

**THE ANNUAL COMMUNICATION
OF THE
EXECUTIVE COUNCIL
TO THE
180th PSI UPSILON CONVENTION**

Doubletree Boston North Shore Hotel
Boston, MA

My Brothers in Psi Upsilon,

It is with profound honor and a deep sense of responsibility that I present my fourth and final annual communication on behalf of the Executive Council to the 180th Psi Upsilon Convention. Our gathering this year in the historic city of Boston, MA, marks a significant moment in our fraternal history, as we celebrate not only the achievements of the past year but also the enduring legacy of our Brotherhood. Boston, a city steeped in history and intellectual pursuit, with two prominent inactive chapters at prestigious institutions just outside of town. This area provides the perfect backdrop for us to reflect on our past, prepare for our current challenges, and plan for our future.

Reflecting on this past year, it has been one of both disappointments and triumphs for Psi Upsilon. Our chapters and international fraternity as a whole have faced numerous challenges, losing two undergraduate chapters due to hazing related activities this year, addressing the ever changing landscape of our universities, and a number of our chapters struggling with recruitment. Despite these challenges, our Brotherhood has demonstrated remarkable resilience, creativity, and dedication, as we continue to strive to expand our Brotherhood and make Psi Upsilon the lifelong commitment that that we are all desirous of, to participate in and give back to throughout our lives.

Our members have continued to excel in various areas, showcasing the values of Psi Upsilon in their actions. For instance:

- The Pi Chapter and their alumni, raised over \$128,000 for the Movember Foundation, ranking them within the top five highest fundraising teams in the United States.
- In total, our chapters raised over \$210,000 for philanthropic causes and volunteered over 5,000 hours to their communities.
- The Sigma Phi chapter significantly dedicated themselves to recruitment, expanding their membership from 5 to 14 brothers last year
- The Epsilon Iota chapter has accomplished a great deal of service this year, for their community as well as their fellow Brothers, with a commitment to tutoring and raising the GPA of their new member class.
- 26 members of the Tau Epsilon Chapter were placed on the President or Dean's list at Clemson University and had a New Member GPA of 3.57.

These accomplishments exemplify the spirit of service and generosity that Psi Upsilon instills in its members.

As I also reflect upon the past four years, while I have been fortunate enough to be trusted as the President of our Brotherhood, many things are drastically different while others remain very much the same. I began by first term, being installed virtually in the heart of COVID, with all of our chapters knowing that they would not be going on campus in the fall semester, but none of us knowing what it meant for the future of our Fraternity. We weathered the storm of COVID-19 and quarantines, as well, if not better, than any of us were predicting. The ripple effects of those events are long reaching and the impact upon our organization may still have not been fully realized.

Growth and expansion remain pivotal to our Fraternity's continued success. I am beyond thrilled that we have reestablished the Lambda Chapter at Columbia University. The Owl Club just coalesced in the Fall semester, with the Delta chapter graciously inviting them to their annual Yule Log event, where we held our Founder's Pledge Ceremony, officially establishing the Owl Club. Their success shows what can be accomplished for the growth of our chapters when we have highly motivated and dedicated individuals working for our cause. Our Phi Beta Owl Club at William and Mary continues to thrive, and we are dedicated to providing them with the resources and support needed to achieve full chapter status soon. The Delta Omicron Provisional Chapter at Purdue University is preparing their petition as we speak, for their full installation as a Chapter of Psi Upsilon.

The Executive Council is committed to expanding Psi Upsilon's reach to prestigious institutions where we have not previously had a presence. We aim to reestablish our inactive chapters at Theta (Union College), Chi (Cornell University), Rho (University of Wisconsin), Mu (University of Minnesota) and Delta Nu (Keene State College). This expansion strategy will ensure that future generations have the opportunity to experience the lifelong benefits of brotherhood in Psi Upsilon. Yet, despite all of the efforts made toward growing the ranks of our Fraternity, we continue to lose chapters at a greater rate than we can develop them. This is where we need the help and support of every undergraduate and alumni brother to support and get involved with recruitment and expansion efforts.

I am eternally grateful for our fellow brothers who volunteer and serve on our numerous committees, task forces, and especially, our brothers who serve on the Executive Council, along with me. James Platner, Phi Delta '10, Vice President; David Hollis, Gamma Tau '11, Secretary; Timothy Zepp, Chi Delta '08, Treasurer and President-Elect; as well as Directors Jon Szynkowski, Epsilon Nu '06; Lance Miller, Epsilon Nu '80, Madison Turkette; Delta Omicron '19; Steven Malinski, Epsilon Iota '09. I also greatly appreciate the insight and involvement from our Undergraduate Advisory Board members, Isaac Lam, Theta Theta '26 and Ethan Francoeur, Delta Omicron Provisional '24, who were elected by the 179th Convention and joined the Executive Council in our Fall and Spring board meetings.

In addition to the term members, we receive the additional support and wisdom from the Life Members of the Executive Council: Thomas T. Allan IV, Theta Theta '89; Mark D. Bauer, Omega '83; David A. B. Brown, Epsilon Phi '66; Charles M. Hall, Nu Alpha '71; Richard A.

Rasmussen, Upsilon '72; James A. Swanke, Jr., Rho '80; and Evan W. Terry, Epsilon Phi '93; as well as our Honorary Life Members: Bradley R. Corner, Omicron '72; Murray L. Eskenazi, Lambda '56; Patrick Gilrane, Psi '83; Charles A. Werner, Omega '55; and I would like to provide an extra special thank you and honor to William N. Wishard III, Delta Delta '64, Honorary Life Member of the Executive Council who recently passed away. This Fraternity is truly better for the time, dedication, and treasure that these brothers have provided to Psi Upsilon, so that future generations may experience an even greater Fraternal experience.

The major effort that the Executive Council and Foundation Board have undertaken this year is the development of a ten year vision and key initiatives to strengthen and advance Psi Upsilon into the future, as we prepare for our 200th anniversary. The 2023-2033 Vision states: **Psi Upsilon aims to be a morally responsible exemplar for what a Fraternity can be for all ages, through Friendship, Leadership, Mentorship, and Developing Personal & Organizational Goals.** Furthermore, the boards have identified four key Initiatives, to make that vision a success. Those initiatives are: Alumni Engagement, Career Development and Support, Mental Health and Wellness, and Alumni Advisor Support and Education. Within our board meetings as well as separate initiative group meetings, we have been laser focused on advancing these four initiatives over the past year for the overall betterment of Psi U. We will be incorporating the work on further developing these initiatives within our Convention committees and urge you to take part in one of the task forces focusing on these initiatives throughout the year.

Alumni engagement is essential for the success and growth of Psi Upsilon. By actively involving alumni in our activities, we harness their experience, wisdom, and resources to benefit the fraternity. Engaged alumni can mentor undergraduates, support chapter initiatives, and provide valuable career connections. To increase alumni engagement, we are focusing on:

- Enhancing communication through regular newsletters, social media updates, and alumni spotlights.
- Encouraging alumni to participate in chapter events, mentoring programs, and fundraising activities
- Developing City Clubs throughout the country to bring alumni together and engage based upon geographic location rather than solely by chapter. One of our first pilot City Clubs is growing in Washington D.C. and just held an event at a Washington Nationals game.

With more alumni involvement, we can achieve greater success in our mission and provide a richer experience for our undergraduate members.

When it comes to Alumni Advisor Support, properly training our alumni advisors and alumni boards is crucial for building a strong support system for our chapters. Well-trained advisors can offer guidance, ensure adherence to fraternity policies, and help chapters navigate challenges. Our goals for alumni advisor support include:

- Implementing comprehensive training programs that cover fraternity history, policies, leadership skills, and conflict resolution.

- Providing ongoing support through regular check-ins, workshops, and resource materials.
- Recognizing and rewarding the contributions of dedicated alumni advisors.

By strengthening our alumni advisor network, we ensure that our chapters receive the support they need to thrive and uphold the values of Psi Upsilon.

Mental health is a critical aspect of overall well-being and has significant impacts on academics, career development, risk management, and alumni engagement. We are committed to proactively supporting the mental health of our members through:

- Implementing the Psi U Cares program, which offers mental health resources, workshops, and encourages involvement in related Philanthropic Programs to help raise awareness and normalize these issues.
- Partnering with mental health organizations to provide training and resources for members and advisors.
- Promoting a culture of openness and support where members feel comfortable seeking help and discussing mental health issues.

By prioritizing mental health, we create a healthier, more supportive environment that enables our members to achieve their full potential.

Career development is key to utilizing our fraternity's vast resources for the benefit of all members. Our focus on career development includes:

- Expanding our mentoring programs to connect undergraduates with alumni in their desired career fields.
- Hosting career development workshops, networking events, and spotlighting internship opportunities.
- Providing resources and support for resume building, interview preparation, and job search strategies.

Strong career development programs not only help our members succeed professionally but also reinforce the lifelong value of their Psi Upsilon membership.

The dedicated and tireless work of the Executive Council is only matched and constantly supported by our counterparts on the Psi Upsilon Foundation Board of Directors. Alexander C. Senchak, Eta '06, has been at the helm for the past six years as President and Chair; with support from Matthew J. Eckenrode, Epsilon Nu '04, Vice Chair; Patrick J. Gilrane, Psi '83, Chair Emeritus; Martin Brayboy, Gamma '84, Secretary; John F. H. Ong, Gamma '82, Treasurer; and Directors: Garrett Gleim, Tau '01; Doug Jackman, Omega '89; Gary G. Pan, Eta '86; Larry Rakers, Omicron '86; Jennifer Roper, Gamma Tau '03; and James Volpentest, Theta Theta '90. I thank them all for their unwavering commitment to advancing Psi Upsilon and building a brighter future for us all through our Vision and Initiatives.

I would also like to give a deep heartfelt thank you to all of the Alumni Presidents, Alumni Advisors, and members of the Chapter Alumni Boards, who also give freely of themselves to this

fraternal experiment. As a strong reminder, all of the board members are volunteers, but none of this would happen without the exceptional staff of the Fraternity and Foundation. Tom Fox, Omicron '00, Executive Director of Psi Upsilon Fraternity lives the Psi U values every day as he leads our team who support you in every aspect of fraternal life, Stephan Oechsle, Director of Chapter Services; Justin Sines, Chapter Services Coordinator; Travis Smith, Director of Growth; and Keith Willard, Director of Member Services. Additionally, our Foundation is well served by its incredible staff of Jonathan M. Chaffin, Gamma Tau '00, Director of Member Engagement; Jay Riemenschnieder, Beta Alpha, '90, Senior Philanthropic Advisor; and Bethann Taylor, Director of Administration.

As we prepare to begin another semester, and begin our 180th Convention in Boston, MA, we need each of our brothers to have the same revolutionary spirit that the colonists embodied in this city. Our Fraternity will look very different than it does today at our Bicentennial, in nine short years, but how it will be different, is up to each of you. This is the part of any State of the Union when the President would declare in a triumphant tone, the state of the union is strong! But, I look to you, the revolutionaries within our Brotherhood for that answer. Will the state of our Fraternity dwindle as chapter after chapter disappear each year without new ones being opened, or will we have our next leaders, of this most sacred bond, rise to the occasion and tackle the challenges facing us? I know I will be here, as a Life Member, and we need you to help up exceed our initiatives, so our vision for Psi U becomes a reality. Because, unto us has befallen a mighty friendship.

Yours in the bonds,

Jeremy K. McKeon, Eta '08
President, Executive Council
July 26, 2024