

The Fraternity of Phi Gamma Delta
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FIJI ACADEMY

LEADING WITH COURAGE
SAINT LOUIS, MO JANUARY 4-6, 2019

Corresponding Secretary Participant Workbook

Facilitators:

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Corresponding Secretary Responsibilities

You are the EXTERNAL COMMUNICATOR of your chapter. You are the public relations officer. Ensuring the chapter's ability to communicate a positive message and image to your community is your primary objective.

Topics to be covered:

- ◇ Expectations for the morning
- ◇ Your job responsibilities and how to be successful
- ◇ Public Relations
- ◇ Delegation and elements of chapter operations
 - ◇ Pig Dinner
 - ◇ Graduate Relations
 - ◇ Newsletter
 - ◇ Social Media
 - ◇ Resources

Here is an ideal transition process/document

- ◇ Overview of position
 - ◇ Purpose
 - ◇ Goals
 - ◇ Weekly tasks
 - ◇ Semesterly tasks

- ◇ Successes and failures

- ◇ Recommendations

- ◇ Transfer of documents
 - ◇ Templates for newsletters and emails
 - ◇ Graduate contact information
 - ◇ List of social media log ins and ideas

Public Relations

◇ Protecting Phi Gamma Delta's good name

◇ 90/10 rule

◇ Principles of PR

◇ News cycle

◇ Develop Content

◇ Determine platforms

◇ Establish realistic goals

Execution + Accountability

- ◇ Graduate Relations Committee
 - ◇ Newsletter Committee
 - ◇ Pig Dinner
 - ◇ Social Media and Website Committee
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◇ Why is it important to have strong graduate relations?

◇ How can you best position yourself as an undergraduate chapter to get graduates to return to campus?

◇ What does good graduate engagement look like?

◇ What are three features of a strong graduate newsletter?
