

COLLEGIATE DIRECTOR QUICK GUIDE

director of public relations

Chapters with more than 35 members should have a director of public relations, though smaller chapters may also choose to have this position. The director of public relations (PR) reports to the vice president: communications and serves on the joint chapter management team (JCMT). This position assists with all aspects of PR with the campus, community, alumnae, advisers, etc. Depending on chapter size and structure, they oversee a public relations committee.

RESPONSIBILITY

RESOURCES

Chapter Brand	Communications Handbook
Create Chapter PR & Communications Plans	Chapter Communications & PR Plan ; Sample Communications Plan (Event)
Communicate Importance of Using Licensed Vendors	Greek Licensing ; Trademarks & Licensing ; Hannah's Closet
DG Branding	Our Brand ; Branding Guidelines ; Brand FAQ ; Brand Elements
Manage Public Relations Committee	Committee Application ; Committee Minutes Form ; Collegiate Chapter Officers Manual (CCOM)
Media & Interview Policies	Media Interview Approval/Collegiate Policy ; Positional Statement on Inappropriate Media Outlets
PR Best Practices	Communications Handbook
PR for Chapter Events	Sample Communications Plan (Event)
Promote Positive Community Relations	Communications Handbook

MARK YOUR CALENDAR

- Attend JCMT meetings.
- You will be copied on the vp: communications newsletter every other week. Make sure you read this!
- Your chapter's events ... members need to see you participating!

LINKS TO BOOKMARK

- 2020-2021 [Collegiate Chapter Resource Guide](#) (Changes Due to COVID-19)
- [Anchorbase](#) (for tasks to submit, adviser contacts, your regional team volunteers, etc.)
- Check out the [Collegiate Chapter Officers Manual \(CCOM\)](#) for details on your responsibilities.
- Uphold the [12 Fraternity Standards](#) in all that you do.
- All [DG Policies](#) listing.

DIVE DEEPER

- When helping another officer promote an event, fundraiser, initiative, etc, think outside of social media as well - email, posters, strategically reaching out to other individuals/ organizations, etc.
- Questions? Email the marketing and communications department at Executive Offices (EO) at CommDept@deltagamma.org