

Sigma Phi Epsilon

Local Address

Contact: Local Spokesperson

Spokesperson e-mail

Spokesperson Phone

Local website

www.sigep.org

IMMEDIATE RELEASE

(School Name) Sigma Phi Epsilon Chapter accredited as a SigEp Learning Community

CITY, STATE, Mo/day/year—Sigma Phi Epsilon announced that the (School Name) Chapter has been accredited as a SigEp Learning Community (SLC) joining only XX chapters among approximately 240 chapters nationwide to receive the designation. These chapters meet rigorous requirements in the areas of academic programming, faculty involvement, member development, and alumni support. One of the Fraternity’s primary objectives is to assist all chapters in advancing toward SLC accreditation.

(Chapter paragraph here) The chapter began its pursuit of SLC accreditation in (date) by (insert initial efforts). Alumni and undergraduate leaders have raised standards, expanded faculty connections and implemented new initiatives to create a learning environment where students are surrounded by responsible peers and university faculty who are committed to helping them succeed inside and outside the classroom.

SigEp’s Learning Community program was created in 2000 to provide undergraduate men an experience unlike any other on campus. It embraces educational philosophies originated centuries ago at Oxford and Cambridge, providing our members an incredible opportunity for personal growth and academic achievement.

Sigma Phi Epsilon, established in 1901, is one of the nation’s largest fraternities, with over 11,000 undergraduates on 200 campuses across the United States. Its mission is building balanced men, which is achieved through a continuous member development program that has created a fraternity-wide GPA of over 3.0, a focus on the principles of Sound Mind and Sound Body, and service learning efforts that encourage members to give back.

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SigEp Learning Community

Press Release Pitching Tips

1. Identify specific reporters at your campus and local newspaper to e-mail. At the local paper, contact the local news, travel or feature editor.
2. Send them the press release you have customized.
3. Practice a pitch with one of your brothers acting as the reporter.
4. Create a single statement that captures how the SLC accreditation impacted your chapter.
5. Share the key messages about the program:
   1. Only the very best chapters in the nation are accredited.
   2. The applications process is rigorous and often requires changes and improvements.
   3. This type of model capitalizes on the best aspects of fraternity and higher education to significantly elevate the college experience.
   4. The bar has been reset for our performance as a chapter, and we will have to work to keep our accreditation over time.
6. Follow up with a phone call to the reporter.
7. Make your pitch. Speak slowly, clearly and concisely.
8. Listen for directions the reporter may want to take the story.
9. Let me know if the reporter plans to do a story so we can track it.

Questions you should prepare an answer for:

* What specifically did you do to earn accreditation?
* What have you changed to qualify as an SLC?
* What outcomes are you looking for?
* What immediate impacts do you see for the chapter?
* How can this accreditation help our campus?

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