

# The 10 Minute Guide to IFC Community Relations

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It is your responsibility to see that relationships are established with constituencies outside of the undergraduate fraternal community such as leaders within peer Greek councils, the campus administration, faculty members, alumni volunteers, the student body, local and regional media, law enforcement officials, and the surrounding community. It is your duty to see that the IFC pursues and maintains an open and honest dialogue with each of these audiences

## Responsibilities:

**Some of the duties of the Vice President of Community Relations should include:**

### Communications/Public Relations

- Serve as the secretary of the IFC General Body
- Responsible for the collection and dissemination of information on the fraternity system to all campus and community media sources
- Execute a public relations and social media strategy
- Responsible for the IFC publications produced (recruitment, newsletters, online resources, websites, outreach programs, etc)
- Keep the media informed on upcoming events or potential news
- Coordinate the social media strategy and presence of the IFC and overall fraternity community
- Compiles an annual report of accomplishments and concerns
- Maintain the crisis response plan with the IFC President and communication with the media, campus administration, etc
- Responsible for serving 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, etc.

### Service/Philanthropy

- Develop service projects and philanthropic events for member fraternities
- Collect and report member fraternity community service hours, philanthropic dollars, and activities
- Provide advice and support to member fraternity community service/philanthropy officers

## Community Service & Philanthropic Efforts

**As the IFC Vice President of Community Relations, the coordination of community service opportunities and philanthropic efforts rests with you. When planning events, always remember the following:**

- In what capacity do individual members want to serve? (Group projects, individual opportunities, or a large scale IFC event)
- How often will community service initiatives take place a semester? Per year?
- What local agencies or campus departments would benefit from the service?
- Is there a certain cause or campaign that members want to become involved?
- What can the IFC do to make the service impactful and significant to the member performing the service?

## Event Planning

Once you have narrowed down the focus of your community service event, you can start the initial planning. Items to consider when planning the event include:

- How many men will be needed?
- What is the time frame? Will there be different shifts?
- Transportation – is the event on or off campus? If off campus, do the men have to provide their own ride?
- Are any tools needed? How will the IFC go about getting these tools?
- Will there be a thank-you or reception afterwards for the men who volunteered?
- Who will serve as the main contact for members and the agency to contact with questions about day of plans?
- Will any rooms need to be reserved?
- Is a campus photographer or campus newspaper representative going to be attending to cover the event?
- Do the members need directions?
- What dress is appropriate?
- Does the service being provided require additional follow-up? (For example, Items like landscaping and garbage pick-up may require additional volunteer time)

## IFC Public Relations

The IFC Community Relations officer is responsible for creating and maintaining the social media presence of the IFC and fraternity community.

## Facebook

Creating an IFC Facebook page is a great way to centralize the fraternity experience and tell the story of the fraternity experience. Uses for Facebook include:

- Communicating and publicizing recruitment opportunities
- Posting pictures from community service projects, recruitment, award receptions, athletic events, and campus activities
- Making general reminder posts about meeting dates and times and other important upcoming events
- Sharing news about alumni of the community
- Share chapter news
- Sharing stories about individual fraternities and fraternity men that are positive and interfraternal
- Announce the opening or installation of new chapter or colony
- Communicating with the NIC
- Communicating with inter/national offices
- Distributing surveys/interactive elements
- Sharing relevant videos
- Sharing news from other campus organizations

## Twitter

Twitter can provide IFC a medium to interact quickly and concisely with its various constituents. Uses for Twitter include:

- Interacting with the NIC (follow them at @nicfraternity)
- Interacting with inter/national organizations
- Promoting interfraternalism by retweeting other students talking about fraternity
- Posting thought provoking questions and ideas about the fraternity experience
- Creating a hash tag (#) to trend a topic or meeting (this can be done for IFC General Body meetings, IFC Award receptions, campus activities, etc)
- Keeping the student body updated on what the IFC is doing that day (ex: "IFC officers are grabbing dinner, come join!")
- Tweeting and replying to other student organizations- use Twitter to interact

## IFC Websites

Having an IFC website that introduces the fraternity community to potential members, parents, and administrators is a great way to reinforce the positive image of the fraternity community. Items to include are:

- Fraternity news
- Information about recruitment
- Information about each member fraternity
- Explanation of IFC
- Opportunities to get involved
- Pictures from events
- Videos
- Links to the IFC Facebook and Twitter accounts
- Contact information for IFC Executive Board officers
- Information for parents about the fraternity experience
- Alumni news and success stories
- IFC calendar of events

## Annual Report

The IFC should publish an annual report of accomplishments and concerns and distribute copies to all member fraternities, advisors, house corporation officers, campus officials, faculty representatives, media contacts, community leaders, inter/national fraternity headquarters, and the NIC office.

### Topics for consideration are:

- Grade rankings
- Community service reports
- Judicial reports
- New member programming
- Leadership training programs
- Intramural participation
- Membership statistics
- Alumni involvement
- Faculty interactions
- Community interaction
- IFC policy updates
- Educational programs

### Target the Following Individuals for mailing:

- Administrators and University Officials
- Academic Department Heads and Employees
- University Services Staff
- Student activities personnel
- Residence life directors
- Campus safety/security personnel
- Athletic departments
- Advisors
- House corporation officials
- Prominent alumni
- Peer governing council
- Student government officers
- Neighborhood associations
- Residence hall associations
- Student alumni associations
- Chapter presidents
- Media Directors
- Campus/local law enforcement agencies
- Local Charities and Philanthropies