

Market Research: Theta Tau Engineering Frat

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Basic information about the resource:

Theta Tau is a professional engineering fraternity. Members, as well as the alumni, inside the frat are dedicated in helping each other develop socially and professionally so that the brothers and sisters will be able to enter the industry as strong and contributing people. The chapter in Michigan is called Theta Gamma.

Process of researching:

1. Go to the Festifall last Friday.
2. Talk to most of the representatives of different frats, such as Asian frat, academic frat, engineering frat.
3. Consider about my situations, make comparisons between each.
4. Go to the first rush parties of both the Asian frat and the academic frat.
5. Go to the mass meeting of the engineering frat on Monday (this report is written after the mass meeting of the engineering frat).

Findings:

1. The engineering frat consists of 6 departments. Social & networking, volunteer service, academic, wellness, fundraising and professional development.
2. Rushees need to go through a rush period which will last for 3 weeks.
3. However, one cannot be an official brother or sister until he or she finish attending all the activities in the first semester.
4. Various tasks are needed to be completed such as doing about 30 interviews, attending the studying group for more than 10 hours in total and taking part in all the social events to be organized.

My plan:

Because I am already a junior, I do not really have time to take part in all the parties and rushes organized by the super crazy frats. Therefore, the professional engineering frat seems like my best choice.

I will of course attend the rushing as much as I can, trying to eventually be a member of the fraternity. I have been hanging out with international students in SJTU, doing club promoter job for quite a long time in Shanghai. So I can fit into any international group relatively easily.

If I can be an official member at the very end, I will for sure try to enjoy all the things that the frat has to offer. I will be receiving or offering helps academically and professionally. I will meet a lot more friends and also might be able to join some parties that I really like.

How to bring the resource to peers in JI:

I will try to convince people to join the frat because it is really a part of the culture here. I know that some of my Chinese friends, as well as some members in CSSA, are actually in fraternities. Frat is definitely one of the better resources that should be introduced to more people, especially Chinese students.

I can also try to bring the connections to the students in JI.