

September 2011

The Chapter President

Dean's Letter: Fall Initiation

Tau Bate:

The attached sample dean's letter written to the parents of Tau Beta Pi candidates was sent by the dean of engineering at Clemson University to demonstrate the college's respect for Tau Beta Pi, reinforce the honor and value of membership, promote awareness of Tau Beta Pi, and to increase membership. The letter also demonstrates the mutually supportive relationship between the college of engineering and the local Tau Beta Pi chapter, which should exist at your institution. An electronic version is available on the chapter website (www.tbp.org/chapters).

Because use of this letter has been proven to increase response to membership invitations, it needs to become a permanent part of your chapter's election procedure. It contains time-sensitive material, so preplanning will be important. The dean's letters need to be sent at the same time the letters go to candidates notifying them of their eligibility. You may copy it from the Chapter Resources section of the website. South Carolina Alpha sent the attached letter to the parents of candidates recently and realized an 80% increase in initiates over the previous Fall.

To accomplish this project, you will need the dean's cooperation. Begin by having an advisor or officer make contact with your dean's office staff to discuss how they might assist you with this project. Offer to have members perform some sort of volunteer service for your college of engineering in exchange for help with the letters. Ideally, the dean's office would agree to take care of the entire process (printing the letters, obtaining the dean's signature, and mailing them). Most likely though, they will provide the dean's stationery, and your chapter will print and mail the letters. In any case, you will need to prepare the letter for the dean and also provide names and addresses of the candidates' parents. Make every attempt to personalize the letter.

We earnestly request that our Introductory Brochure be enclosed with the letter to the parents, so you will need to include them in your Candidate Packet order. We understand this mailing might be a burden to some chapters, and we encourage you to contact us if you need further advice on how to implement this important mailing. Remember, if you send this letter, you can count it as a chapter project on your annual project reports. We thank you in advance for your dedicated work to increase our membership and awareness of Tau Beta Pi. Best wishes.

Sincerely,
James D. Froula, P.E.

cc: Chief Advisors

Enclosure: Sample letter