



Comprehensive Communications Plan Action Arena

**KPI: VALUES-ALIGNED COMMUNICATIONS STRATEGY TO
EMPOWER THE GROWTH OF COLLEGIATE CHAPTERS**

Action Step #1: Report on Recommended Roles and Responsibilities

Collegiate Communications Roles: Possible Changes

CURRENT STRUCTURE

All chapters	36-75	76-125	126+
vp: communications	vp: communications	vp: communications	vp: communications
director of e-communication	director of e-communication	director of e-communication	director of e-communication
	director of public relations	director of public relations	director of public relations
			director of chapter archives

PROPOSED STRUCTURE

All chapters	36-75	76-125	126+
vp: communications	vp: communications	vp: communications	vp: communications
director of operational records	director of operational records	director of operational records	director of operational records*
director of social media	director of social media	director of social media	director of social media
		director of newsletters	director of newsletters

**This person could be one of the Honor Board members, not a separate director.*

IMPLICATIONS FOR COMMITTEES

Chapters 76+: communications committee → content committee

- Supports communications team in gathering photos/videos/information for social media, newsletters, *ANCHORA*, website, etc.
- Reports to vp: communications and director: social media

Chapters 126+: public relations committee → visibility committee

- help to define chapter's identity on campus and actively work to boost chapter's reputation on campus
- interacts with/shares chapter's social media content
- coordinates tabling/matching shirts days/etc and whatever is relevant to students now
- participates in other things on campus to boost DG's visibility

archives committee → newsletters committee

- supports director: newsletters in the maintenance of distribution list and creation of newsletter content

CURRENT AREAS OF RESPONSIBILITY

vp: communications:

- updates;
- BLSR;
- serves similarly to secretary on a board of directors;
- chapter communications;
- chapter archives;
- chapter recorder;
- correspondence;
- electronic communications;
- public relations

director of e-communications:

- website;
- social media;
- publishes newsletter or e-newsletter

director of public relations:

- develops chapter communication plan;
- publishes newsletter or e-newsletter;
- purchases flowers/gifts when appropriate;
- recommends to vp: communications when notes of appreciation/condolence/congratulations are appropriate;
- educates chapter about media policies; encourages chapter relationship with university

director of chapter archives:

- presents history of chapter to new members and during Initiation ceremony;
- updates chapter history each term;
- updates chapter history in Anchorbase;
- arranges chapter composite

PROPOSED AREAS OF RESPONSIBILITY

vp: communications:

- manages regular internal chapter communication;
- updates and maintains chapter website;
- collaborates with all directors on chapter communications strategy;
- handles chapter correspondence (thank yous, gifts, etc);
- educates chapter about media policies;
- fills in where needed for directors (including: handling newsletter duties if the chapter does not have a director of newsletters);
- *possibly: works with the president and CMT to create CMT/JCMT/Chapter meeting agendas*

director of operational records:

- attendance/excuses;
- chapter meeting minutes;
- BLSR (in collaboration with CMT, they are the project manager of BLSR updates);
- serves similarly to secretary on a board of directors;
- recording and presentation of chapter archives/history;
- keeps chapter roster updated

director of social media:

- creates chapter social media strategy in collaboration with vp: communications and other CMT members as applicable (examples: vp: Foundation for direction in promoting AnchorSplash, membership team for direction in promoting COB and/or primary recruitment);
- implements social media strategy;
- maintains record of chapter login information and properly transfers account ownership during transition (who's phone number is it, etc)

director of newsletters:

- creation, management, and distribution of any external communication, such as: *ANCHORA* updates, alumnae newsletter (to chapter alumnae), alumnae newsletter (to local alumnae), parent newsletter, forwarding applicable chapter news to regional team/other DG volunteers, campus staff, NPC/IFC contacts

RATIONALE

Delta Gamma and organizations like it are experiencing changes we haven't seen for a long time, if ever. College enrollment trends are changing, and at many of our campuses, the Open House Pool during primary recruitment is decreasing each year.

Ultimately, we are selling a product - marketing is crucial for successfully selling a product. For better or for worse, what has worked for us for decades is the allure of joining a sorority and buying into the "label." In many regions and campuses, we haven't had to work very hard to market ourselves and our membership.

In the 2020s, what we are seeing is that Gen Z isn't interested in labels or conformity. They aren't interested in old institutions with a questionable history that they worry may not reflect their values.

As our committee has thought about creating a comprehensive communications plan for Delta Gamma's future, we can't ignore the fact that Delta Gamma has not emphasized marketing and communications and that what worked for us before is not working in the same way. We need to make changes.

Our proposed changes are driven by a desire to:

- Drive membership growth in our existing collegiate chapters (in both primary recruitment and COB)
- Support collegians who are marketing Delta Gamma year-round with genuinely useful resources, templates, etc
- Update irrelevant, dated, or unclear terminology
- Prepare our student leaders for a career in communications/marketing

Volunteer Structure modifications/additions

A glaring omission is the communications volunteer structure. For years, we've put the onus on the membership team (collegiate officers, advisers, RCRSs, and the membership Leadership team) to sell the experience and bring in new members. The truth is, it's a year-round venture, the majority of membership collegians and volunteers are not marketing professionals/experts, and if we want to thrive today, we need to get strategic.

Today's collegians have grown up on social media and technology - but most lack the knowledge and expertise to use social media (and other forms of marketing) as an organization, with an intended outcome in mind. They know how to share cute pictures - and we need to help them go beyond this.

Currently, there is no volunteer between our collegiate vp: communications and Council Trustee: Communications (we all know the ATC typically has much more pressing concerns, and most chapters do not have a communications adviser), and it shows in the lack of resources to support our chapter in cutting edge marketing strategy, and even keeping our terminology relevant. We propose the addition of volunteers to the communications team to increase the number of people focused on growth in our leadership team. This goes beyond membership.

Our committee will create incredible resources in the next year to support our alumnae and collegiate chapters with communications - and then what?

We will end up several years down the road in the same situation because it was no one's job to keep the resources fresh and relevant - and stay in communication with our members to hear what they need and want.

We need people focused on helping our local chapters, collegiate and alumnae, advertise Delta Gamma. This is what potential new members see and interact with, we cannot leave this up to the hope that every chapter has someone who is trained in this area and put the expectation on our chapters to all reinvent the wheel.

Change in vp: communications duties

Today's vp: communications is bogged down by a lot of day-to-day administrative and secretarial work, which takes away their time, energy, and capacity for the creativity and strategy required to do the marketing part of the role truly.

The marketing part of the role becomes an afterthought or a nice-to-have when it's critical for the chapter and Delta Gamma as a whole. We propose removing the administrative tasks from vp: communications and creating a new director role.

Career development: knowledge of and hands-on experience with marketing strategy, creation and implementation of communications plan, leadership of a team.

Removing director of public relations:

The role of director of public relations would go away, but the spirit of it would remain - and hopefully be easier for our chapters to understand and implement.

"Public relations specialists manage an organization's public image and reputation." (Maryville University) Working from this definition, we can easily see this is much more than a one person job. Public relations-related duties have been dispersed amongst the communications team and the new committees, especially the visibility committee, which has a very strategic public relations focus.

Removing director of e-communications:

E-communications is no longer a commonly used term and feels dated. We are concerned that the use of terms like this undermines the relationship our collegiate chapters/members have with the Fraternity and Fraternity Leadership as a whole. We seem out of touch.

When this role was created, e-communications was a niche in communications, and now the majority of our communications are happening electronically. The e-communications roles have been dispersed amongst several officers to reflect this.

Removing director of chapter archives:

Perhaps in some chapters, this is a substantial task - but for most chapters, we think archives-related tasks can be incorporated into another role to open a director spot on the communications team, for more true communications/marketing-focused work.

Creation of director of operational records:

To free up the vp: communications for more strategic and marketing-related work, we propose moving the administrative and secretarial type of work that has fallen to communications to a new director role. For example: attendance/excuses, chapter meeting minutes, etc.

This role would also serve as the project manager of the BLSR review and revision process each year. They would seek and compile information from the vps (the subject matter experts), and handle the administration. Possibly, this person could be a “recording secretary” type person for CMT meetings, so they are familiar with what changes may need to happen with the BLSRs for the next year.

We propose this person is an Honor Board member to eliminate the friction of some of these tasks being handled by someone who isn’t on Honor Board. Possibly could replace the Honor Board junior member or member-at-large?

Career development: learns to take minutes, demonstrates attention to detail and organization, also this role is very close to the role of a secretary on a board, which is something that looks great on a resume!

Creation of director of social media:

Social media is the new tabling. The new wearing letters. The new chalking on campus. The new bulletin board. All the things students of the past have associated with getting our message out are happening minute by minute, on social media.

Today's students are on TikTok, Instagram, Snapchat and more. They're using them for different reasons. They all require different types of content and engagement. And it's constantly changing.

This is our opportunity to reach future members. This role is incredibly important for Delta Gamma's future.

It's also a huge job, which is why the first communications related committee we recommend is a content committee, to support this officer by creating content and gathering photos/videos/etc to use. We also plan to create templates and guides for this officer to help them make their chapter's social media effective.

Career development: if this student plans to have a career in communications/marketing, chances are good that it will involve social media management at some point. They will learn social media from a business perspective, how to approach it strategically, and how to interpret their analytics.

Creation of director of newsletters:

Some of our strongest chapters are implementing a pretty comprehensive newsletter plan, and there are lots of benefits to bringing an additional focus (and resources) to chapters to have them create newsletters for some or all of the following groups:

- Chapter alumnae (alumnae of this chapter, no matter where they are located)
- Local alumnae (alumnae in the local area, regardless of chapter of initiation)
- Parents of current chapter members

A newsletter can also be forwarded to: Campus leadership/staff, Fraternity volunteers who support this chapter

Potential benefits: easier time recruiting volunteers to support the chapter, fundraising opportunities by nurturing relationships with alumnae, possible higher retention if parent relationships are nurtured

This director would also own *ANCHORA* updates, which fits nicely with the type of content they are already putting into the newsletters.

Career development: nearly every company out there puts out a regular newsletter, and some maintain multiple newsletters depending on the size of the company. This role is incredible work experience for this person from list maintenance to formatting to copywriting.