

## Public Relations Quiz

The questions below will help you evaluate the strength of your chapter's public relations program. A "yes" answer means a positive score on a question and a "no" answer means a negative score on a question.

### Alumni Relations

- We have a written alumni relations plan? +5 -5
- We have an alumnus advisor? +3 -3
- We have an active house corporation? +3 -3
- We have an active local alumni club? +3 -3
- We meet with a CMC at least twice annually? +2 -2
- We meet with the alumni association at least twice monthly? +2 -2
- We have a functioning alumni relations committee? +2 -2
- We continually try to improve our alumni address list? +2 -2
- We mail updated addresses for alumni to OGC semi-annually? +2 -2
- We have alumni updates and stories included in the TKE Today annually +2 -2
- We mail out a alumni newsletter at least twice annually? +5 -5
- We mail our alumni newsletter to all chapter alumni? +3 -3
- We mail our alumni newsletter to all local alumni, including alumni from other chapters?  
+3 -3
- We include a cover story in our alumni newsletter? +1 -1
- We include a chapter news section in our alumni newsletter? +1 -1
- We include a campus news section in our alumni newsletter? +1 -1
- We include a alumni update section in our alumni newsletter? +1 -1
- We include a alumnus advisor report in our alumni newsletter? +1 -1
- We include a house corporation report in our alumni newsletter? +1 +1
- We include an annual report in our alumni newsletter? +1 -1
- We include a lost alumni section in our alumni newsletter? +1 -1
- We include pictures of chapter events in our alumni newsletter? +1 -1
- We include pictures of alumni events in our alumni newsletter? +1 -1
- We use the alumni newsletter to invite alumni to events? +1 -1
- We include a Calendar of Events in our alumni newsletter? +1 -1
- We invite alumni to rush activities? +1 -1
- We invite alumni to initiation? +1 -1
- We invite alumni to Homecoming activities? +2 -2
- We invite alumni to Founders' Day activities? +2 -2
- We invite alumni to Chapter Founders' Day activities? +2 -2
- We invite alumni to an annual Career Day? +1 -1
- We invite alumni to an annual barbecue/softball day? +1 -1
- We have a alumni recognition awards program? +5 -5
- We turn in a nomination for the Top Teke and Top Teke Chapter Award each year? +2 -2
- We have a alumni Big Brother Program? +2 -2
- We involve alumni in our Associate Education Program? +2 -2
- We mail out Holiday cards each year? +1 -1

We mail out Initiation Day cards each year? +1 -1  
 We have an annual alumni dues program? +3 -3  
 Campus/Community Relations  
 We have a written community relations plan? +5 -5  
 We have a faculty advisor? +3 -3  
 We have a functioning campus relations committee? +2 -2  
 We meet the greek advisor at least twice annually? +2 -2  
 We meet the dean of students at least twice annually? +2 -2  
 We invite key community leaders to special events? +2 -2  
 We mail our alumni newsletter to the OGC? +1 +1  
 We mail our alumni newsletter to the local mayor? +1 -1  
 We mail our alumni newsletter to all Board of Advisors members? +1 -1  
 We mail our alumni newsletter to the surrounding alumni association presidents? +1 -1  
 We mail our alumni newsletter to the District Vice President? +1 -1  
 We mail our alumni newsletter to the other local community leaders? +1 -1  
 We sponsor a community volunteer award of the year award? +1 -1  
 We participate in the highly visible community drives each year (i.e. Holiday Food Drive)? +2 -2  
 We adopt a family each year during Thanksgiving and Christmas and give food, clothes and toys? +2 -2  
 We receive publicity in the local newspaper annually? +2 -2  
 We receive publicity on the local TV station annually? +1 -1  
 We receive publicity on the local radio station annually? +1 -1  
 We mail press releases to the local media before and after all special events and when the chapter receives awards? +3 -3  
 We mail out Holiday cards to local community leaders? +1 -1  
 Parents Relations  
 We have a written parent relations plan? +5 -5  
 We have a Parents Club president? +3 -3  
 We have a functioning parent relations committee? +2 -2  
 We have an active Parents Club? +2 -2  
 We mail out a parents newsletter at least twice annually? +3 -3  
 We include a Parents Club report in the alumni newsletter? +2 -2  
 We mail our alumni newsletter to all parents? +2 -2  
 We hold at least one parents activity annually? +2 -2  
 We mail out a welcome parents package to all new parents following rush? +2 -2  
 We meet with the Parents Club president at least twice annually? +2 -2  
 We invite parents to special events? +2 -2  
 We have a parents recognition awards program? +2 -2  
 We mail out Holiday cards to all parents? +1 -1

#### SCORING SYSTEM

Alumni Relations Program

69-75 Excellent

61-68 Good

54-60 Average

46-53 Below Average

45 or below Poor

Campus/Community Relations Program

32-35 Excellent

27-30 Good

24-26 Average

20-23 Below Average

Parent Relations Program

27-30 Excellent

24-26 Good

21-23 Average

18-20 Below Average

17 or below Poor

Overall Public Relations Program

128-140 Excellent

112-127 Good

99-111 Average

84-98 Below Average

83 or below Poor