

Beyond the Balloons: Tri Delta CEO Mindy Tucker Makes the Business Case for Bid Day

New op-ed traces a viral Bid Day display back to a six-month project run by 600 college women and the resume-ready skills it builds

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She's Gone Tri Delt

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Mindy Tucker

Dallas, Texas — August 10, 2026 — Every August, “RushTok” floods social feeds with clips of hugging, dancing, and elaborately decorated sorority houses on Bid Day, which is the day new members learn which chapter they've joined. The commentary that follows is usually about the cost of the balloons. Mindy Tucker, Chief Executive Officer of Tri Delta, wants to redirect that conversation toward what actually built the display: a monthslong, student-run operation that mirrors the scope of a real capstone business project.

In a new op-ed, “Beyond the Balloons,” Tucker draws on a recent visit to Tri Delta's chapter at the University of Arkansas, where she sat down with the students responsible for planning that campus's Bid Day. What she found was not a party-planning committee, but a project spanning nearly the entire academic year: a pitch to campus Panhellenic leadership, sign-off from chapter

leadership, a vendor relationship, a working budget, a publicity plan, and a final presentation that must win buy-in from more than 600 members in the days before the event.

“Where you see balloons, I see an incredibly valuable experience to bring to a future employer,” Tucker writes. “The balloon display may be big, but the impact of the experience is much bigger.”

The op-ed ties that project directly to what employers say they're hiring for, citing the National Association of Colleges and Employers' 2026 Job Outlook report, which lists teamwork, problem-solving, and written and verbal communication among the top skills employers seek, alongside Deloitte's 2026 Global Human Capital Trends research on demand for adaptable, fast-learning talent. Tucker also points to Tri Delta alumna Addie Segal, who chaired Bid Day for the Arkansas chapter in 2025 and now works in software sales, describing the experience as her entire business-school education “wrapped up into one six-month project.”

The piece is aimed at three audiences Tri Delta hears from most:

- Parents of potential new members who see Bid Day content online and want to understand what the process teaches, beyond the spectacle.
- Future employers evaluating candidates with sorority leadership experience and looking for a clearer read on the skills behind it.
- Prospective new members weighing recruitment as more than a social decision, and instead as a first real experience with budgets, deadlines, and group consensus.

Tucker is available for interviews and is offering “Look Beyond the Balloons” as an exclusive or reprint op-ed, timed to Bid Day season and the ongoing RushTok conversation. Tri Delta alumna Addie Segal is also available to speak to her firsthand experience chairing Bid Day and how it shaped her transition into a sales career.

About Mindy Tucker

Mindy Tucker has served as Chief Executive Officer of Tri Delta since 2025. Throughout more than seven years with Tri Delta, she has led key initiatives such as the award-winning Kindness Initiative, the organization's technology modernization efforts, the creation and execution of Tri Delta's strategic plan, and the management of the organization's diversity, equity, inclusion, access, and belonging initiatives.

About Tri Delta

Tri Delta was founded in 1888 at Boston University and today comprises 327 collegiate and alumnae chapters across the United States and Canada, with more than 350,000 initiated members. Tri Delta's mission is to inspire women to reach their highest potential through the pursuit of academic and leadership excellence, high standards, service to others, and lifelong friendship. Headquartered in Dallas, Texas, the organization also supports St. Jude Children's Research Hospital as its philanthropic partner.

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