



Lectureships in Values and Ethics Resource

May 2021



Introduction

In celebration of their 50th wedding anniversary, Dr. Paul Martin honored his wife, Dorothy “Dotty” Garrett Martin, Eta-Akron, by establishing the Delta Gamma Lectureships in Values and Ethics. Paul and Dotty’s alma matter and the home of Delta Gamma’s oldest active collegiate chapter, the University of Akron, was the site of the inaugural Lectureship.

The Dorothy Garrett Martin challenge was started with three \$50,000 grants and a vision “to establish a venue on college campuses where values and ethics could be discussed in an open format.” Chapters responding to the challenge were at the following schools: Duke University, Louisiana State University, Mississippi State University, Purdue University, Southern Methodist University, Texas A&M University, Texas Christian University, University of Missouri, University of Southern California and Wichita State University.

Individuals, as well as groups of alumnae and collegians, have continued to make \$50,000 challenge grants to establish Lectureships at DePauw University, University of Houston, Indiana University, University of North Dakota, University of Washington, Roanoke College and American University. The Convention Lectureship was fully funded at the 2006 Convention with contributions from an anonymous Delta Gamma and 13 collegiate chapters.

Although each Lectureship has its own style and personality, the underlying theme of values and ethics is constant. Speakers range from well-known celebrities, political figures and entrepreneurs to those unsung heroes who have overcome adversities or established organizations that further the Delta Gamma mission to do good. A list of speakers and further information can be found in the Delta Gamma [website library](#).

Purpose of this guide...

The Delta Gamma Foundation Lectureships in Values and Ethics Toolkit was created as a comprehensive resource to support the promotion of established Lectureships. In it you will find approved graphic elements, branding guidelines, social media tips, suggested timelines and more. This toolkit will be updated regularly with the most current information available and is to be shared with collegiate and alumnae members involved in the planning and execution of lectureship events.



Suggested Timeline

As you continue along your planning timeline, please notify Foundation Director: Lectureships in Values and Ethics (lectureships@deltagamma.org) of your progress. They will be able to assist you.

UP TO ONE YEAR PRIOR TO LECTURESHIP

Funds:

- ❑ Determine what university/college funds are available for expenditures.
- ❑ Determine amount of chapter funds available for use.
- ❑ Determine other groups that might want to share expense.

How to select a speaker:

- ❑ Choose a speaker that will reflect the theme values and ethics in their speech.
- ❑ When possible, work with a committee including local alumnae, advisers and university representatives.
- ❑ Contact Foundation Director: Lectureships in Values and Ethics at Lectureships@deltagamma.org to share the details of your speaker, including their name, topic and background information.

Sign speaker contract and determine if speaker will:

- ❑ Participate in a reception either before or after the Lectureship.
- ❑ Join the chapter or a small group for a dinner.
- ❑ Be amenable to a “meet and greet.”
- ❑ Request a book signing.
- ❑ Participate in any media news.
- ❑ Provide approved photos for the Foundation to post on social media platforms when announcing the Lectureship. If so, send to fdncomms@deltagamma.org.

Determine a venue:

- ❑ Check availability of campus venues considering costs and capacity.

Date released:

- ❑ Announce Lectureship date to collegiate chapter and alumnae groups for placement on Anchorbase calendars.

Communication (Immediately when date and venue are determined):

- ❑ Contact Foundation Director: Lectureships in Values and Ethics Lectureships@deltagamma.org, who will notify both the Foundation and Fraternity communications departments at Executive Offices.
- ❑ Foundation Director: Lectureships in Values and Ethics will assist in securing a Foundation representative to attend the Lectureship by contacting the Foundation Board of Trustees BOTMember2@deltagamma.org for the name of the Foundation representative.
- ❑ Inform your Region of the date by contacting your Regional Director and Regional Foundation Coordinator at RFNCx@deltagamma.org (where x is your region number).
- ❑ Enter the date in Anchorbase calendar.
- ❑ Secure a professional or student photographer (optional).



SIX WEEKS TO ONE MONTH PRIOR TO LECTURESHIP

Invitations:

Email is the most efficient and preferred means of communication. If you need help with email addresses, contact Foundation Director: Lectureships in Values and Ethics Lectureships@deltagamma.org. Consider sending invitations to:

- ❑ Members of the regional team (find contact information in Anchorbase)
- ❑ Local alumnae chapters
- ❑ Chapter advisers
- ❑ Fraternities/sororities on campus
- ❑ Appropriate fraternity/sorority life advisers on campus
- ❑ Potentially interested faculty
- ❑ Groups with a common interest: local high schools, teams, community groups
- ❑ Delta Gamma Foundation Executive Director (FoundationED@deltagamma.org)
- ❑ Delta Gamma Foundation Board of Trustees (BOT@deltagamma.org)
- ❑ Delta Gamma Fraternity Executive Director (FraternityED@deltagamma.org)
- ❑ Delta Gamma Fraternity Council (FraternityCouncil@deltagamma.org)
- ❑ Foundation representative (invited to all events surrounding the Lectureship)

Note: Travel arrangements will need to be made in advance by Foundation BOT, Fraternity Council or Executive Directors due to their travel schedules. Please keep this in mind when sending invitations to attend the Lectureship.

Publicity and press releases:

- ❑ Please use the Delta Gamma [logos and branding](#). Download the brand elements from the [Delta Gamma website](#).
- ❑ Send information to local and campus newspapers.
- ❑ Share on chapter's social media pages.
- ❑ Make personal contact with other fraternities/sororities.
- ❑ Distribute posters and announcements on campus.
- ❑ Wear T-shirts advertising your Lectureship.

Photography:

- ❑ Plan on having someone available to take professional quality photos during the event. If you plan to go with a professional photographer, this may need to be booked further in advance. See if anyone in the chapter or on campus would be willing to photograph the event.

TWO WEEKS TO ONE MONTH PRIOR TO LECTURESHIP

Programs:

- ❑ Please use the Delta Gamma [logos and branding](#). Download the brand elements from the [Delta Gamma website](#).
- ❑ Include biographical information about the speaker in the program.
- ❑ Include a few sentences of general and chapter-specific Lectureship history. Contact Lectureships@deltagamma.org if you need assistance.
- ❑ Include an order of events. Ex: greetings from collegiate chapter president, introduction of limited VIPs (including any Foundation representatives), introduction of speaker, etc.



DAY OF LECTURESHIP

- ❑ **Mark reserved seats for VIPs:** campus dignitaries, Delta Gamma and Foundation representatives, special alumnae, advisers, faculty and others - if appropriate.
- ❑ **Greeters/ushers:** Assign chapter members to be available to greet VIPs and show them to their seats and hand out programs.
- ❑ **Set up:** Have water and anything else requested by the speaker available at the podium.
- ❑ **Speaker:** chapter president, vp: Foundation, collegiate director: Lectureship, alumnae representative should be available to greet the speaker.

WITHIN TWO WEEKS AFTER LECTURESHIP

Thank you notes:

- ❑ Send thank you notes to appropriate people within one week of Lectureship.

Lectureship Evaluation:

- ❑ [Complete this evaluation](#) within two weeks of Lectureship.

Send items to Foundation Director: Lectureships in Values and Ethics:

- ❑ Scanned documents (programs, newspaper articles, flyers etc.)
- ❑ Upload any pictures from the event to the [Delta Gamma Foundation SmugMug](#) account. Please note, to be featured in the *ANCHORA* must meet the following guidelines: 4" x 6" with a minimum resolution of 300 dpi/ppi.

Financial wrap-up:

- ❑ Complete a final accounting of expenses and any income.



How to Host a Foundation Representative

Make sure you have contacted the Foundation Representative at least four weeks prior to the event.

Invitations/announcements should be sent to all on the Foundation Board of Trustees, Foundation Directors, Regional Director, Regional Foundation Coordinator, and Foundation Executive Director. For assistance with addresses, please contact the Director: Lectureships in Values and Ethics at Lectureships@deltagamma.org.

The Director: Lectureships in Values and Ethics will contact the chapter with the name(s) and contact information for those who will attend the Lectureship as the official Foundation representative(s) as soon as this information becomes available. An official invitation should be sent.

Please consider the following ...

- Send detailed agenda of event to Foundation representative(s) and Lectureships@deltagamma.org two weeks prior to Lectureship.
- Arrangements should be made for someone to:
 - meet the guest at airport baggage claim area (if flying) and arrange transportation back to the airport.
 - assist in securing chapter house, home of an alumna or hotel accommodations.
- Assign someone (collegian or alumna; please provide cell phone number) to serve as a hostess who will:
 - provide a schedule of events.
 - serve as an escort to meals, Lectureship, etc.
 - Lead a tour of the chapter house, suite, etc.
- Arrange a meeting with collegians and alumnae on Lectureship committee if time allows. A Foundation presentation to the chapter would be wonderful! This is a great opportunity to share Foundation information including the three areas of support: Individual Member Support, Training and Programming, and Service for Sight.
- Introduce this special visitor at an appropriate moment (at a dinner, reception, etc.) and invite them to say a few words.
- Encourage all chapter members to make these guest(s) feel welcome at all times.



Graphics and Language

BRANDING

Be sure to adhere to the official Delta Gamma branding when creating printed or digital materials for your Lectureship. [Learn more](#) about the new brand, including FAQs and brand guidelines, on the Delta Gamma website.

LOGOS

Promotional materials: You may use the main Delta Gamma logo or the Delta Gamma Foundation logo on Lectureship promotional materials, such as programs, ads, social media posts, etc.

Fundraising: The Delta Gamma Foundation logo should be used on any fundraising materials for Lectureships.

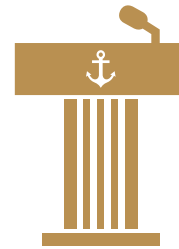
LECTURESHIP ICON

This icon can be used on any Lectureship materials, with or without the logo.

TYPE LOCKUP

A type lockup with the Lectureship icon and name of your university have been provided. Visit the link below if you need to access your chapter's files.

Download the Lectureship brand elements from the [Delta Gamma website library](#).



Delta Gamma
**Lectureships in
Values and Ethics**

AMERICAN UNIVERSITY



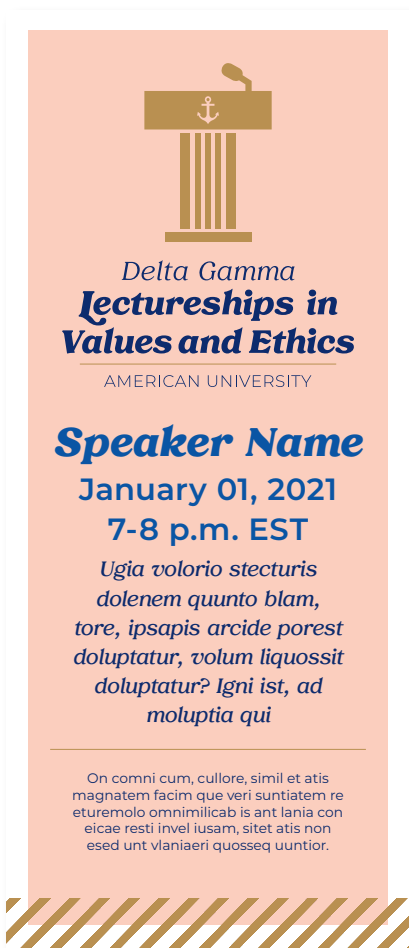
EXAMPLES

Social media post:

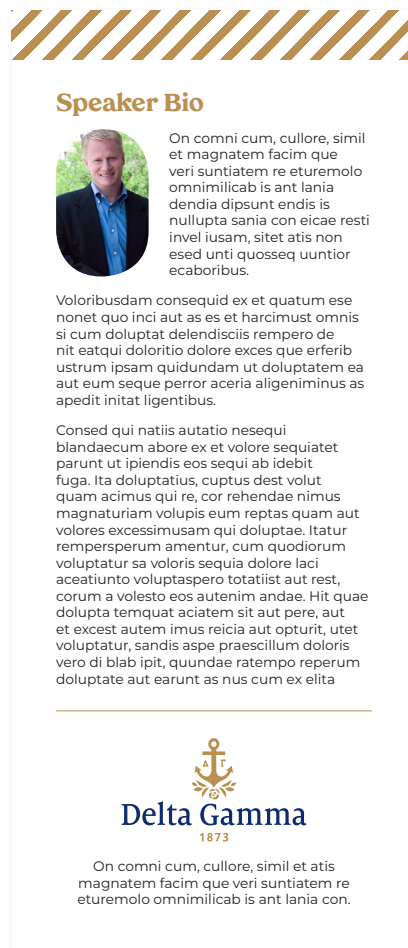


A social media post graphic with a light orange background and a vertical striped border on the left. It features a podium icon with an anchor on top. The text reads: "Delta Gamma Lectureships in Values and Ethics at American University welcomes: **Speaker Name** January 01, 2021 7-8 p.m. EST". Below this is a Latin quote: "Ro minimus as volore ex es ea peribus rehendi stissum quibus eni niendior sitia doluptur accupturibea nis magnitatio bearuptaqua debis et et".

Program:



A program graphic with a light orange background and a vertical striped border on the right. It features a podium icon with an anchor on top. The text reads: "Delta Gamma Lectureships in Values and Ethics AMERICAN UNIVERSITY **Speaker Name** January 01, 2021 7-8 p.m. EST *Ugia valorio stecturis dolenem quanto blam, tore, ipsapis arcide porest doluptatur, volum liquossit doluptatur? Igri ist, ad moluptia qui*". At the bottom is a Latin quote: "On comni cum, cullore, simil et atis magnatem facim que veri suntiatem re eturemolo omnimilicab is ant lania con eicae resti invel iusam, sitet atis non esed unt vlianaeri quosseq uuntior."



A speaker bio graphic with a white background and a horizontal striped border at the top. It features a circular photo of a man in a suit. The text reads: "Speaker Bio On comni cum, cullore, simil et magnatem facim que veri suntiatem re eturemolo omnimilicab is ant lania con dencia dipsunt endis is nullupta sania con eicae resti invel iusam, sitet atis non esed unti quosseq uuntior ecaboribus. Voloribusdam consequid ex et quatum ese nonet quo inci aut as es et harcimust omnis si cum doluptat delendisciiis rempero de nit eatqui doloritio dolore exces que erferib ustrum ipsam quidundam ut doluptatem ea aut eum seque perror aceria aligeniminus as apedit initat ligentibus. Consed qui natiis autatio nesequi blandaecum abore ex et volore sequiatet parunt ut ipeindis eos sequi ab idebit fuga. Ita doluptatius, cuptus dest volut quam acimus qui re, cor rehenda nimus magnaturiam volupis eum reptas quam aut volores excessimusam qui doluptae. Itatur rempersperum amentur, cum quodiorum voluptatur sa valoris sequia dolore laci aceatiunto voluptaspero totatiist aut rest, corum a volesto eos autenim andae. Hit quae dolupta temquat aciatem sit aut pere, aut et excest autem imus reicia aut opturit, utet voluptatur, sandis aspe praescillum doloris vero di blab ipit, quundae ratempo reperum doluptate aut earunt as nus cum ex elita". At the bottom is the Delta Gamma logo with the text "Delta Gamma 1873" and a Latin quote: "On comni cum, cullore, simil et atis magnatem facim que veri suntiatem re eturemolo omnimilicab is ant lania con."



Graphics and Language

SPEAKING ABOUT YOUR LECTURESHIP

The following Lectureships should be referred to as Delta Gamma Lectureship(s) in Values and Ethics at [school name].

Delta Gamma Foundation Lectureship(s) in Values and Ethics at [school name] is also acceptable.

Ex: Delta Gamma Lectureship in Values and Ethics at DePauw University



- DePauw University**
- Duke University**
- Louisiana State University**
- Mississippi State University**
- Purdue University**
- Roanoke College**
- Southern Methodist University**
- Texas A&M University**
- Texas Christian University**
- University of Akron**
- University of Michigan**
- University of Missouri**
- University of Oklahoma**
- University of Southern California**
- University of Texas**
- Convention**

The following Lectureships do not follow the standard naming convention and should always be referred to by the name noted in italics.



- Indiana University**
Wilson Delta Gamma Lectureship in Values and Ethics
- University of Houston**
Delta Gamma Foundation Richard D. Shirk Family Lectureship in Healthcare Values and Ethics
- University of North Dakota**
The Delta Gamma Foundation/ Everson Family Lectureship in Values and Ethics
- University of Washington**
Seattle Delta Gamma Lectureship in Values and Ethics
- Wichita State University**
Lectureship on Health Care Values and Ethics



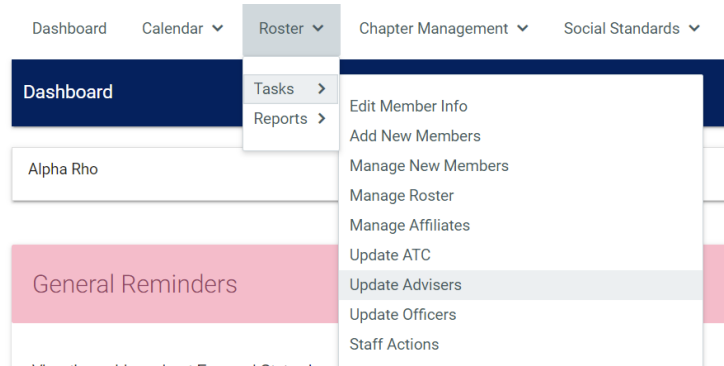
Lectureships Adviser

This role advises the director of Lectureships, and works closely with the vp: Foundation. View the position description in the [Volunteer Position Description Handbook](#).

Lectureship Adviser in Anchorbase

The Lectureship adviser is a custom adviser position in Anchorbase. To add a Lectureship adviser for your chapter, follow the steps below.

1. Go to [Anchorbase](#) and select **Roster > Tasks > Update Advisers**. Press **continue** on the next screen.



2. To add a custom position, select **collegiate chapter custom adviser** in the list. Click **continue**.
3. Click on **Find a Member** to search for the member you wish to appoint. After you have found the member, under additional information click on the **calendar icon** to select a start date. The date may be a future or past date. Click **continue** to get to the validation screen.
4. Review the information for accuracy. At the bottom of the page, type your name and date as shown to certify the information you entered is correct.



Evaluations

[Complete the Collegiate Chapter/Alumnae Group Officer Evaluation](#)

This form is to be completed by collegiate or alumnae Lectureship committee members within 2 weeks following the completion of the Lectureship.

[Complete the Foundation Representative Evaluation](#)

This form is to be completed by the Foundation representative within 2 weeks following the completion of the Lectureship.

Lectureship Photos

Chapters and visitors are encouraged to [upload photos](#) to the Delta Gamma Foundation SmugMug account. These photos will be included in the [Lectureship Gallery](#). In the gallery you can search for years, dates, speakers and chapters.

