

Gamma-Rho Public Relations Program



KAPPA SIGMA FRATERNITY

FELLOWSHIP • LEADERSHIP • SCHOLARSHIP • SERVICE



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 Checklist

- Review our website & social media monthly to ensure it reflects our brand
- Ensure the Chapter House reflects our brand
- Ensure our recruitment video and any other materials reflect our brand
- Coordinate with our Greater Cause Chair to ensure we commit to philanthropy & service for our campus and community and that we post to our website, social media, email, and provide press releases where it makes sense.
- We will commit to positive public relations with the UA Greek Community, FSP staff, the Deans Office, the campus, the local community, headquarters/DGM/SEC, alumni, parents, and Little Chapel of All Nations next door to our house.
- We will commit to building strong relationships with our campus partners: <https://www.uakappasigma.org/campus-partners>. How do we benefit them and how can their services support our members?
- We will hold an annual campus partners dinner either at our house or another location on campus like the Sands Club.
- We will send welcome back cards & flowers every fall to all sororities on campus.
- We will file all Kappa Sigma and University reports and pay our fees on time as this impacts our PR as well.
- We will mail, email, post to our website, and post to social media our newsletter twice per year.
- We will post to social media and our website, as well as send e-news every 2-4 weeks at a minimum. This should include profiling undergraduates, award winners, alumni, and parents.
- Beyond our internal scholarships we will continue to award the Barleycorn Scholarship for an incoming or continuing student honoring a fallen officer (winner must come from a criminal justice family) and the UA Greek Leadership Scholarship that honors the service of our long-term volunteers (fraternity or sorority student who has completed 24 units and is excelling with academics and leadership). We will send out press releases, e-news, and social media posts. They will be invited to the annual Hall of Fame Dinner.



www.uakappasigma.org | www.kappasigma.org

For more information, contact **Steve Maslowski**, smaslowski123@gmail.com (Advisor), **Pete Parker**, pete.parker@fmgucson.com (Educational Foundation President), or **Andy McEldowney**, andy@gamma-rho.org (House Corporation President).

- We will consider making our house available for an annual alumni & undergraduate art show that benefits art causes (as well as other programs like this).
- We will continue to host an annual UA Greek Golf tournament during Homecoming that benefits the Barleycorn Fund, The Campus Pantry, and Greek Life Leadership programs.
- We will promote Parent & Family Association and Homecoming programming.
- We will partner with a UAPD campus Liaison to maintain a positive relationship.
- We will partner and promote all services in the Campus Success District.
- We will partner and promote with Admissions/Enrollment Management coming to school at UA.
- We will be committed to being a diverse and inclusive chapter.
- We will find ways to promote the UA Bookstore.
- We will purchase group seating to as any UA sporting events as possible.
- We will commit to these annual workshops (Academic Success, Code of Conduct, DEI, Executive Committee, Health & Wellness, Lifetime Affinity to the Chapter, Fraternity & University, My Brother's Keeper, Sexual Assault, and Ritual) as well as monthly career programming.
- We will call all alumni in one decade per semester to update records, invite to participate in events & programs, and just to say hi.



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