

Utilization of Campus Resources

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The following is a listing of offices or services possibly available on your campus. The staff in these offices can be utilized to enhance the programs in your fraternity. If you don't--take advantage of these "campus resources," it is your loss! Don't lose out on an opportunity "in your own backyard".

Your first step is to contact these offices to see what services are provided for students on your campus. Then determine whether the services can be adapted to your chapter's or your own situations or problems, and lastly, invite a staff member to present a program to your chapter or further describe their services at a chapter meeting.

Remember, we are talking about university offices or departments here...

STUDENT AFFAIRS AREA

STUDENT ACTIVITIES. Usually located in a highly visible location, such as the Student Union Building, these folks do a little of everything. Generally, they work with all student organizations providing workshops in areas such as Leadership Development, Officer Training, Program Planning and Development, etc. Check to see what types of advertising aides they provide (butcher paper & paints). They are also great at setting up and facilitating retreats. Sometimes the Greek Advisor is located in this office. Be sure to pick up a copy of the Student Handbook and/or Student Organization Manual here!

RESIDENCE LIFE/HOUSING. Dormitories are a prime source of rushees. Get to know Resident Advisors(R.A.'s) and Head Residents. Make them an ally rather than an adversary. Also, the Residence Life Office has one of the best training programs on campus for their R.A.'s. See if you can tie into that training for areas such as Conflict Resolution, Non-alcoholic Programming, Confrontation, Leadership, etc.

CAREER PLANNING & PLACEMENT. Do workshops in resume writing, interviewing skills, job searching. They can also help with vocational interest tests. Most of the on-campus interviews for seniors is coordinated here.

ORIENTATION. This is the place to begin promoting Greek Life. If a discussion on Greek Life is not part of the new student orientation program, get it in there! First impressions are critical to a new student. Get your members involved as student orientation assistants. Remember, "the early bird gets the worm".

COMMUTER AFFAIRS. You will find this office at larger schools with a high % of commuter students. They specialize in commuter "needs." Maybe we could recruit more commuters if we really understood what they seek in a college experience. Find out what the commuter needs, and convince him that your fraternity can fill that need.

STUDENT HEALTH CENTER/INFIRMARY. Often do workshops on birth control, sexually transmitted diseases, wellness, etc.

COUNSELING CENTER. They'll handle anything from soup to "nuts." Personal problems, academic difficulties, etc. They will do individual and group counseling as well as workshops. Great for communications skills!

DEAN OF STUDENTS. Oversees all of the Student Affairs areas. Sometimes you will find the Greek Advisor located here. Suggest you meet with the Dean of Students and have him/her give you an overall picture of the services provided in the Student Affairs Division. This area is also the area responsible for campus disciplinary cases...hopefully you didn't know that from personal experience.

VICE PRESIDENT FOR STUDENT AFFAIRS. Usually at larger campuses, and oversees all of Student Affairs. Powerful position, reporting directly to the President of the University.

MULTICULTURAL CENTER/INTERNATIONAL STUDENTS. Work with minority groups on campus. Good new member recruiting location, and a place to assist in developing good relations among all students on your campus. International students are always interested in talking about their home country and often have pictures or slides. Inviting them over to give a presentation about their country often makes for a good alternative social or rush activity.

CHAPLAINS. Great resource for any religious activities held at the chapter. Chaplains are also fine "listeners" and good communicators. We can learn much from their skills. They often need help with fund-raising projects and other activities. If we help them, they will help us.

WOMEN'S CENTER. Not often supportive of Greek Organizations, but our negative activities have caused this response. Reach out to the Women's Center; they offer many good programs for women & men.

STUDENT DEVELOPMENT. A "new" area of Student Affairs in relation to other offices. This is the "academic component" of work with students. Much of Student Affairs work revolves around the "developmental stages" that college students go

through. The Student Development Office is one of the finest resources you will ever find... if you have one on your campus! Involved in retreats and other organization development activities.

ATHLETICS/INTRAMURALS. Suggested idea for a rush-program...invite the basketball or football coach over for a "fireside chat." Have him bring along a few of the better known players. Most schools depend on Greeks for support at athletic contests, so they'll support our activities too! Get to know the Director of Athletics and the Intramural Director. Maybe you can "earn" better seats at home games.

FINANCIAL AID. Need I say more? Most of us need it at some point in time. Invite someone from the office to a chapter meeting to describe financial aid opportunities. When parents are on campus, have the Director of Financial Aid provide a workshop to instruct parents on how to fill out the Financial Aid Form. Also a good summer rush tool...inviting incoming students and parents to a financial aid seminar at the chapter house or meeting area.

STUDENT EMPLOYMENT. They are responsible for on-campus, and often, off-campus work opportunities for students; Work Study, student hourly, etc. Develop a good relationship here and you may get first shot at those better jobs.

UNIVERSITY SUPPORT SERVICES

ACADEMIC COUNSELING/LEARNING RESOURCE CENTER. All kinds of help with academic problems...reading skills) test taking, course scheduling, note taking, listening skills, writing skills, etc.

ADMISSIONS/RECRUITING. These are the Rush experts for the University. Let them share their skills with you. Also, they talk to so many prospective students. Make sure they feel good about Greek organizations and are positively portraying us to incoming students. Try to get jobs as university tour guides ... great rush tool!

FOOD SERVICE. If you have a kitchen service in your house, you may be able to buy food more reasonably through the university. If not, you may be able to get some ideas on cooking for large numbers or stretching your food budget. How about catering services for your parties or meetings. Good source of part-time jobs.

BOOKSTORE. Another good source for part-time job. Also the place to buy fraternity decals, and other paraphernalia. Great place to advertise the fraternity, particularly during book rush.

COMMUNICATIONS DEPARTMENT/TELEPHONE. Ideas an improving your house phone and billing system.

MAIL SERVICE. Rather than getting your own Bulk Rate mailing permit, you may want to utilize the university's (if available).

PURCHASING DEPARTMENT. If you are part of a state school system, you will find that certain vendors have purchasing/selling relationships with the state. This may also be true at some private institutions. Possible discounts on furniture, desks, lighting, food, etc. See if you can tie in, but be sure it's cheaper.

PRINTING AND PUBLICATIONS. Here's where you can have your pamphlets brochures and flyers prepared. Check prices though, because they are not always as cheap as "outside" printers.

ART DEPARTMENT. Don't necessarily mean the academic department, but rather the one affiliated with Printing and Publications. They can provide ideas and/or services in designing your publications. For a fee, they'll do your art work.

FACILITIES COORDINATOR/ROOM RESERVATIONS. Particularly important for chapters without houses. This person can assist you in choosing physical space on campus for social activity, meetings, ritual celebrations, athletic competition, etc.

REGISTRATION. At least 2-3 times a year, this is another source of part-time jobs. Also important if you have special needs that require scheduling of classes in certain time slots. (i.e., on some campuses, members of the student government, Intrafraternity Council, and other major student organizations are able to register before the general student body, so as to avoid class conflict with the weekly meeting times of their organization).

FINANCIAL AREA-BURSAR, UNIVERSITY AUDITOR, BUDGET. This resource should be obvious. These people are responsible for coordinating financial matters for the entire university. Utilize their expertise in improving your chapter operations.

UNIVERSITY ATTORNEY. Has up to date information regarding legal matters for registered student organizations, and specifically Greek organizations. Can present seminars on chapter legal liabilities. You need to know as much as possible in this area.

PHYSICAL PLANT DEPARTMENT. In times of budget cuts, these folks seem to get it in the teeth! Oftentimes, they are looking for assistance with campus clean-ups, mowing lawns, etc.....a great service project! Also can provide some expertise on landscaping your house, and possibly purchase materials less expensively.

LIBRARY. Do you really know what is in your library and how to utilize it? Invite your librarian over to give a talk about it. Especially appropriate for rush functions, and Associate Member meetings. Hint:...parents like to see this kind of activity too!

CENTER FOR INSTRUCTIONAL DEVELOPMENT/MEDIA CENTER. Incredible resource!!!! Usually lend out media equipment to student organizations; such as tape

recorders, 16 mm and 35 mm projectors, 35 mm slide projectors, overhead projectors, and video-taping equipment (you may need a faculty member to sign for you). Also can help you prepare media presentations. Loan pool is FREE!

UNIVERSITY PHOTOGRAPHER. Oftentimes the university is looking for some "action" shots to put in the university newspaper or other publications.

PERSONNEL DEPARTMENT/TRAINING COORDINATOR. Another resource for jobs or workshops in such areas as conflict resolution and team building.

UNIVERSITY POLICE/PUBLIC SAFETY. Security systems for your house or room, insurance issues, service projects dealing with public safety awareness.

NEWS BUREAU/WRITING SKILLS. If your university has a newspaper (not the student publication), you may be able to secure advertising and publicity by developing a relationship with the staff. Also can pick up improved writing skills from the editors and contributing writers.

UNIVERSITY PLANNING. Your university does have a short range and long range game plan. Find out how theirs' is developed and utilize similar principles.

MANAGEMENT INFORMATION SYSTEMS/COMPUTER USE. Does your chapter need to develop a computer based operation? Here's a good place to seek advice.

UNIVERSITY OUTREACH/PUBLIC RELATIONS

UNIVERSITY PRESIDENT. Does s/he know who you are? Does s/he like you? Does s/he respect you? Have you ever seen your university President? Arrange a meeting, or invite him/her to a chapter gathering. The President, these days, spends much of his/her time fund raising. You can learn much from this individual and s/he can be a marvelous ambassador for the chapter.

PUBLIC RELATIONS DEPARTMENT. One area we think too little about is PR, but it is probably critical to our future. Universities know the value of a positive "Town-Gown" relationship and spend time and energy molding it. These people can assist you in developing a broad-ranging public relations program for the fraternity.

ALUMNI RELATIONS. The value of alumni to a university is synonymous With their value to each fraternity. Alumni are the "support" structure...support in terms of knowledge, prestige, time , and oh yes...money. Alumni Relations Departments love to work with Greek organizations because Greeks are the #1 supporters of the university after graduation. This is the place to update addresses of your alumni, publicize your activities in alumni magazines, and coordinate major events such as Homecoming. Actually, you may have more accurate addresses than the Alumni Office, so they'll be glad to have your updates. ***Important***Most universities have phone-a-thons that

seek donations from alumni. Your assistance is a good service project. And, the Alumni Office will usually allow you to use their phone bank for your own outreach or fund-raising programs. Cost? Usually only the charge for calls. It's very reasonable.

DEVELOPMENT OFFICE. The fund-raising experts, but notice that they are not called the Fund-Raising Office. As you know, alumni don't just "give" money. You must "develop" giving behavior in your Alumni. This office can help you develop that process. Also, see telephone information under "Alumni- Relations".

AFFIRMATIVE ACTION. The office responsible for assuring equal treatment to all. A skills session by this office would be quite appropriate prior to rush.

GOVERNMENT RELATIONS. Responsible for lobbying with your state and local governments. Very much a public relations function as well. You will often find people from this office working closely with neighborhood organizations. At times you know neighbors are a big problem for fraternities, and vice-versa.

BOARD OF TRUSTEES. The "heavy-weights." The policy makers for the university. Do you know who they are? Do any of your Board members have greek affiliations? Do they know you? Respect you? Like you? Get them on your side! They are powerful and interested!!! That's why they are on the Board.

ACADEMIC AREA

It is not necessary to list all academic disciplines here, however some are more appropriate to chapter operations than others.

SCHOOL OF BUSINESS. Resources in accounting procedures, computers, marketing & sales, insurance, taxes, management, leadership styles, planning, etc.

SOCIAL SCIENCES. Psychology & Sociology. Resources in living situations, conflict resolution, counseling, etc.

*****Don't forget to utilize each academic discipline for its #1 reason for existence... to improve your academic performance and knowledge!

OTHER AREAS

SPEAKERS' BUREAU. Many campuses provide a list, brochure or even book of on-campus individuals who give free lectures or seminars in their areas of expertise or avocation. This is a marvelous resource, and includes talks in almost all areas of interest. Check with your Public Relations Office or the Office of the President.

OTHER STUDENT ORGANIZATIONS. We should do two things in this area...1) get involved and active in other organizations; it increases the fraternity's visibility and gives you a broader range of experience & 2) utilize other organizations for the resource that they actually are ... i.e.- Accounting Club to help with the chapter's finances; the American Marketing Association to develop a marketing program for the fraternity; and the Disco Rope Jumping Club to demonstrate how to get rid of the beer belly.