

# AKPsi Risk Prevention Program

## General Module

### Case Study #3



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*Alpha Kappa Psi is recognized as the premier developer of principled business leaders.*

John is a vice president of Alpha Kappa Psi. When he ran for the office, he promised the chapter he would come up with innovative and fun ideas for parties. "I'm tired of the same old themes. We've all been to a hundred luaus, can't we be more creative?" Soon after taking office, John arranges for an exchange with Alpha Beta Gamma engineering fraternity, partially because his girlfriend, Tina, happens to be the president.

Since San Diego is a border city, John thinks it would be clever to have a "Cross the Border" party. Both Tina and Jose, the AKPsi president (who happens to be of Mexican descent), have some reservations about the theme, but John doesn't easily take no for an answer and he convinces them it will be a night to remember.

To enhance the theme, John goes out and buys enough barbed wire and wooden stakes to build a barbed wire fence for decoration, and constructs a border crossing. The pledges of Alpha Kappa Psi and Alpha Beta Gamma are instructed to try to cross the border without getting caught. Four brothers are to be dressed as Border Patrol agents with toy guns and will attempt to capture the "illegals." If "captured," the pledges will be taken to the "holding cell." If the pledges enter the house without being caught, they get to go directly to the recreation room to celebrate their freedom. The Border Patrol guards in the "holding cell" will be friendly, and if "bribed" with promises of future personal acts of servitude will be given a Corona and allowed to escape to the main party in the recreation room, where four different flavors of margaritas will be served. Snacks such as nachos will add to the theme.

To promote the party John designs a T-shirt, with a drawing of a yellow diamond caution sign that shows a woman and children crossing the road, just like the signs posted near the border and at Border Patrol highway checkpoints to warn motorists of immigrants trying to cross the freeway.

Victor, the president of MEXAM, a Mexican-American social activist student organization, sees one of the Alpha Kappa Psi pledges, Dave, wearing the T-shirt on campus the morning of the party and asks about the party. Dave excitedly tells Victor all about the plans for the party. Victor asks if he can attend, and Dave explains that it is a closed party.

Victor decides to show up anyway, along with about 80 MEXAM members, who gather in front of the house shortly after the party commences; they start chanting fraternities are racist. He also alerted the media of their plans, and three television and two radio stations show up, along with reporters for the student newspaper and the city newspaper.

One of the television stations asks if the chapter presidents, Tina and Jose, will consent to a live interview inside the party to be aired on the 11:00 news (in about a half hour) to respond to the allegations of racism. They both decide to call their chapter advisors immediately to see what they should do.

- Outline the steps you would take in the next hour to handle this crisis. The next 48 hours?
- How will you respond to the public outcry?
- How could this crisis have been prevented?
- What, if any, policy violations occurred in this incident?
- How could this have been avoided?
- What is the chapter's plan to handle media exposure in case of a negative incident?