

VPCR RESOURCE GUIDE

March 2013

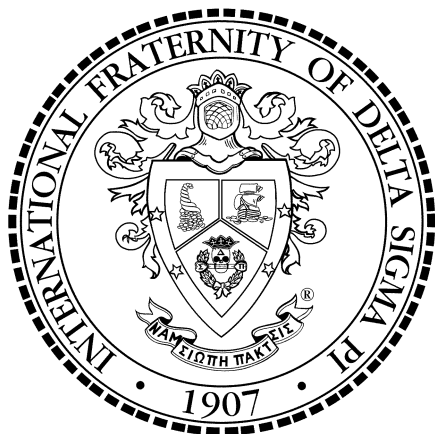
What's inside?

This VPCR Resource Guide complements the Vice President-Collegiate Relations section of the Alumni Chapter Officer Packets found online at http://www.dspnet.org/site/images/pdfs/alumni/alumni_officerpacket.pdf. The guide contains additional resources, samples and strategies that will assist you in your role as VPCR.

Working with Collegiate Chapters (and their VPARs).....	2
Promoting the Collegiate Transition to Alumni Members	3
Welcoming Prospective and New Members	4
Graduating Seniors and Recent Graduate Recruiting.....	4
Specialty Memberships	5
Creating a VPCR Plan for the Year	5
Communications.....	8
Contributing Information to <i>THE DELTASIG</i>	10
Database of Recent Graduates and Graduating Seniors	11
Collegiate Relations Advisory Council.....	12

Other Useful Resources

- [Alumni Chapter Officer Packets](#)
- [Alumni Chapter Resources](#)
- [Collegiate Chapter Vice President-Alumni Relations Officer Packet](#)
- [Alumni Chapter Operations Manual](#)
- [Alumni Presentation](#)
- [Alumni Benefits Brochure](#)
- [Best Practices Manual](#)
- [Certified Deltasig Leader \(CDL\) Information](#)
- [Update Contact Information](#)
- [“Will You Be My Mentor?” Presentation](#)
- [VPCR Database](#)



Any questions?

Delta Sigma Pi Central Office
330 South Campus Ave.
Oxford, OH 45056
Phone:(513) 523-1907
Fax:(513) 523-7292
<http://www.dspnet.org>
email: alumni@dspnet.org
centraloffice@dspnet.org

Working with Collegiate Chapters (and their VPARs)

As Vice President-Collegiate Relations (VPCR), you are your alumni chapter's direct link to the local collegiate chapters' Vice President-Alumni Relations (VPAR) and Vice President-Professional Activities (VPPA). You hold a very important position and can help set the tone for the Fraternity's future alumni—not to mention your chapter's future alumni. Your duty is to work with the VPAR and VPPA to bridge the gap between the alumni and collegiate brotherhood. Building this bridge will strengthen the communication network for your chapter and the Fraternity as a whole.

When making contact, be mindful that collegiate brothers are students first. They might be busy with school, work, or other activities. Do not be discouraged if you do not receive an immediate response and do not give up on your efforts to make contact. Be sure to ask them the best way to contact them (e.g. knowing that they are free on Tuesday evenings or that a certain email address or texting will get a faster response).

When reaching out to the VPAR, VPPA, or another collegiate brother, do not feel strange or nervous about making contact. Keep in mind that they may also be nervous about contacting you. Sometimes our collegiate brothers are a little intimidated by alumni and will not reach out to alumni directly. While making contact via phone may be quicker, consider "breaking the ice" by sending an email/social media message. This strategy will:

- Give you an opportunity to introduce yourself
- Set the "fraternal tone" for your phone conversation
- Explain the reason why you are contacting them so they know the nature of the upcoming conversation
- Give them an opportunity to prepare (and understand your expectations)
- Allow you to set up a future time to visit in more detail

Remember...A brother in Delta Sigma Pi is a brother, regardless of when you or they were initiated. Keeping this in mind will help you in your endeavors.

One way to break the ice is to make sure the collegiate brothers are updated on alumni chapter events and activities through chapter newsletters, direct emailing, and social media. This direct communication will help spark collegiate interest in your chapter and help them learn more about how an alumni chapter operates. When they graduate, they will be more likely to join an alumni chapter because they are more informed.

As the VPCR for your alumni chapter, you should:

- Locate the collegiate chapters with who you should be in regular contact. These include:
 - Collegiate chapters in your region or city
 - Collegiate chapters that have a high percentage of graduates that move to your area, namely all schools that feed into your area and make up 10% or more of your area's alumni based on your radius report. You can determine by:
 - Asking Central Office for a radius report of the alumni in your area
 - Sorting the report by school
 - Determining the percentages of alumni brothers from each school. For example: If your radius report has 532 names, and if a school outside of your region has 64 members on that list, then $64/532 = 12\%$. If 12% of all the alumni in the area come from a school, you need to be in contact with that school regardless of their location.
- Contact the chapter VPARs and Presidents and introduce yourself. Once you locate the chapter names above, you can use the Officer Contacts section of the Hub to find contact information.
 - Maintain contact with the local VPAR(s) regularly/monthly via email, phone, or social media to learn about collegiate chapter events and advise of alumni chapter events.
 - Share your alumni chapter calendar with the local collegiate chapters early in the fall and spring of each year.
- Visit the local collegiate chapters at least twice per year, once in fall and spring respectively.
- Help collegiate chapters with their events, especially recruiting events and initiations.

- Work with the local VPPA to provide college-friendly professional services from your alumni chapter such as speakers, mock interviews, or other professional development training.
- Ask to be added to the chapters' Facebook Group(s), LinkedIn Group(s), List Serves, mailing lists, etc. Create additional opportunities to work together, such as a Collegiate Relations Advisory Council with a team of collegiate members to brainstorm with and provide feedback on alumni events.

In summary, your role as VPCR is to make sure you contact the VPARs and VPPAs on a regular basis just to touch base and let them know you and the chapter are there to help. If they see active alumni brothers attending their chapter meetings and events, LEAD events, and Grand Chapter Congress, they are more likely to do the same after they graduate. Alumni visibility, whether via email, phone, or social media, is a key to keeping our collegiate brothers involved after graduation.

Promoting the Collegiate Transition to Alumni Members

As the VPCR, you can help improve the collegiate members' understanding of their lifelong fraternal opportunities by promoting the many ways to remain active as alumni. You can accomplish this through educating collegiate members on local alumni chapter operations as well as the following alumni-related opportunities (also found on www.dspnet.org).

There are many ways to stay active including but not limited to:

- Updating their contact information (address and email) online after graduation
- Joining an alumni chapter or helping charter a new alumni chapter
- Serving as an alumni chapter officer
- Mentoring a collegiate member or recent graduate
- Being a professional speaker at chapter events
- Helping a chapter with community service events
- Attending collegiate chapter meetings and events including initiation
- Attending or offering to present at National Events
 - Grand Chapter Congress
 - LEAD Provincial Conferences (usually in the spring)
 - LEAD Schools (usually in the fall)
 - Volunteer Leadership Training
- Reviewing Leadership and Volunteer Opportunities
 - Certified Deltasig Leader (CDL)
 - District Director or Assistant District Director (if applicable to your area)
 - Chapter Advisor (if employed at a university)
 - Regional Vice President
 - Provincial Vice President
 - Board of Directors (Grand President, VP-Organizational Development, and VP-Finance)
 - Leadership Foundation Trustee
 - Regional, Provincial, and National Committee involvement
 - Scholastic Development and Awards
 - Alumni Development
 - Professional Development
 - Community Service
 - Marketing and Communications
 - Contributor to *The DELTASIG* magazine or Delta Sigma Pi blog
- Offering Financial Support
 - Making unrestricted donations to the Leadership Foundation
 - Contributing to the Leadership Foundation scholarship programs
 - Helping to start a scholarship for an alumni chapter, area or home chapter
 - Donating directly to a local chapter

Welcoming Prospective and New Members

If an interested graduating senior or recent graduate should attend one of the chapter's activities, the chapter should welcome the prospective member.

- Be sure to introduce your recent graduate to other chapter members (assist with conversation starters, if needed).
- Let them know other members from their collegiate chapter who are members (or other brothers they know).
- A thank you note/email should be sent to the interested senior/recent graduate after the event and should include information about upcoming events.

If a recent graduate joins your alumni chapter, be sure to follow up with them to make sure they feel included.

- Encourage them to bring their friends (“bring another brother”) – Many recent grads will “recruit” for you because they want their friends to come to events with them.
- Assist them in making new friends with the existing alumni members.
- Find out their fraternal interests and see if you can assist in their goals and leadership development.

Coordinate with your alumni chapter’s executive committee to recognize and welcome new members, through tools such as a New Member Packet and New Member Orientation. New members should be contacted in person and encouraged to participate in one of the chapter’s committees.

Consider using the new member packet and new member orientation ideas below to help them remain positive about their alumni chapter membership:

- The New Member Packet should contain a list of current officers, committees and the committee chairs, current members of the chapter, and a calendar of events.
- Host a New Member Orientation twice a year including:
 - History of the Alumni Chapter
 - Benefits and expectations of joining an alumni chapter
 - Differences between alumni and collegiate chapters
 - Events from the past, present, and future
 - Leadership team introduction
 - Volunteer involvement opportunities
 - Acknowledge their transition and membership in the chapter (Meet the New Members)
 - Networking opportunities
- The chapter may also choose to induct new members with the New Member Induction Ceremony for Alumni Chapters

Graduating Seniors and Recent Graduate Recruiting

While a collegiate brother cannot become a member of an alumni chapter, you may provide collegiate members with information about the alumni experience and how to join your alumni chapter upon graduation. The most consistent complaint from recent graduates is that they contacted the alumni chapter, but no one replied. This makes follow up essential to your alumni chapter’s recent graduate recruiting!

You will often be the first person collegiate brothers will contact after graduation. You will be a key player in helping transition their fraternal experiences from collegiate to alumni.

As the VPCR, you will:

- Aid the alumni chapter president in recruiting efforts by focusing on recent graduates (and graduating seniors) from the local collegiate chapters.
- Utilize VPARs from local collegiate chapters for recruiting graduating seniors by contacting the VPARs at least two months prior to graduation to find out the names and contact information of their graduating seniors and start communication with them prior to graduation. This approach will help prevent lost contact after they graduate (when their contact information typically changes).
- Coordinate and share with other alumni chapters if one of your area's collegiate brothers will be relocating to their area after graduation.
- Encourage local alumni to support the local collegiate chapter(s) by attending their meetings and events. Visibility and involvement is imperative to letting collegiate chapters know local alumni support exists. Share with your collegiate chapters how to advertise their events to the chapter.
- Keep track and communicate with the graduating seniors and recent graduates in your area.

Specialty Memberships

You should review if your chapter's bylaws/policies include a recent graduate membership discount: free for the first year, discounted rate such as \$10 for the year, or chapter sponsored recent graduate memberships (whereby alumni members 'sponsor' the alumni chapter memberships for recent graduates).

- Consider adding "Friend Memberships" to your alumni chapter for free to any collegiate brother in your area that would like to join your chapter as a "friend" (add to chapter bylaws or policy and procedures if needed).
- Decide how a collegiate brother would join as a "Friend" and how long their membership would last (or if renewed each year)
- "Friends" usually receive chapter communications and are invited to events but are not full members (e.g. no voting rights), thereby making them more familiar with the alumni chapter and its members, prepping them for alumni chapter membership. (Note that a "Friend" membership should be the collegiate brother's choice and should not be mandatory).

Creating a VPCR Plan for the Year

By creating your own VPCR plan for the year which should include recent graduate/new alumni recruiting and other collegiate relations activities, you will outline your goals and determine where, when and how your time should be spent.

Calendar of Events

Outline your calendar for the entire year at the beginning of your term as VPCR. By placing the dates on the calendar (or approximate dates) you will be able to prepare for the event, properly communicate, and invite your collegiate chapter/brothers in a timely fashion to increase participation.

Share your alumni calendar with the local collegiate chapters early in the fall and spring of each year. If possible, when planning larger events for your alumni chapter, consult your local VPAR and/or VPPA about the collegiate chapter calendar to reduce scheduling conflicts. Also, your collegiate brothers might be searching for event ideas and may want to "piggy-back" on one of your event ideas, or vice versa.

- Know when the collegiate chapters' pledging, initiation, finals, and graduation are – work with or around those dates
- Plan a joint event with your alumni chapter and the collegiate chapter(s) such as: professional, community service, Founders' Day, Alumni Day or social

- Include mostly free or very inexpensive events and activities to recruit recent graduates (often money is an issue after graduation)
- Give your collegiate chapter at least four weeks' notice so they can add the events on their calendar and plan their attendance
- Add collegiate chapter alumni-focused events to your alumni chapter's event calendar (including recruiting events and initiations)
- Include national events on your calendar (LEAD events and Grand Chapter Congress are additional ways to spend time with your collegiate brothers)

A Sample VPCR plan for the Year (for July 1 – June 30) is listed below.

JULY

- Touch base with your areas current (for fall) VPARs and introduce yourself. Include other chapters that have a high number of alumni in your area (some schools have high populations of graduates in cities outside their area).
- Check Deltasignificants in the July issue of *The DELTASIG* magazine for those that might be in your area.
- If your alumni chapter has a Facebook or LinkedIn.com group, ask if you can be made an admin. See if any recent grads are members.

AUGUST

- For Congress years, plan to attend (or send another representative from your chapter to meet the collegiate brothers and share your contact information).
- Contact Central Office to receive a “recent graduate radius report” for the upcoming year and create a recent grads database/spreadsheet.
- Contact any spring graduates that you have contact information. (Note: If you only have a school email, hopefully you can get their non-.edu before it is deactivated.)
- Plan and schedule the follow-up procedures for your recruiting of the recent grads.

SEPTEMBER

- Plan to attend the upcoming fall LEAD school in your area and let your local VPARs know you will be there.
- Set up a conference call with the VPARs in your area so they can meet you and their fellow VPARs.
- See if your collegiate chapters have a Facebook or LinkedIn.com group for their alumni. Ask to be added as a member, officer, or admin of this group. This is a good way to recruit for your alumni chapter or let alumni in other areas know how to join an alumni chapter.
- Contact Central Office to receive a “graduating seniors radius report” for the upcoming year and create a graduating seniors database/spreadsheet.
- Contact your graduating seniors providing them your upcoming alumni chapter activities as well as any upcoming national events.
- Once a new brother joins the alumni chapter, they should be sent the alumni chapter's Welcome Packet (for all the members that have joined in the past 6 months). Your alumni chapter should also plan a “new member event” for October.

OCTOBER

- See if you have any updates to your recent graduate and/or graduating seniors database/spreadsheets.
- Follow up with your recent graduates inviting them to your chapter's Founders' Day event (and other upcoming events). Give them at least four weeks' notice.
- Personally follow up with any recent graduate that you have met or spoken.
- Alumni Chapter hosts New Member Event (after receiving the new member packet in September).
- Attend the fall's upcoming LEAD school in your area (if you are unable to attend, appoint someone from your alumni chapter to make contact with the collegiate chapters and provide your contact information).
- Check your year plan and goals. Are you on track? What adjustments need to be made?

- Schedule your November visits with the collegiate chapters – make a point to personally meet the December graduates (and introduce yourself to the spring graduates if you have not already).

NOVEMBER/DECEMBER

- Follow up with your recent graduates providing information about your alumni chapter’s Founders’ Day event, holiday party, collegiate chapter initiations (provide VPAR contact info) and how to join your alumni chapter.
- Visit the collegiate chapters in your area. Contact the VPARs in chapters not in your area that have a high population of graduates that migrate to your city.
- Check Deltasignificants in the November issue of *The DELTASIG* magazine for those that might be in your area.
- Sponsor an event to acknowledge your graduating seniors such as a “Senior Send Off.” Attend and provide information about your alumni chapter (or how to find other alumni chapters if they are moving to different areas).

JANUARY

- Set up a conference call with the VPARs in your area so they can meet you and their fellow VPARs. Schedule a follow up contact or another conference call for March.
- Move the December grads from your graduating seniors database/spreadsheet to the recent grad recruiting database/spreadsheet. Collect the names of the December grads from the VPARs.
- Contact Central Office to receive a “graduating seniors radius report” for spring if you haven’t already.

FEBRUARY

- Attend the upcoming LEAD Provincial Conference in your province (if you are unable to attend, appoint someone from your alumni chapter to make contact with the collegiate chapters).
- Check your year plan and goals. Are you on track? What adjustments need to be made?
- Update your recent graduate database/spreadsheet (if you have not already); update your grad senior database/spreadsheet (if you have not recently).

MARCH

- Check Deltasignificants in March issue of *The DELTASIG* magazine for those that might be in your area.
- Plan to attend the upcoming Grand Chapter Congress (if a Congress year).
- Contact Central Office to receive a “recent graduates radius report” for December graduates if you have not already.
- Once a new brother joins the alumni chapter, send them a Welcome Packet (by March).
- Survey your graduating seniors to see what they are look for in an alumni chapter ... make a few easy changes to make the alumni chapter more appealing.

APRIL

- Plan your spring visit for initiations/banquets, National Alumni Day, or host a Senior Send-off for the graduating seniors in late April or early May.
- Alumni Chapter Hosts New Member Event (after receiving the new member packet in March).
- Find out when your collegiate chapters have elections... Find out if there is a new VPAR for the coming fall and introduce yourself.

MAY

- If your graduating seniors are planning to move to other cities, share that information with the other alumni chapters. Ask those alumni chapters to share any recent graduates who plan to move to your area.
- Sponsor an event to acknowledge your graduating seniors such as a “Senior Send Off.” Attend and provide information about your alumni chapter (or how to find other alumni chapters if they are moving to different areas).

JUNE

- Evaluate the success of the recruiting process
- Move the May graduates from your graduating seniors database/spreadsheet to the recent graduate recruiting database/spreadsheet.
- Update and contact information on the new recent graduates that you have, and provide the recruiting database/spreadsheet to the new VPCR for your alumni chapter, if applicable.
- Set up a transition meeting with the new VPCR for your alumni chapter, if applicable.

Communications

The VPCR is responsible for the communication of chapter activities with the area's collegiate chapters and the Provincial Alumni Development Committee. This can be done through a variety of communication means, such as a chapter newsletter, emailing of calendars and invitations.

The method and frequency with which you communicate, as well as the strength of your message can make the integration between collegiate and alumni chapter members significantly more successful.

Be aware of the frequency – the best level of frequency will depend on each chapter. Unfortunately, trial and error will be your best way to determine how often communication, such as email, should be sent out and the number of reminders that are effective for your recipients. Once you learn what a good level of frequency is, be sure to communicate this to the next VPCR in your transition.

Also, if you use a system that allows you to exclude people who have already RSVPd “no” to a particular event, consider not sending them reminders once they have indicated they will not be able to attend.

Additionally, be sure to get on your collegiate chapter's listserv, mail list, GIN system, and to be included on all alumni communications. Sending an email to the VPAR/collegiate chapter will also give you an opportunity to introduce yourself, give the reason why you are making contact, and set up a future time to visit in more detail. When making initial contact, it may be a good idea to copy at least the Chapter President and possibly the District Director.

Routine Communication Mediums include:

- Facebook Fan Page or Group
 - Create events and invite members
 - Announce chapter news
 - Post pictures and videos from events
- LinkedIn Group Discussions
 - Share professional tips, insights, and stories
 - Engage members in discussions
 - Post discussions about upcoming events
 - Post highlights from recent professional events
 - Share job opportunities
- Printed Items mailed to members
 - For members who may not have email or you only have address
 - In addition to email and social media communications
 - Invitations to special events (chapter anniversaries, Initiations, etc.)
- Direct Emails or List Serv
 - Update contact information request
 - Ask for assistance or volunteers with events
 - Reminders before events, just a quick “Don't forget tomorrow is...”

Sample Email script is below.

To: jsmith@fraternitystate.edu

Subject: *Delta Sigma Pi- Springfield Alumni Chapter*

Hey Brother Smith!

*My name is **Mike Thompson** with the **Springfield Alumni Chapter**.*

*I was wondering if some of the alumni brothers and I could make an Alumni Chapter Presentation to the **Alpha Alpha** Chapter next month. If you let me know how many members are in the chapter, we can bring some pizza to eat during the presentation.*

I look forward to hearing from you.

Fraternally,

Mike Thompson

Delta Sigma Pi

Springfield Alumni Chapter

mthompson@springfieldalumni.com

(123) 098-7654

Monthly Newsletters are another means to communicate with collegiate chapters (hard copy or electronic version, depending on the needs/wants of each particular chapter's membership):

- Who should receive your collegiate monthly newsletter?
 - Collegiate chapter VPARs and Presidents
 - Prospective alumni chapter members
 - Recent graduates
 - Any collegiate brother interested in receiving alumni chapter communications (including "Friend Members" if applicable)
 - Regional Vice President, District Directors, Alumni Chapter President/Contact, Provincial Alumni Development Chair
- Best practices tip: the newsletter your alumni chapter creates for its members can be lightly modified, revised with a collegiate message, and sent to your collegiate newsletter mailing list.
- Items to include each month:
 - Calendar of upcoming events
 - Highlights of significant chapter events and accomplishments
 - Job Board - as sought from and shared by members
 - Welcome of new members (include the chapter where they were initiated)
 - Member Profile(s)
 - Interview a successful alumni member about career
 - Share favorite fraternal memories
 - Update new jobs or promotions, marriage and baby announcements (listed by member's roll number), awards (Deltasig or other)
 - Professional development tip or article
 - Thank you for any donations (if approved by donor)

Sample monthly topics for your alumni newsletter include the following:

- July
 - Introduction of new Officers
 - Feature an Officer –President (Goals for the new year? Greatest accomplishments of last year?)
- August
 - In Congress years: special reminder on Congress, mention of who are delegate and alternates
- September
 - In Congress years: recap of Congress, updates on new bylaw/policy and procedure changes
- October
 - Make A Difference Day Special: what is the chapter doing for Make a Difference Day?
 - Feature an Officer- the person who coordinates community service efforts
- November
 - Founders’ Day special: interview a Founding member of the Alumni Chapter if available, otherwise, someone who has been involved with the Fraternity for a long time
- December
 - Information on how to join the chapter
 - Information on how to find other alumni chapters (if you are moving, etc.)
 - Information on how to update your contact information with the Fraternity (link to webpage, etc.)
- January
 - State of the Alumni Chapter letter – Half way through the term: How have the goals set in the beginning been accomplished? What is the focus for the remainder of the term?
- April
 - Alumni Day Special: What is the chapter doing for Alumni Day?
 - Feature an Officer - Vice President-Collegiate Relations or comparable position
- May/June
 - Call for Nominations for next year’s officers
 - Information on how to join the chapter
 - Information on how to find other alumni chapters (if you are moving, etc.)
 - Information on how to update your contact information with the fraternity (link to webpage, etc.)

Contributing Information to *THE DELTASIG*

The DELTASIG, the Fraternity magazine, is printed three times a year (usually in March, July and November). You can promote your alumni chapter by submitting items for consideration. To submit items or for additional information, please contact magazine@dspnet.org.

Categories of Submission:

- Feature Articles and Cover Stories
- Personal Mentions
 - “DELTASIGNificants” (new employment)
 - “Mergers” (marriages); ”Gains” (children); “Losses” (deaths)
- “Beyond Campus” (articles and photos submitted from alumni chapters about their current events)
 - Exceptional professional programs
 - Special community service events or charitable projects
 - Banquets or formals

- Special Events (Founders' Day, Alumni Day or Chapter Birthday)
- Awards Presentations
- Social activities
- Other noteworthy events
- Photographs including a caption

Database of Recent Graduates and Graduating Seniors

Keeping track of the collegiate brothers in your area is vital to helping the collegiate to alumni transition process. Creating a database/spreadsheet will be very helpful when communicating with your prospective members.

You can ask brothers individually for their information to add them to your database/spreadsheet; ask the collegiate chapter VPARs for a list of graduating seniors and recent graduates; and request a “graduating seniors radius report” and/or a “recent graduate radius report” from the Central Office at alumni@dspnet.org. A sample of these are available online at http://www.dspnet.org/site/images/pdfs/alumni/vpcr_database.xls.

What is a radius report?

A radius report is an Excel spreadsheet that lists all alumni living within a certain zip code radius. The report is issued from the Central Office and can be formatted to fit each alumni chapter’s needs. For example, you can have a radius report pulled for all alumni who have graduated in the past 5 years and who live in the area, all alumni from a certain chapter that live in an area or all alumni living within a 15 mile radius from the president’s zip code. The options are endless, but the ones of most interest to a VPCR include:

- Graduating Seniors Radius Report – Pulls all collegiate brothers with projected graduating dates for the spring that come from your region’s collegiate chapters (or specific collegiate chapters) and those collegiate brothers with permanent addresses within 50 miles of your alumni chapter’s city.
- Recent Graduate Radius Report – Pulls all brothers who recently graduated within a specific time frame (such as in the past 3 years) that come from your region’s collegiate chapters (or specific collegiate chapters) and those brothers with permanent addresses within 50 miles of your alumni chapter’s city.

Remember to tell Central Office upfront if you would like any specific information from the report (i.e. a tab for alumni who have graduated in the last five years and a tab for all other alumni).

How to use a radius report

You can use your radius report in many ways—the most popular use is for recruiting. Remember that the report is for chapter purposes only. Abuse or misuse of this list could result in legal action. Many chapters use the report to create target emails based on graduate year, location, and chapter. Use this report as a resource to begin your recruiting efforts. Many brothers would like to be a part of an alumni chapter, but just have not been contacted.

Once you obtain the reports, you will want to create two spreadsheets (or tabs): one for graduating seniors and one for recent graduates.

- When a senior graduates, move them from the “graduating senior” spreadsheet to the “recent graduate” spreadsheet.
- When a recent graduate becomes a member, move them from the “recent graduate” spreadsheet to the list of alumni chapter members.
- Additional information can be placed in your report. Consider surveying your graduating seniors. Ask for their post-graduation contact information, alumni interests, job titles, and more.

Collegiate Relations Advisory Council

Create a team of collegiates to brainstorm and provide feedback on alumni events. Use the group as a sounding board to help plan successful alumni events that appeal to collegiate students. A VPCR should consult with their Advisory Council at least once a month to strategize on what goals to accomplish and the effectiveness of maintaining that progress. If necessary, use creative techniques to organize meetings, including traditional group meetings, conference calls, Skype video chat sessions, and Facebook group chats.

The Advisory Council should be comprised of collegiate members from various backgrounds to provide a broad range of ideas. Consider a team of about four to eight current students from different age ranges, including soon-to-be graduates, first-semester brothers, and both elected and non-elected officers. Also, turn to several local collegiate chapters instead of focusing on only one as a main contact point for possible members to consult with.

Some goals of an Advisory Council include:

- Help plan alumni events that appeal to collegiates (brainstorming only, preparation and setup is the responsibility of the VPCR and alumni chapter)
- Recommend ideas on how to relay information to collegiates effectively (such as mentoring opportunities and benefits of alumni membership)
- Maintain a constant flow of communication about collegiate chapter news/events that affect alumni activities

The Collegiate Relations Advisory Council should act as a consulting group of students to bounce ideas and get their opinion on alumni-collegiate related chapter strategies.