

Gamma-Rho Importance of Public Relations



KAPPA SIGMA FRATERNITY

FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE



PR Chair Responsibilities

- Develop a committee that focuses on all of our publics.
- Decide how we best can maintain our brand.
- Manage a calendar of activities, events, and posts to email, website & our social media.
- Consider creative & innovative ways of promoting the chapter.
- Remind members that their individual and our chapter behavior impact our public relations.
- Hold a public relations workshop each semester & post a public relations idea of the week.
- Ensure that we are communicating all of our awards, campus involvement, good grades, & service to our publics.
- Maintain a contact list for all local media relations sources as well as other publics we want to communicate with. Get to know them. Know how to do press releases.
- Develop a crisis management plan.

Our Vision

Gamma-Rho's vision is to provide our members with a great college experience; to ensure they are career-ready; to start a lifetime of friendships; and help them have successful lives.

- We will be a values-driven organization.
- We will be innovative and not afraid to lead.
- We will adapt as it makes sense and will collaborate with our campus & community stakeholders.
- We will focus on creating a fun and healthy environment.
- We will provide a quality living-learning environment.
- We will recruit those focused on academics, campus & chapter involvement, career-readiness, diversity & inclusion, leadership development, service and respect for differences, as well as those with a competitive spirit.
- We will on-board our members successfully, ensure our members are career-ready, and help them develop a lifetime affinity to Gamma-Rho, Kappa Sigma and the University of Arizona.

Public relations is the relationship between our chapter and our target publics. While a proactive strategy focused on our public relation is important, 90% of our public relations will be determined by our behavior.

Questions to Consider

- How do you think public relations impacts our colony/chapter?
- Who do you think is responsible for our public relations?
- What can improve or hurt our relations with our target publics?
- How can we use communications and events to improve our public relations?
- How do you think grades, service, campus involvement and awards won might help our public relations?
- How can our facility impact our public relations?
- How might our social events impact our public relations?
- How can individual members improve our public relations?
- How can we recognize individual brothers every week?

Area's We Should Focus Our Public Relations On & the Audience

Keep informed, involved, & be attentive when in contact.

Alumni Relations – chapter alumni, local alumni, & volunteers

Campus Relations – campus partners, teachers, fraternities, sororities, & other students

Community Relations – media, charities, neighbors & public leaders

Kappa Sigma Relation – DGM, SEC, HQs staff, & other chapters

Member Relations – officers, chairs, roommates, & general members

Parent Relations – current & past member parents

Public Relations Ideas

Alumni

Communicate – e-news, newsletters, social media, website, calls & in-person conversations

Events – Homecoming/Hall of Fame, Virtual (chapter meetings, speaker panels, decade chats), BBQ, baseball game, etc.

Career Network – host career panels and have alumni career mentors

Recognize – thank volunteers, award for success & service, etc.

House – keep it clean at all times and do not cause damage

Campus

Communicate – e-news & social media, welcome back & flowers to sororities, congratulate on Founders Day to all campus chapters, etc.

Events – annual BBQ for campus partners & teachers, annual dinner for chapter presidents, advisors, & governing board members, annual RA dinner, annual dinner for our neighbors, etc.

Banners – hang banners recognizing individuals, other chapters & campus partners successes

Scholarships – award scholarship to non-members

Thank You – thank you cards to Greek Life staff, campus partners, & any others appropriate

Participate – participate in most campus and Greek Community events, help students move into dorms, attend sports events as a chapter

Respect – respect people of differences as well do not degrade women

Deadline – meet university deadlines on reports and fees

Community

Communicate – e-news & social media

Events – annual BBQ for community partners

Banners – hang banners recognizing community partner successes

Participate – participate in important community events & get to know community leaders

Kappa Sigma

Communicate – e-news & social media with DGM, SEC, HQs staff, other chapters

Events – make a point to be at summer conferences

Chapter focus – grades, service hours, charity donations, ritual proficiency, SAJ Giving Weekend, stay out of trouble, develop relationships, etc.

Deadline – meet Kappa Sigma deadline on reports and fees

Members

Communicate – keep members informed on everything

Events – host many different types of activities & social events

Recognize – share successes of members at meetings, in social media, in e-news, & in newsletters

Parents

Communicate – e-news, newsletters, social media, website, calls & in-person conversations

Events – Parent & Family Weekend, Dad & Mom's Weekend, Grad Weekend, Virtual meet the parents

**Watch what you do, not just what you say, and remember
our Chapter House should communicate our brand!**



www.uakappasigma.org | www.kappasigma.org

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