



## ALUMNI RELATIONS ADVISER

### BASIC FUNCTION:

The responsibility of the alumni relations adviser is to oversee and help develop the chapter's alumni and parent relations programs, engaging these two important audiences in the chapter's operations. This adviser works directly with the chapter's alumni secretary.

### 10 THINGS TO FOCUS ON AS ALUMNI RELATIONS ADVISER:

1. Meet with the alumni relations chairman at the beginning of each semester and during the summer to review expectations of the position and set alumni and parent engagement goals for the chapter. Use the **Alumni Secretary Resource Guide**.
2. Organize alumni and parent contact information in order to effectively communicate with both audiences. Current alumni contact information lists can be acquired from Phi Delta Theta's General Headquarters and the college/university alumni association and should be cross-referenced with any lists the chapter maintains.
3. Work with alumni secretary to produce bi-annual newsletters (print and e-newsletter) to send to alumni and parents, highlighting chapter and alumni matters. Learn more about the **chapter newsletter service** that Phi Delta Theta offers.
4. Prior to all recruitment efforts, facilitate communication to alumni and parents to generate **new member referrals**, including legacies.
5. Work with alumni secretary and chapter leadership to schedule, coordinate, and execute key alumni and parent events throughout the year (alumni weekends, homecoming, parents weekend, Founders Day).
6. Identify platform and build calendar that allows distinguished alumni and parents to share their experiences and expertise as guest speakers (chapter dinners, chapter meetings, Phikeia meetings, recruitment events).
7. Help coordinate a mentorship program that allows undergraduate members to learn from alumni who have experience in an industry of interest.
8. Invite all alumni and parents to follow the chapter and the General Fraternity on their social media platforms, and encourage alumni secretary and public relations chairman to continually highlight chapter and alumni matters. Encourage alumni to create a profile on the **Phi Delt Network** app.
9. Serve as a liaison between the chapter and a local **alumni club** if present and encourage shared programming, connection opportunities, and events.
10. Help bring attention to the chapter by sharing key highlights and alumni successes with editors of **The Scroll** and the college/university alumni association.

### VIEW MORE RESOURCES AT:

<https://www.phideltatheta.org/members/resources/volunteer-officers/alumni-relations-adviser/>



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