

Memorandum

To: Tracy Dalton
From: Ari Cunningham
Subject: Portfolio proposal for guide about Gamma Alpha Lambda rush
Date: September 28, 2011

The purpose of this memo is to propose my idea for the English 321 portfolio project. I would like to put together a comprehensive guide to leading a successful rush process in Gamma Alpha Lambda, a national Christian sorority. As current Vice President of Rush of the Alpha chapter, I have firsthand experience in this subject.

Problem

Over the years, the Gamma Alpha Lambda rush process has transformed from a humble, meaningful welcome to the organization into an extravaganza made up of a variety of social and service events. Each leader has passed down useful advice and materials to her successor, but every Vice President of Rush has faced the daunting task of designing a unique rush semester yet managing to maintain tradition. I intend to create a guide for future leaders that fosters creativity while explaining the various rush traditions, old and new, that have become a part of the Alpha chapter.

Scope

Designing and leading a rush process for Gamma Alpha Lambda is a complex and time-consuming task. This guide will cover everything from time-management and scheduling of events to activity ideas and statements from various members. Members have complained about the lack of variety between rush experiences as well as the breaking of tradition. There is a fine line between too new and too old, and I am attempting to find the balance.

Outline

The following is an outline of the major topics that I will discuss in my project.

- A. Introduction
- B. The Basics
 - 1. Executive Council
 - 2. Profile of a Successful VP of Rush
 - 3. Rush Mom and Committee
- C. Planning of Events
 - 1. Rush Schedule
 - 2. Promotion of Rush
 - 3. Informational Meetings
 - 4. Social, Service, and Philanthropy Events
 - 5. Workshop
 - 6. Big Sisters and Guardian Angels

7. Interviews
 8. Retreat
 9. Post-Retreat
 10. Induction
- D. Appendices
1. Comprehensive Survey Results
 2. Promotional Materials
 3. Informational Meeting Handout
 4. Workshop Packet
 5. Big Sister and Guardian Angel Materials
 6. Post-Retreat Materials

Sources

I intend to interview current and previous members of the executive council, including the previous Vice President of Rush and the current President. I will also interview active members from various rush classes to get an idea of the way rush has changed over time. In addition, I will compile a survey about rush and present it to the entire chapter. Other sources will include the Chapter Manual and Bylaws of the organization.

Qualifications

As current Vice President of Rush, I have firsthand experience in leading the rush process. I have also been highly involved in the rush process as a big sister twice. I personally know several current and past members of Gamma Alpha Lambda, including those on the executive council. My writing skills are strong, and I have previously written a 15-page research paper. Furthermore, I am very passionate about this topic. This will motivate me to work hard and put in the necessary time to complete the project.

Schedule

The following table outlines each task I need to complete, the estimated time it will take to complete each, and the date on which each will be completed.

Task	Time (Hrs)	Deadline
Interviews & Survey	4	10/10/2011
Annotated Bibliography	2	10/26/2011
Audience Profile Sheet	1	10/28/2011
Report Outline	1	10/31/2011
Report Draft (3-5 Pages)	3	11/2/2011
Report Draft (6-8 Pages)	3	11/4/2011
Full Report Draft	8	11/7/2011
Abstract	1	11/7/2011
Table of Contents	1	11/7/2011
Final Report	3	11/16/2011
Presentation	3	12/2/2011

Budget

The following table outlines expected services and products that will be needed and their approximate costs.

Service or Product	Cost
Printing of Report Drafts	\$5.00
Printing of Final Report	\$6.00
Binding of Final Report	\$3.00
Snacks and Drinks	\$10.00
<i>Total Cost of Project</i>	<i>\$24.00</i>

I would greatly appreciate suggestions for the project and hope to meet with you in the near future. You may contact me by email at arielle924@live.missouristate.edu or by phone at 301-752-1719. I look forward to hearing your thoughts about this proposal.