

# Gamma-Rho Alumni/ Undergraduate Relations



## 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.

**“Kappa Sigma...not for a day...an hour...or college term only...but for life.”**  
**“Are you in Kappa Sigma or is Kappa Sigma in you?”**

### Undergraduate Experience

- We need to identify and recruit the right undergraduates; we need to onboard them successfully; and we need to welcome them to the alumni ranks.
- Alumnus or two needs to talk at a pledge/active chapter meeting about lifetime commitment to the chapter, fraternity, and university.
- Advisory Board, Foundation Board, and House Corporation Board members need to be engaged with the chapter.
- Alumni Big Brothers need to develop relationships with their Little Brother(s).
- We need to provide value – career preparation & networking; scholarships; and lifetime friendships.
- Annually have officers and volunteers do something together.
- Ensure the \$10 gift per month to the Foundation as an undergraduate is continued with the eventual goal when combined with their alumni giving to sponsor and scholarship or two and build a relationship with the winners. Explain the why.
- We need to have a senior send-off hosted by alumni and finds ways to engage graduates at least as Alumni Big Brothers or Career Speakers.
- We need to name 1-2 members in each graduating class as class chair(s) who ensure records remain current; news is shared; career networking occurs; class events are held; alumni are encouraged to be Alumni Bigs, to be Career Speakers, to volunteer, and to donate.

### Alumni

- Survey alumni to meet their interests and needs.
- Invite Alumni Big Brothers and other alumni to initiation and local a few local alumni per month to chapter dinner & maybe meeting (undergraduate ask).

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- Alumni Relations Chair and Career Chair work with advisors to ensure alumni stay engaged with 1 to 1 career discussions (virtual & in-person); small group discussions (virtual & in-person); career panels (virtual & in-person); and annual career networking event (in-person). Also, do all we can to network with each other.
- Alumni Relation, PR and Social Media Chairs ensure Facebook, Instagram, and LinkedIn remain active with chapter news and news on alumni.
- Monthly profile of an alumnus and undergraduate posted to website, e-news, and social media (this could even be an Alumni Big and Little).
- Ensure a newsletter is mailed, emailed, posted to social media, and posted to the website twice per year.
- Find ways to have the undergraduates, Advisory Board, Foundation Board, and House Corporation Board to engage.
- One decade per month invited to a chapter or EC meeting on Zoom.
- An event is held in the fall (Homecoming/Hall of Fame); spring (Volunteer Weekend); and smaller events that alumni are interested (Pac-12 sports, golf weekend, ski weekend, travel, etc.).
- Alumni Big Brother/Little Brother(s) Chair ensure everyone is staying in touch by reaching out a few times per semester to check on progress. Also, host a virtual trivia night with Alumni Big Brothers/Little Brothers; a Fantasy League; as well as host a BBQ at the Chapter House for Alumni Big Brothers and Little Brothers (invite all to attend but focus on those in AZ).
- Have undergraduates reach out to go to lunch or dinner with an alumnus (not just in Tucson, but in the cities undergrads will be home during the holidays and summer). Focus on volunteers and annual fund donors but also those less engaged.
- Class chair(s) do their best to keep their class engaged through event attendance, volunteering, and donating (and undergraduate Alumni Relation Chair and his committee stay in touch with them). A significant focus on the first 5 years following graduation to keep them engaged.
- Undergraduates help co-chair all Homecoming events (Friday golf; Friday Hall of Fame, and Saturday tailgater).
- Undergraduates ask alumni to donate if they have not (board members, Alumni Bigs, career speakers, event attendees, etc.).
- Hold a Senior Sendoff each semester with alumni.
- Send out an annual email and social media post on Gamma-Rho Founders Day: May 29, 1915.
- Be committed to our alumni brother's lifetime success and understand that providing value to alumni & undergraduates is what creates lifetime commitment.
- Develop an annual giving recognition plan.



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