

[P U B L I C R E L A T I O N S]



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OFFICER MANUAL



The information in this manual was compiled to assist Interfraternity Council (IFC) officers and leaders of the campus fraternity and sorority community focus their efforts to maximize their success.

Many IFC officers have experienced less than successful years by not having a focused set of goals and objectives for their term. Using the A Community of Excellence series of IFC officer manuals allows each officer to prepare himself for the demands of office, establish goals, and enjoy a successful term. This philosophy will prevent the IFC from spreading itself too thin and not fulfilling their officer obligations.

One way to maximize effectiveness of this information is to implement it during the officer transition period or at a new officer retreat. The A Community of Excellence Manuals will serve as a framework for each officer to begin thinking about the year and what they would like to do. Each person can then share their individual goals with the board and determine organizational benchmarks, and design implementation plans with the input of the fraternity/sorority community.

While the only term used in this publication is Interfraternity Council, the information is meant to be fully inclusive of fraternity/sorority communities led by Inter-Greek Councils and can be easily shared with NPC, NPHC, and NALFO, NMGC, NAPA and other organizations. This type of interfraternal cooperation will increase the likelihood of successful implementation and maintain positive relations between all elements of the fraternity/sorority community.

The staff of the North-American Interfraternity Conference would be happy to answer any questions you many have about using this manual or other NIC resources effectively. Please visit www.nicindy.org for further assistance.



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IFC Officer Manual: **Public Relations**

Relationships should be established with constituencies outside of the undergraduate fraternal system such as leaders within the Campus Panhellenic Council (Panhellenic), National Asian Pacific Islander American Panhellenic Association (NAPA), National Association of Latino Fraternal Organizations (NALFO), National Multicultural Greek Council (NMGC), National Pan-Hellenic Council (NPHC), the campus administration, faculty members, alumni volunteers, the student body, local and regional media, law enforcement officials, and the surrounding community.

The IFC should pursue and maintain an open and honest dialogue with each of these audiences that further advances a positive fraternal image.

1. The IFC has a public relations officer or chair with a written job description.

An effective IFC recognizes the importance of creating and maintaining positive public relations efforts that consistently enhance the image of the interfraternal community. The IFC needs to have a public relations officer or chair or another officer with the public relations function on the executive board. This individual should be responsible for the collection and dissemination of information on the fraternity system to all campus and community media sources. Keeping the media informed on upcoming events or potential news items is key to having a positive working relationship and being satisfied with the coverage of fraternity/sorority life in the media.

The public relations officer or chair should serve as the primary liaison to the various campus and community constituencies such as student government, the campus programming board, the newspaper staff, city council, chamber of commerce, or any other organization interested in interacting with the fraternity/sorority life community.

The public relations officer or chair should also be responsible for, or significantly contribute to, the various IFC publications produced each year. Recruitment publications, newsletters about the fraternity/sorority life community, online resources, websites, and outreach programs to campus and community officials should all be the responsibility of the public relations officer or staff members under their guidance.

2. IFC officers meet at least monthly with Panhellenic, NAPA, NALFO, NMGC and NPHC officers to build rapport and discuss mutual concerns and programs.

The effectiveness of any Fraternity/Sorority life community is directly related to the cooperative attitude which exists between the executive bodies of the IFC, Panhellenic, NAPA, NALFO, NMGC and NPHC. Regularly scheduled meetings where the officers of the respective bodies share concerns, information about upcoming activities, and resource needs are essential to maintaining open lines of communication. The presidents of the bodies should coordinate these meetings and their agendas, as well as the expectation that all officers and chairs attend and participate.

3. The IFC leadership meets at least twice each year with fraternity alumni leaders, chapter advisors, and house corporation representatives to proactively discuss important issues in the fraternity/sorority life community.

Many campus communities have active Alumni Greek Councils that are aware of the needs of the local fraternity system and are able to provide guidance to current fraternity community leaders. At least one representative of the IFC should be present at alumni council meetings to provide a regular update on upcoming Fraternity/Sorority life events and activities and voice student concerns when appropriate. If there is no formal organization of local Greek alumni, create other opportunities to involve local and regional alumni volunteers in campus activities.

The campus fraternity/sorority advisor usually meets with alumni chapter advisors or house corporation officers more than once each year to discuss issues important to the fraternity/sorority life community. The IFC should ask to be a part of that forum. If this is a problem, mail the information you would have covered in the meeting directly to the alumni leaders participating.