

Delta Mu Delta Honor Society  
CHAPTER RESOURCE GUIDE



CELEBRATING ONE HUNDRED YEARS  
1913 - 2013



Published by the  
Accreditation Council for Business Schools and Programs  
on behalf of  
Delta Mu Delta International Honor Society in Business



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One advantage of this non-static format is to provide continuous improvement. As a reader, we invite your corrections and additions. Examples might include pointing out links that no longer work or suggesting citations that will add value to the existing content. Please direct your suggestions and comments to the ACBSP headquarters office, [info@acbsp.org](mailto:info@acbsp.org).

The *Guide* is being made available in a PDF version on the DMD and ACBSP websites. To download the *Guide*, visit the DMD site, <http://deltamudelta.org>, and enter *Chapter Resource Guide* in the search window for convenient downloading. The *Guide* is also available from the ACBSP website using the following hyperlink: [Delta Mu Delta Honor Society Chapter Resource Guide](#).

The availability of the *Guide* as a download has the following advantages:

- It is provided at no charge.
- Hyperlinks to secure information cited in the *Guide* provide direct access to the Web from a computer with an Internet connection.
- There is often more information of value to the reader in a single link.
- The size of the *Guide* is greatly reduced. The documents for download are highlighted as a hyperlink.

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Accreditation Council for Business Schools and Programs  
11520 West 119th Street  
Overland Park, Kansas 66213 USA  
Phone: 913-339-9356  
FAX: 913-339-6226  
Email: [info@acbsp.org](mailto:info@acbsp.org)  
[www.acbsp.org](http://www.acbsp.org)

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# Delta Mu Delta Honor Society

## CHAPTER RESOURCE GUIDE

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The Accreditation Council for Business Schools and Programs (ACBSP) initiated a project to develop a resource guide for distribution by ACBSP and by each of its affiliated honor societies: Delta Mu Delta International Honor Society in Business; Sigma Beta Delta International Honor Society in Business Management, and Administration; and Kappa Beta Delta International Honor Society. The focus of each *Guide* includes how to develop, maintain, and manage a chapter of their respective honor society. The publication of each *Guide* is made possible by donations from these honor societies to the Developing Global Business Leaders campaign administered by ACBSP between 2009 and 2015.

To choose the correct *Guide*, note that:

- If your business unit is part of a baccalaureate/graduate degree institution, having one or more business degree programs accredited by ACBSP, use the *Delta Mu Delta Chapter Resource Guide*.
- If your business unit is accredited or in the process of being accredited by ACBSP and offers no degree higher than an associate degree, refer to the *Kappa Beta Delta Chapter Resource Guide*.
- If your business unit is part of a baccalaureate/graduate degree institution and is regionally accredited by one of the following, without ACBSP accreditation of any of your business degree programs, use the *Sigma Beta Delta Chapter Resource Guide*.
  - The Middle States Association of Colleges and Schools
  - The New England Association of Schools and Colleges
  - The North Central Association of Colleges and Schools
  - The Southern Association of Colleges and Schools
  - The Western Association of Schools and Colleges
  - The Northwest Commission on Colleges and Universities.
- Schools outside of the regions, i.e., international programs, are most welcome to apply to Sigma Beta Delta.

- Note: If your school is regionally accredited and a candidate for ACBSP or AACSB accreditation, once your school is awarded that accreditation, your Sigma Beta Delta chapter will transition to either Delta Mu Delta or Beta Gamma Sigma, respectively.

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Dr. Charles Fazzi  
DMD President, 2009-11  
Professor of Accounting  
St. Vincent College  
Latrobe, PA

Dr. Mike LaRocco  
Executive Director, 2012-13  
DMD President, 2007-09  
Delta Mu Delta Honor Society  
Brookfield, IL

Dr. John Lewington  
DMD President, 2011-13  
Professor & Associate Dean  
John E. Simon School of Business  
Maryville University  
St. Louis, MO

Dr. Perry Moore  
DMD President, 2013-15  
Professor of Accounting  
Lipscomb University  
1 University Park Drive  
Nashville, TN

Dr. Janis Petronis  
DMD President, 2004-07  
Professor, Dept. of Management,  
Marketing, & Administration  
Tarleton State University  
Stephenville, TX

Melinda Dorning  
Director of Marketing & Communications  
Accreditation Council for Business  
Schools and Programs  
Overland Park, KS

Mary Riley  
Staff Liaison, Kappa Beta Delta  
Director of Administration  
Accreditation Council for Business  
Schools and Programs  
Overland Park, KS

Douglas Viehland  
Former Executive Director  
Accreditation Council for Business  
Schools and Programs  
1520 West 119th Street  
Overland Park, KS 66213  
913-339-9356 FAX: 913-339-6226

# INTRODUCTION

Since its inception, the Accreditation Council for Business Schools and Programs (ACBSP) has supported quality student learning. Therefore, the close affiliation ACBSP shares with

Delta Mu Delta International Honor Society in Business (DMD) is consistent with its mission and vision for promoting excellence globally.

Likewise, Delta Mu Delta establishes new honor society chapters only in schools with ACBSP accreditation. A small number of schools that have a

DMD chapter do not have ACBSP accreditation. These business schools

had chapters prior to establishing the policy to admit exclusively

ACBSP- accredited institutions and were “grandfathered” at that time in 1992.

Maintenance of an honor society chapter does not infer accredited status.



This *Guide* is designed to meet the needs of educators who seek to honor students who demonstrate excellence in business programs by creating Delta Mu Delta chapters.

This document provides:

1. Answers to why there are new global horizons related to promoting excellence in business education through the activities of honor societies.
2. An explanation of the ways in which ACBSP and honor societies work together as co-curricular partners with the business unit at any ACBSP member institution.
3. The origin and purpose of honor societies, their traditions, and legitimacy in higher education.
4. The history of DMD and the significance of its relationship to ACBSP.
5. The mission, benefits, and services of DMD.
6. The role of faculty adviser and support resource links.
7. The basic steps to establishing a chapter of DMD.
8. Useful links and DMD support for faculty advisers at a glance.
9. Ways to secure student commitment to join DMD.
10. Chapter best practices.

*For further information about Delta Mu Delta International Honor Society in Business:*

Delta Mu Delta

9217 Broadway Ave.

Brookfield IL 60513-1251

866/789-7067 or 708/ 485-8494

Chapter Operations Fax: 708/221-6183

Administrative Fax: 708/887-5469

<http://www.deltamudelta.org>

# Global Horizons for Promoting EXCELLENCE AND HONOR

How has having a chapter of Delta Mu Delta International Honor Society in Business benefited your students and your program?



Delta Mu Delta International Honor Society in Business is one of the oldest academic societies. Even as DMD celebrates its 100th anniversary, there are those who are not aware of this honor society or even that such honor societies for business exist. In fact, the global opportunities for advancing excellence in business education are only now becoming favorable through the collaborative efforts of ACBSP, DMD, and the other honor societies in business. There are increasingly more positive inquiries but there are still many questions to be answered. This is all the more reason to create this *Chapter Resource Guide* with the assistance of ACBSP through the Developing Global Business Leaders campaign.

Perhaps the most compelling questions to ask are: Why have an honor society chapter? What do honor societies do for business students, faculty and alumni that are not done if the honor societies are not present? These questions are answered in this document and through hyperlinks. However, honor societies are not well understood outside of the United States and early answers to these questions deserve attention.

Honor societies are uniquely suited to furthering excellence in the education of business students and supporting their pursuit of excellence well into their business careers and beyond. How do honor societies advance excellence in business education?



## Why Students Want To Join Honor Societies

First and foremost, honor society membership calls attention to the students' academic excellence. There is notable recognition by peers, family, faculty, administrators, and distinguished members of the business community whose respect and encouragement are powerful motivational influences. Students who accept membership are publicly recognized by their chapters/institutions and are presented a [certificate of membership](#) and the [key of Delta Mu Delta](#) at a formal initiation ceremony.

The recognition may even extend beyond the initiation ceremony. Students inducted into DMD might be recognized during the graduation ceremony if the individual school allows such regalia to be worn by students. DMD offers [logo graduation regalia](#) that a student can wear during the graduation ceremony.

Second, in addition to providing public recognition to business students who have distinguished themselves in their schools of business, Delta Mu Delta also annually awards scholarships and recognitions to members based on academic record and performance, demonstrated leadership and service, and character and ethical behavior. More details on the scholarship offerings are included in a later section. This is a direct financial benefit to the student.

Third, the invitation to join an academy of scholars raises awareness of the responsibility that the students have to be their best in whatever field or endeavor they choose. They take an oath of membership to "... serve the Society to the best of my ability...and provide counsel and aid for my fellow members." This is a serious commitment supported and nurtured by DMD throughout the careers of its members through a variety of awards, activities, conferences, publications, and media.

Fourth, membership is an invitation to a lifelong relationship with others of like interest and capabilities in an increasingly global business community.



## Why Faculty Members Want to Become Chapter Advisers

Another compelling question that needs to be answered early on is simply: What does it take to establish a successful honor society chapter? Quite honestly, all it takes to get started is one person, most often a faculty member and/or administrator, with the vision and willingness to champion the cause of taking the business program and unit to another level in student learning and experience. DMD recognizes that there are many demands on the time of a faculty member. Whatever discretionary time they have is precious. They want to use it wisely. Fortunately, DMD provides a number of resources to help advertise and inform others of its benefits as well as to support its chapters with materials and personal service.

Being a DMD adviser creates multiple ways to expand teaching beyond the classroom and to impact students in new and meaningful ways. Many students show promise for excellence within their studies and careers. Too few students, however, have opportunities to practice what they are learning outside of their class experiences. DMD advisers touch the lives of these aspiring students in ways that transcend traditional teaching roles.

DMD advisers often report that they experience unique opportunities to “teach” in ungraded, voluntary, and empowering moments as mentors. The following is a common observation shared by DMD faculty advisers:

*“I have always enjoyed out-of-class contacts with students. Since helping to start a chapter of Delta Mu Delta, however, I have learned a whole new way to make what is learned in the classroom more meaningful to my students. I especially appreciate the continuity and support provided by having a headquarters’ staff and website. They help me get resources that save me time and add to my knowledge base.”*

CHARLES FINN

DMD President 2015-17

and Faculty Adviser, College of Saint Rose, New York

Of course there are outward signs of appreciation for the work of the faculty adviser that can call attention to their service. DMD has a number of awards and recognition for faculty advisers. These are described later in this guide in the section on the benefits of being a faculty adviser and in the next section with reference to STAR Chapters. In addition, ACBSP annually presents a [Teaching Excellence Award](#) and work with an honor society can be a significant contribution in completing this application.

ACBSP also actively promotes the three affiliated honor societies and their business faculty advisers. All honor societies have time set aside on the agenda at the ACBSP Annual Conference for the respective honor societies to meet with their current and prospective faculty advisers. ACBSP first published key information on the value of student chapters for honor societies in an ACBSP white paper, [Student Chapters and the Path to Teaching Excellence](#). A key component of this white paper is a focus on the role and value of a faculty adviser.

There is a clear and definable connection between the role of chapter faculty advisers and the business programs’ efforts to account for relationships with students and stakeholders. Such faculty advisers are known to experience positive program and institutional benefits as a consequence.

# Why Business Units Want to Sponsor Honor Society Chapters

A key value for the business unit is that having a DMD chapter on campus can be an important part of reaffirmation of accreditation by ACBSP. Dr. Charles Fazzi, a Delta Mu Delta chapter adviser, past-president of Delta Mu Delta, and a member of the ACBSP Baccalaureate/Graduate Degree Board of Commissioners, [speaks to this opportunity](#). He illustrates, for example, how having a chapter helps to address the standards for Leadership, Student and Stakeholder Focus, Student Learning and Performance, as well as Faculty and Staff Focus.

The following are illustrative standards for accreditation and reaffirmation that are supported by the effects of the presence of a Delta Mu Delta chapter on a campus as developed for this paper and approved by the ACBSP accreditation staff:

**Standard 3** - Student and Stakeholder Focus is verifiable by chapter activities that contribute not only to business program recruitment but retention of students as well. Honors students are among the best recruiters for a business program. They also create a climate of community that encourages other students to do their best academically and personally. Student retention and student satisfaction may be verified by follow-up surveys of students as they progress through their programs of studies as well as by alumni reports. Simply including demographic data items on having DMD membership and participation in chapter activities should provide a basis for comparison of retention and satisfaction between DMD and non-DMD students.

**Standard 4** - Student Learning and Performance can be improved in schools with honor society memberships since recognition for achievement is often motivational. It encourages students to do even better and thereby benefit the overall curriculum. These data can be obtained with a systematic process that is documented and written properly in the self-study. The business unit reports can be written, for example, to compare student learning outcomes of honor society students to other students.

**Standard 5:** Faculty and Staff Focus is addressed through DMD chapters by providing faculty advisers with opportunities for development in their roles as guides and mentors to students. DMD provides a number of resources specifically designed to assist faculty advisers in their work both in the classroom and their offices. These may be listed and noted as a part of the self-study documentation.

**Standard 6:** Educational Process Management evaluates how the institution manages educational and business processes. With a higher standard of scholarship and increased business interest, students become easier to place in both internships and careers after graduation. These data are readily collected. Business units simply use a systematic process of comparing DMD and non-DMD student placements. Trends can be noted over time and become a part of the DMD chapter recruitment information. It also may serve to encourage the business unit's continued support for their chapter.

A second reason for the business unit is linked to alumni relations. Having a student chapter and a student being inducted into an honor society is a lifelong memory for the graduate and an outside reminder of the value of the education received. The student may hear regularly from the office for alumni affairs about the value of being a graduate of the university. This is supplemented by the reminder from DMD that not only was the student a graduate, but an outstanding graduate.

A third reason is the elevated stature it provides the business unit within the institution. Not every academic field has access to an honor society that is exclusive to its teaching area. Business has an opportunity to showcase itself and be an envy of other departments. If there is an honor society for other academic fields and these teaching areas are aware of honor societies for business, it will be a negative perception for the business unit not to have a specialized honor society. The president, rector, director, chancellor, or similar titled person should always be invited to participate in activities of the society to reinforce this source of pride for the institution to have a business unit with these qualities.

There are ways to honor and recognize student leaders and faculty advisers who are associated with DMD. Illustrations of this will be found on campuses where chapters have been recognized by DMD as [STAR Chapters](#). A STAR Delta Mu Delta Chapter also brings desirable recognition to the sponsoring business unit. STAR Chapters are presented a certificate of achievement and are recognized with letters to the head of the business unit or similarly titled person; provost/ chief academic officer; and the president/ rector/ director of the University. In addition, an article is published in the DMD publication, Vision, and all [STAR Chapters are recognized](#) at the Delta Mu Delta Biennial Conference and receive a \$50 gift card.

## *Why Educational Institutions Welcome Honor Society Chapters*

Every institution strives to promote a positive agenda of excellence in all that it does. Academic excellence can be measured in a number of ways, including productivity of its faculty, students and graduates. In addition, recognition for excellence within academic units can result in more students recruited for programs of excellence, greater prestige among institutions of like kind and scope, and greater support from alumni donors

and foundations. The combination of accreditation and presence of a distinguished honor society within a business unit is indicative of marks of excellence. A review of the institutions with both [DMD chapters and ACBSP accreditation](#) affirms this truth in business education.

Another notable benefit to the institution, as well as the business program unit, is the opportunity to recognize outstanding alumni and business leaders through honorary memberships in DMD. On the occasion of establishing a chapter, as well as the annual induction ceremony, with prior consent from DMD headquarters, chapters may induct individuals who support the institution either as graduates or distinguished members of the business community. When the chapter is chartered, six such individuals may be selected and two each year thereafter. These individuals also may be speakers for the induction ceremonies, further bringing the world of commerce and education together for the benefit of all.

## *Overcoming Obstacles to Global Growth*

As a partner with the Accreditation Council for Business Schools and Programs (ACBSP), Delta Mu Delta International Honor Society in Business increasingly has opportunities to reach out with support to aspiring members and chapters globally. ACBSP regions reach around the globe from Europe to Mongolia, South America and India to Africa. With more than 160 campuses that are accredited or candidates for accreditation located in more than 45 countries outside of the United States, ACBSP and DMD are building closer relationships with faculty and students in accredited programs in all parts of the world.

The naming of honor societies is a cause for confusion for many outside the United States. The general association for use of Greek names by many outside the United States is associated with fraternities and sororities. Their greatest knowledge comes from what they see in the movies associated with fraternities and sororities, and it is a less than favorable image. Still, plans are underway to create an educational awareness. The production of a *Guide* such as this also helps provide a history and rationale for such names as described later in this *Guide*.

Online DMD membership processing and induction is now available for faculty advisers with online programs. This is one of the most innovative membership processing systems available among honor societies. Upon receiving an invitation to membership from the faculty adviser, eligible students simply go online and complete the enrollment application using a special code provided to them in their letter of invitation. Such students pay their one-time, lifetime membership dues, take their oath of membership, and become a part of DMD.

In short, issues once viewed as obstacles to honor society expansion are being overcome. Equally important, innovations are proving to be more readily available and effective in helping to connect the global business community.

## CONCLUSION

Having an active DMD chapter results in benefits for the business unit, as well as benefits for students, faculty, and alumni affiliated with the business unit. While honor societies like Delta Mu Delta have their roots in the values and practices of the United States, the core values cut across cultures and geography. Likewise, accreditation advances the concept of excellence and encourages the pursuit of leadership development among those who aspire to careers in business fields. These same values are the reason for the close relationship between DMD and ACBSP. As more programs globally embrace the value of accreditation, the more closely honor societies take on a global perspective as well.



# Focus on Accreditation Council for Business Schools and Programs

Given the close relationship between ACBSP and DMD, it is essential to provide some brief information about ACBSP. This information can be used to provide talking points for current faculty advisers making presentations and comments about DMD. This content also will be of value to the faculty member seeking to establish a DMD chapter and making the case to faculty, students, and administrators. Complete information is available online, [www.acbsp.org](http://www.acbsp.org) or by contacting the headquarters office in Overland Park, Kansas, 913-339-9356 or [info@acbsp.org](mailto:info@acbsp.org). ACBSP also maintains offices in Europe and Latin America.

**VISION: Every quality business program worldwide is accredited.**

ACBSP was founded in 1988 to fulfill a need for specialized accreditation by institutions of higher education with business schools and programs. Specifically, that need was for business education accreditation based on the mission of the institution and of the respective business school unit, an accreditation that acknowledged and emphasized quality in teaching and learning outcomes. At the time, only a small fraction of business programs had any means of seeking accreditation, but through the substantial and sustained efforts of ACBSP leaders and members, that is no longer the case.

ACBSP accredits all business programs at all degree levels from associate degree to doctorate degree. Accreditation is based on an independent evaluation of a business school or program by professional faculty and academic administrators in the field of business.

ACBSP is the second largest accrediting body in the world with over 1,270 campuses in membership at the time of the release of this guide and more than 800 with accredited status. It maintains a network of schools by dividing the world into 10 geographic regions. Each region has an annual conference or meeting at which a regional representative from Delta Mu Delta or an ACBSP staff member gives an update on the recent and upcoming activities of Delta Mu Delta.

ACBSP is the only accrediting body for business schools that offers individual membership for all persons involved in the delivery of business education on the campus. A variety of individual member benefits are provided. The publications received by these individual members include highlights of DMD activities. If the faculty adviser is not currently receiving the weekly publication, *Business Education Week* or the quarterly newsletter, *ACBSP Update*, please contact the ACBSP office at 913-339-9356 or [info@acbsp.org](mailto:info@acbsp.org).



In 2007, ACBSP introduced a special focus track at the Annual Conference devoted to the value of student chapters on campus. This important work, which supported honor societies and other organizations, included the release of a white paper titled [Student Chapters and the Path to Teaching Excellence](#). A portion of this white paper devoted itself to testimonials on the benefits of honor society participation. The following are two examples from this white paper.

*“Students involved in organizations related to their area of study and career path have greater academic success than students who do not participate in these types of organizations. This success can be attributed to the students being career-focused, and the leadership skills through these student organizations activities.”*

KENNETH DISAIA, Vice President of Enrollment Management  
Johnson and Wales University, Rhode Island

*“Membership in a business honor society denotes permanent recognition of a student’s academic excellence. That status is then noted through collegiate awards and appropriate graduation regalia, but more importantly, an immediate indicator of academic success for future employers.”*

DARLA DOTY, Director of Career Services  
Tarleton State University, Texas

## Accreditation and Honor Recognition Organizations

ACBSP provides the accreditation process and standards and criteria to business departments at institutions of higher education as a tool for understanding and managing performance and for guiding organizational planning. Institutions are asked to demonstrate that their business programs are addressing each of the criteria by various means, including student outcomes and learning. Chapters of Delta Mu Delta honor society provide a clear means for contributing to such evidence. This is addressed and illustrated in a paper presented at the 2007 ACBSP conference in Orlando on [Student Chapters and the Path to Teaching Excellence](#) (pp. 7-10), in an article authored by Steve Parscale, ACBSP Director of Accreditation, and Douglas Viehland, Former ACBSP Executive

Director. The reader may also want to reference more information from an [article by Dr. Charles Fazzi](#) and a listing of how a DMD chapter can be used to meet the requirements of selected ACBSP standards.

The mission, core values and concepts, and guiding principles of ACBSP are the foundation for business accreditation. DMD chapters are co-curricular partners in this process. The following is one example of many found in the [Vision](#) newsletter on the DMD website:

### *Partnership Development*

Business schools and programs should seek to build internal partnerships (those that promote cooperation among faculty, staff and student groups) and external partnerships (those with other schools, businesses, business associations, and the community) to better accomplish overall goals.

*Members of Eta Gamma Chapter of Delta Mu Delta and two faculty advisers from Northwest Missouri State University visited two organizations in Kansas City on November 30. The group began the morning at Hallmark, where they listened to a panel discussion by employees representing various divisions of the company. Following the presentation, the group toured the Visitor's Center. The group spent the afternoon at The Federal Reserve Bank of Kansas City. Members toured the bank and money museum. They spoke with Northwest alumni who are employed at The Federal Reserve Bank of Kansas City. The day proved to be a group networking event for DMD members and area employers.*

The ACBSP mission to promote continuous improvement and recognize excellence in the accreditation of business education programs around the world aligns fully with the goals of Delta Mu Delta.

## Origin, Traditions and Certification of Honor Societies

This *Guide* mentions on several occasions the great history of Delta Mu Delta International Honor Society for Business. There is a great history of honor societies in the United States. This is part of that story.

In the United States (USA), an honor society is an organization that recognizes excellence among peers. Numerous societies recognize various fields and endeavors. The term chiefly refers to scholastic honor societies, i.e., those that recognize students who excel academically or as leaders among their peers within a specific academic discipline.

Even though the desire to recognize students who excel and serve as leaders is seen in cultures outside the United States, honor societies remain an USA-centric activity. Increasingly, such societies are reaching out to other countries where cultures and values enhance the meaning of business excellence on a global scale.

## *The Beginnings*

In the United States, the oldest academic honor society, [Phi Beta Kappa](#), was founded as a social and literary fraternity in 1776 at the [College of William and Mary](#), and later organized as an honor society in 1898, following the establishment of the honor societies [Tau Beta Pi](#) for Engineering (1885), [Sigma Xi](#) for Scientific Research (1886), and [Phi Kappa Phi](#) for all disciplines (1897).

Unlike Greek-named social organizations referred to as “fraternities and sororities,” academic honor societies require scholarship excellence as prime criteria for nomination and induction into membership. In addition, the mission of each type of organization is notably different. Academic honor societies engage members in activities designed to further the members’ talents and abilities in service to the betterment of self, community, and society as a whole.

## *Traditions of Engagement of Faculty Advisers*

Society chapters formed under the mentorship of discipline-specific faculty are the chief organizational means by which these societies conduct their business. Faculty help to identify, encourage, and endorse individual students for membership in the chapter and society.

The faculty adviser’s role in the success of any chapter cannot be overstated. They are essential to the integrity and respect for the honor bestowed and the oath of membership taken by each new inductee. Likewise, the legitimacy and integrity of the honor society is essential to the importance of its recognition of new members. Delta Mu Delta takes its responsibility to students and faculty very seriously and is certified as an organization committed to excellence.

## *National Certification by the Association of College Honor Societies (ACHS)*

Founded in 1925, the [Association of College Honor Societies](#) (ACHS) is the only certifying body for U.S.A. based college and university honor societies. It sets standards for organizational excellence and for scholastic eligibility for categories of membership. Its mission is “... to build a visibly cohesive community of national and international honor societies that promotes the values of higher education; fosters excellence in scholarship, leadership, service, and research; and adheres to the standards of honor society excellence.” Delta Mu Delta International Honor Society for business is certified by ACHS.

ACHS states that its [role](#) is to assure that members and society-at-large are protected by rigorous standards — both the business model and the scholastic eligibility criteria. Certified societies submit annual reports and must have peer review recertification periodically. Certified members of ACHS are encouraged to participate in a variety of collaborative campus-based activities, such as a [“Matter of Ethics.”](#) In addition, student members of each ACHS member society may qualify for internships or scholarships with the [Washington Internship Institute](#), [The Fund for American Studies](#), [The Washington Center of Internships and Academic Seminars](#), and [The PhD Project](#). As an ACHS-certified honor society, Delta Mu Delta recognition may help student inductees with [job opportunities](#), including fulfilling one of the requirements for entrance at the GS-7 level in numerous professional and technical positions within U.S.A. federal service.

## History, Mission, Benefits, and Services of Delta Mu Delta

### *History*

Founded in 1913, [Delta Mu Delta \(DMD\)](#) International Honor Society for Business is one of the oldest and most successful honor societies of those in existence today. At the time of the release of this *Resource Guide*, DMD is celebrating its 100th Anniversary. The Greek letters, DMD stand for Dia Matheseos Dynamis, signifying the motto of the Society, “Through Knowledge, Power.” To be awarded the [Delta Mu Delta Key](#) should be the ambition of every person who pursues a degree in business where Delta Mu Delta membership is possible.

Building on the foresight and commitment of the work of five faculty members at Harvard University, Yale University, and New York University in 1913, DMD has consistently pursued excellence and professionalism:

- 1952    Incorporated in the Commonwealth of Pennsylvania.
- 1963    Recognized by the [Association of College Honor Societies](#) joining 70 international honor societies committed to maintaining high standards for the recognition and promotion of academic excellence in higher education.
- 1992    Established an affiliation with the [Accreditation Council for Business Schools and Programs](#).

## Mission

This essential purpose for the society is best revealed in the DMD Mission Statement:

Delta Mu Delta is a business honor society that recognizes and encourages academic excellence of students at qualifying colleges and universities to create a DMD community that fosters the well-being of its individual members and the business community through life-time membership.

## BENEFITS FOR STUDENTS

Membership in Delta Mu Delta provides exceptional students and graduates with a number of member benefits:

### *Lifetime Recognition for Outstanding Achievement*

Delta Mu Delta membership is a mark of excellence in business studies. It communicates to employers, family, friends, and colleagues that the student has demonstrated exceptional work in his or her academic studies. It signals to the world that the student has a commitment to excellence in the classroom, a desire for leadership and service to the community, and willingness to set personal high standards. Because membership in Delta Mu Delta is considered among the highest international recognitions one can earn, members list it on their résumé as a signal to future employers of their accomplishments. In addition, they wear the [DMD Key](#) on business occasions and display their framed membership certificate at their place of work.

It is a common practice at graduations for honors graduates to be especially recognized. This can include special placement or notations in the graduation program as well as acknowledgement by the chief executive officer presiding over the ceremony. In addition, DMD encourages all graduates to wear their [graduation regalia](#) with pride. Honor cords, stoles and medallions are keepsakes for life.

### *Scholarship Program*

DMD students are encouraged to submit a scholarship application to the Society. In 2013, [DMD awarded \\$59,000](#) in support of 55 students from 140 applications received. Scholarships range from \$1,000 to \$3,000.

Some of the recipients had to this to say regarding this assistance and recognition:

*I will use it for my very last MBA course. But apart from looking at this scholarship from a monetary perspective, I also see it as an incredible honor, and I feel a great satisfaction that I managed to get such a prestigious award!*

*Your scholarship has a big impact in my life and in the lives of others whom I struggle every day to help in school in South Sudan. Thank you! Thank you! Thank you!*

*The scholarship will make a difference in my life and in my education because it will help me pay back my student loans from my undergrad degree and help towards paying for my master's degree.*

*I was able to focus on my studies, take the internships that were right for me (and not just paid handsomely), and reduce the amount of debt I took on.*

*It will ease the burden and worry of taking up extra jobs to pay for books and other materials, allowing me to focus on my studies during the year.*

*I was able to buy a Kindle to put all my school books on -- much easier than lugging 50-pound books around work/campus!*

## *Global Network Opportunities*

There are numerous opportunities for members of DMD to connect for both learning and career purposes. Delta Mu Delta hosts private groups within Facebook and LinkedIn, growing global networks for members who share a passion for excellence. These social network sites create peer-to-peer networking and enhance job searches. Members also can create groups that reflect new interests.

In addition, DMD sponsors [biennial conferences](#) that attract outstanding students and faculty who are committed to excellence in teaching and learning. They are attracted to a [program of outstanding speakers](#) addressing matters of both local and global significance. Leadership topics range from practical matters of running a chapter to ethical decision making in a complex world of commerce. Career development topics and small group discussions enrich the participants' knowledge and competencies as they anticipate job-seeking opportunities. "Getting and keeping a great job" is among the most successful topics for students. Chapter funds may be used to help support student participation.

An online member magazine – [Vision](#) -- features outstanding chapter and individual member accomplishments. This is an excellent resource for members and chapter faculty advisers to learn what other chapters are doing for their business programs, alumni, and communities. Individuals are at liberty to contact members reporting on chapter activities for more details and assistance.

## *Acknowledgment for Federal Employment*

Membership in Delta Mu Delta fulfills one of the requirements for entrance at the GS-7 level in numerous professional and technical positions within U.S.A. federal service. This enables DMD members to start their government career at a higher level of salary than might otherwise be possible.

## *Bloomberg Businessweek Subscription*

Delta Mu Delta's commitment to advancing knowledge of business includes access to [\*Bloomberg Businessweek\*](#) in print or online. New inductees automatically receive a one-year subscription (50 issues). After the first year, they can capitalize on an 88% reduction in price in comparison to newsstand prices to keep receiving the magazine. The goal is for all members to continue their education and apply what they have learned in their classes.

## BENEFITS FOR THE FACULTY ADVISER

*“The greatest satisfaction was to see how proud those who accepted the invitation were in becoming members (in fact we had a 100% acceptance, all who qualified and were invited accepted). Further, despite only having 15 members at this stage, finding volunteers to serve on the committee was absolutely no problem.”*

RAY COX

Faculty Adviser, DMD chapter

Higher Colleges of Technology—Al Ain Women's College

United Arab Emirates

Faculty advisers are the source of energy, ideas, and encouragement for their chapters. Such dedication does not go unnoticed by Delta Mu Delta. DMD annually recognizes outstanding faculty advisers as well as publishing a [\*Faculty Adviser Service Award\*](#) for those who serve on a continuing basis. Letters of appreciation and recognition are sent by DMD to designated officials within the business unit, school, and institution of each such faculty member.

In addition, the DMD Board designated the [R. L. Sosnowski Outstanding Faculty Adviser Award](#) to recognize faculty advisers who have demonstrated the same dedication and commitment to the sustained development of their institution's DMD chapter as did this former executive director of DMD. A faculty adviser who has displayed continuous excellence in the performance of his or her office, duties, and obligations over a significant period of time is selected as the Outstanding Faculty Adviser Award recipient each year.

In another manner of recognizing faculty adviser excellence, the [Anthony J. Jablonsky Outstanding Chapter Award](#) is presented to the chapter that not only exceeds Society standards but has developed outstanding programs to provide additional service to members and has developed creative ways to further chapter growth, development, and visibility. The Anthony J. Jablonsky Outstanding Chapter receives an appropriate award and recognition in Society publications and its website. A DMD Board officer makes a presentation at a public ceremony to the faculty adviser of these chapter awardees.

What business program and institutional administrators would not like to have such attention and support drawn to their business program? What faculty member would not like to see their chapter achieve such a distinction for global recognition? It is not hard to imagine that recruiting faculty and students to programs with outstanding chapters would be an added benefit to the program and institution as well.

## BENEFITS FOR THE BUSINESS UNIT

*“When I decided to champion a chapter at our campus it was supported by the entire management team. I think this is very important if the chapter is to continue successfully. If I left tomorrow, the chapter would continue to run, as our college director is one of the honorary members. I think it is also important to have local influential figures involved directly or indirectly with the chapter. This helps in overcoming any cultural barriers that may exist.”*

RAY COX

Faculty Adviser, DMD chapter

Higher Colleges of Technology—Al Ain Women's College  
United Arab Emirates

New faculty advisers are often surprised to find unexpected support and enthusiasm for a student organization that promotes both academic excellence and pride in one's career. One reason is because the presence of a DMD chapter on a campus advances the mission of a business program by establishing high expectations for student performance in the classroom. Faculty advisers have more opportunities to challenge students to learn in multiple ways, in and outside the classroom. By doing so, it also raises the profile of the business unit across campus.



Another unexpected benefit is how it helps attract and retain both students and faculty who share a commitment to scholastic excellence and recognition of this excellence. In the most active DMD chapters, students volunteer for a variety of service activities that serve the business unit as well. Some of these activities, for example, include tutoring other students. They become role models for academic success while learning how to lead and be of service to others. Another benefit of DMD affiliation is the opportunity for excellent students to receive [scholarships](#) who might not otherwise be able to pursue their studies in business.

For the faculty, there is the opportunity to network with 300+ campus advisers and administrators around the globe who understand the value of identifying academic excellence in business. Many such associations can be beneficial to documentation of faculty development and service for obtaining or maintaining accredited status with ACBSP and national or regional accreditation.

## Services Provided by DMD Headquarters

Unlike student clubs or ordinary campus organizations, Delta Mu Delta supports its chapter advisers and members from its [headquarters](#) in Brookfield, IL on a continuous basis. This entails many tasks and services that make the work of the chapter adviser more productive and meaningful. It includes registering more than 10,000 members each year, including a new [online induction system](#) for online and overseas chapters and managing a database of more than 175,000 members.

They work closely with advisers to create opportunities for students to learn and to be honored for their contributions to the academic program. This includes managing the annual scholarship competition and publishing a society-wide magazine – *Vision* – to create a community of students and teachers.

They work with chapter advisers every step of the way to start and sustain a vibrant and productive organization within their business unit. They are a conduit between chapter advisers and the Board and help to bring the expertise of [regional representatives](#) to ensure that each chapter is successful.

They are also responsible for helping to plan and conduct the [biennial conferences](#). The programs and speakers are wide ranging in topics suitable for faculty advisers as well as students, beginners as well as seasoned members. The headquarters' staff is there to help support and encourage the work of the chapter advisers and student leaders throughout the year in the geographical location in which they work.

# Faculty Adviser

The faculty adviser is the conduit between the Governing Chapter (represented by Central Office) and a business school or department. The new chapter welcome letter will identify the regional representative for each school. This person sits on the Board and votes on all Society issues. As a consequence, she/he will be a helpful point of contact as well.

The role of chapters, and particularly faculty advisers, is so important that DMD has [several awards](#) associated with them. They are also continually adding to [best practices](#) based upon feedback from their chapters.

## *Faculty Adviser Role*

Faculty advisers make it possible for their students to experience their first success in business as a career. In its simplest form, their role is to make it possible for the students to envision a future that they may never have imagined. More than recognition for hard work and persistence, an invitation to membership is to join a community of achievers in business, not just for a time but literally for life. The DMD induction ceremony includes an oath to serve the Society and to support those who follow in their footsteps as members.

### [\(Induction Ritual\)](#)

Inherent in the pledge is the expectation that students will carry out the operation of the chapter and practice the lessons learned in the classroom. Therefore, the role of the chapter faculty adviser, like the gifted teacher, provides the oversight. Leadership development of students is uniquely suited to this role. Whether undergraduate or graduate student, all have capabilities yet to be discovered and developed. Truly, the chapter faculty adviser has many opportunities to model wisdom, enthusiasm, and professionalism in guiding and directing the activities of the chapter.

## *DMD Faculty Adviser Support*

DMD supports new and veteran faculty advisers in multiple ways, beginning with designation of [regional representatives](#). Regional representatives are individuals who serve on the Board of Directors and are appointed to be of specific assistance to chapters in a geographic region. They bring both experience and knowledge in support of new and experienced faculty advisers. They are available to answer questions, make suggestions, offer advice, and on some occasions participate in activities of the chapters. They have access to the officers and headquarters staff to assist any faculty member or chapter on matters of importance to them. This includes assistance with routine chapter functioning, membership eligibility determination and processing, program planning, award nominations, scholarship matters, conference participation, leadership programming, and service activities for chapters.

The DMD website includes the following resources for faculty advisers:

- [Welcome!](#) (full message and details)
- [Checklist and procedures](#)
- [Forms](#)
- [Frequently asked questions](#)

## Establishing a Delta Mu Delta Chapter

### *On-Campus Chapters*

Once a business school, department, or program gains ACBSP accreditation, it is eligible for a DMD chapter. During the ACBSP Annual Conference, where awarding of accreditation is celebrated, a representative of DMD will speak to all incoming schools. During this Annual Conference, the regional representatives for DMD will seek to make contact with the newly accredited schools within their geographical area to start the process.

**STEP 1:** The school or department submits a [chapter petition document](#) to the DMD Board of Directors (via the [Headquarters Office](#)) along with a \$500 payment for costs, such as a framed charter certificate and six life memberships. The six life memberships are typically used to recognize outstanding business leaders, administrators, and faculty who subsequently mentor and support the chapter. The Headquarters Office generates a unique designated name for the chapter along with an official notification of approval.

**STEP 2:** The school or department identifies a faculty adviser(s) who submits a [New Faculty Adviser Contact Form](#). The [Headquarters Office](#) also provides a [template](#) for generating a chapter's by-laws. The template defines minimum expectations for GPA and class rank. Individual chapters have the option to establish higher standards.

**STEP 3:** The [Headquarters Office](#) approves chapter by-laws typically after some editing and discussions and then notifies the adviser(s), dean, department chairs and other campus administrators. The Headquarters Office will also issue documents that enable the chapter to establish financial accounts. ([Contact Us](#)).

**STEP 4:** The adviser(s) sets an installation date in collaboration with the [regional representative](#) in the region of the campus. The regional representative (or a designate) will attend the installation ceremony. Typically, the installation coincides with the induction of the first group of DMD honorary members (up to six the first year, two thereafter) who are not students, but leaders within the academic or business community.

**STEP 5:** Adviser(s) reviews student records and consults other faculty regarding the nomination of students for membership. This is also an excellent opportunity to solicit honorary membership nominations from faculty and administrators.

All eligible students must be enrolled in the business degree program at a school with a Delta Mu Delta Chapter; must have completed one-half of the required course work for their degree; must be in the top 20 percent of their class; and must have 24 hours residency at the school.

*Baccalaureate must have a cumulative GPA of .25 above a "B" or higher.*

*Graduate and doctoral students must have a cumulative GPA of .60 above a "B" or higher.*

*DMD chapters can establish higher standards.*

International programs may propose equivalent terminology and standards for approval by the DMD Board. Chapters may elect as honorary members such persons of distinguished scholarship, business ability or leadership as the chapter may deem worthy. Up to six individuals may be so honored in the first year and two additional persons each year thereafter. This is a unique opportunity to bring the business community and educational leadership together on a continuing basis for the mutual benefit of students, faculty and future employers of graduates.

**STEP 6:** Adviser(s) plans the first induction ceremony:

- i. works with the campus registrar to identify eligible students.
- ii. invites eligible students to join, announcing the place and time of the [induction ceremony](#).
- iii. orders necessary materials for the ceremonies from the DMD Headquarters.
- iv. provides the names of the students who have been elected and have submitted a \$50 membership fee\* (the only fee they will ever pay) to the Headquarters.
- v. invites faculty, administrators, and campus officials to the event.
- vi. arranges for the induction ceremony (food, entertainment, a speaker or other activities appropriate for an academic honorary chapter ceremony).

*\* Individual chapters are allowed to also charge an additional amount for local membership dues, which are frequently used to pay for regalia, induction ceremony costs, etc.*

Once a chapter completes its installation ceremony, it will conduct at least one induction ceremony each year. Chapters can have more than one induction ceremony each year. While chapters can limit their work to the recognition of outstanding students, other chapters carry out service projects and engage in social activities for members. This is entirely up to the faculty adviser and officers to decide with respect to the activities of the chapter.

## System-wide Co-Chapters

DMD welcomes colleges and universities that have multiple campuses. Examples of large systems that enjoy the benefits of ACBSP accreditation are the University of Phoenix and Webster University. The college or university houses the DMD chapter while individual campuses that offer at least a bachelor's degree in business host [co-chapters](#). Students who meet the DMD chapter requirements and have done all of their work online can become DMD members using an [Online Induction System](#). All DMD students, regardless of where they received their business degree, receive all the benefits of membership in the Honor Society.

## Securing Student Commitment to Join DMD

*“Our chapter was only installed at the end of last semester so it is too early to say how it will affect employment of these students. That said, I feel that the external validation of the student’s academic achievements has been very motivational. Despite the short time we have had a chapter, I have had several requests from non-member students about the criteria for becoming a DMD member. So interest and awareness is building. This is mainly attributable to the existing members who are proudly spreading the news.”*

RAY COX

Faculty Adviser, DMD chapter

Higher Colleges of Technology—Al Ain Women’s College  
United Arab Emirates

Many experienced DMD faculty advisers report that highly motivated students recognize the value of membership in an established honor society. In fact, such students can be among the most effective and enthusiastic recruiters for new members. Others will need to be drawn in. This might begin with:

1. Highlighting the DMD chapter and DMD website on the department or school’s website so that new students connect the program with excellence. Many if not most chapters now have Facebook and LinkedIn social networks through which they connect with one another. Invite members and those who accept the invitation to spread the word through their social network sites. This is being done very effectively through online programs. More traditional programs can benefit from similar techniques. For examples, see the following links:  
<http://www.linkedin.com/groups/Lambda-Sigma-cochapter-Delta-Mu-3766145>;  
<https://www.facebook.com/pages/Pi-Delta-Psi-Mu-Chapter-The-Ohio-State-University/153213867323>.

2. Creating opportunities for DMD members to be role models in classes. This might include faculty working on special research or consulting projects with DMD members or the success of a DMD student in a competition. A good example can be found in the following [Vision](#) article:

*A Winner's Advice on Scholarship Applications*

The first Pierce College student to win a DMD Scholarship, Desiree Lynn Mitchem, has some advice for students applying for scholarships. Desiree won a \$500 regional award in 2012.

- *“Don't be too shy to reach out to your professors. Your professors want to see you succeed. More often than not, they'll be happy to provide letters of recommendation or any other support they can to help you achieve academic success.”*
- *“Start the application process early. Give yourself enough time to answer the questions thoroughly. If you wait until the last minute and don't ask for help, you run the risk of not completing it in time.”*

3. Encouraging every professor to mention DMD once during a term in each of his or her classes. For example, one method of sharing the mission and benefits of DMD is a [benefits brochure](#) that is downloadable and can be sent as an attachment to all students. The brochure is also available in printed form from the Society.
4. Using new student orientation programs as a place to raise awareness of DMD, coupled with DMD provided posters in classrooms, on bulletin boards, and in professor's offices. All such resources can be obtained by contacting DMD headquarters or visiting <http://www.deltamudelta.org>.

# Faculty Adviser Resources At a Glance...

## Useful Links for Chapter Faculty Advisers

1. Establishing a chapter
  - a. [Petition](#) DMD Board of Directors and Submit Charter Fee to [Headquarters Office](#)
  - b. Select Faculty Adviser(s) and refer to New Faculty Adviser: [Welcome!!](#)
  - c. Submit [New Faculty Adviser Contact Form](#)
  - d. [Chapter Bylaws](#) Template
  - e. Nominate new members, eligibility criteria: ([Bylaws Article IX](#))
  - f. Order membership invitation supplies: [Chapter Supply Order Form](#)
  - g. Send personal invitations to all eligible students.  
See [Tapping Ceremony and Sample Invitation Letter](#).  
Be sure to include the [Membership Data Profile \(MDP\) Form](#) along with your invitations to avoid processing delays.
  - h. Send ACHS ["It's A Matter Of Honor!"](#) video on benefits of membership
  - i. Submit [Membership Order Form & Membership Data Entry Spread Sheet](#)
  - j. Set date and location for [Induction Ritual](#)
  
2. Running a chapter
  - a. FAQs [frequently asked questions](#)
  - b. Keeping track: [checklist and procedures](#)
  - c. Frequently used [forms](#)
  - d. Basics for [running the chapter](#)
  - e. See [Chapter Guide](#) for a typical year, invitation to membership, and planning an induction ceremony.

## Chapter Best Practices

The 300+ advisers who serve DMD chapters and students have accumulated an encyclopedia of knowledge about growing successful programs on a variety of campuses. The following are some best practices utilized by successful chapter faculty and officers.

1. The program, school or institution's public relations department sends press releases to hometown newspapers announcing the student's invitation and induction into Delta Mu Delta.

2. The chapter faculty adviser sends a list of names of those qualifying for membership to all business faculty members asking them to recognize the students in class, in person, or by way of a note.
3. Faculty members and current student members wear DMD pins, t-shirts or other DMD apparel during the week that the invitations are sent or delivered. Faculty members display membership certificates in their offices.
4. Invite students to join Delta Mu Delta by making a formal announcement or holding a [Tapping Ceremony](#) in the classroom.
5. List Delta Mu Delta in the college/ university catalog as the business honor society for your school's ACBSP international accredited business program.
6. List or designate Delta Mu Delta members in the commencement program.
7. Announce DMD award and scholarship recipients in the program or school's publications, website, social sites, etc.
8. Include a posting or article about your chapter's induction (or other activities) in the business program's publications, social networks, etc.
9. Have officers send emails to those invited to membership who have not yet responded; ask if they have any questions about membership.
10. Utilize the complete membership invitation guide when inviting students to membership. [Download the complete e-version Invitation Guide.](#)
11. Allow DMD student members to develop criteria and to select a DMD Chapter Professor of the Year.
12. Encourage all business faculty members to wear regalia and process in during the induction ceremony (See our DMD [Store](#)).

## Postscript

The purpose of this *Guide* is to assist those unfamiliar with business honor societies to understand and value their many contributions to recognizing and promoting educational excellence in all its many forms. As we become a truly global business community, it is only logical that we interact globally as educators and leaders in business. What better way to begin that association than through affiliation and lifetime membership with others who value and emulate personal and professional excellence in all that they do?

We welcome and invite suggestions and resources for helping us to achieve our aspirations for a global community by improving this *Delta Mu Delta International Honor Society in Business Chapter Resource Guide*. Please direct your suggestions and comments to the ACBSP headquarters office, [info@acbsp.org](mailto:info@acbsp.org).



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Delta Mu Delta International Honor Society in Business

9217 Broadway Ave

Brookfield IL 60513-1251

866/789-7067 or 708/485-8494

<http://www.deltamudelta.org>