

VIRTUAL GRADUATE ENGAGEMENT

Now, more than ever, our graduate brothers need to be checked in on so that they realize their chapter, brothers and the Fraternity is still here and needs them. Below are suggested practices to help your chapter continue to engage its graduate brothers and brothers in the geographic area during the transition to a virtual reality.

- Continue sending newsletters to your chapter graduate brothers, brothers within your geographic area and parents of members.
- Continue to promote chapter activity on social media platforms.
- Create virtual brotherhood events that get graduate brothers involved.
 - Suggestions include virtual game nights, virtual showcases, etc.
- Create platforms which allow graduate brothers from certain class years/pledge classes to connect.
 - Be sure to share the call information with all involved brothers.
- Perform some check in with graduate brothers to touch base and ensure your brothers' safety.
- Start planning next semester's graduate event calendar and communicate it with brothers.
- Poll brothers on what activities they want to do with the undergraduate chapter and other graduate brothers.
 - This applies to both virtual events and ones for next semester's calendar.
- Create a challenge among brothers in the undergraduate chapter to see who can contact and check in with the most graduates. When doing so, invite graduates to speak with the chapter about their area of expertise i.e. banking, law, finance, engineering, marketing, etc.
- Create and promote a graduate "speaker series" that can help undergraduate brothers gain insight from graduates. Review graduate brother's professions and see where their expertise lies. Headquarters staff can provide business information for graduate brothers if needed. Some topics might include:
 - Resume Writing Tools and Tips
 - Strategic Planning and Goal Setting
 - How to Build Rapport and Foster Positive Relationships
 - Investment Basics
 - The Art of Customer Service
 - Tips on Interviewing Techniques
 - Networking to Land the Dream Job
- Create a professional development series and ask chapter graduates and area graduate brothers (brothers within the geographic area) to serve on the panel of experts.
 - This can be major specific, industry specific, graduate program specific, etc.
- Invite graduate brothers, particularly your BCA and HC, to participate/sit-in on chapter meetings.