

The Realities of Publishing the Delta Chi *Quarterly*

Here is what Delta Chi Law (since 1973) states:

"Undergraduate members shall automatically receive *The Delta Chi Quarterly* while they are enrolled in college or university, and alumni members shall automatically receive the *Quarterly* for the first five years of alumni status. Thereafter, alumni members will be requested periodically to fill out and return a brief form indicating whether or not they wish to continue to receive the *Quarterly*. All Sustaining Life Members and those members who the preceding year contributed to the annual Voluntary Alumni Dues program will automatically receive the magazine."

Prior to the 1973 Convention when this policy was established, there were a variety of policies down through the years. For a long time, the policy was to provide a lifetime subscription to the magazine to all members of Delta Chi. Like Social Security, that policy ended up being funded out of current income and the growing number of alumni subscriptions were being funded by our undergraduate members. In the early seventies, with fraternities falling out of favor and Delta Chi's income falling like all that of all the other fraternities, something drastic had to be done to help stem the increasing burden being placed on the student members. The lifetime subscription was, effectively, revoked. Certainly, alumni who were out of college for more than five years could continue to receive the *Quarterly* through a variety of means. One was to become what was called a "Sustaining Life Member" (what we now call a "Life Loyal Delta Chi"). Another was to make an annual donation. And, finally, one could respond to the periodic opportunity to reply that, yes, he did wish to continue to receive the *Quarterly*. It was also decided, in addition to these opportunities, that every mailable Delta Chi would still receive the fall issue of the *Quarterly* unless he specifically requested not to do so. Another decision was to provide an unsolicited five-year extension to a member's subscription if he went to trouble to send in a corrected mailing address and a one-year extension if the Post Office informed us of a corrected address.

In more recent years, finances have once again become an issue and we have, once again, had to cut back to the more stringent 1973 policy. One major fraternity with over 200 chapters has quit printing its magazine altogether and now provides only an electronic version to members who wish to receive it. Others have cut back from four issues to three and even to two per year. So far, Delta Chi has resisted those alternatives although an electronic version of the *Quarterly* is available both on our website and, for those who have requested it, by email directly to members. So any member may still obtain a copy of the *Quarterly*. Without even asking! All they need to do is to go the www.deltachi.org -> click on "Delta Chi *Quarterly*" -> and then click on the cover of the latest issue available. If an alumnus wishes, he may provide us a current email address and tell us that he wants to have the *Quarterly* emailed to him and we will do so. Of course, whatever option they choose, we would prefer that our alumni also continue to support their fraternity by making a donation to help further reduce the burden to our undergraduates who are currently covering over 80% of our budget while representing only 5% of our membership. Surely the alumni could be doing more.

Certainly, an electronic copy of the magazine is more environmentally friendly and we are sensitive to that and do offer that opportunity to our members. But most of our members apparently prefer to receive the magazine in paper format. And that costs a great deal of money. Currently, Delta Chi has 71,881 mailable members. Were we to mail all four issues to each of them, that would cost roughly \$175,000 per year. By instituting our current policy of mailing to all student members, alumni who are out of school five years or less, Life Loyal members and alumni who have made a donation; we have cut the budget for the *Quarterly* to \$50,000 AND have raised over \$30,000 in donations on an annual basis for *Quarterly*

subscriptions and Life Loyal memberships. That is a burden of \$155,000 that our undergraduates do not have to carry.