



Delta Gamma Fraternity

## Collegiate Public Relations Support Program Overview

### BACKGROUND

In the [2020-2023 Delta Gamma Strategic Forecast](#), Initiative 2 outlines the desire to develop Delta Gamma while empowering the growth of our chapters and membership, and Initiative 4 outlines the desire to enhance initiatives that create and promote positive partnerships. This program will be utilized as a way to achieve these goals and strengthen our presence in the communities we are part of.

### OVERVIEW & PURPOSE

This program will aid in strengthening the Delta Gamma brand at the collegiate level by customizing chapter support to enhance collegiate public relations. The pilot program will have five (5) collegiate chapters participating and will begin in July 2022.

This program will be managed by Executive Office's (EO) marketing and communications department with support from other EO staff and volunteers as needed.

### Desired Outcomes

- Attract more potential new members (PNMs) to join Delta Gamma
- Strengthen the Delta Gamma brand on a local and international level
- Build confidence amongst chapter leadership when promoting their chapter
- Provide professional development to collegiate members
- Offer networking amongst collegians, alumnae and EO staff.

### Program Details

Beginning mid-July 2022, we will pilot the program using five collegiate chapters. The program will officially launch in January 2023 and run on a term basis. The five pilot chapters are:

- Beta Xi-Michigan State
- Epsilon Kappa-Clemson
- Epsilon Zeta-Loyola Marymount
- Zeta Eta-Texas State
- Zeta Zeta-Boston

Chapters will be given a survey at the beginning and completion of the program to assess growth, program success and areas for improvement.

## **STRUCTURE**

Chapters will meet via Zoom monthly; each month will have a designated topic. There will be pre-and post-work for each meeting.

The vp: communications will be expected to attend each meeting, and other officers will be welcome to attend too. There may be meetings where specific officers are invited to attend (i.e., the vp: membership will be asked to attend a meeting focused on recruitment marketing).

There will be a separate meeting at the beginning and end of the term for advisers to attend and discuss goals and outcomes.

## **SCHEDULE**

### **July – Introduction & Program Overview**

- Program overview and expectations
- Create a chapter identity statement
- Conduct chapter SWOT analysis

### **Adviser Meeting**

- Program overview and expectations
- Survey advisers on the chapter's overall communications

### **August – Branding**

- How to adapt the brand to fit your chapter
- Using the brand

### **September – Communication Strategy**

- Building a social media content calendar
- Planning newsletter distribution
- Magazine submissions

### **October – Marketing Strategy**

- Tabling and events
- Marketing our philanthropy
- Community Involvement

### **November – Strengthening Your Chapter**

- Reevaluate SWOT analysis, chapter identity statement
- Provide a toolkit for officers to present to JCMT for the next steps
- Advisers will attend the second half, officers will present their next steps and findings to advisers

**Questions?** Email Assistant Director for Communications Caitlin Soltesz at [caitlin.soltesz@deltagamma.org](mailto:caitlin.soltesz@deltagamma.org).