

# KAPPA ALPHA ORDER

## Officer Transition Guide



### NUMBER IV

Former Number IV: \_\_\_\_\_

Number IV: \_\_\_\_\_

Date of Transition: \_\_\_\_\_

## **DUTIES OF YOUR OFFICE**

The Number IV

**9-134. The IV – Corresponding Secretary.** The IV shall have charge of and be responsible to the I for safekeeping of all the files and correspondence of the chapter and shall write or supervise the writing of all correspondence in behalf of the chapter as the I or the chapter shall direct. He shall also serve as the membership recruitment officer for the Active Chapter. Amended by the 72nd Convention, to take effect on December 1, 2007.

## **THINGS TO DO**

- Introduce yourself to the Alumnus Advisor
- Introduce yourself to the Faculty Advisor
- Introduce yourself to the Greek Advisor
- Review the latest Report 7 from the Associate Director for Chapter Services
- Read and understand the National Reporting System
- Oversee the chapter's recruitment program
- Respond to rush recommendations
- Focus on campus (Greek, student organizations, and faculty, etc.), community (philanthropic service, businesses, schools), and fraternal correspondence (Province, National, and new chapters)
- Stress value of inter-province communication
- Promote good neighbor relations
- Maintain a chapter website, Facebook page, and Twitter and be sure to have any passwords associated with it
- Work with the Number V on the alumni newsletter
- Have faculty awards, receptions, events and dinners
- Send out press releases for good news about KA and specifically your chapter
- Encourage and emphasize the importance of interfraternal relations
- Host a community night once a semester
- Send Christmas cards to faculty members
- Create an individual member file that states each member's medical record. This record can be used at a time of chapter emergency
- Send invitations to alumni for initiation
- Send flowers to sororities on their founders' day
- Send out at least 3 different items of correspondence to alumni (newsletter, letter, thank you cards, email, etc.)

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## **THINGS YOU WILL NEED**

- A copy of the *Kappa Alpha Laws*.\*
- Current copy of your chapter's by-laws.
- A scrapbook for all chapter correspondence.
- All chapter stationary (including rush materials).
- Current mailing list for active members, alumni members, and university addresses, on flask drive.
- Chapter Communications Manual\*
- The weekly school paper and town paper.
- Old alumni newsletters, correspondence examples and Ammen applications

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*If you are missing any of the items supplied by the National Administrative Office (marked by a \*) please call (540) 463-1865*

*EXCELLENCE IS OUR AIM*

Sample Recruitment Plan

# Kappa Alpha Order



## Chapter Recruitment Plan

## Minimum Standards for Membership

The following items are intended to help you set minimum standards for the potential members you will recruit throughout the year. While this list not comprehensive, these items should help you quantify some of the values your chapter should use to measure quality members and can be used during discussions about extending a bid. Please address how your chapter currently measures these items and how they can be measured in the future.

### GPA to Join

*Example – Omega Omega chapter will not take any man who has under a \_\_\_\_ GPA. If that man really wants to be a KA, he will strive for excellence in the classroom the next semester in order for him to become eligible for membership.*

KA National Minimum: **2.6 Cumulative**

Fall 2012 Chapter Minimum:

### Leadership / University Involvement

**Is the potential member involved in worthy college / community activities outside of Greek Life?**

*Example – Because our chapter is trying to increase its involvement on campus, to be eligible for membership in Omega Omega Chapter, a potential member must have held a leadership position in a high school organization, church group or other organization, or is currently a member of another collegiate student organization.*

Fall 2012:

## Finances

How does the chapter address the financial obligations of membership with potential members? How does the chapter decide whether a potential member can meet financial obligations?

*Example – Every potential member will be informed of the financial obligations and are given an overview of the chapter budget.*

Fall 2012:

## Disciplinary History

Does the chapter investigate / inquire whether a potential member has disciplinary history with the university or elsewhere?

*Example – Omega Omega chapter partners with the campus judicial office. Potential members are asked to sign a waiver to release their judicial information. This information is reviewed and presented to the chapter.*

Fall 2012 Requirement:

## Does the potential member benefit the chapter?

How does your chapter assess whether a potential member will be a positive addition to the chapter during his first, second, third and fourth years of membership?

*Example – When discussing KA with a potential member, we talk to him about all the great ways our chapter can benefit him. We will also start the conversation of “what can you bring to the chapter?” This will be discussed in bid session on discussion of each new member.*

Fall 2012:

## Is the potential member a gentleman?

*How does your chapter decide whether a potential member conducts himself as a gentleman?*

*Example - The chapter must see that the potential member has demonstrated himself as a gentleman and provide examples? This will be discussed in bid session on discussion of each new member.*

Fall 2012:

## Other Minimum Standards for Membership?

*Create at least 1 other eligibility requirement for your chapter.*

# The Five Step Model of Recruitment

## Goal for Growth

*Example – Omega Omega Chapter will initiate a minimum of \_\_\_\_ men this semester. This number will be voted on by the chapter. We will continue recruiting and searching for eligible men until we have achieved our goal.*

**Initiation Goal: \_\_\_\_\_**

*\*This number must be voted on and fully supported by the chapter\**

## Names Generation

All answers should be in goal form including deadlines and how you plan to achieve each goal. The names generation could be set every week, or in a continuous and ongoing 3 week frame, setting new “5-Step Goals” every three weeks. These “5-Step Goals” will be divided between the recruitment teams. Each team may also set their own goals.

Goal number of names generated?

*Example - Omega Omega Chapter will add 150 men to our names list in the next 3 weeks (mm/dd/yy).*

What methods will your chapter use to generate names?

*Example – We will generate these names in the following manner:*

- 1) Facebook drive, conducted by (mm/dd/yy)*
- 2) Sorority Referrals, conducted by (mm/dd/yy)*
- 3) Tabling, conducted on (mm/dd/yy), (mm/dd/yy), (mm/dd/yy) and (mm/dd/yy)*  
*Your chapter should have several different ways of doing this. 5 Minimum.*

## Marketing

What methods will your chapter use to market recruitment?

*Example – Our chapter will market directly to our names list by using mass emails. These emails will go out on (mm/dd/yy), (mm/dd/yy), (mm/dd/yy), (mm/dd/yy) and (mm/dd/yy).*

*The chapter will make cold calls off of our names list on (mm/dd/yy), (mm/dd/yy), (mm/dd/yy), (mm/dd/yy) and (mm/dd/yy).*

*The chapter will chalk the sidewalks by (mm/dd/yy).*

*The chapter will update its facebook at least twice a week.*

*The chapter will tweet at least twice a week.*

**YOUR CHAPTER SHOULD HAVE MORE WAYS TO MARKET THAN THE ABOVE.**

How does your chapter plan to brand itself visually on campus?

*Example – Our chapter will brand itself visually by having a consistent visual image. i.e. Letters, coat of arms, mottos, etc.*

*\*It is important to use as few of these as possible to remain consistent. If you use too much, nobody will know who you are.*

## One on One

Weekly Goal for One on One meetings?

*Example – Team 1 will have 4 one on ones this week*

*Team 2 will have 6 one on ones this week*

*Team 3 will have 5 one on ones this week*



*Notice – This is 15 one on ones with very little effort. These goals should be set weekly at chapter meetings. Teams with the highest should be rewarded. Beta, Gamma and Delta are the captains, but do not have to be. You can have as many teams as you want as long as you have at least 3.*

## Events

What events do you plan to hold?

*Example – Our chapter will utilize our names list, marketing and one on ones to get potential members to our events. These are the events we will have in the next 3 weeks.*

*Note – Recruit with the events you already have. For example, if you and 3 brothers are going out to lunch, invite a couple potential members. If you are hanging out watching the game somewhere, invite a few potentials to join you. Capitalize on what you do already.*

## The Close

*Example – Omega Omega Chapter will discuss potential members at every chapter meeting and will bid continuously throughout the year.*

# General Organization

Assign a chapter member to the following:

\_\_\_\_\_ Alpha (Chair) - 1 on 1 set up, email blasts, email address motoring, manages and motivates team and chapter, presents at chapter meeting

\_\_\_\_\_ Beta - Print, flyers and letters, Social Media (Work with Number V)

\_\_\_\_\_ Gamma - Names generation, Google Doc, Checks Grades, Manages Cold Calls (Everyone Calls)

\_\_\_\_\_ Delta - Event Planning, Risk at Events, Ensures attendance at events, Food, etc.

# Recruitment Captains

Please list your Recruitment Captains.

	<u>Name</u> <u>Email</u>	<u>Class</u>	<u>Phone</u>
1)			
2)			
3)			
4)			
5)			

## The Team Concept:

Dividing the chapter into teams spreads the work of recruitment over several people. Each team should be incentivized to follow through on the goals they set and to compete with the other teams on their "5-Step Goals." New Members should also be on these teams and the team who recruits the most men at the end of the semester should be rewarded

What are the expectations of your Recruitment Captains? How do you plan to utilize them and their teams?

## Formal Recruitment

Will there be a dress code for members? If so, please write below

Please state what the chapter will be doing during the “other hours” of formal recruitment.

\*How many new member classes will you take in the fall? If more than one, please explain.

\*Attach copy of day by day schedule of formal recruitment and events leading up to it\*

\*Attach copy of IFC formal recruitment rules and regulations\*

## Summer Recruitment

Phase I – **Names Generation** – Please list tactics to build your names list.

Phase II – **Event Marketing** – Please explain how you will be marketing your events to your target market

Phase III – **Events** – Please list events, dates, times, policies and person in charge.

How do you plan to follow up with potential members you recruited over the summer?

# Incentives

## Incentives

*Please state the Positive and Negative Incentives for the following (Stay away from fines):*

Recruitment Teams/Captains:

*Example – The top recruiting team who recruits over a minimum of 7 (use your number) men will have their fee's waived from formal.*

*The top recruiting team who recruits over a minimum of 7 (use your number) men will receive a steak dinner at XYZ restaurant.*

New Members Who Are Recruiting:

Others:

For questions on recruitment and recruitment education, please contact Director of Chapter Development, Nick Palmer at [npalmer@ka-order.org](mailto:npalmer@ka-order.org) or your ADCS.

## CORRESPONDING SECRETARY

### PUBLIC RELATIONS

You are the PR man of the chapter. People tend to hear about the good things a fraternity does less frequently than they do the bad things, which seem to draw immediate attention. The PR man in the chapter must take advantage of any positive situations including MDA events, community service, high scholastic achievement, chapter awards, a good softball game; anything that reflects highly on the chapter should be publicized. Use school newspapers; they are often cheap or even free. Doing the little things also impresses your community members such as congratulatory letters, holiday cards, keeping your yard and neighbors' yard clean, raking their leaves, getting their paper for them, etc.) Good PR work involves more than just doing nice things for sororities.

In short, your job can be an easy one. You could make the chapter better or even turn things around for your chapter with just a little effort. Your job is one of the most important jobs in the Order. For KA to thrive we need positive press. With good PR anything can be accomplished.

### MEDIA

All inquiries from outside the chapter in the event of a crisis should be directed to the National Administrative Office as opposed to saying, "no comment" which carries a negative connotation. If a crisis arises please forward all media calls to the National Administrative Office.

## PUBLIC RELATIONS OUTLINE

- I. What is Public Relations?
- II. What is the goal of Public Relations?
- III. Defining your audience?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
  - f. \_\_\_\_\_
- IV. Examples of good Public Relations.
  - a. The University Community
    - 1. Administration
    - 2. Non-Greek Students
    - 3. Greeks
  - b. City
    - 1. Neighbors
    - 2. Public
- V. The Public Relations Committee:

Chairman: \_\_\_\_\_  
Alumni Relations: \_\_\_\_\_  
Philanthropy: \_\_\_\_\_  
Social: \_\_\_\_\_  
Rush: \_\_\_\_\_

*"The foundation for a good public relations program is the dedication of the members to the basic purposes of Kappa Alpha and their constructive reflection upon the Fraternity's reputation."*

It's not enough to "do" the right thing, you must also "do" it right! Always display good manners. Be courteous. Make positive statements about others. Introduce yourself. Say "Thank you." Make others feel welcome and at ease.

## EXCELLENCE IS OUR AIM

### NO. IV GOAL SETTING

#### *Public Relations*

In the past year how many times has your chapter appeared in either the university or local newspaper? \_\_\_\_\_

How many times would you like to see it in the next year? \_\_\_\_\_

Does your chapter give awards to Faculty members? \_\_\_\_\_

Do you know the dates for all the sororities founding days on your campus? Do you send them roses on their founding day? \_\_\_\_\_

How is your inter-province communication? \_\_\_\_\_

Has your chapter hosted any type of community event in the last year? \_\_\_\_\_

The following is a excerpt from a news article published by an editor for educational issues. This article is a prefect example of why we as fraternity members need to do all that we can to preserve/improve our name and image. If we continue to ignore the negative and refuse to publish the positive, articles like this one will begin to affect our membership more than it already is.

### Why have fraternities at all?

*The News and Observer, Raleigh, N.C., Sunday, May 15, '88*

By MICHAEL NORMAN

*"What place does a one-sex social system, based on such caprices as class, income, skin color, wardrobe, facial hair and who knows what else, have in a place that the ancient Greeks believed was supposed to be devoted to the search for truth and justice?"*

### TRANSITION NOTES:

*"The sword was the mark of the knight, one of his most prized possessions and a symbol of his high social and military standing. If, for some grave misdemeanor, a knight was stripped of his knighthood, his sword would be broken before his eyes. A sword, however should not break. They were made to last a lifetime and often a sword was passed down from father to son, and each generation would add some design or jewel to the sword to make it his own."*

Don't allow the chapter to be stripped of its reputation as gentlemen. Negative PR can strip us from our good reputation. Ensure you are doing your part to promote the positive ideals of Kappa Alpha Order. Make certain there is a positive legacy to be passed down for the next generation. Do not only leave something behind, leave something worthy of a knight.