



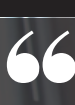
# YOUR IMPACT

## 2024 CARLSON LEADERSHIP ACADEMIES



Each winter, the Carlson Leadership Academies provide an opportunity for new SigEp chapter officers to confidently step into their role with clear goals and a plan to achieve them. The program focuses on teaching new chapter leaders to inspire their brothers, manage a committee, and hit their goals. Every officer leaves their Carlson with a cohort of peers who will support each other throughout their term.

This year, based on consistent feedback from attendees and chapter location, SigEp planned six Carlson Leadership Academies across the country, down from eight programs in 2023. This adjustment allowed for more chapters to come together at each program, promoting stronger networking in bigger hub cities while still making the program accessible to all chapters.



Carlson brought me an understanding of how to lead and not manage. It brought light to the root cause of issues that I never realized but also left me with answers and plans on how to deal with these. I can confidently say that I came into Carlson unsure of my exact role and duties but left with a skill set and mentality of how to lead my chapter to greater success.

— Jonathan Hays, Utah '26



## THE NUMBERS

**1,412** UNDERGRADUATES ATTENDED

**152** VOLUNTEERS ATTENDED

## UNDERGRAD TRAINING

We retained general leadership modules while incorporating more officer-specific examples throughout Carlson training. This year's Carlson kick-off event brought together all attendees, including undergraduates and volunteers, with a focus on cultivating a growth mindset. The primary objectives were to emphasize the collective responsibility for fostering growth through effective recruitment and retention strategies and to provide actionable tips and techniques to achieve these goals.

## VOLUNTEER FEEDBACK

"This was a well-rounded curriculum with a clear focus on Buchanan Cup and SigEp Learning Communities with adequate dives into specific tracks that our undergrads are undergoing alongside us."

— San Francisco Carlson

"As one of the youngest people in the room, I thought this curriculum was effective at instilling the volunteer mindset."

— Chicago Carlson

"This program is actionable. I can take this information back to my chapters and, with a little prep, present the information and help each chapter *raise the bar*."

— Oklahoma City Carlson



## WHAT THIS MEANS FOR 2025

- For 2025, we will re-analyze attendance data to identify the best 6 host cities, balancing program sizes without substantially increasing travel time for participants.
- Based on feedback from officers, we will continue to focus on cultivating a growth mindset within the program.
- Beginning in 2025, activity-based modules like mock scenarios and extemporaneous speaking will become a standard element of the Carlson student learning experience.
- We will evaluate the rising leaders track to be more accessible, recognizing that some executive boards have positions outside of the Grand Chapter Bylaws standard, and some undergraduates may attend already having some leadership experience.
- To better capitalize on the opportunities we have when undergraduates and volunteers are together in person, we will look at optional pre and post-Carlson sessions (on Friday evening and/or Sunday morning) to provide more specific and targeted training on relevant topics.
- Volunteers will see less lecture-style instruction in favor of collaborative and actionable work time.



## BECAUSE OF SIGEP DONORS

Carlson Leadership Academies depend on the generous commitment of SigEp's Annual Fund donors to reduce the cost burden on undergraduates. **Thank you** for your continued support as SigEp builds balanced men at nearly 200 campuses across the country!

**GIVE TODAY**



I was able to better understand the responsibilities of my position through Carlson and connect to so many different chapters on ideas of how to improve each brother's experience during their time in SigEp!

—Cody Pfaff, Fort Hays State '26

