



# MCRReflections

## IN THIS ISSUE

- A Note from Client Services
- Why MCR?
- Adding New Members
- Questions, Surveys, and Forms
- Documents vs. Google Drive
- Chapter Communication Strategies



Women's History Month  
MARCH

## A NOTE FROM CLIENT SERVICES

By Lexi Swinimer

This time of year is always a hard for me; it seems both close to the warmth of summer and yet impossibly far away at the same time. Spending time planning for the warmer months: cookouts with friends, trips to the beach and what I will plant in my garden brings me great joy as we slog through the end of winter. And research suggests that I'm not alone in the joy of anticipation, that planning for what's ahead often brings more happiness and reduces stress than the actual events themselves.

We are in the fledgling stages of a post-pandemic world and you are likely looking ahead with anticipation to both the summer months as well as the fall semester. I hope that the anticipation of tailgates, recruitment, and date parties is an exercise in joy as you begin to wrap up the current school year.

As we look ahead to the 2022 - 2023 school year, I hope you will take a few moments to read our sections on "Why MCR" and understand the value of MCR for your chapter and leaders. While leaders tend to be the most avid users within MCR, the tools within MCR benefit the entire chapter, and understanding the benefits will help your chapter to succeed.

We have added the fall term to your MCR calendars, so as you begin planning for the fall make sure you are putting events on the calendar. One thing that hasn't changed is the need for transparency and clear communication, and making sure events are on the calendar is one of the best ways to make sure Members are informed of chapter activity.

## Why MCR?

- A common sorority cliché is "From the outside looking in, it's hard to understand. From the inside looking out, it's hard to explain" The same could be said for the value and importance of MCR for your chapter. **We often hear from leaders that they never understood how important MCR was for their chapter until they became leaders.**
- Remember that your leaders are volunteers with responsibilities outside your chapter as well, and using the tools and systems put in place for your chapter allows them to better serve your chapter.
- The chapter calendar is fully integrated with excuses, points, and guest lists which reduces the time leaders must spend on tedious administrative tasks.
- Keeping your profile up to date allows Leaders to always have your basic contact and emergency information at their fingertips as well as to easily generate necessary reports for your school, council, and national organization.
- The tools within MCR are created systematically, allowing for leaders to focus on leading your chapter and not re-creating how to run your chapter each year.

Read Page 3 of this newsletter for more on "Why MCR"

## Adding New Members

[Alpha Sigma Tau Chapter Leaders, Click here for specific information relating to the AΣT and MCR collaborative process for adding New Members.](#)

Adding New Members to MCR is a simple process! This is the first step to welcoming New Members to your chapter.

New Members can only be added by Admin Leaders, which are usually:

- President
- Vice President of Standards
- Vice President Public Relations/Communications

The only information you need to add New Members is their full name and email address.

[This article walks you through the process of adding New Members in detail.](#)

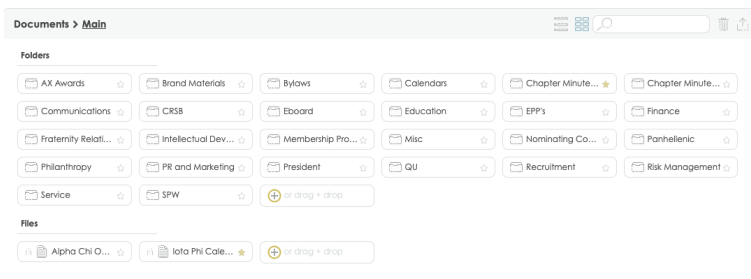
Once your New Members have been added to MCR they will get an email to set up their profile on MCR. If your organization requires you to report New Members to an internal headquarters system, you will need to do that separately.

We recommend waiting until your New Members have all logged into MCR and updated their profile, as you can then run a [report](#) and export to excel to easily upload to your Headquarters portal.

Any Membership Status changes (such as New Member to Active Lifetime Member) you will make in MyChapterRoom in MyAccess. This [article](#) explains how to make those changes, which must also be made by an Admin leader. If you have any questions, please chat in with us and we are happy to assist you!

## DOCUMENTS VS GOOGLE DRIVE

While Google Drive is convenient; the chapter risks losing important and valuable information for future years when you don't utilize a system that ensures that future Members can be given access to documents and find historical information. Using Google Drive is like the President keeping her binder of files after she graduates and no one ever being able to reference the files!



MCR allows for the chapter to create a cohesive filing system that remains with your chapter and future leaders and advisors of your chapter for years to come. Files can be easily accessed in a place that all leaders know where to look and there is no concern of the wrong files being shared outside the chapter, because MCR is a collective safe space for your chapter to operate and share information.

### TIPS FOR ORGANIZING DIGITAL FILES



Nest Folders within Folders



Archive old files within your folders to keep things tidy!



Give files specific, logical names



Check sharing permissions of files once a semester



Ensure you upload an editable format



Have leaders check local computer files that may be missing from MCR

Our updated Resources section allows you to create unique sections for links that serve the same purpose as folders in the Documents section. These sections can then be shared with specific groups of Members. Your Resource sections and links should follow the same recommendations as the Documents section, to make sure all digital resources are accessible.

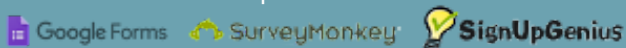
[Click Here for Full Details on Resource Section](#)

[Click here for a detailed Pro Tip!](#)

## QUESTIONS, SURVEYS, AND FORMS

Surveys, Questions, and Forms serve similar, but distinct purposes for chapter operations. All three tools can be found in the [Communicate](#) section and we have detailed knowledge base articles for each here.

These features can replace:



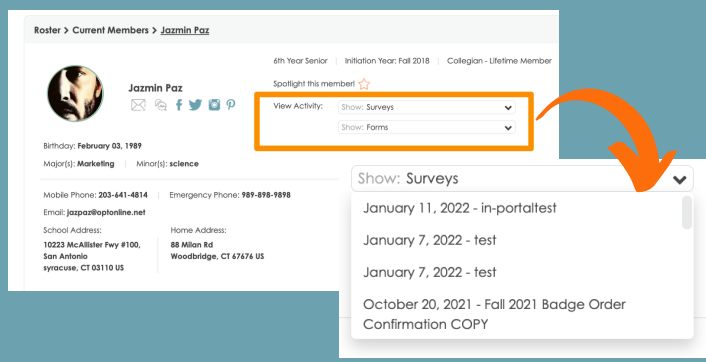
**Questions:** Used to pose a single question to specific groups and ALL leaders can see the results. Examples include “Which color shirt do you prefer for our Philanthropy event?” or “Are you going abroad next semester?”

**Surveys:** Used to ask single or multiple questions to specific groups. You can include skip logic and you can specify who can see the results. This is a great option for voting, gauging interest in committees, or ranking options such as big/little selection.

**Forms:** Allows leaders to replace paper forms with a digital signature sent to specific groups. This is a great option for everything from an athletic participant waiver, a suggestion form to check-request form.

Surveys & Forms filled out by a Member are now also connected on the user profile screen and can easily be referenced by the Member or Leader if necessary.

[Click Here for Full Article](#)



## INCREASE COMMUNICATION EFFECTIVENESS TO INCREASE CHAPTER SUCCESS



When information is scattered across platforms and there are no specific communication processes in place- it is impossible to measure the effectiveness of your communication.

MyChapterRoom allows for Members and Leaders to measure the impact of their communication:

- Leaders can see the last time a Member logged in through MyAccess
- All members can see the current roster and leaders at any time
- Forms, Surveys, Questions give analytics on which Members have submitted and who you are awaiting feedback
- MCR Mail cannot be deleted, and provides a read receipt for any mail you send, so Members can always refer back to previous messages and leaders have accurate information on groups of Members that were sent specific messages
- The Buzz ensures you are reaching all of the members in a group and not inadvertently leaving someone off
- The chapter calendar, excuses, and achievements are centrally located providing two way communication between Members and leaders with up to date information; as updates are made Members are notified of changes

Facebook groups (and other forms of communication) complicate your communication strategies and do not ensure that all Members are being alerted to information in a timely manner- with no way to track who has and has not been informed. Information within MCR is linked and easily accessible; whereas information on other communication mediums gets lost and all too often Leaders are frustrated about Members who don't know what is going on and Members are frustrated about not knowing what is expected of them.

Does your chapter need a tune up of how to utilize MCR tools and processes so your internal communication and chapter operations are at the top of your game? Schedule a meeting with us here.