

SUCCESS STORY

Delta Gamma Fraternity: Leadership Enrichment in Young Women



DELTA GAMMA
FRATERNITY

Delta Gamma Fraternity
The Lewis Institute

INDUSTRY:

International Fraternity

CHALLENGE:

"I learned that by understanding my strengths, values, social style, and Delta Gamma's why, I can elicit change in my world."

STUDENT
The Lewis Institute

SOLUTION:

SOCIAL STYLE

OVERVIEW

Delta Gamma is a sisterhood built on a commitment to making the world a better place, which is accomplished through service, a deep appreciation for each individual, and through the development and enhancement of values-based leaders. Their mission of developing the best qualities of character and a true sense of social responsibility led Delta Gamma to pursue a leadership enrichment program, utilizing SOCIAL STYLE, to allow optimum levels of leadership success among undergraduate Delta Gammas.

The group dates back to 1873 in Oxford, Mississippi at the Lewis School of Girls. Since then, Delta Gamma has grown into an international Fraternity with 146 collegiate chapters and more than 220 alumnae groups. In 2014, Delta Gamma launched the Lewis Institute, a values-based leadership experience focused on educating Delta Gammas how to lead their chapters with integrity. Prior to the 2014 launch, Delta Gamma had been sending undergraduate members to other leadership programs. The outcome of sending women to the leadership training event was highly positive and many women found it was an impactful experience.

THE CHALLENGE

Based on the positive feedback of these training events, Delta Gamma decided to take their leadership training to the next level, and tailor a program that would align directly with the values of the organization. More specifically, the organization believed it would be powerful to have an all-women experience, and it could potentially open the doors for different conversations to take place.

THE SOLUTION

The ultimate goal of the Lewis Institute is to give women the confidence, both intellectually and emotionally, to be a values-based leader by cognitively understanding themselves and others better. TRACOM's SOCIAL STYLE Model was chosen because it gives users the tools to do exactly that, not only understand our own behaviors better, but those of others as well.

One leader from each chapter is chosen to attend the Lewis Institute. The women selected to attend the program demonstrate a commitment toward authentic leading and show desire to further their leadership potential. The five-day leadership event hosts workshops which all build upon each other, making the assembly of the five days a structured learning experience, with the lessons learned in the previous workshop being used as fundamental principles in the next. The first two days of the program center on “self” and focus on helping the members understand themselves as leaders, while the final three days focus on others and facilitating change. This involves courses on conflict resolution, generating positive change and action. TRACOM’s SOCIAL STYLE Model was key to the learning experience as it gives learners deeper insights about themselves and others, and is also integral to learning in the other workshops such as conflict resolution.

Prior to the launch of the Lewis Institute, Delta Gamma conducted a needs assessment through surveying undergraduate Delta Gamma members as well as volunteers, asking them what students need in order to be the best leaders they can be. One of the repeating responses from those prompted was the ability to effectively work with others and work in teams. After consulting with various collegiate leadership development facilitators, SOCIAL STYLE became an obvious choice.


“SOCIAL STYLE largely generated positive feedback. One of the reasons we have continued to use the SOCIAL STYLE Model is that it is highly applicable and memorable. Students continued to reference it through the remainder of the Institute. It generated many ‘Ah Ha’ moments for our students. It was also one of the highest rated workshops throughout the five day experience.”

ASSISTANT EXECUTIVE DIRECTOR
& DIRECTOR OF EDUCATION &
DEVELOPMENT, Delta Gamma

RESULTS

After the initial Lewis Institute pilot, every student recommended to continue the education and the program received a 98% satisfaction rating. Besides measuring satisfaction and usefulness, Delta Gamma also measured the degree to which students achieved the learning outcomes for each session. Nine of the 13 outcomes received a 90% to 100% achievement score with the remaining four sessions achieving between a 77% and 87% achievement scores. TRACOM received one of the overall highest scores in usefulness. Students’ comments supported these results.

 **98%** satisfaction rating

 **9 of the 13** outcomes received a **90% to 100%** achievement score

Overall, this was the most progressive women’s education event I have ever been a part of and I am thankful for the experience.

STUDENT
The Lewis Institute