

The Experience Company
Annual Report to Stakeholders

July 24, 2023

The
Experience
Company



STRICTLY CONFIDENTIAL

Table of Contents

1. TEC President & Chairman's Letter
2. Alpha Tau Chapter President's Letter
3. TEC Parents Program
4. Mentor Program Update
5. Internship Program Update
6. Recruitment Update
7. Scholarship Update
8. Finance Update
9. Content & Events Update
10. Diamond Club - Alumni & Parents Supporting TEC
11. Board of Trustees

The Experience Company President & Chairman's Letter

To the alumni, parents, and active members of the Alpha Tau chapter:

It is our pleasure and distinct honor to write to you today in this inaugural edition of The Experience Company annual report. Before we delve into where the organization is headed as we look to the future, it seems prudent to recap where we have come from, and where we are today.

The Experience Company Overview

The Experience Company is a 501(c)3 non-profit organization which was founded nearly a decade ago in order to serve as a catalyst for growth and achievement for the Alpha Tau chapter of Beta Theta Pi at the University of Nebraska. With unprecedented vision, the late Senator Dave Karnes and former Deloitte Chairman Grant Gregory (both Alpha Tau alumni) saw an opportunity to create an accelerator which could propel Alpha Tau to the position of 'Best Fraternity in the Nation.'

Beginning with a mentorship program which paired undergraduate members of the chapter with alumni mentors, the organization has grown significantly. Today, The Experience Company operates through three primary verticals:

1) Mentorship & Personal Development

This vertical includes a mentorship program which pairs all undergraduate active members of the Alpha Tau chapter with alumni mentors. This pairing process is driven by a combination of career interest, personality, strengths, weaknesses, and personal interests. The idea is that every undergraduate member of the chapter should have an alumni mentor to support them in their journey of self-discovery and personal development. Another key element is Gallup Clifton StrengthsFinder coaching, which assists the undergraduates in better understanding their strengths and goals.

2) Internships & Professional Development

The second vertical revolves around career and professional development. The Experience Company manages an internship program which assists undergraduates in obtaining high-quality internships within their field of interest. Additionally, we help actives to find full-time employment prior to their graduation. This is all made possible by a robust and generous network of parents and alumni.

3) Scholarships, Recruitment & Marketing

The final vertical is broad and fairly all-encompassing, but is an integral part of the work that The Experience Company does today. On recruitment, The Experience Company supports the Alpha Tau chapter by mining data on high-quality high school graduates throughout the state of Nebraska. This includes honors students, merit scholars, athletes, and others who display significant potential. Additionally, The Experience Company sponsors scholarships which help to attract these candidates and finance their education.

Finally, The Experience Company produces content and digital media relating to its activities, as well as the activities of the Alpha Tau chapter. This content, along with an event management program, is crucial to supporting stakeholder engagement.

A Reflection on the Past Year

This past year we have had three distinct priorities that we believe contributed to our underlying mission and recent success. The first area of focus has included the creation of a recruiting platform that provides the Alpha Tau recruitment team with a vetted list of high-potential incoming freshmen who will be attending the University of Nebraska. This will further enhance Beta's ability to recruit an outstanding pledge class consistently over time.

The second area included the establishment of an internal CRM database and digital communications platform that will enable The Experience Company to effectively support the vast network of alumni, business leaders, parents, active members, and recruits. This platform is a constant work-in-process where we strive for improvement, but significant progress has been made in this area.

Our third key area of focus has been the establishment of six \$1,000 Science, Technology, Engineering, and Math (STEM) scholarships for incoming new members of Beta Theta Pi. This, along with the recruitment enhancements, will catalyze our ability to recruit and develop future the highest quality students on campus.

Where We Are Headed

We believe that the future is bright for The Experience Company, the Alpha Tau chapter, and all of its constituents.

Going forward, our key priorities will include:

- Supporting and improving the quality of our existing mentorship and internship programs
- Capitalizing on our latest recruiting enhancements in order to further entrench the chapter as the top fraternity on the University of Nebraska campus
- Expanding our offering of TEC scholarships
- Increasing engagement with Alpha Tau alumni and parents

The final priority is perhaps the most crucial of them all. We believe that a fraternity should not be an organization which a person joins for four years and then quickly forgets about as they move onward in life. Rather, it should be a lifelong foundation and network which supports an individual in all that they do. Likewise, there is significant opportunity and potential in connecting parents of the Alpha Tau chapter with alumni, creating opportunities to collaborate both personally and professionally.

Conclusion

To support all of the efforts highlighted in this report, it is crucial that we maintain and increase involvement from our parent and alumni base. We ask that each and every one of you reach out, jump in, and get involved. We truly believe that the more alumni and parents that become active in the chapter, the more mutual benefit will occur through connections, networking, and friendship. We very much look forward to the year ahead, and are honored to serve a chapter that we hold dearly in our hearts.

Best Regards,

Drew Spadaro

President, The Experience Company

Cole Wellman

Chairman, The Experience Company

Alpha Tau Chapter President's Letter

Hello Alpha Tau alumni, actives, and parents. I hope this message finds you well. The chapter has been up to some exciting things throughout the past year and I would like to share a few noteworthy events and achievements.

When it comes to academics, the men of Alpha Tau stepped up to the plate this year, with a Fall GPA average of 3.572 and a Spring GPA average of 3.539. This includes a strong performance from the 2023 pledge class, who had a record-high 3.68 average during their pledge semester. These 32 men were initiated with open arms into our order this past January.

Academic achievement was not the only cause for celebration for the Betas this year. We also celebrated the induction of three of our rising-seniors into the prestigious Black Masque Chapter of the Mortar Board Honor Society, continuing a healthy tradition of having Betas in one of the most respected student organizations on campus. Graduated member Sam Gibson '23 was honored with the Charles T. Main Global Student Leader award by the American Society of Mechanical Engineers (ASME) following his outstanding work for the ASME chapter at Nebraska. Additionally, new initiate Will Wooden '24 was named the Interfraternity Council Breakout New Member of the Year at the annual Greek Gala award ceremony following his significant contribution to the new member process at Beta.

Despite all of our academic and campus success, the men of Alpha Tau still left plenty of time for social and athletic events. Some social highlights include our chapter sneak to the Ole Miss Beta chapter for their clash against Alabama, our inaugural Chicago formal, and the return of the very popular Lake of Ozarks formal. On the field, our senior-led flag football team returned to glory with a Greek A Division Men's Championship, and I should mention the complete shutout of Pi Kappa Alpha in the final game.

Of course, I would be remiss not to mention the involvement of The Experience Company throughout the year. The newly initiated class has begun the process of mentor pairing and will receive their matches in the Fall. I speak for the group when I say that they are beyond excited to begin these new relationships, with the goal of gaining professional development and guidance.

Exciting times are ahead for both the Experience Company and the Alpha Tau chapter as a whole. On July 27th and 28th, members of our executive team will be traveling to GlenArbor Golf Club in New York for our annual Experience Company retreat. Shortly after, from August 3rd through 6th, the team and other chapter members will head to Dallas, Texas for the 184th annual General Convention of Beta Theta Pi. Then, before we know it, we will be moving back in at 1515 R Street and welcoming the pledge class of 2024! I am excited for what this year has in store and I look forward to communicating with you all soon. Thank you for the continued support and as always, proud to be a Beta.

Yours in __kai__,

Grant Auman AT 2563

TEC Parents Program

As a new-to-Greek-life parent, I had tremendous skepticism and worry moving my youngest child into the Beta house. The living space seemed crowded, this was in fact a "fraternity house", and as most moms do, I began creating my mental list of concerns.

I anxiously rounded the corner of the second floor, anticipating a teary departure; and fell upon a bulletin board where the student talent grid was featured. Having worked for many years in the field of positive psychology and talent spotting, I was very familiar with the Gallup Strengths language. I stood for a minute; quite surprised, witnessing such a beautiful and simple example of seeing the best in one another. I immediately inquired about who was in charge of this component of Beta and was lucky enough to meet Mike Wortman, who not only shared with me that they in fact use this tool as a way to help these young men know their talent, but to aim it with intention. Mike is one of the most gifted of strengths coaches, and here he is onsite as chapter counselor.

From that moment forward, my level of engagement in the remarkable relationships formed by and through the men of Beta, I have had numerous opportunities to also gift my time and talent. Being part of the Parent Alliance provided friendship and comradery with other parents, as well as learning more about Beta's structure, activities, community service, and formal events. Passionate about mentoring through many years of work in the TeamMates Mentoring program, I was thrilled to learn more about and become active in the Experience Company - where they take talent spotting to the next level matching actives with alumni. These long-term trusted relationships give voice to the holistic college experience - the ups and downs - and working through the challenges with someone who has walked the path.

The ripple effects of the Beta experience for my son have impacted every member of our family, and as a result a broader level of awareness of the influence of positive relationships. Congratulations to Beta Parents as you begin and continue one of the most meaningful experiences in your son's life.

Allyson Horne

Proud Beta Mom

Mentorship Program Update

Throughout the past year I have had the opportunity to interview 32 undergraduate Betas as part of the mentor and mentee selection process. Based on these interviews, I then created individual candidate profiles for each undergraduate member, incorporating details such as their majors, career interests, and what they sought from a mentor relationship. This comprehensive process allows TEC's mentorship team to understand the needs of its members.

Following the mentee interview process, I compiled all of the data into a single database. This database then serves as a valuable resource for TEC's mentorship coordinators, allowing them to match mentees with appropriate mentors based on shared interests, career paths, and personal compatibility.

TEC also recognizes the importance of continuously improving its mentorship programs. This past year, I actively reached out to prior mentors who had previously participated in the program in order to gather their feedback. This process aimed to gain insights into the mentorship experience, identify areas for improvement, and enhance the relationships between mentors and mentees. The feedback received has been useful in refining TEC's approach to the mentorship process, as we work to create a more impactful experience for all participants.

Best Regards,

Will Wooden

Internship Program Update

My first few months as the Internship Coordinator have been incredibly productive. I was tasked with two major projects, both of which I feel great about the status of. The first project was strengthening the Internship Program itself. Josh and I both feel that the Internship Program wasn't living up to its full potential in the past, and that there were changes that could be made to make the process more efficient. In the past, it has been the job of the Internship Coordinator to make first contact with companies our undergrads are interested in. We agreed this responsibility would be better placed in the hands of the candidate. By allowing the undergrads to make first contact with their desired companies, their job search will be much more personalized. Talking to undergrads who've taken advantage of the program this year, it is apparent that this change has been beneficial to them in their search. Of the 12 applicants, we were able to place eight undergrads into internship positions this year. Our applicants were placed in positions with organizations such as Assurity, The Nebraska Foundation, and the United States Senate.

My second project was the management of the database. I took on the role as the primary undergrad to build up the database, and I was able to accomplish quite a bit with the help of others. Every active Alpha Tau member (as well as the new members) was uploaded into the database, as well as their parents. Each contact possesses contact information and home addresses. Also included were hometown and high school fields to assist with recruitment efforts, and the active member's CliftonStrengths were added to the database as well. Contacts are tagged by their active/alumni status, as well as their pledge class. Parent contacts are tagged by the pledge class of their son, and the industry they work in.

I have two major goals for the rest of the calendar year. The first goal is to grow the Internship Program as much as I can. Although we placed a good number of candidates, I was a little disappointed with the number of applicants we received this year. In the upcoming fall, I want to push the Internship Program hard on the sophomore and junior classes. We were able to place two junior applicants last year, a number that I believe can be much higher. With the clean-up work that has been done on the database, as well as our new self-guided process, I am confident we will see a rise in not only the number of applicants, but the number of undergrads placed into internships in the coming year. My second goal is to continue the effort to build up our database. We have hundreds of incomplete contacts, and it will be a large undertaking to fix these. With the help of the intern team and a few selected freshmen, I hope to complete approximately 20 contacts per week. This project will take a long time, but with each completed contact, our database will grow stronger.

Best Regards,

Barrett Mooney

Recruitment Update

In early January, The Experience Company established the role of recruitment intern to support our recruitment team in identifying high-quality candidates. After consideration, I was selected as the candidate for this position, as I would serve as the recruitment chair for the then-upcoming summer. With the invaluable support of Grant Gregory, Dave Nikunen, Alan Davis, Mark Antonson, Mark Winn, and many others, we developed effective processes to identify and generate these high-caliber candidates. Our efforts included the introduction of the TEC one-thousand-dollar scholarship, awarded to six incoming new members, and gathering comprehensive data from various sources to create a list of promising candidates.

As we conclude another recruitment season, I am pleased to announce that we have again excelled in attracting the most exceptional candidates. Our efforts have yielded a remarkable group of young men who possess outstanding academic and professional potential, impressive social skills, and demonstrate a strong sense of community. Our recruitment team has been committed to identifying these qualities in our incoming members.

During this summer's selection process, the recruitment team strongly considered new members' leadership skills and capabilities. All of our new members have either held leadership positions in the past or have demonstrated the potential to become exceptional leaders. With Beta Theta Pi and The Experience Company catalyzing leadership development, we have high expectations for the future endeavors of these young men.

The Alpha Tau chapter of Beta Theta Pi continues to attract prospective members year after year. Our unparalleled combination of academic excellence, alumni support, campus involvement, leadership opportunities, philanthropies, scholarships, and social events sets us apart from the competition. These exceptional qualities make the task of our recruitment team straightforward. Much of our recruitment strategy revolves around highlighting The Experience Company, which is truly a one-of-a-kind proposition for students. The feedback we receive from incoming students and their parents regarding their enthusiasm for future involvement in TEC is truly gratifying.

Yours in __kai__,

Will Henningsen AT 2592

Scholarship Update

As previously mentioned, The Experience Company has implemented six one-thousand-dollar scholarships awarded to new members during the recruitment process. We made the scholarship applications available through multiple channels, including our Instagram page (@beta_unl), chapter website, and various scholarship sites. These scholarships served the purpose of helping our recruitment team identify top candidates.

The scholarship application focused on the student's profile, including academics, achievements/awards, involvements, passions/skills, leadership experience, and desired leadership growth. By evaluating these aspects, we aimed to gain insight into the applicants' potential and identify individuals who align with our values.

The list of scholarship applicants proved to be highly beneficial to our recruitment team, as many of the applicants eventually became new members of our incoming class. We used an evaluation process based on four equally weighted criteria: Academics, Leadership, Involvement, and Fit. We considered academics, focusing on the candidates' commitment to academic excellence, including their ACT/SAT scores, GPAs, and future involvement in various scholar programs on campus. We assessed leadership potential and experience, evaluating the candidates' demonstrated capabilities. We looked for candidates who showcased involvement in extracurricular activities and a strong desire to continue to be involved in activities at the collegiate level. Lastly, we considered Fit, seeking candidates who could seamlessly integrate with the active chapter and make positive contributions.

As a recruitment team, we achieved success by awarding some of these scholarships early on, which helped us secure top candidates, who then established meaningful relationships with the rest of the incoming new members. These scholarships not only helped us attract and recruit new members but also highlighted the impact of The Experience Company.

Moving forward, we are committed to enhancing our scholarship application process as it grows and evolves. Our efforts include refining the application and providing earlier access through our various platforms. Additionally, I am developing a calendar and guidelines that future recruitment teams can follow, outlining important details such as when to have the application finished and published, when to start reaching out to high school counselors regarding the scholarships, how to determine the most suitable candidates, and when to start awarding the scholarships.

Thank you to all of the alumni who have been of support throughout this process. I am overly excited about these new members' Beta careers and the continued progress of The Experience Company's recruitment efforts.

Yours in __kai__,

Will Henningsen AT 2592

Finance Update

In January, Alan Davis and Josh Mikus took over the finance role from Bill Strain and Jarod Fox. Some of the first items that we tackled included making a more in depth, time sensitive budget with footnotes showcasing some of the ideas the undergraduates had for the upcoming year such as the annual trap shoot that we used to hold. With the newly adopted by-law within Beta to pay The Experience Company \$100 per member, along with the current donations we are looking forward to the upcoming opportunities with a more constant income stream.

Another priority was documenting some standard operating procedures for the finance intern as we transition each year. This includes notes for donation receipts, scholarship payments, paying bills, and reimbursing members for purchases made on personal cards.

An item that is still a work in progress is getting recurring donations set up from alumni, parents, and friends of beta. While we have the option for online donations, I want to prioritize making it known to alumni, and especially mentors who have had a positive experience with undergraduates, that recurring donations are an option.

We are also currently searching for a credit card tied to The Experience Company for payments that must be made by card. This will allow us to keep better records of payments, and ensure Mark Antonson or others are no longer responsible for these payments and being reimbursed.

Moving forward I think we are in a great position financially. With the new help of the active chapter and a more consistent income, we can plan for better events to hold for mentee/mentor pairings to continue fostering enriching relationships.

Yours in _kai_

Josh Mikus AT 2558

Content & Events Update

As the communications intern for the 2023 calendar year I have been tasked with showcasing/highlighting not only the successes of The Experience Company but the chapter's progress as a whole. Since its conception, TEC has been expanding and continuing to accelerate the professional development of the undergraduates here at the Alpha Tau chapter. Through use of the Alpha Tau update, a monthly newsletter dedicated to keeping alumni/parents involved and informed on matters of the house, we have begun to showcase achievements from TEC; Former Alpha Tau updates have included stories of mentorship and internship success stories that have led to an improvement in our chapters development. As additional interns are continually placed by TEC throughout the summer, make sure to look out for future content on the field of candidates who have found success.

Before the upcoming academic year begins in August, The Experience Company will participate in its annual retreat to the GlenArbor Golf Club in New York. This will give a chance for TEC interns and board members to engage in dialogue related to further steps in finding successes in this non-profit organization. Additionally, TEC will host its annual board meeting in the fall semester of 2023 to regroup once again and share progress reports on the growth plans discussed at the annual retreat.

Upcoming social events from the chapter will include the well-known "Dynamo Formal," where undergraduates participate in an outdoor concert and camping. The Dynamo Formal has been a long-standing tradition of the Alpha Tau chapter and is often mentioned by alumni. Last semester the chapter took part in not one, but two out of town formals to both Chicago and The Lake of the Ozarks. Before graduation the chapter hosted the annual "Biltmore" where the graduating class got to participate in reminiscing with memorable stories, triumphs, and struggles of adapting to college.

Over the summer, content will begin to expand to the recruitment season ahead, and provide updates on how our new scholarships and TEC involvement within the recruitment process is working. The Alpha Tau update will be highlighting the diverse field of candidates our recruitment team ends up selecting.

To sign up for the Alpha Tau update, navigate to the link below on a web browser:

<https://www.nebraskabeta.com/alpha-tau-update>

Yours in _kai_

Jackson Gaulke AT 2596

Diamond Club - Alumni & Parents Supporting The Experience Company

We greatly appreciate any and all support that is provided by alumni, active members, and parents of the Alpha Tau chapter. You all have tremendous value to add in terms of assisting in undergraduate chapter with personal, professional, and intellectual development. To get involved, please reach out to one of the The Experience Company team members at the email addresses listed below.

Alumni and parents can take a major first step in helping us to continue to improve our database by providing updated contact and personal information (including name, email, phone number, mailing address, company, and position) to: **updates@nebraskabeta.com**. This will enable us to include you on future communications (both digital and via traditional mail), as well as get you looped in and connected with all of the amazing things that are going on at the Beta house.

Finally, in an effort to encourage involvement, collaboration, and support around The Experience Company, we are introducing a new form of recognition for supporters of the organization - the **Diamond Club**. Alumni, parents, and active members who contribute \$250 or more in any calendar year will be recognized as Diamond Club members.

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A key benefit to keep in mind is that due to our status as a 501(c)3 non-profit organization is that all gifts and donations are tax deductible.

How to Give:

Contributions to The Experience Company can be made online at the link below, or via mail to:

The Experience Company

P.O. Box 22251

Lincoln, NE 68542

<https://www.nebraskabeta.com/support-tec>

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