Tax Facts Form** – Submitted annually to the ESA Membership Corporation
- ✓ **Updated Officer Roster** – After elections, chapters must submit new leadership contact information
- ✓ **Service & Fundraising Reports** – ESA may request summary reports of chapter impact for national tracking and storytelling

These forms and deadlines will be provided at the start of each academic year by ESA staff. Reminders and links will also be posted in the ESA Member Center and emailed to chapter presidents.

## Who to Contact for Support

Your Executive Board is your first line of support—but you also have direct access to ESA Membership Corporation (ESAMC) staff who are here to help. Use the guide below to find the right point of contact for your needs:

| Topic                                        | ESAMC Staff Contact               | Chapter Leader Contact                     |
|----------------------------------------------|-----------------------------------|--------------------------------------------|
| General chapter operations & support         | retention@epsilonsigmaalpha.org   | Chapter President                          |
| Reporting & forms (e.g., Tax Facts, rosters) | retention@epsilonsigmaalpha.org   | Secretary or Parliamentarian               |
| Financial questions or fundraising policies  | retention@epsilonsigmaalpha.org   | Treasurer                                  |
| Officer onboarding & training                | retention@epsilonsigmaalpha.org   | Chapter Advisor or E-Board                 |
| Branding, licensing, and merchandise         | retention@epsilonsigmaalpha.org   | Communications & Marketing Chair           |
| Event planning support                       | recruitment@epsilonsigmaalpha.org | Vice President or Service & Outreach Chair |
| Philanthropy/service program questions       | recruitment@epsilonsigmaalpha.org | St. Jude Chair or Service Chair            |
| Recruitment & new member training help       | recruitment@epsilonsigmaalpha.org | Vice President (Member Relations)          |

## 7. Policies & Guidelines

### Code of Conduct

ESA expects all members to uphold high standards of conduct, reflecting the values of leadership, service, and community. Members should:

- Treat all individuals with respect and kindness, avoiding any form of harassment or discrimination. This includes respecting cultural, racial, religious, and personal identities, as well as honoring each member's gender identity, expression, and pronouns. Foster a welcoming and inclusive environment by being supportive and encouraging to fellow members.
- Demonstrate integrity and accountability in all ESA-related activities, including honesty in leadership and service commitments.
- Adhere to ESA's policies, university regulations, and local laws, ensuring compliance with all ethical and legal standards.
- Represent ESA positively in all public and digital spaces, refraining from any behavior that could harm the organization's reputation.

**Consequences for Violations:** Members who fail to adhere to this Code of Conduct may face disciplinary action, including but not limited to:

- A verbal or written warning.
- Temporary suspension from chapter activities.
- Removal from leadership positions.
- Termination of ESA membership in severe cases.

### Non-Discrimination Statement

Epsilon Sigma Alpha is committed to an inclusive and diverse membership. Discrimination based on race, ethnicity, national origin, gender, gender identity, gender expression, perceived gender, pronouns, sexual orientation, age, disability, religion, or socioeconomic status is strictly prohibited. ESA is committed to creating a community where every member feels safe, respected, and valued.

#### Member Comfort & Accessibility

As part of ESA's commitment to inclusivity and non-discrimination, members have the right

to privacy, comfort, and flexibility in participation. Chapters should provide private options in shared spaces and flexible attire options at events, ensuring every member can engage fully without compromising their identity, comfort, or financial circumstances.

## **Reporting Discrimination:**

- Members who experience or witness discrimination should report the incident to their Chapter President or the ESA Membership Corporation.
- Reports can be submitted via email to [retention@epsilonsigmaalpha.org](mailto:retention@epsilonsigmaalpha.org).
- All reports will be reviewed promptly, and appropriate action will be taken to address the situation.
- Retaliation against individuals who report discrimination in good faith is strictly prohibited and will result in disciplinary action. Epsilon Sigma Alpha is committed to an inclusive and diverse membership.

## **Anti-Hazing Policy**

ESA has a zero-tolerance policy for hazing. No chapter, member, or affiliate may engage in activities that cause physical, emotional, or psychological distress to any individual. Hazing includes, but is not limited to:

- Physical harm or threats.
- Forced consumption of alcohol or substances.
- Public humiliation or degradation.
- Sleep deprivation or excessive physical activity.
- Personal servitude or coerced activities.
- Any activity that violates an individual's personal dignity or puts them at risk.

## **Reporting Hazing:**

- Any member who experiences or witnesses hazing should report the incident immediately to their Chapter President or the ESA Membership Corporation.
- Reports can be submitted via email to [retention@epsilonsigmaalpha.org](mailto:retention@epsilonsigmaalpha.org).
- The ESA Membership Corporation will conduct a prompt and thorough review of all reported incidents.

- Retaliation against individuals who report hazing in good faith is strictly prohibited and will result in disciplinary action.

## Consequences for Violations:

Chapters or members found in violation of this policy may face disciplinary actions, including:

- A formal warning and required hazing prevention training.
- Temporary suspension of chapter activities.
- Permanent revocation of chapter status or individual membership in severe cases.

## Alcohol and Drug Policy

ESA prohibits the use of alcohol and illegal substances at all official ESA events, meetings, and service activities. Members are expected to:

- Abide by all campus, local, state, and federal regulations regarding substance use.
- Ensure that ESA events remain alcohol and drug-free to maintain a safe environment.
- Refrain from promoting or engaging in activities that involve illegal or irresponsible substance use.

## Reporting Violations:

- Any suspected violations should be reported to the Chapter President or the ESA Membership Corporation.
- Reports can be submitted via email to [retention@epsilonsigmaalpha.org](mailto:retention@epsilonsigmaalpha.org).
- The ESA Membership Corporation will conduct a review of all reported incidents and determine appropriate action.

## Consequences for Violations:

- **First Violation:** A verbal warning and required participation in an educational session on substance use policies.
- **Second Violation:** A formal written warning and possible temporary suspension from ESA activities.

- **Third Violation:** Potential removal from the chapter and/or termination of ESA membership. ESA prohibits the use of alcohol and illegal substances at all official ESA events, meetings, and service activities. Members are expected to:
- Abide by all campus, local, state, and federal regulations regarding substance use.
- Ensure that ESA events remain alcohol and drug-free to maintain a safe environment.
- Refrain from promoting or engaging in activities that involve illegal or irresponsible substance use.

## Social Media Policy

### Introduction

Epsilon Sigma Alpha International (ESA) is committed to fostering a positive and respectful online community. This social media policy provides guidelines for members' online conduct to ensure that social media use aligns with the organization's mission and values.

### Purpose

The purpose of this policy is to:

- Protect the reputation of ESA and ensure consistent messaging.
- Encourage positive and respectful online interactions.
- Protect members' rights and privacy in accordance with Colorado\* law.

### Scope

This policy applies to all members of ESA who voluntarily engage with the organization through social media platforms, both when representing ESA and in a personal capacity where ESA may be associated.

### Guidelines for Social Media Use

- **Representing ESA:** When posting on behalf of ESA, members must ensure their content is accurate, respectful, and aligned with the mission of ESA.
- **Personal Social Media Use:** Members are free to express themselves but should be mindful not to damage the reputation of ESA or disclose any confidential information.

- **Positive Engagement:** Encourage the sharing of content that supports ESA activities and values.
- **Prohibited Content:** Members of Epsilon Sigma Alpha International are expected to maintain a positive and respectful presence on social media. The following types of content are strictly prohibited:
  - **Hate Speech and Discrimination:** Hate Speech and Discrimination: Any content that promotes or endorses hate speech, racism, sexism, homophobia, transphobia, xenophobia, ableism, classism, or religious intolerance is strictly prohibited. This includes discrimination based on race, ethnicity, gender, gender identity, gender expression, pronouns, sexual orientation, religion, disability, socioeconomic background, or perceived identity. Online harassment, misgendering, or targeting of any marginalized identity is not tolerated.
  - **Bullying and Harassment:** ESA strictly prohibits any form of bullying, harassment, or intimidation. This includes, but is not limited to, threatening, mocking, or humiliating others, or engaging in online behaviors that cause emotional distress to others, whether they are ESA members or not.
  - **Confidentiality Breaches:** Members must not share or disclose confidential or private information about the organization, its members, or its operations without proper authorization.
  - **Inappropriate Content:** Posting content that is obscene, defamatory, or otherwise inappropriate, and that may harm the reputation of ESA or its members, is prohibited.
  - **Political Endorsements or Opposition:** Posts that directly endorse or oppose specific political candidates are strictly prohibited. As a 501(c)(4) organization, we must refrain from any political candidate endorsements or opposition to maintain compliance with our tax-exempt status.

**Members found in violation of these guidelines may face disciplinary actions, including warnings and revocation of membership, depending on the severity of the infraction.**

## **Privacy and Confidentiality**

- **Member Privacy:** Members must respect the privacy of fellow members and other individuals and are prohibited from posting personal information without consent.

- **Compliance with CO Law:** All members must comply with the Colorado Privacy Act (CPA), ensuring that personal data is handled with care and in accordance with the law.

## Reporting and Enforcement

- **Reporting Violations:** Everyone (member or non-member) may report any violations of this policy to ESA Headquarters in writing with supporting documentation for internal review.
- **Disciplinary Process:** All communication will be documented in the member record and the process below is subject to change based on the severity of the violation.
  - **First Violation:** A verbal warning will be issued, accompanied by a review of the social media policy.
  - **Second Violation:** A written warning will be provided to the member and their Chapter President. All enforcement actions will be handled by ESA Headquarters. Chapter Presidents are instructed to maintain confidentiality and not to take independent action.
  - **Third Violation:** The member will face removal from the chapter and/or termination of membership.

## Legal Considerations (Colorado-Specific)

- **Privacy Protections:** Under the Colorado Privacy Act, members have the right to request access to, correction of, or deletion of their personal data held by the organization.
- **Workplace Privacy:** Although members are not employees, ESA upholds the principles outlined in the Colorado Workplace Privacy Act. Colorado law protects individuals from being required to disclose private social media account information to their organization. However, public posts that pertain to the organization's interests or impact its reputation may be reviewed by ESA Headquarters. Members are encouraged to carefully manage the privacy settings of their social media accounts and to be mindful of the content they share.

## Training and Resources

ESA will provide resources and guidance to help members understand and comply with this social media policy. Members are encouraged to seek clarification from ESA Headquarters.

## Review and Updates

This policy will be reviewed annually and updated as needed to reflect changes in social media practices, technology, and Colorado law.

## Approval and Communication

This policy has been approved by the ESA Membership Corporation Board of Directors and will be communicated to all members.

\*This policy is written in accordance with Colorado law as Epsilon Sigma Alpha International is based in Colorado. Regardless of member location, all members are expected to adhere to the policy as stated.

## Officer Removal Policy

To maintain a strong and functional leadership team, all elected officers are expected to fulfill their roles with professionalism, reliability, and accountability. While chapters are encouraged to support officers through challenges when possible, there may be instances in which it becomes necessary to remove a leader from their position.

The **ESA Membership Corporation (ESAMC)** reserves the right to initiate an officer removal process **at its discretion** if an officer's behavior, performance, or conduct is determined to negatively impact the function, reputation, or well-being of the chapter or the broader organization.

### Grounds for Removal May Include (but are not limited to):

- Failure to fulfill position responsibilities
- Repeated lack of communication or responsiveness
- Violation of ESA policies (e.g., Social Media Policy, Code of Conduct)
- Academic ineligibility (if required by the university or chapter constitution)
- Actions that harm the chapter's culture, safety, or standing with the university or ESA

## Officer Removal Process:

1. **Initial Concern Identified:**

A concern may be raised by chapter members, other officers, advisors, or ESAMC staff.

2. **Review by ESAMC Staff:**

ESAMC will review the concern in partnership with the chapter president (or next ranking officer if the president is the subject) and/or the faculty advisor.

3. **Documentation Request (if needed):**

Officers involved may be asked to provide documentation, context, or a written reflection.

4. **Opportunity for Improvement (Optional):**

In some cases, a written warning or improvement plan may be issued prior to removal, with a set timeline for review.

5. **Formal Decision:**

If ESAMC staff determine that removal is necessary, they will notify the officer in writing and provide the effective date. The officer will be expected to assist with transition as needed.

6. **Chapter Notification:**

The chapter will be informed of the leadership change and any updated points of contact.

### **Note:**

Chapters may also have internal standards or disciplinary processes. However, ESA Headquarters retains final authority to remove a collegiate officer from their position if deemed necessary, regardless of chapter-level decisions.

## 8. Branding & Representation

### Guidelines for Using Logos and Emblems

Epsilon Sigma Alpha (ESA) maintains ownership over its logos, emblems, and trademarks to preserve the integrity and identity of the organization. Members and chapters should adhere to the following guidelines when using ESA branding:

- ESA's trademarks include the name "Epsilon Sigma Alpha," the nickname "ESA," the Greek letters "ΕΣΑ," and the official ESA crest.

- Members may use ESA's insignia for **personal, non-commercial use only**. Commercial use, including the sale of branded items, requires proper licensing.
- Any alterations or unauthorized use of ESA's branding, including modifications to logos or improper color variations, is strictly prohibited.
- Official logo files and branding guidelines can be obtained from ESA's website or by contacting the ESA Membership Corporation.
- If you're using logos from other groups, like St. Jude or a local business, make sure you have permission first and follow any brand rules they share.

## Appropriate Representation of ESA in Public and Online

As a values-based organization, ESA expects members to represent the organization positively in all public and digital spaces. This includes:

- Upholding ESA's values of leadership, service, and community in any representation of the organization.
- Ensuring that ESA branding is displayed professionally on social media, printed materials, and apparel.
- Avoiding any association of ESA's name or logo with inappropriate, offensive, or discriminatory content.
- Following the **Social Media Policy** as outlined in the Policies & Guidelines section to ensure that online interactions reflect ESA's mission.

## Merchandise Creation and Licensing Information

To protect ESA's brand and trademarks, only approved licensed vendors are authorized to produce merchandise featuring ESA's logos and emblems.

ESA partners with **Affinity Consultants** to manage its licensing program, ensuring that all merchandise meets quality and brand standards. **All members and chapters must order from licensed vendors** to remain in compliance with ESA's trademark policies.

## Vendor Licensing Requirements

- Any vendor producing ESA-branded merchandise must become licensed through **Affinity Consultants**.
- Only licensed vendors are permitted to print ESA's name, Greek letters, crest, or any other trademarks.
- Members and chapters **cannot authorize a third party** to use ESA's trademarks—this authority rests solely with the ESA Membership Corporation.

- Licensed merchandise must display the **Official Licensed Product hologram decal** to verify authenticity.

## How to Get a Vendor Approved

If a chapter or member wants to use a vendor that is not yet licensed, the vendor must:

1. **Register** at [greeklicensing.com/signup](http://greeklicensing.com/signup).
2. **Complete an application** and pay the required licensing fee.
3. **Submit physical product samples** for review.
4. **Sign the License Agreement**, which will be reviewed and approved by ESA.

Ensuring ESA's brand integrity strengthens the organization and supports member initiatives. Members are encouraged to use approved vendors and report any unauthorized use of ESA's branding.

## 9. Resources & Support

ESA provides a wide range of resources and support to ensure that members and chapters have the tools they need to succeed. Whether through educational materials, training, or direct support from ESAMC staff, these resources help members grow as leaders and make a greater impact in their communities.

### Chapter Support:

ESA offers comprehensive support to collegiate chapters, helping them establish, grow, and sustain their activities. This includes:

- Chapter Development Guides: Step-by-step instructions on starting and managing a successful ESA chapter.
- Leadership Coaching: Guidance and training from ESAMC staff to help officers fulfill their roles effectively.
- Recruitment Materials: Flyers, brochures, and digital content to assist with member recruitment efforts.

### Member-Only Access & Resources:

ESA provides various learning opportunities and exclusive resources through their website to enhance members' skills and leadership abilities, and provide regular member updates:

Online Training Modules: Self-paced courses covering topics like leadership, communication, and how to work with ESA partners.

- Webinars and Workshops: Live and recorded sessions featuring expert speakers and experienced ESA leaders.
- Newsletters: Regular updates featuring upcoming events, service opportunities, leadership tips, and member highlights.

### **ESAMC Staff Support:**

ESAMC serves as a key resource for members and chapters, providing direct assistance with:

- Membership Inquiries: Help with joining ESA, renewing membership, and accessing member benefits.
- Event Planning Assistance: Support in organizing service projects, fundraisers, and networking events.
- General Guidance: Answers to questions and troubleshooting for chapter challenges.

Visit [epsilonsigmaalpha.org](https://epsilonsigmaalpha.org) to access the Member Center and explore.