



VICE PRESIDENT OF EXTERNAL RELATIONS

POSITION FUNCTION:

The vice president external relations serves on the executive council and plans and directs the chapter's efforts in addressing alumni, parents, Greeks, other students, faculty and administrators, and the local community. He keeps a record of all graduates with their addresses, occupations, and other pertinent information.

PRINCIPLE RESPONSIBILITIES:

- Serve as an executive council officer within the chapter. Attend executive council meetings and contribute input as to the advancement of the Fraternity.
- Develop and implement a written plan for alumni, parents, Greek, and campus and community relations outlining newsletters, events, and other related programming designed to keep these audiences up to date on Fraternity activities.
- Sponsor a minimum of two alumni and/or parents events per year such as Founders Day, initiation, parent's day, or homecoming.
- Publish an alumni and/or parents newsletter a minimum of two times per year.
- Invite parents, faculty, and alumni to colonization and installation by written correspondence.
- Ensure that all chapter publications, shirts, and events are in accordance with the Fraternity's image. Avoid using tasteless, insensitive, socially demeaning, or offensive themes.
- Actively pursue positive relations with the campus and surrounding community.
- Sponsor and/or be actively involved in a minimum of two service/philanthropic projects each academic year.
- Develop and maintain a detailed account of public relations activities and compile an officer notebook to educate future officers and committee members.
- Develop position goals and budget.
- Properly and adequately train all assistants and replacements.