History of the Yardstick

When it was first created in early 1947, the Yardstick was called the “Chapter Inspection Report” but then, as now, its purpose was to help a chapter measure up to a Star Rating. Through the fifties, the “Chapter Inspection Report” was mailed to each chapter annually. It was decided it would be more efficient and economical to print the Yardstick in the Torch each year and it has been distributed that way ever since.

The most important thing about the Yardstick is it gives each chapter and every member in the chapter an opportunity to evaluate the success of the chapter in serving its members. On a regular basis ask yourselves “Are we really doing all of the things we should and/or could be doing to grow as individuals and as a chapter?” The Yardstick is not so much an honorary award as it is a recognition of your chapter’s own efforts to provide a balance of activities. It is not intended to be a “report card.” Only you can judge yourselves and the Yardstick helps you as a group to be aware of participation, imagination, and planning. This makes for a strong and successful chapter, as well as providing for the enjoyment of every member.

There are more than 300 points available for the Yardstick because some chapters will excel in one way and not in another. This gives more chapters the opportunity to be a Three-Star Chapter; chapters who have Friendly Ventured during the sorority year will earn a special Four-Star rating. In addition, the Yardstick itself is not a competitive contest. The reward is not obtaining the Three-Star rating, but in having been successful. The higher the number of points a chapter achieves, the more successful that chapter.

Most chapters have their own way to keep track of Yardstick points throughout the year. We recommend each individual member of the chapter keep notes and information on the form included in the March / April issue of the Torch or available at betasigmaphi.org under downloads (make sure you are downloading the correct sorority year). It is best to have someone appointed to keep records and report on Yardstick progress throughout the year. The Executive Board may assume this responsibility or the President may want to appoint a committee. Whoever has the responsibility should complete the Yardstick to the best of their ability, present it to the chapter for approval, and then send a copy to the International Office, either by USPS or electronically at betajournal.com, by the deadline date.

Hopefully this is some help to you in understanding the Yardstick and its purpose.

Good Luck!