

THE TAU BETA PI ASSOCIATION

2023 CONVENTION

Graduation stole and regalia review

Referred to Committee on Image and Marketing

Charge to Committee

Review the white stole and orange and white honor cords worn by Tau Beta Pi members at graduation ceremonies. Provide recommendations for possible changes in design of the stole and ideas for additional regalia merchandise if needed.

Background Information

For decades, Tau Beta Pi graduates have worn a simple but unique white satin stole (collar) with an orange Bent embroidered on it. Several years ago, orange and white honor cords and a tassel with a charm were added to the graduation regalia selection.

Instead of the official seal brown and white colors of Tau Beta Pi, the color orange was selected for the embroidered Bent and tassels because engineering graduates traditionally wear orange during commencement. The color symbolizes individuality and the creative spirit.

While reviewing the numerous graduation images students send us wearing their regalia and that of other honor societies, we noticed that most other honor societies include some additional branding, often the Greek letters of the honor society's name. TBP's updated branding guidelines recommend using at least the name or Greek letters of Tau Beta Pi, on insignia items on which the Bent appears.

We also noticed that the color and design of the TBP stole (collar) goes nicely with the longer stoles of other honor societies and does not compete for space.

Recommended Actions

Determine the most desirable design elements of TBP graduation regalia, particularly the stole (collar), through the following actions:

- Evaluate and critique the current graduation regalia. Images can be found here: <https://tau-beta-pi.myshopify.com/collections/graduation-regalia>
- Review other graduation regalia items.
<https://www.phikappaphistore.org/products?s%5Bf%5D%5Bc%5D%5B%5D=%2FGraduation+Regalia>, https://pbkey.com/mm5/merchant.mvc?Screen=PROD&Product_Code=STOL, https://www.google.com/search?q=national+honor+society+collars&rlz=1C1CHBF_enUS975US975&oq=honor+society+collars&gs_lcrp=EgZjaHJvbWUqCAGCEAAYFhgeMgYIABBFgDkyCAGBEAAYFhgeMgglAhAAGBYHjIKCAMQABiGAXiKBDiBCDkxOTRqMGo3qAIAAsAIA&sourceid=chrome&ie=UTF-8
- Brainstorm to determine the important elements regalia should include to convey the most important image of Tau Beta Pi.
- Brainstorm any new regalia not being offered.
- Do you think having the opportunity to wear graduation regalia is a factor in candidates' consideration of membership in Tau Beta Pi, or any honor society?

Recommend if the 2024 Convention should include an Image & Marketing Committee.

10/6/2023

