Tau Kappa Epsilon International Fraternity

Public Relations
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

1. We have a written alumni relations plan? +5 -5
2. We have an alumnus advisor? +3 -3
3. We have an active house corporation? +3 -3
4. We have an active local alumni club? +3 -3
5. We meet with a CMC at least twice annually? +2 -2
6. We meet with the alumni association at least twice monthly? +2 -2
7. We have a functioning alumni relations committee? +2 -2
8. We continually try to improve our alumni address list? +2 -2
9. We mail updated addresses for alumni to OGC semi-annually? +2 -2
10. We have alumni updates and stories included in the TKE Today annually +2 -2
11. We mail out a alumni newsletter at least twice annually? +5 -5
12. We mail our alumni newsletter to all chapter alumni? +3 -3
13. We mail our alumni newsletter to all local alumni, including alumni from other chapters? +3 -3
14. We include a cover story in our alumni newsletter? +1 -1
15. We include a chapter news section in our alumni newsletter? +1 -1
16. We include a campus news section in our alumni newsletter? +1 -1
17. We include a alumni update section in our alumni newsletter? +1 -1
18. We include a alumnus advisor report in our alumni newsletter? +1 -1
19. We include a house corporation report in our alumni newsletter? +1 +1
20. We include an annual report in our alumni newsletter? +1 -1
21. We include a lost alumni section in our alumni newsletter? +1 -1
22. We include pictures of chapter events in our alumni newsletter? +1 -1
23. We include pictures of alumni events in our alumni newsletter? +1 -1
24. We use the alumni newsletter to invite alumni to events? +1 -1
25. We include a Calendar of Events in our alumni newsletter? +1 -1
26. We invite alumni to rush activities? +1 -1
27. We invite alumni to initiation? +1 -1
28. We invite alumni to Homecoming activities? +2 -2
29. We invite alumni to Founders' Day activities? +2 -2
30. We invite alumni to Chapter Founders' Day activities? +2 -2
31. We invite alumni to an annual Career Day? +1 -1
32. We invite alumni to an annual barbecue/softball day? +1 -1
33. We have a alumni recognition awards program? +5 -5
34. We turn in a nomination for the Top Teke and Top Teke Chapter Award each year? +2 -2
35. We have a alumni Big Brother Program? +2 -2
36. We involve alumni in our Associate Education Program? +2 -2
37. We mail out Holiday cards each year? +1 -1
38. We mail out Initiation Day cards each year? +1 -1
39. We have an annual alumni dues program? +3 -3

Campus/Community Relations

1. We have a written community relations plan? +5 -5
2. We have a faculty advisor? +3 -3
3. We have a functioning campus relations committee? +2 -2
4. We meet the greek advisor at least twice annually? +2 -2
5. We meet the dean of students at least twice annually? +2 -2
6. We invite key community leaders to special events? +2 -2
7. We mail our alumni newsletter to the OGC? +1 +1
8. We mail our alumni newsletter to the local mayor? +1 -1
9. We mail our alumni newsletter to all Board of Advisors members? +1 -1
10. We mail our alumni newsletter to the surrounding alumni association presidents? +1 -1
11. We mail our alumni newsletter to the District Vice President? +1 -1
12. We mail our alumni newsletter to the other local community leaders? +1 -1
13. We sponsor a community volunteer award of the year award? +1 -1
14. We participate in the highly visible community drives each year (i.e. Holiday Food Drive)? +2 -2
15. We adopt a family each year during Thanksgiving and Christmas and give food, clothes and toys? +2 -2
16. We receive publicity in the local newspaper annually? +2 -2
17. We receive publicity on the local TV station annually? +1 -1
18. We receive publicity on the local radio station annually? +1 -1

19. We mail press releases to the local media before and after all special events and when the chapter receives awards? +3 -3
20. We mail out Holiday cards to local community leaders? +1 -1

Parents Relations

1. We have a written parent relations plan? +5 -5
2. We have a Parents Club president? +3 -3
3. We have a functioning parent relations committee? +2 -2
4. We have an active Parents Club? +2 -2
5. We mail out a parents newsletter at least twice annually? +3 -3
6. We include a Parents Club report in the alumni newsletter? +2 -2
7. We mail our alumni newsletter to all parents? +2 -2
8. We hold at least one parents activity annually? +2 -2
9. We mail out a welcome parents package to all new parents following rush? +2 -2
10. We meet with the Parents Club president at least twice annually? +2 -2
11. We invite parents to special events? +2 -2
12. We have a parents recognition awards program? +2 -2
13. 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

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