



ASPIRATIONS

ALWAYS ASPIRE TOWARD SOMETHING BETTER

Sigma Beta Delta Connected

Sigma Beta Delta has long regarded as our spiritual founder, Dr. John Gardner, renowned leadership scholar, author, and servant extraordinaire as Secretary of Health, Education, and Welfare, founder/chair Common Cause, Independent Sector, National Urban Coalition, National Civic League, and the Carnegie Corporation. Since planning is currently underway for the next phase of Sigma Beta Delta's future, it seemed fitting to revisit ideas Dr. Gardner shared with Sigma Beta Delta in a September 2000 interview when we began our journey as an autonomous honor society.

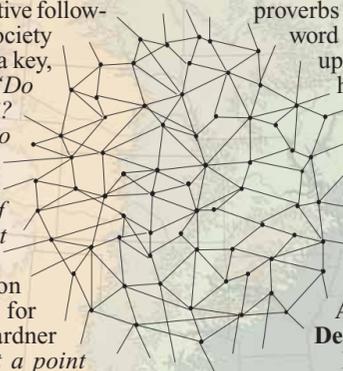
Dr. Gardner was asked his view regarding Sigma Beta Delta adding in the future a substantive follow-up connection to the traditional honor society protocol of recognizing members with a key, certificate and occasional mailings: *"Do they ever meet, as intellectuals and alumni? I believe it's very important for them to meet periodically and be in the habit of it. Ours is a society where communities are collapsing and this may be one of the many new forms of community that develops."*

Asked whether post-graduation involvement was an appropriate goal for honor society alumni activity, Dr. Gardner responded: *"I think it is. You've hit a point that is very dear to my heart."* Recalling his own aspiration for such involvement when he was chairman of the National Urban Coalition in the late '60s with riots and burning cities, he lamented that every city has talent but *"it's buried away in the law firms, in the executive branches of corporations, the faculties of universities, and other comfortable professional spots. Every one of them should feel that in addition to his or her professional commitment, there's a commitment to the community. The most highly educated people have found themselves very comfortable, protected spots where they don't worry about community. And it's wrong. So, I'm very much for asking, through their honor society, to add that to their agenda."*

Sigma Beta Delta's Board of Directors has determined that the time is right to respond to Dr. Gardner's decade-ago challenge by considering an additional dimension to the agenda of our honor society. Formulating a response to his challenge will be the focus of a Sigma Beta Delta Leadership Academy scheduled for January 20-23, 2011, in San Diego California. Twenty-five student-scholars will join with a group of faculty and invited speakers to consider the efficacy of adding a post-graduation dimension to the Sigma Beta Delta mission.

Early Sigma Beta Delta members will recall that Dr. Gardner was a life-long collector of one-to-four-word proverbs and maxims. In his search for the one-word maxim that followed the universally agreed upon verbs of *"live," "love,"* and *"learn,"* he settled on *"aspire"* as the ultimate in succinct instruction. Dr. Gardner's influence resulted in *"aspire"* being one of the three ideals in the Sigma Beta Delta ritual and in this newsletter's title. His influence continues as seen in our decision to articulate a meaningful four-word maxim as the title for this issue as well as our inaugural Leadership Academy—thus the choice: **Sigma Beta Delta Connected.**

Bringing life to that title will present an important and challenging opportunity for Leadership Academy participants. The reality of that challenge is shown in the graphic underneath the text on this page. It represents the primary geography where Sigma Beta Delta links have been established. Within the circle, lines connect dots representing Sigma Beta Delta chapters. If the graphic portrayed the entire 265-chapter universe with connection lines to each, it would be much darker. Displaying connections among over 57,000 alumni would produce a completely blackened map. Somewhere in those thousands of potential connections are beneficial outcomes that could positively impact humanity, the audience so prominently emphasized in the Sigma Beta Delta ritual.



The Wall Street Journal Student Achievement Award is a program developed by The Educational Service Bureau of Dow Jones in 1948. The "outstanding student" nominated by the institution receives an embossed paperweight with the recipient's name imprinted and a one-year subscription to *The Wall Street Journal*. The Journal's September 20, 2010, issue listed all national Wall Street Journal 2010 Student Achievement Award Winners. The honorees included the following 17:

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Sigma Beta Delta Contributors November 12, 2009-November 8, 2010

Members and their families and friends who have contributed financially to Sigma Beta Delta are much appreciated for helping us meet compelling needs and are recognized below. We invite and appeal to others to join us in rewarding scholastic excellence among collegiate business students. We encourage alumni to leverage their own contributions by inquiring about their employer's matching programs. We would particularly encourage sponsoring a gift to support the Leadership Academy we will provide to our students in January. The significance of this important event in the life of our honor society is reflected in related reports in this issue.

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57,894 Connections
"... we argue that our interconnection is not only a natural and necessary part of our lives but a force for good. Just as our brains can do things that no single neuron can do, so can social networks do things that no single person can do."
(quotations from Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives)

1994: Belmont University * Cedar Crest College * DeVry University-Pomona * Houston Baptist University * Huntingdon College * McKendree College-Illinois * Morehouse College * Morgan State University * Muskingum College * North Carolina State University * Plattsburgh State University of New York * Saint Leo University * Saint Mary's College of California * Southern University at Baton Rouge * Truman State University * University of Bridgeport * University of New Haven * 1995: Atlantic Union College * Butler University * Cedarville University * Chapman University * Chowan College * Coe College * College of Mount St. Joseph * Concordia University-Irvine * East Texas Baptist University * Emporia State University * Gannon University * Greensboro College * Hilbert College * Hillsdale College * Hood College * Husson University * Iowa Wesleyan College * Jacksonville State University * Jarvis Christian College * Lake Superior State University * Lynchburg College * Metropolitan State College of 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College * Frostburg State University * Hampton University * Indiana University * Lees-McRae College * Northwest Nazarene * Palm Beach Atlantic University * Pennsylvania State University at Erie, The Behrend * Pennsylvania State University * United Arab Emirates University * Woodbury University * 1999: California Lutheran University * Centenary College of Louisiana * Charleston Southern University * Claflin University * Concordia University-Texas * DeVry University-Atlanta * Dickinson College * New York * Hope College * Howard Payne University * Laboratory Institute of Merchandising * Long Island University * Montana State University-Billings * Nazareth College of Rochester * Robert Morris University Illinois-Springfield * Southern Oregon University * Texas Woman's University * United States Air Force Academy * Wheeling Jesuit University * 2000: American InterContinental University-Dunwoody * Christopher Newport University * College & State University * Davis & Elkins College * Florida Gulf Coast University * Georgia Southwestern State University * Holy Names University * Lyon College * Marymount Manhattan College * National University * Roger Williams University * Saint Norbert College * Southern Baptist University * Virginia Wesleyan College * Wiley College * 2001: Alaska Pacific University * American InterContinental University-Fort Lauderdale * Berea College * Curry College * DeVry University-Alpharetta * Florida A&M University * Immaculata University * Mount St. Mary's College * New York * Pacific University * Sojourner-Douglass College * Southwestern Adventist University * SUNY College at Potsdam * 2002: Acadia University * California Maritime Academy * Concordia University-Portland * Culver Stockton College * Felician College * Franklin Pierce University * Hope International University * McKendree College-Kentucky * Pennsylvania College of Technology * Pikeville College * Siena Heights University * University of Arkansas * University of Wisconsin-River Falls * William Paterson University * 2003: Bellevue University * Benedictine University * Black Hills State University * Capella University * Crichton College * Daemen College * Elizabeth City State University * Lynn University * Reinhardt University * Salem College * Shorter College * Southeastern College * SUNY at New Paltz * Troy State University-Atlanta * University of Charleston * University of Hawaii at Hilo * Wayne State College * Westfield State College * 2004: Aquinas College-Grand Rapids * Berkeley College * Briarcliffe College * Buffalo State College * Christian Brothers University * DeVry University-South Florida * Endicott College * Kaplan University * Kentucky Wesleyan College * Mount Olive College * Paul Quinn College * Robert Morris University Illinois-DuPage * Robert Morris University Illinois-O'Hare * Robert Morris University Illinois-Peoria * University of Arkansas at Fort Smith * University of Wisconsin-Green Bay * Warner University * Wentworth Institute of Technology * 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From

Don's desk



The President's Reflections on Our Network Capabilities

How often do you think of what being a member of Sigma Beta Delta really means? You pledged to uphold three important ideals: wisdom, honor and aspiration. However, in addition, you also promised to honor these ideals while simultaneously using your intellect to serve humankind.

Sigma Beta Delta is in the process of selecting one nominee from 25 of our 265 active chapters to serve as a participant in our first Leadership Academy. This coming January, these recent initiates will be challenged to give meaning to the promises made when they pledged to these ideals. Meeting in San Diego, these students will be asked to answer these challenges and consider the power that the Sigma Beta Delta network might have to multiply their ideas.

It has always been the goal of our society to be more than just an organization which honors scholastic achievement. Clearly, our goal has always been to challenge all members to use their intellect for societal good. The purpose of the inaugural Leadership Academy will be to bring that goal to fruition.

The excitement possessed by the officers and board of Sigma Beta Delta has been heightened by a new understanding of networks. The over 57,000 members of Sigma Beta Delta form such a network.

The information in this edition of "Aspirations" provides the background and rationale for this important stage in the evolution of our honor society. Hopefully this information and the insights which our 25 students will bring when they gather in San Diego will produce an outcome that could shape the future of Sigma Beta Delta. Please join me in awaiting the real promise of the Leadership Academy outcomes.

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To set the stage for the Leadership Academy's discussion, we felt the need for a keynoter who was an advocate and authority on the power of connections. Such assistance was called for to explore and exploit the power in Sigma Beta Delta's connections.

The rationale for founding this academy was documented in the invitation to one of the nation's expert voices on social networks, Dr. James Fowler. An understanding of why and how this important inaugural 2011 Leadership Academy is coming to fruition may be gleaned from the following documents: an invitation from Dr. Bearden to Dr. Fowler and its attachment which includes Dr. Bearden's remarks at the 1998 Association of College Honor Societies' meeting.

Good Afternoon Dr. Fowler:

Thank you for inviting me to send information following up on our earlier phone conversation regarding a Student Leadership Academy that Sigma Beta Delta honor society will sponsor in San Diego on January 20-23, 2011. Our business honor society has served a large number of colleges and universities. Since being founded in 1994, chapters have been installed at over 350 institutions in this country and abroad.

Sigma Beta Delta's Board of Directors has long recognized that a collegiate honor society's primary goal is to recognize and reward scholastic excellence. They also are confident that individual members of Sigma Beta Delta will make meaningful and positive contributions to society throughout their careers and lives.

Their aspiration was that when practicable an additional goal be implemented—the goal of focusing and coalescing the talent of Sigma Beta Delta members in serving humanity throughout their life.

That post-collegiate objective, was seen as having the potential of being a powerful derivative and extension of the ritual pledge and acceptance of Sigma Beta Delta's ideals by the inductees: **to serve and benefit humankind.**

The possibility of a collective initiative within the honor community has been discussed previously among the broader honor society community, but has gained little traction.

From our beginning we believed that Sigma Beta Delta, when sufficiently mature, could create a collective service initiative allowing members to address one or several of society's problems. Having established a sound footing for Sigma Beta Delta during our first sixteen years we believe we are now ready to address that expanded mission. That will be the focus of our attention at a meeting on January 20-23, 2011, at the Hilton Harbor Island in San Diego. Twenty-five student scholars, selected from Sigma Beta Delta chapters at colleges and universities across the country, and a small group of chapter faculty advisors and Board members will explore how the capacities of our

current members, and the 57,000 alumni from 350 collegiate chapters can be coalesced and challenged as a network to improve humanity.

The scholars will be challenged to design one or more projects to use the potential of the Sigma Beta Delta network and to subsequently be implemented.

Your work and book, "Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives," has been very useful to Sigma Beta Delta as our frame of reference during discussions in preparation for our January Leadership Academy. You and Dr. Christakis have made the point so well that network science has potential to be used for good. The Sigma Beta Delta network within the larger web of humanity is what we intend to focus on during the Leadership Academy. We want to determine if we can overcome the disconnect that occurs when the students leave their chapters and institutions. Can we establish connections with some issue/project/passion that extends and continues throughout the Sigma Beta Delta network and produces benefit to humankind?

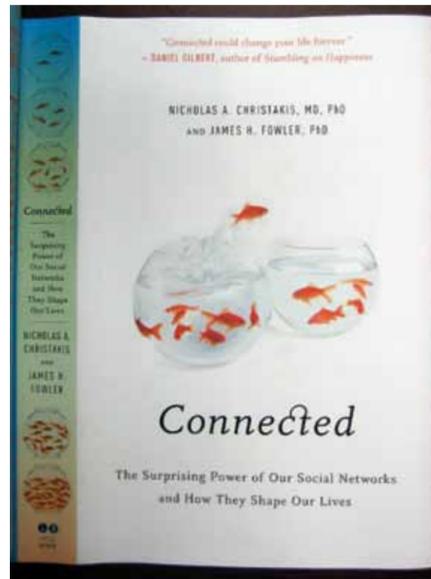
We would like to use your insight and expertise on connections to get us off to a good start. It would truly be remarkable if you could speak during our Academy as we explore how the capacities of current members, and the 57,000 alumni from 350 collegiate chapters could be connected, coalesced and challenged as a network to improve humanity.

In summary we are now at this point in our short life as an honor society where we have available a potential network that extends beyond just the members who are inducted annually at their college or university. They converge into a network comprised of over 57,000 talented alumni. We believe that the large number of juniors and seniors who annually are identified and invited into this potential network will continue to be among this nation's most productive citizenry. That view is not unique since it is likely shared by the seventy other honor societies representing disciplines across higher education. However, this Leadership Academy, convened to explore the potential for building a viable network to serve humanity, is unique. It is a pioneering effort within the nation's honor community and if successful could produce a model that would be useful for the other collegiate honor societies with thousands of chapters

and millions of alumni. The theme chosen for the 2011 Leadership Academy, "Developing and Using the Sigma Beta Delta Network to Serve Humanity," if implemented, could have impact far beyond Sigma Beta Delta.

I appreciate your allowing me to send information regarding our upcoming Leadership Academy.

Thanks very much,
Jim



At the 1998 annual meeting of the Association of College Honor Societies, Sigma Beta Delta's Founding President James Bearden, was a presenter on the topic "A Debate About the Purpose of Honor Societies." His remarks, provided below, offer the rationale for what was and continues as a largely unexploited societal resource. He used the medal ceremony during the previous night's telecast of the 1998 Winter Olympics as a metaphor for the gold keys and certificates presented by honor societies for outstanding academic performance.

You may have been watching television last night when the women's Olympic figure skating championship was decided. The odds-on favorite, Michelle Kwan, did not win; rather, her fellow American, fifteen-year-old Tara Lipinski became the youngest ever to win the gold medal. From that spectacular event, I get a point of departure for my part of this "debate." Those Olympic games are a microcosm of the honor society world and thus lead me to some points I want to make about our topic. Last year we as a group in this Association awarded the equivalent of 281,737 medals (memberships), and in the pecking order of campus awards I think they were all gold medals.

Consider it as our version of the Olympic games, which may be much more significant and powerful as a force for societal good. Continuing with the metaphor, those in competition for our medals, in the main, work for four years. They must show discipline and the highest level of personal responsibility. They must perform well and be subject to measurement by the judges--our faculty colleagues.

That, in sum, is a view of the purpose of the honor society, to sponsor and support a mechanism which will encourage and reward excellence in scholarship and leadership; and if the participants work and train and excel, their personal responsibility and discipline are reflected in the "gold" of the key and the certificate which we award them.

And as Phi Beta Kappa's National Secretary, Doug Foard, cautioned us yesterday, there is the view by some that we don't have to do more than that. And therein lies the potential for any small debate which any of us might have regarding the purpose of an honor society.

So for purposes of debate I want to focus at least some attention

on what happens to that 281,737 who are our "gold medal" winners--our initiates in our 66 honor societies last year. My question is: After the key and after the certificate, which have been earned by clearing the GPA and/or LEADERSHIP bar erected by our respective societies, then what? Is there some potential in viewing that bar-hurdling event as just the launching pad for a lifetime of service; and if that view has merit, does the honor society have a responsibility to nurture and encourage that service?

Certainly, we are regularly creating and adding to a community of scholars. The 281,737 medalists recognized by our 66 societies last year has given us a community that now numbers about 5,000,000 throughout the world. To what extent is that community of scholars we have created, not just alumni, but a thinking and problem-solving network?

Can that network be empowered to serve humankind--to help address some of the issues of society? To be sure they do that individually in countless ways. My question is more to the point of whether we can or should in some specific ways try to encourage or coalesce that interest in some focused ways. What would be the impact of only one or two percent of our members addressing a commonly identified problem area of society. Is there some benefit in collaborative effort?

If we moved in that direction it would be a sea change in the traditional way we look at our honor society graduates. But it would in no way diminish the primary role of the honor society.

How to encourage and challenge new initiates to extend that personal responsibility and excellence they have demonstrated in their "ivory tower" life to some real world issues and problems in the broader arena, is one question. How to and whether to attempt to harness and direct the talent and energy of our members of longer standing is also a question.

I am of the opinion that if we can in some way engender within our gold medalists that same pursuit of excellence in a larger context, to get them to spread their wings over a broader space, then we will all benefit. And to the debate over purpose of the honor society? To me, that's a given and there is no debate--our purpose is to encourage and reward excellence in scholarship and leadership as evidenced by service while a student.

The real debate arises over whether we have any opportunities and responsibilities for focusing on service after the graduation experience.

Scholarship Winners for 2010-2011



Lesvie Nicole Clare
Saint Leo University
Saint Leo, FL
Dr. Clifford Eubanks Fellowship



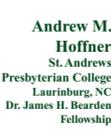
Ashley Cummings
Castleton State College
Castleton, VT



Dawn Dresden
Wilmington University
New Castle, DE



Cody Wayne Hamrick
Howard Payne University
Brownwood, TX
Dr. Richard Scott Fellowship



Andrew M. Hoffner
St. Andrews Presbyterian College
Laurinburg, NC
Dr. James H. Bearden Fellowship



Christopher Richard Kopka
Saint Michael's College
Colchester, VT



Jacob E. Newton
Culver-Stockton College
Canton, MO
Blanche M. Touhill Fellowship



Brianne Schreiber
Kean University
Union, NJ



Deidre Webb
Presbyterian College
Clinton, SC
Dr. William Kehoe Fellowship



Kaitlyn Wood
Keuka College
Keuka Park, NY