

SigEp



VICE PRESIDENT OF COMMUNICATION

Facilitator Guide



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(NAME)

(CHAPTER)

Program Schedule

This is a general schedule for all programs. Session locations will be listed in the program-specific schedule available at check-in on-site.

Friday	
<i>Session</i>	<i>Time</i>
Carlson kick-off <i>(For all undergraduates, regardless of track)</i>	8:00 – 10:00 p.m.
Undergraduate breakout tracks	10:00 – 10:30 p.m.

Saturday	
<i>Session</i>	<i>Time</i>
Chapter excellence breakfast	8:00 - 9:00 a.m.
Undergraduate breakout tracks	9:00 - 11:50 a.m.
<i>Between 10:00 - 10:45 am, please give your group a 10 min. break. Snacks will be available in the pre-function area.</i>	
Awards luncheon and presentation	Noon - 1:45 p.m.
<i>Member safety presentation for president and programming tracks</i>	1:45 – 3:00 p.m.
Undergraduate breakout tracks	1:45 - 6:50 p.m.
<i>Between 4:00 - 4:45 p.m., please give your group a 10 min. break. Snacks will be available in the pre-function area.</i>	
Closing awards banquet	7:00 - 9:30 p.m.
Alumni and volunteer appreciation reception	9:30 - 10:30 p.m.

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<u>Session</u>	<u>Time Allotted</u>	<u>Should Take Place</u>
Friday night	30 minutes	Friday from 10-10:30 p.m.
Position overview	45 minutes	Saturday-9-9:45 a.m.
Communications overview	75 minutes	Saturday-9:45-11:00 a.m.
Creating & managing a communications committee	50 minutes	Saturday-11:00-11:50 a.m.
Chapter Site training	120 minutes	Saturday-1:45-3:45 p.m.
Creating & managing a communications plan	105 minutes	Saturday-3:45-5:30 pm
Best practices and wrap-up	60 minutes	Saturday-5:30 pm-6:30 pm

Session: Friday Night

Time:	30 minutes total.
Purpose:	<ul style="list-style-type: none"> ▪ Introduce participants and facilitators ▪ Provide an overview of the program and schedule
Session Objectives:	<ul style="list-style-type: none"> ▪ Participants will understand the goals of their time in the program and how to get the most out of each session.
Materials & Equipment:	<ul style="list-style-type: none"> ▪ Flip charts. ▪ Post-it notes. ▪ Masking tape. ▪ Participant guides.
Session Outline:	<ul style="list-style-type: none"> ▪ Introductions (15 minutes). ▪ Program Overview (10 minutes). ▪ Homework and wrap up (5 minutes)
Pre-Session Prep:	<ul style="list-style-type: none"> ▪ Review session curriculum to ensure you have a thorough understanding. ▪ Prep flip charts for program overview.

Flipcharts to prepare:

Group
Expectations

Parking Lot

Lightbulb
Moments

Introductions (15 minutes):

- Facilitator introductions (5 minutes)
 - Facilitators will introduce themselves and cover the following items:
 - Who are you?
 - What do you do professionally? How does that relate directly to this session (if applicable)?
 - Undergraduate institution?
 - Where do you volunteer, or what is your involvement with SigEp?
 - Why is Carlson Leadership Academy and this particular session important to you?
- Participant introductions (10 minutes)
 - Facilitator note (optional): If you have a favorite name game or ice breaker, please feel free to facilitate that here.
 - Have participants get into groups of six.
 - Within these groups, have participants introduce themselves:
 - Name
 - Chapter
 - Biggest thing they're looking forward to during the Carlson program
 - One challenge in the chapter they're looking to learn how to overcome and improve the chapter experience. **Report back to the group if time allows.**

Program overview (10 minutes):

- Ask the participants the following question: Why did you all choose to spend your weekend here at Carlson?
 - To better understand your position
 - To become a better officer
 - To network and get ideas from other chapters
 - To be set up for success for the upcoming year
 - Regional Director or chapter volunteer wouldn't leave you alone about coming...
- Now that we know what brought you all here, let's talk about how we're going to ensure that you all get everything that you want out of this experience.
 - While we will cover some of the basics pertaining to your position, most of our time will be spent tackling tough issues that you're going to face this year. We surveyed outgoing chapter officers and asked them: "What do you wish you'd known, or been taught, prior to your time in office?", and developed the curriculum for this weekend based on what your peers and predecessors told us.
 - Highlight the materials (participant/officer guide) that they have received and explain how they will use them throughout the weekend. Don't lose this participant guide!
 - Create and set up the "parking lot" flip-chart and hang it in the back of the room. Explain that if questions come up that aren't directly relevant to the topic being

addressed at that time, then you'll put them in the parking lot and revisit them later. Let them know that they should feel free to add to this list as ideas come to mind.

- We need to set some ground rules for the weekend to ensure that we can make the most of our time together. What expectations do you all have of us and of each other? (page 2 of participant guide)
 - Be prepared.
 - Bring paper/your participant guide, a pen and your laptop/charger
 - Have your goals ready to discuss
 - Have questions, and ask them
 - Be engaged.
 - While you're here, spend your time with brothers from other chapters, particularly the guys in this room holding the same position as you. Don't spend all your time with chapter brothers - you can see them at home.
 - Network with your peers and share ideas
 - Keep your cell phones away
 - Contribute to the group
 - Be respectful of each other.
 - Don't be afraid to ask tough questions. We're here to ensure that you walk away ready to tackle the next year head on and we need to leave no stone unturned.
- What types of topics do you definitely want to cover this weekend? Some examples include:
 - Facilitator note (optional): Participants can record their thoughts on page 2 of the participant guide. **Report back to group if time allows.**
 - Understanding the VPC responsibilities
 - Understanding how to build and manage a committee
 - Knowing where to find SigEp resources
 - Understanding how to use your Chapter Site
 - Selling SigEp's value through marketing and branding
 - Building and implementing a communication plan
 - Utilizing a chapter calendar
- Provide an overview of what will be covered in this track (throughout the day tomorrow).
- If there are any topics they identified above that aren't covered in the curriculum, add them to your "parking lot" to revisit later.

Homework and Preparation (5 minutes)

- Be sure to remind participants to:
 - Bring laptops and chargers for Saturday (if they do not have a laptop SigEp can provide a loaner for the day)
 - Take a group picture of your chapter officers (show example or direct participants to page 12 of participant guide)
 - Take individual headshots of each chapter officer in attendance (Show example)
 - Login to your Chapter Site. Know your username and password.

Session: Position Overview - Saturday Morning

Time:	45 min total.
Purpose:	Provide overview of the program and position tracks. Provide overview of the position roles & responsibilities. Provide overview of branding and marketing. Identify SigEp audiences and audience goals.
Session Objectives:	Participants will have a better understanding of their role and how their responsibilities make an impact on the chapter. Participants will begin discussing issues they will face during their tenure. Participants will have a basic understanding of marketing and branding as they relate to SigEp and the VPC. Participants will understand SigEp's audiences and establish goals for each audience.
Materials & Equipment:	Flip charts. Post-it notes. Masking tape. Participant guides.
Session Outline:	Program Overview (5 minutes). Session Overview (5 minutes). VPC Responsibilities (15 minutes). Communications assessment (10 minutes). Position Reflection (10 minutes).
Pre-Session Prep:	Review session curriculum to ensure you have a thorough understanding. Prep flip charts for football coach mind map. Prep flip charts for issues discussion.

Notes for Facilitators

Depending on the pace of your group, this curriculum might include more content than you have time to get through. Be cognizant of several break points:

- Try to wrap up the session you are working on before lunch so can start fresh when you return.
- No matter where you are in the curriculum on Saturday afternoon, make sure you are finishing in time to get to the goal-swapping and wrap up.

Program overview (5 minutes)

- Revisit program expectations and outcomes
 - Add or emphasize any necessary points
 - *What do you want to gain by tonight?*

- *What topics do you want to make sure we cover?*

Session Overview (5 minutes)

- Provide an overview of the schedule and what will be accomplished over the next two hours.
 - VPC Responsibilities
 - Marketing and Branding
 - Audiences and Goals
 - Position Reflection

The Responsibilities of the VP of Communication (15 minutes):

- Prepare a flip chart labeled "Responsibilities of the VP of communication." During the following discussion, capture their thoughts on the flipchart.
- Direct them to the list of responsibilities in their officer guide
- Ask the group: "You all ran for this job under some pretense of what you expected the position to be like and the corresponding roles and responsibilities. What do you think are the 5 main responsibilities of the VP of communication?"
- Ideally, you arrive at some version or combination of the following points below:
 - Review this Officer Guide and develop a list of what needs to be changed or improved and an action plan to do so.
 - Set and work to achieve SMART goals.
 - Appoint, manage and regularly meet with a communications committee.
 - Keep your audiences informed on all upcoming events and engage them with specific targeted messaging.
 - Manage a chapter calendar.
 - Create and implement a communications plan for your chapter.
 - Support recruitment efforts by implementing effective marketing.
 - Support AVC fundraising and alumni engagement.
 - Manage all communications channels (social media, Chapter Site, email, newsletter, etc.)
 - Manage and update your Chapter Site, including an active blog.
 - ***Facilitator note:*** Encourage participants to include "Manage and update your Chapter Site, including an active blog," into their top five. Explain that they will be receiving training for this tool later in the day.
- Let them know this list of responsibilities can be found in their officer guide.

Communications Assessment (10 minutes) (page 3-4):

- Explain that each participant has a different chapter situation and has entered into different circumstances in their position. Some may have been transitioned into the VPC role more effectively and some may have been given no support at all. To help each participant understand ideal chapter communication and compare their own chapter, you will walk them through a communications assessment. Emphasize that this is not a "grade" of them,

their abilities, their chapter or the previous VPC but that it can help them determine areas of growth for their term.

- Ask participants to give themselves 1 point for each statement that is true for themselves and their chapter and no points if the statement is not true. Have participants use the communications assessment listed in their participant guide on page 3 provided and keep a tally of their score.
 - Skill Set:
 - I know how to make posts on social media
 - I have created or managed a website
 - I know how to use graphic design software
 - I am able to use a professional-quality camera
 - I can manage a team and delegate tasks effectively
 - Total possible points: 5 points
 - Social Media Presence:
 - My chapter has an Instagram account and has posted in the last two weeks
 - My chapter has a Twitter account and has posted in the last two weeks
 - My chapter has a Facebook page and has posted in the last two weeks
 - We do not follow or repost TFM, Old Row or Barstool from the chapter account
 - We do not use stereotypical words like "rush", "pledge" or "frat" in our posts
 - Total possible points: 10 points
 - Chapter Site Presence
 - Our chapter has a Chapter Site and I know the URL
 - We have our Chapter Site URL linked on our social media accounts
 - The executive board contact information is up to date
 - We have the blog feature on our site actively updated
 - Our alumni have admin access to our Chapter Site for alumni engagement
 - Total possible points: 15 points
 - Communications Plan:
 - My chapter uses a post scheduling service like TweetDeck or Hootsuite to plan posts for the semester
 - My chapter has a written communication plan
 - My chapter has a communications committee with at least three people helping support our brand
 - My chapter highlights annual attendance at SigEp's programs and events
 - We publish a quarterly newsletter to our key stakeholders
 - Total possible points: 20 points
 - Resources and Publications:
 - I have reviewed the Vice President of Communications officer guide
 - I have reviewed SigEp's Storytelling Guide
 - I have reviewed SigEp's Branding Guidelines
 - I have visited and explored sigep.org
 - I have read the SigEp Journal (either online or physical copy)

- Total possible points: 25 points
- Instruct participants to examine the points they missed and to identify any sections with little or no points. Explain that they should begin to build their SMART goals around these areas of improvement and find committee members who can help fill gaps. Goal setting and committee building will both be covered later in the program.

Why My Position Matters (10 minutes)

- Explain that so far in the session, you have discussed the role their position plays. Later, they will spend time learning how to be effective in their role and receive training on Chapter Sites. Before they do that, they need to discuss why their role matters.
- Prompt participants to individually reflect and answer the question: **Why does my position matter?**
 - **Facilitator note:** Encourage participants to write down their answers in the blank note pages in their participant guide.
- After 2 minutes, have participants find a partner to share their reflection and answers.
- After 3-5 minutes, have individuals share their reflection and answers to the question "Why does my position matter?"
- Record the answers on a flip chart with the question "Why does my position matter?" at the top. Keep this flip chart hung near the front of the room throughout the weekend.
- Before moving to the next section, be sure to include the following point:
 - *Each officer and chapter leader matters to the success of the organization. With differing responsibilities, chapter leaders must work together to further the organization. When we fulfill the responsibilities of our role and achieve our goals, we will make an impact. The Carlson Leadership Academy exists to help officers and chapter leaders effectively fulfill their responsibilities and achieve their goals.*
 - *For vice presidents of communications, their position is critical in ensuring their chapter and SigEp has a public image that is consistent with SigEp's values and priorities. They are also in charge of monitoring chapter communications, both internally and externally, to manage the chapter and SigEp's brand. **Vice presidents of communications set the paradigm and tone of appropriate communication, media content and brand of their chapter.***
 - **Facilitator note:** You can adapt the above statement to fit your presentation style, but provide some inspiration for participants that their position is important to the success of the chapter.

Session: Communications Overview - Saturday Morning

Time:	1 hour 15 min total.
Purpose:	Provide overview of branding and marketing. Clarify SigEp audiences and audience goals.
Session Objectives:	Participants will have a basic understanding of marketing and branding as they relate to SigEp and the VPC. Participants will understand SigEp's audiences and establish goals for each audience.
Materials & Equipment:	Flip charts. Post-it notes. Masking tape. Participant guides.
Session Outline:	Marketing and Branding (30 minutes). Audience Goals (45 minutes).
Pre-Session Prep:	Review session curriculum to ensure you have a thorough understanding. Prep flip charts Prep flip charts for issues discussion.

Marketing and Branding Basics (30 minutes) (page 5):

- What is branding?
 - Lead a discussion on the following statement. Have one participant read the statement and ask participant volunteers to tell the group which word or phrase stood out to them and why.
Branding is the process involved in creating a unique name and image for a product in the consumer's mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.
 - Discussion questions:
 - What makes SigEp's brand unique?
 - How do we promote ourselves on local campuses/nationally?
 - What are some industry-wide threats to the brand of "fraternity"?
 - How do we overcome that?
 - Ask for examples of iconic brands and discuss the characteristics of those brands (Nike, Amazon, Apple, etc.)
- Define your chapter's brand
 - Allow officers to develop their own personal chapter brand by answering these questions.
 - What are your core values and principles? (not VDBL)
 - What inspired our founders to start a new fraternity?

- What makes your chapter unique?
- What do you want to come to mind when someone hears the name SigEp?
- **Can other organizations on your campus answer the questions above the same way? If so, you should reconsider your value proposition.**
- What is Marketing?
 - Lead a discussion on the following statement
 - Have one participant read the statement and ask for volunteers to tell the group which word or phrase stood out to them and why.
 - *Marketing refers to the tools you utilize to deliver the message of your brand. Marketing strategies will continually change and evolve. It can be heartfelt, funny, or serious. It can be any mix of text, keywords, photos, graphs, and videos. Marketing will be performed by a variety of online and offline methods.*
 - Reference a company used in the branding exercise and ask the following discussion questions
 - What marketing methods does this company use?
 - Why is marketing important for them?
 - What is passive vs. active marketing?
 - Ask participants, what marketing methods do you have to use? Record answers on to a flip chart labeled "Marketing Tools"
 - Chapter Sites
 - Social Media
 - Email
 - Print
 - Ask participants how frequently they should be using each marketing tool.
 - Emphasize that while marketing methods you utilize will change year-to-year and between audiences, your brand should always remain consistent and aligned.

Audiences and Goals (45 minutes) (page 7):

- Have participants pull out their phones. Google "fraternity" and look at the type of news stories they see. Ask them, "What do you see?" – Mostly negative stories of hazing, alcohol, racism, sexism and even deaths.
- Are these the only stories out there?
- **Fraternities are in the middle of a crisis. People are questioning the relevance of fraternities. And the actions of some fraternity men make this a relevant question.**
- There are many people who have an interest in fraternities, whether they want to see them succeed or fail. As the vice president of communication, it is up to you to be the chief storyteller and put our brand out there in a positive light. How stories are told and information is delivered will vary for each audience.

- Introduce the issue that the group will be focusing on in this session: ***Storytelling for various audiences.***
- Use the questions below to facilitate a group discussion. Record the answers on a flip chart. If they get stuck, sample answers are provided below.
 - **Why should we care about engaging various audiences?**
 - In a time when fraternities are being questioned, we need to appeal to many people and show them the positive aspects of fraternity membership.
 - **How can you accomplish this?**
 - By learning the interests and needs of your chapter's audiences.
 - Developing content that meets the needs and interests of audiences.
 - By leveraging social media, communicating with your audiences.
- Ask participants, "who are SigEps main audiences?"
 - **Audiences:** Roughly group responses into the following categories and create a flip chart for each around the room:
 - Potential New Members
 - Parents
 - Alumni/Volunteers/Donors
 - University community
 - Local community
 - Chapter members
 - **Goals:** Split participants into groups for each audience and ask them to discuss the following questions. What are our goals are with each audience? What action do we want them to take? What do we want to motivate them to do?
 - Have participants list responses on each audience flip chart and report back to the group. Guide discussion and roughly group responses into the three main categories of Recruitment, Engagement and Fundraising. Possible responses could include:
 - Join
 - Volunteer
 - Donate
 - Attend/Engage
 - **Tactics:** Ask participants, what marketing tactics do we need to use to reach each audience? How are they different? Should we try to reach potential new members with email or social media? What is the best marketing tactic?
 - Ask groups to list the tactics they would use for each audience on to each flip chart. Possible responses could include:
 - Chapter Site (Blog, links, pages)
 - Social media
 - Email
 - Newsletter

- **Challenges:** Ask participants what challenges their chapters have faced in the past when trying to reach and communicate with these audiences. What objections or obstacles have they needed to overcome in order to reach and motivate these audiences?
- Emphasize that for every chapter event or communication goal they have, they and their committee need to identify the audience they are trying to reach, determine the goal they have for that audience and choose the best communication tactic (social media post, blog post, email, etc.) in order to reach that audience and achieve their goals.

Session: Building and Managing a Committee Saturday Morning

Time:	50 min total.
Purpose:	Provide a framework for building and committee Provide guideline for committee meetings
Session Objectives:	Participants will understand who to include in their committee based on required skills. Participants will understand how to effectively run committee meetings. Participants will understand the importance of a communication mentor and AVC cooperation.
Materials & Equipment:	Flip charts. Post-it notes. Masking tape. Participant guides.
Session Outline:	Building and Utilizing a Communications Committee (35 minutes). Communications Mentor (10 minutes). Chapter Site training prep (5 minutes).
Pre-Session Prep:	Review session curriculum to ensure you have a thorough understanding. Prep flip charts Prep flip charts for issues discussion.

Building and Utilizing a Communications Committee (35 minutes) (pages 6,8,9):

Instructions

- Now that you understand the goals and the tactics you can use to communicate to your audience, you'll want to surround yourself with a team of talented individuals to help manage the load. This is where a communication committee comes in handy.
- **Facilitator's Note:** Emphasize that we'll cover Chapter Site and social media skills, but it is not the job of the vice president of communication to be the best or the only communicator with these tools. A communication plan can have many moving parts and the vice

president's job is to be the most organized person who is delegating tasks, scheduling posts, following up and ensuring everything is being done on time.

- **Lead the Conversation** — encourage chapters to share their own experiences.
 - What is the job of the vice president of communication?
 - What is the job of the communication committee?
 - How often should communication committees meet? (Push them to say weekly throughout the entire semester.)
 - What should you talk about during the communication committee meeting? Have them draft a sample agenda if time allows.
 - How can utilizing a communication committee make your life easier?
 - How do we hold communication committee members accountable who aren't pulling their weight, documenting events, completing Chapter Site blog posts, etc.?

- **Who should be on the communication committee?**

Ideally, VPCs have already selected who their committee will be. But realistically, you'll encounter chapters who have not or didn't plan to. Guide this discussion to help them realize that they will not be as effective if they try to do everything on their own as opposed to surrounding themselves with a competent committee that can help by delegating tasks. Additionally, whenever we can encourage team-based communication, where more chapter members share responsibility for the communication goals, the better.

- Have you already selected your communications committee?
- If not, what kind of people are you selecting for your committee? Are they simply your friends or do they possess a set of skills that will help with the overall goal?
- Who in your chapter has the following skillsets?
 - Social Media
 - Storytelling and writing (Chapter Site blog posts)
 - Graphic Design
 - Photography
 - Video
- Instruct chapter participants to fill out the Committee Structure section of the participant guide on page 9 and fill each skill set and/or committee position with a potential committee member in their chapter.

Participants should walk away from this quick discussion with a good idea of the type of person, and preferably exactly who should be on the committee.

- **What do communications committee meetings look like?**

Ideally, the communication committee meets every week. Emphasize that the news cycle is constant and ask them to examine what their chapter, university, and community does on a weekly basis. Additionally, you can ask them how often they are using social media and how

often they see content from brands. These benchmarks should help them realize the need to meet weekly.

Lead the conversation:

- What's on the committee meeting agenda? Review page 10 in the participant's guide with an example communications committee meeting agenda
- How often should you meet?
- What content do you need to plan at each meeting?
- When do you take other brothers' opinions into account and what should you delegate?

Participants should walk away from this session knowing strategies of how to plan and implement their communications plan and chapter calendar. They should understand how to schedule and delegate social media and Chapter Site blog posts on a weekly basis.

Volunteer communications mentor that is actively involved in the recruitment process (10 minutes):

Instructions

- Volunteer involvement in the communications plan is important to ensure consistency year over year in the chapter and help hit communication goals.
- Volunteers will help you crush your goals and leave a legacy as an outstanding VPC.
- **Facilitators Note:** Help the undergrads see how engaging with their communication mentor can benefit them in their role and personally.
- **Lead the Conversation** – encourage chapters to share their own experiences.
 - Who here has a mentor?
 - How has a volunteer communications mentor helped your chapter in the past?
 - What are the benefits of having a communications mentor?
 - What role do the alumni play in communication at your chapter?
 - How often should you try to meet or check in with a mentor? (Push them to say weekly throughout the entire semester.)
 - If you don't have a mentor, where can you find one?

Chapter Site Training Prep (5 minutes)

- Assign the following tasks to participants before breaking for lunch:
 - Before or after the awards luncheon, take a group photo of those in attendance from your chapter.
 - Collect the contact information (phone # and email) for each member of your executive board.
 - Bring your laptop and a charger back to the afternoon session.
 - If participants do not have a laptop with them, SigEp Headquarters will have a limited number of extras.

Session: Chapter Site Training - Saturday Afternoon

Time:	2 hours
Purpose:	Introduce participants to their Chapter Site. Equip participants with Chapter Site basic operating functions and resources.
Program Objectives:	Log in and walk through Chapter Site basics. Learn how to complete each function of the Chapter Site.
Materials & Equipment:	Laptop & charger
Session Outline:	Overview & Description (10 minutes). Application Activity (50 minutes). Issue Reflection & Action Planning (5 minutes). Reference to Resources (5 minutes).
Pre-Session Prep:	N/A

Notes for Facilitators: Chapter Site training will be led by a member of SigEps Headquarters staff. Training will start after lunch depending on the pace of your group. Try to wrap up the session you are working on before lunch so you can start fresh when you return.

- Overview
- Training modules
- Best practices and examples
- Online conversions. Rotating flip chart exercise. How to inspire a visitor to...
 - Recruit
 - BMS and calendar
 - Engage
 - Fundraise
 - Alumni cultivation tips
 - Chapter Leadership Endowments
- Social media
- WP Analytics

Session: Creating and Managing a Communications plan

Time:	1 hour 30 minutes.
Purpose:	Introduce the issue the vice president of communications faces when he and his committee do not plan ahead. Utilize different committee members' time and talents into a communications plan.
Program Objectives:	Create a communications plan and learn how to manage it.
Materials & Equipment:	Vice President of Communications Officer Guide. Participant Guide (SigEp Communications Plan Template). Flip chart.
Session Outline:	Overview & Description (10 minutes). Application Activity (50 minutes). Individual activity (20 minutes). Chapter Site blog post (20 minutes).
Pre-Session Prep:	N/A

Comm Plan Overview & Description (10 minutes)

- ***Creating and managing a communications plan (page 10-12).***
 - ***Facilitator note:*** The vice president of communications and the communications committee must work together throughout the year to enhance the chapter's brand and share the power of the SigEp experience on their Chapter Site blog. However, it can be difficult to accomplish the tasks that make a positive impact on the chapter, its brand and public relations. Together, the communications committee should begin their year by creating a communications plan that can be easily managed.
- Use the questions below to facilitate a group discussion. Record the answers on a flip chart. If they get stuck, sample answers are provided below.
 - What does the ideal communication plan help you accomplish?
 - An effective executive board plans out chapter operations before the academic year even begins.
 - Planning ahead gives you more time to produce quality content.
 - Allows you to think long-term – even months ahead of time. Writing it down means you can share it with the rest of the chapter.
 - Writing down steps makes it easier to delegate specific assignments to members of your committee (or anyone else who wants to help out).
 - What information does a communication plan need to contain?
 - Audience
 - Message
 - Purpose/goal
 - Tactic
 - Date/time
 - Status of completion
 - Who needs to be involved in creating and executing this plan?
 - The vice president of communications.

- The communications committee.
- Chapter officers.
- The AVC
- The chapter.
- Where should a communication plan exist? In what format? Who should have access to it?
 - Shareable format (Google doc/sheet/calendar)

Group Application Activity (50 minutes)

Instructions

- Walk the undergraduates through the SigEp Communication Plan Template in the officer guide or participant guide on **page 10-12**.
- Briefly describe each column and the examples provided. Use page 9 of the officer guide as a resource to walk them through. **(5-10 min)**
- Split participants into teams and assign each team a specific month. Instruct each team to create its own communications plan using the template provided. They should consider all the events that are going on that month and assign a main audience, a goal and tactic for **one** of those events. The following information should be given: **(20 min)**
 - *Example event for the month of November:*

November

Event	Date	Audience	Goal	Tactic(s)	Message
Founders Day of Giving	11/1	Alumni and potential donors	Drive traffic to Chapter Site giving page and motivate audience to donate	Social media posts Chapter Site blog post Email blast from AVC to all alumni	<i>“Celebrate the SigEp experience and ensure the future of our chapter by donating on #FoundersDayofGiving. Link in bio!”</i>

- *(additional example events for November below)*
- Alumni weekend/banquet
- Semi-formal
- Philanthropy/service day
- Study session
- Brother Thanksgiving dinner

- Depending on time, pair up teams to present to each other and provide feedback or have each group report back to the entire room. **(20 min)**
 - Groups should discuss the effectiveness of the communications plans presented.
 - Did they plan accordingly?
 - How was their execution?
 - Was their message compelling/engaging?

Individual Activity and Action planning (20 minutes)

- Instruct participants to start their own personal communications plan for the next month of their term by following the same format used in the previous group exercise. **They should use the communications plan template handout or can begin their own Google Doc, Google Calendar, etc.**
- The first thing on their plan should be a Chapter Site blog post and social media post recapping their time at Carlson. They will draft and publish their first post before leaving the session.
- Direct participants to use the Action Planning guide starting on page 15 of their participant guide.

Make a Chapter Site post and draft a social media post (20 minutes)

- Activity co-facilitated with HQ staff member
- Participants will log into their Chapter Site and publish their first blog post.
- Chapters will publish a Chapter Site blog post and social media post before leaving the program

Session: Best Practices and Wrap Up

Time:	60 Minutes.
Purpose:	Provide opportunity for participants to share best practices. Participants will have better developed and refine goals for their position.
Session Objectives:	Participants will have well-developed SMART goals related to their position. Participants will network with fellow participants to gather information for successful practices.
Materials & Equipment:	Flip charts. Markers. Post-it notes.
Session Outline:	"Help Wanted" Board-Best Practice Sharing (30 minutes). Facilitators Choice (25 minutes). Track Wrap-up (5 minutes).
Pre-session Prep:	Create "Wanted" Boards for each issue.

"Wanted" Boards (30 minutes)

- Introduce the concept of the "Help Wanted" Board: A place to post where you or your chapter might need help in addressing issues.
- Reexamine your "Parking Lot" and "Desired Outcomes" flip charts to make sure that any remaining topics are covered and ask participants what issues they still have questions about.
- Each issue will have a flip chart associated with it. At the top of the flip chart, it should read "Help Wanted Addressing: (Fill in the Issue Here)."
- Officers who feel that they have a best practice to share to help other chapters overcome the issue, should share the following information on a post-it note:
 - Name.
 - Chapter.
 - Email address.
 - Short explanation of tactic used to overcome the issue.
- Officers will post this information on the "Help Wanted" flip chart.
- Split participants into groups and have them rotate between flip charts, spending 2-3 minutes at each discussing as a group, developing a solution to the issue and leaving a sticky note.
- Explain that participants will have the opportunity to record the information they need at the end of the session.
- If time allows, discuss each issue and the solutions that were provided as a whole group.

Facilitator's Choice (25 minutes):

- At the end of the weekend, we want to give you the freedom to end your session in any way you see fit based on how your conversations have gone with your group. Below are a few options you can utilize to wrap-up your time. If you have an idea separate of what's listed below, feel free to use that too.
 - Parking Lot & Lightbulb Moments Debrief
 - Throughout the course of the weekend, the participants will likely bring up many topics that could've derailed conversation and you put them in the parking lot to revisit them. This is your opportunity to go back to those topics and ensure that the participants don't leave with any lingering questions.
 - End the conversation by asking the group if there is anything else that wasn't in the parking lot that they still want to discuss.
 - Also debrief any of their "lightbulb moments" – things that really stood out.
 - Further discussion on hot-button issues
 - Give the participants the opportunity to continue asking questions about any major issues that they are facing in their chapter.
 - Address any and all questions for which you feel comfortable. If something comes up that you don't feel like you can answer (or don't feel comfortable answering), please find a staff member and they can help the participant with the question.
 - Potential issues:
 - Substance-free facilities: The chapter opposes the policy and thinks that implementing it will harm their chapter experience.
 - The Grand Chapter passed a resolution mandating substance-free housing for all SigEp chapter facilities by August 1, 2020, and substance-free common spaces by August 1, 2018. The resolution passed by a 2-1 ratio.
 - The resolution passed because the fraternity wanted to ensure that our focus is on what really matters—development, values, and brotherhood—and not solely on alcohol. The chapter house should be conducive to learning and fostering meaningful relationships, not a bar. Removing alcohol from our facilities sets the expectation that SigEp is focused on our values and providing valuable developmental programming through the BMP.
 - Over 90% of men living in fraternity facilities are under 21 years old.
 - Our chapter facilities must be spaces where it is easy to do right and hard to do wrong. The policy makes it easy for our members to make healthy lifestyle decisions in a positive

atmosphere that is conducive with the reason people attend college, not a negative environment focused on alcohol.

- The substance-free policy doesn't ban drinking; it just bans drinking *at the chapter facility*. The policy does not make SigEp a dry fraternity. Social events with alcohol can still be held. Our VPs of programming have learned how to host fun events hosted at third-party venues this weekend. They have also been provided with more information on how to hold fun events without alcohol. Vice presidents of recruitment have also been taught how to recruit on a substance-free message. Your chapter will still have the opportunity to hold social events, just not at the house. Which is easier for you — you don't have to clean up after the party.
- Substance-free facilities will be cleaner and more conducive to a positive living environment - which will lead to more brothers being willing to live-in, and therefore create a better environment for brothers to relax without the fear of living in a dirty environment.
- BMP: The BMP just hasn't been working at their chapter, and it seems more like another class than a Fraternity.
 - Open the discussion up to the group about exciting things that other chapters do in their programs to make it less academic.
- BMP App: It seems like the BMP app is just another way for Headquarters to spy on us and get us in trouble.
 - Chapters asked for the app at the 2015 Conclave when the BMP was made mandatory. It is designed with chapter needs in mind — not the needs of Headquarters.
 - The BMP app is designed to make your jobs easier. If it's not - tell us what we need to improve!
 - Headquarters isn't in the business of getting chapters in trouble. They're there to help and support chapters and the BMP app is one way of doing that.
 - Headquarters doesn't have the time to look at every chapter's BMP in the app. They trust that you will use the way that it's intended.
 - The up-front, manual entry may be time consuming, but the long-term value added to your members and time you save is worth the up-front investment.
- Rotating flip charts for best practices
 - Setup flipcharts at all corners of the room with the major points that were discussed in your track throughout the weekend

- Break everyone into groups and have them write out what their chapters do in each of the areas. After 2-3 minutes at the flipchart, have the groups rotate to the next flipchart. After each group has visited each flipchart and contributed, finish the activity by having the groups read out everything on the flipcharts to the group.
- How to have crucial conversations
 - This gives you the opportunity to give your participants a crash course in how to have crucial conversations with the other leaders in their chapter or chapter members. Cover the main points below and have participants get up and practice in front of the group.
 - Start with heart: Go into each interaction with goodwill for the other person. Your fellow chapter leaders have to know you care before they care what you know.
 - Stay on topic: It's easy to get off track when emotions flare but it's imperative to stay in the dialogue of the conversation and leave emotion out of it.
 - Make it safe: State your purpose and intent clearly to the other person and be up front that you're not trying to attack the other person. Validate their concerns and advance the conversation.
 - Find common ground: Find an area that you can both agree on first to build to a solution that you can both ultimately be happy with.
 - Separate facts from story: When it comes time to make your case, only articulate irrefutable facts so as to not let your own bias enter the conversation.
 - Agree to a clear action plan: Thank the person for being so open to your conversation and your points and be sure to set next steps so you can follow up.
 - How to give and receive feedback
 - This gives you the opportunity to give your participants a crash course in how to deliver and receive feedback with the other leaders in their chapter or chapter members. Cover the main points below and have participants get up and practice in front of the group.
 - Explain that the ability to both give and receive feedback is an important quality of a leader. Provide a brief framework and explanation of feedback:
 - Feedback should always be solution-oriented — if you don't provide a solution, you're just complaining or catching someone losing
 - If and when the feedback will be difficult for the other person to hear - consider using a "compliment sandwich."
 - First, begin by talking about the project or progress and about the great things they've done. Remind them of the value they bring to the chapter or the project

- Next, make them aware of the issue you're addressing. This has to be in a supportive, helpful tone — don't blame them. Bring up the issue or situation, point out what went wrong, and provide a suggestion or recommendation on how to improve and do better next time.
- Close the conversation on a positive and encouraging note. Remind them of the value they bring to the chapter or project, get them excited about the progress made and the future of the project.
 - Remember to make yourself available at any time to discuss the project with them
 - After the conversation - if you notice a change in behavior — catch them winning! Make sure to congratulate them on the completion of the project, the progress they made, and thank them for their contribution.
- Additionally, it's important as a leader to be able to receive feedback. Remember a few key points:
 - When people bring their feedback to you, they're doing it because they want to help you and see you succeed. Be open to their thoughts and criticisms — and don't react negatively to them.
 - Feedback conversations aren't your opportunity to argue with their perspective. If you have a different opinion, feel free to respectfully share your side of things, but don't become defensive or argumentative.
 - Make sure to say "thank you" to them for having the courage to bring their feedback to you, commit to considering their feedback and implementing/changing behavior as needed.
 - Don't forget to follow-up with them, and ask for continued support and feedback.
- Ask one participant to volunteer to walk the whole group through their action plan and provide feedback to them as an example of how they should do it in their small groups.
 - Make sure they walk away from the group feedback session knowing that they should always be providing constructive feedback with potential solutions or recommendations for change.
- Facilitator topic
 - If you have any final leadership lessons, or life lessons, you want to share that you believe would be of value to the participants in your session - use this time to tell your story

Track Wrap-up (10 minutes)

- Give participants time to walk around and take note of the information posted on the flip charts.
- After participants have sat back down, ask the group to list of at least three takeaways from their time at Carlson.
- Explain that they will be receiving follow-up emails from you and a SigEp HQ staff member recapping their experience and providing more resources (automated emails designed by SigEp HQ. No action required from volunteer facilitator).
- Assign the group these recommended action steps leaving Carlson:
 - Finish your communications plan and present your communications plan to your executive board
 - Finish updating your chapter site — executive board officers' bios, "about our chapter" page, etc.
 - Walk your chapter through your new chapter site and the importance of usage
 - Post a blog post every week (awards, philanthropy, brother spotlight, etc.)
- Leave them with some inspiring words about leaving a legacy and the impact of when it's done right.
 - Lean on your personal and professional experience. Show them how they can use this position to enhance their career development.
 - Remind participants of the importance of their role. When they do their job correctly, what is the impact they can make?
- Thank participants for attending the track and provide your contact info as an additional resource.

SigEp

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