



# Aftercare Guide

[Additional assistance for recently chartered or re-chartered chapters of Alpha Phi Omega]



Membership and Extension

# AFTERCARE GUIDE

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# INTRODUCTION

Aftercare of a newly-chartered chapter should begin even before the chartering ceremony, as soon as the charter application is submitted. This helps avoid a situation where the chapter stops making progress because they have reached a major milestone. It also helps the chapter to see the objectives they are working on as a part of the continual process of developing as a chapter rather than as another set of requirements with a set start and end point.

The suggested timeframe of aftercare varies from one to two years. This flexible timeframe allows students and staff to determine the needs of a new chapter on a case by case basis. It also allows more time for the chapter to develop and encounter problems related to that development while they have more intensive support than established chapters.

This guide is divided into a section for staff and a section for chapters. In this manner, a set of goals and action items can be given to the chapters while the whole guide is presented to staff.

## ROLE OF AFTERCARE STAFF

Each new chapter should have a designated staff member to help them through the aftercare process. This should not be the sectional chair because the sectional chair has responsibilities to the whole section and is thus unlikely to be able to give the new chapter the time and attention it needs to successfully develop. Depending on the section's resources, the staff member can be the sponsor that the group had prior to chartering, or it can be the chapter representative or a separate staff member. At the beginning of the aftercare period, the staff member should be prepared to give the new chapter a significant amount of support. As each semester passes, however, the amount of support from the staff member should decrease as the chapter increases their ability to function without assistance.

In order to effectively support the chapter, the aftercare staff should be present at CAPS and should attend chapter meetings as often as possible. This enables the staff member to assess the chapter's ability to function in different areas and to identify strengths and areas to improve. When the chapter sets goals, particularly at CAPS, the aftercare staff should help the chapter to make sure that the goals that they set are attainable but are not too easy. The chapter may also need assistance with setting goals that are relevant to its stage of development. It is easy for a chapter to get carried away and set goals that they are not yet ready to achieve, such as hosting a conference.

Another role of the aftercare staff is to help the chapter learn to adapt to change. As members change officer positions, it can be difficult for them to let someone else do something different with "their" position/program. Charter members (whether active, inactive, or alumni) may also be tempted to encourage newer brothers to resist proposed changes on the basis of them being different from the practices that helped the chapter to earn a charter.

One key task that the aftercare staff has in order to facilitate change is to guide the chapter through revising their bylaws for the first time. The chapter should review the bylaws in the final semester of aftercare even if the members have made changes already. This teaches the chapter to review their bylaws regularly rather than only examining them when there is a pressing need for change. The chapter might decide that changes to the bylaws are not needed at that time, and this is fine. Whether changes are made or not, the process teaches the chapter that it is necessary to review the bylaws regularly, as well as how to do so.

# DEVELOPING LEADERSHIP

The aftercare staff can support the development of leadership within the chapter by informing and encouraging the chapter to use the resources available to it. The staff member should be familiar with resources available at the national, regional, and sectional level, including APO LEADS, APO Impact, CAPS, and Chapter of Excellence. The staff should urge the chapter to send at least two people to Serve every year. Ideally, this would include at least one underclassman so that the knowledge gained at Serve is less likely to be quickly lost to graduation. The National Office provides one free admission to Serve for each extension group. If the chapter did not use this free admission prior to chartering, it can be used up until one year after the chartering ceremony. Staff should also guide the chapter through choosing Chapter of Excellence requirements to work on and through applying for the award when they qualify.

Another key target for leadership development within the new chapter is the Advisory Committee. The advisors who were never active brothers of Alpha Phi Omega are as new at this as the actives; they are not likely to know the resources available to them or how active a role to take in chapter activities. Advisors who were active brothers may also be unaware of the resources and training available to them, particularly if it has been a while since their college years. Encourage the chapter to invite their advisors to meetings, service projects and fellowship events. Also, make sure that the advisors are encouraged to attend conferences and participate in APO LEADS, both for their own development and so that they can see what the active brothers are being taught. The aftercare staff is responsible for inviting the advisors to National Volunteer Conference as well as to any region- or section-level advisor programming; since these are resources the students are unlikely to be aware of.

## DEVELOPING MEMBERSHIP

Membership growth is one of the most pressing and critical needs for a new chapter. The average length of time for a member to be involved with Alpha Phi Omega is 3 semesters, including pledging. In other words, a charter member that has been with the group since the beginning of the extension process is likely to be close to the end of his or her time with the fraternity the semester after chartering.

Because of these factors, the aftercare staff should help the new chapter to keep a significant focus on both recruiting and retention. The aftercare staff should guide the new chapter in setting realistic recruiting goals given the size of the chapter and the size of the campus. Staff should also strongly urge the chapter to send at least two brothers to Membership Academy every year; this should include the pledge educator and, if a separate person, the person in charge of rush if possible. The contingent attending Membership Academy should also include at least one underclassman for the same reason as stated above for Serve.

As the chapter begins to have alumni, the aftercare staff can assist the chapter in figuring out what to do with alumni and assist the alumni in figuring out what to do with not being active. If alumni are interested in forming a chapter-based alumni association, the aftercare staff should provide any assistance the alumni need and direct them towards the alumni association manual. A link to this manual can be found in the appendix.

## EXTENSION AFTERCARE FOR CHAPTERS

So, your Petitioning Group has completed all of the requirements to become a chapter and submitted all of the paperwork. Now it's time to sit back, relax, and wait for the party, right? Not if you want to hold on to that pretty new charter for very long! It's tempting for any group that has just reached a major milestone to take a break and enjoy it. The problem with this is, it can be hard to know when and how to pick the work back up. Your new chapter still has a great deal of growing and development to do in order to become an organization that will still be present and vibrant on your campus decades after you have all graduated.

So far in this journey, your sponsor has been working with you to teach you about Alpha Phi Omega and to help you through the process of forming a chapter. Now that you have completed the requirements for chartering, your sectional chair will appoint an aftercare guide to help you until two years after you receive your charter. This guide may be the sponsor you have been working with or another staff member. Either can be helpful; your sponsor already knows the members of the group and the dynamics present, while a staff member you are not as familiar with brings a different set of experiences and perspective that can add to what the chapter can draw upon.

Your aftercare guide is intended to work with you on a temporary basis and then transition to a different role within Alpha Phi Omega. Your guide is thus different from a chapter advisor, who is a member of your chapter and remains active with the chapter until he/she chooses to reduce or discontinue involvement. Your aftercare guide is also expected to have an understanding of how Alpha Phi Omega chapters operate, which your advisors may or may not have depending on whether they have been involved with Alpha Phi Omega before. Because the involvement of your aftercare guide is temporary, you may notice that your guide offers more advice and assistance at the beginning than they do later, when you have increased your skills as a chapter to recognize what you need and how to get it.

This handbook is divided into three major sections related to the growth and development of your new chapter: Leadership Development, Membership Development, and Becoming Known on Campus. Staff members who are working with you as aftercare guides receive the same handbook you are receiving now, as well as some additional information to help them give you what you need.

Throughout this document you will notice asterisks (\*) following key terms. When you notice an asterisk please refer to the Website and References section for further information on that topic.

# LEADERSHIP DEVELOPMENT

While there is a Leadership Development Committee and program chairs at the National Fraternity level, this section of your aftercare guide focuses on general resources and ways to develop the leadership in your new chapter. Some of those resources come from the national level, including the Leadership Development Committee, some come from the region and section, and some are resources that you develop at the chapter level.

## National Resources

APO LEADS\* is a program provided by the Leadership Development Committee that consists of five courses: Launch, Explore, Achieve, Discover, and Serve. By one year after your chartering, your chapter should have had 75% of its members complete Launch; this should be 100% by two years after chartering. One effective way to accomplish this is to make Launch part of your pledge program, either through scheduling a Launch for your pledge class if it is 12 people or larger, through attending Launch at a conference, or through taking the webinar version of Launch.

The other APO LEADS courses are also helpful for developing the leadership of your individual brothers and your chapter. By one year after chartering, your chapter should have had 50% of its members completing at least one other APO LEADS course; this should be 75% by two years after chartering. Although there are only two times during the year when Serve is offered (Presidents' Day weekend and summer), the information presented in Serve is valuable enough that at least two active brothers from your chapter should attend a Serve per year.

In addition to APO LEADS, there are several national resources that are available to chapter officers. APO Impact\* is a set of officer guides that provide information for new chapter officers. In addition to offering a broad set of responsibilities, the Impact guides also provide information on other topics that relate to the officer and the possible responsibilities of the office.

APO Impact also offers a live version called APO Impact Live\*. These webinars are offered on a weekly basis throughout the semester and are intended to give members valuable information that can be used to improve their Fraternity experience. The program covers a wide variety of topics, and all webinars are presented by brothers with skill and expertise in the topic being presented. APO Impact Live is gradually being expanded to provide information and training to assist all aspects of Alpha Phi Omega, including chapter officers, chapter operations, alumni, advisors, and many others. The webinar format also allows brothers to interact and ask questions to the presenter in real time without having to travel to a conference or other Fraternity event.

The Chapter of Excellence\* award is presented by the Membership Committee to chapters that meet a set of requirements and then apply for the award. There are three tiers, Blue, Gold, and Diamond, based on how many optional criteria the chapter completes in addition to the required elements (which are the requirements to be a chapter in Good Standing). The optional elements are a collected set of best practices for chapters to follow. Therefore, in order to develop your new chapter, it is recommended that the chapter choose at least one optional element to work on achieving per semester. This is in addition to

continuing to implement the elements completed in previous semesters. When the chapter meets the requirements for the award, the chapter should apply; there are chapters who meet the criteria but do not apply, and we want to make sure you are recognized for your hard work! Application instructions and the list of criteria can be found at the link in the Appendix to this manual.

In order to complete the chartering requirements, your group held a Chapter Assessment and Planning Session\* (CAPS), where you set goals for your group and worked on developing programs. Chapters are encouraged to continue using CAPS as a method to continually improve on their current chapter programs; there is a guide for CAPS on the national website. CAPS should be held one time per semester, ideally at the end of every semester after elections. It can be held at the beginning of the new semester if there is no time at the end of the semester, but this should be a last resort because it does not allow the new officers the ability to implement what is discussed in CAPS in the work they do prior to the start of the semester.

CAPS should ideally involve the entire chapter in order to get as many perspectives as possible on the strengths and weaknesses of each program. In a pinch, however, CAPS can be held with only the officers present. If your chapter becomes very large (close to 100), it may become too unwieldy to have everyone present for CAPS and it may become necessary to limit the attendance, but it is best to have everyone present if feasible. After the CAPS is completed, there is a form on the national website to upload the results of the CAPS. This should be done for each CAPS so that there is an electronic record available if the paper record is lost. CAPS is most effective when the chapter sets SMARTER goals as learned in the Launch course so that progress on the goals can be evaluated at the end of the semester; this is one reason why 100% of the chapter should have taken Launch by two years after chartering.

As a part of CAPS or as part of another chapter meeting, each chapter is encouraged to complete an Annual Chapter Evaluation\* which covers all areas of chapter operation and reviews whether goals set the previous year have been met or not. Based on the results of the Annual Chapter Evaluation, a chapter may decide whether or not they believe that they deserve the H. Roe Bartle Award. This award is a certificate awarded to chapters which achieve and maintain high standards of effectiveness in all aspects of their program and operations. Criteria are published in an annual report form and submitted to the national office with the annual charter reaffirmation. The form is distributed at the start of the academic year and the evaluation covers the chapter program and operations for the previous academic year.

## Region and Section Resources

At the region and section level, there are several resources available to help brothers and chapters. The resources vary on a section by section and region by region basis, so ask your sectional chair and regional chair about any resources available.

Section and region conferences are the most important resources at these levels for developing leadership in the chapter and making connections with brothers from other chapters. At conferences, brothers are able to gain knowledge from workshops and from other brothers that they can bring back to further the development of the chapter. Conferences are also an opportunity to meet and interact with members of the National Board of Directors and to learn what Alpha Phi Omega is like outside of your chapter.

Brothers are also able to vote on awards and conference hosts and to elect your section chair at section conferences.

The National Convention, held during the week before New Years in even years, is another opportunity for these benefits. However, the National Convention features a much wider range of workshops, fellowship events, and service projects, as well as the ability to influence the direction the fraternity will take on the legislative floor. Active brothers from your chapter should attend your section conference every spring and your region conference or the National Convention every fall/winter. In addition, it would be helpful for at least two brothers from your chapter to attend a different section or region's conference every year in order to gain new perspective.

## Chapter Resources

There are also several resources that you can develop at the chapter level in order to promote leadership in brothers and in the chapter. As charter brothers such as yourselves graduate or otherwise leave active status, it can be easy for the work that you have done and the knowledge that you have gained to be lost. One way to prevent this is to create a binder for each office with information to help that officer be effective at the job. This binder should start with the APO Impact guide for the position, found on the national website, and the service and fellowship binders should include the project report forms from the projects that you completed as your chartering requirements. The service and fellowship officers should continue to use these forms after chartering and keep them in the binder, as they are an effective way to keep track of what worked and what did not while memories are still fresh and to keep contact information for people and organizations that you worked with.

Another useful resource is an electronic repository for files, whether a jump drive or an online resource. Some chapters find it useful to set up a standard email address for each officer and have that officer save files there and give the password to the next person to hold that office; an example of this would be [schoolname.apo.president@gmail.com](mailto:schoolname.apo.president@gmail.com). One advantage to this is that section and region staff, as well as the National Office, always know how to reach a given officer, even if they have not yet received the form telling them the name of the person holding that office. However information is saved for officers, it should be given to the new officer as part of a face-to-face meeting where the new officer can ask the outgoing officer questions that they may have and the outgoing officer can update the incoming officer on projects and goals they were working on. A binder and an electronic repository are not a substitute for an in-person officer transition\*; they are merely a written and an electronic resource to supplement that meeting.

Another way to prepare possible officers and to give people a leadership position whether they have an office or not is to designate chairs for individual service or fellowship projects. The project chair is responsible for coordinating the details of the project and communicating with the chapter about the project under the direction of the service or fellowship officer. This also allows for more diverse service and fellowship programs, as projects can be held that the officer may not know how to plan or at times when the officer is not available. Officers can also develop brothers to follow them by encouraging interested brothers to shadow them in order to see firsthand what the office entails.

Your chapter bylaws\* and recorded chapter history are also resources that help your chapter to keep knowledge and pass it down. Your bylaws should be reviewed every two years in order to determine whether amendments should be proposed as a result of changes within your chapter. That does not mean alterations need to be made every two years, nor

does it mean that changes cannot be made in between. Reviewing the bylaws every two years allows an opportunity to notice necessary changes that may have been overlooked, however, as well as providing an additional opportunity for brothers to develop their leadership skills.

While many chapters think of their historians\* as the people who take pictures and make scrapbooks, the position of historian is more than that. Whether through the media of pictures and scrapbooks or through more formal records, the historian holds in trust the knowledge of how large the chapter was in a given semester, what awards were given, when people pledged, who they had as Big and Little Brothers, and what offices they held. This information can be useful in years to come as future chapter members look back to see what their predecessors did under similar circumstances.

# MEMBERSHIP DEVELOPMENT

Membership Development can be divided into three main areas: gaining members, keeping members, and working with non-active members (inactives, advisors, and alumni). Within all of these areas, the overarching goal is to replace active members that leave, because of graduation or other reasons, while adding enough people in addition that the chapter grows at a steady rate.

One of the first keys to this is to determine what active membership entails for your chapter. It is best to set and/or change requirements for active status only at the beginning of each semester and to keep them firm throughout the semester. This helps to avoid situations where brothers become frustrated about their requirements increasing with little notice or with other brothers being active for elections having completed fewer requirements than they did.

On a related note, you now have at least 4 advisors\* for your chapter. If you have not discussed the requirements and desires that you have as a chapter for your advisors with them, now is the time to do so. The requirements and desires should be different for the different types of advisors, as a faculty/staff advisor will provide different resources and a different perspective than a community or scouting advisor. The requirements are separate from the desires, as what you would like from an ideal advisor may be different from what an interested potential advisor is able to provide. In addition, your advisors are full members of your chapter and, as such, should be invited to all events, projects, and conferences. Conferences are a good way for your advisors to see what you are learning outside the chapter as well as to develop their own skills at advising. Also, when advisors are present at events outside of meetings, the members of the chapter become more comfortable with the advisors and it becomes more natural to discuss concerns with them.

Another key to membership development is setting membership goals. At any given time, 75% of the charter members that are still enrolled on campus should be active members. In addition, your developing chapter should grow by at least 25% each semester. As you set your membership goals, it is helpful to set a numerical goal each semester rather than referring to a percentage. Having a number in mind helps to keep the goal more real as the chapter goes through the rush and pledge process. For instance, if your chapter has 20 brothers, having the goal of increasing the chapter by 5 brothers, to 25 after your seniors graduate is easier to think about than increasing by 25%.

One key resource from the National fraternity to help you reach your membership goals is the Membership Academy\*. At least two underclassmen from your chapter should attend Membership Academy every year.

## Gaining Members

In order to make sure that potential members are thinking about Alpha Phi Omega when they are joining organizations, make sure to start your official rush program within one week of the start of each term that you will have a pledge class. For most schools, this means one per semester, but some schools only allow one pledge class per year and some allow three because of operating on a quarter system instead of a semester system. In order to do this and to keep your chapter organized, it is most effective if your chapter meets for the first time within the first week or two of each semester, whether you have a pledge class

that semester or not. Because the purpose of recruiting is to grow your chapter, it is best to focus your efforts mainly on underclassmen, since they have more time to be active in the chapter before graduation. That does not mean to discourage upperclassmen or graduate students (if your school and chapter allow graduate students to pledge), because Alpha Phi Omega does not discriminate based on age or any other criteria.

When recruiting potential members, it is helpful to be able to hand them a schedule of rush events. This schedule should not change unless it is necessary because of weather. When the schedule changes, it becomes difficult to get the new information out to people who might be interested in attending the publicized rush events. The schedule should include two dates for the pledge ceremony, a primary date and time and an alternate one. These dates and times should be set before the semester begins and should not change based on factors other than weather. Changing these dates during the rush period presents a first impression of disorganization to potential members. One requirement for active membership should be attendance at the pledge ritual and the initiation ritual, since the presence of active brothers is an important part of the impression given by the rituals. One important factor to consider when planning ceremonies and any other mandatory dates is the possibility of conflicts with religious holidays.

When the pledge ceremony has been held and the pledge period has started, recruiting of new members is not finished for the semester. Anything that the chapter does that increases its profile on campus can lead to people expressing interest in joining. Telling those people that they have missed their chance for the semester can lead to them losing interest or joining other organizations before rush comes again. However, people do not have to be members of the fraternity to participate in service projects with a chapter. Inviting people who are interested to service projects that have enough room for extra people helps to keep Alpha Phi Omega in people's minds and also gives them a chance to get to know the Brothers so that they feel more comfortable joining the chapter the next semester.

When you were a Petitioning Group, you were taught about the history, structure, and practices of the National fraternity. Depending on how long you were a Petitioning Group, your earlier members may have started to teach this information the newer members as well. As part of your chartering application, you submitted plans for your pledge program\*. If it does not already, this plan should include information about the history, structure, and practices of the National Fraternity, your region, your section, and your chapter. This information will need to be updated each semester to include additions to the history. Including the Launch course in the pledge program, whether in person or online, is an effective way to ensure that the chapter meets the above goal of 100% participation in Launch.

One way to help pledges become a fully-integrated part of the chapter is through a Big Brother/Little Brother mentoring program. These Big Brothers should make attempts on a personal level to get to know their assigned Little Brothers. Some chapters decide to require a certain number of in-person meetings between Bigs and Littles, while others decide to leave it up to the individual pair. These Big Brothers should be present at events with enthusiasm, because nothing frustrates a pledge more than a Big Brother that acts like he/she doesn't want to be there. The most important responsibility of a Big Brother is to answer questions from their little Brother(s).

One responsibility of the chapter historian is to keep track of Big/Little pairings so

that later Brothers can find out who they are “related” to. As the chapter grows, there are groups of people who can all trace their lineage back to one charter member. Those groups are often described as “families,” and new chapters develop their own ways of naming their families. Some chapters name families after the charter member they descended from, others allow families to choose their own name. As Brothers transfer in from other chapters and take Little Brothers, new families are created with new names.

Like the Chapter of Excellence Award, the Pledge Program of Excellence\* Award (PPOE) is presented by the national Membership Committee to chapters that meet a set of requirements and then apply for the award. This award also has three tiers, Blue, Gold, and Diamond, based on how many optional criteria the chapter completes in addition to the required elements (which constitute the National Pledging Standards). It is recommended that the chapter choose at least one optional element to work on achieving per semester, in addition to continuing to implement the elements completed in previous semesters. When the chapter meets the requirements for the award, the chapter should apply for this award as well.

### Keeping Members

The main keys to retaining\* members in the chapter while they are in school are to involve them in decision-making and to provide what they need from the organization. For some brothers, what they need most is acceptance and friendship from the other members. Others need the experience of helping others or the opportunity to develop confidence, skills, or talents. Some members need structure and organization in order to be satisfied with a group, while others need a degree of freedom and spontaneity. While it is, of course, impossible to meet the needs of all of the members at all times, the officers and the chapter as a whole can work to provide opportunities within the chapter to meet the different needs of the brotherhood. In order for this to be successful, the members of the chapter must accept that some chapter activities and experiences will not meet their needs because they are meeting the needs of some of the other members. This goes for chapter advisors as well. Their primary purpose is to provide support for the chapter, but they are still full members of the fraternity and of your chapter.

Another factor that helps with keeping members is recognizing members for their effort and accomplishments. If you did not create awards for members before you became a chapter, now is the time to do so. Awards help a chapter to emphasize what characteristics they want to value and to recognize individual accomplishment in the same way that awards at the section, region, and national level recognize both chapter and individual accomplishment. One way to create awards is to ask other chapters, such as your Big Brother chapter if you have one, what awards they give and what criteria they use to award them.

The highest distinction that a chapter can award to a member is an award created by the National Fraternity called the chapter Distinguished Service Key\* (DSK). The chapter DSK is given to a member in recognition of outstanding service to the individual chapter. Each chapter determines their own criteria and process for awarding the DSK, but it is important that the DSK be more than an award for staying with the chapter until graduation. A DSK may be given to any brother who has given service to your chapter above and beyond the call of duty, whether that brother is a current student, an alumni, or an advisor. When a chapter (or its awards committee) decides to bestow a chapter DSK, the Key itself is ordered from the National Office. It comes with a certificate to be signed by the chapter

president and the sectional chair, but that certificate may be signed by another if the DSK is being awarded to the president. Once it is bestowed, the DSK is meant to be worn for occasions with a degree of formality such as ceremonies and banquets.

Another way to recognize someone who has given significant service to the chapter is through the naming of a Spring Pledge Class. The naming of a pledge class is a distinctive honor bestowed upon an individual by a chapter. The Fall Pledge Class each year is dedicated by the National Fraternity. The chapter may vote to name its Spring Pledge Class in honor of a person of its choice. Some chapters choose to refer to their pledge classes by semester and year or by a Greek letter, and the Pledge Class Namesake is in addition to those designations if they are used.

Chapters also have the privilege of conferring Honorary Membership upon persons who have given outstanding service to the nation, campus or community. Former Presidents of the United States and University Presidents have been honored in this way, and members of the Interest Group or Petitioning Group who graduated before the chartering ceremony are often honored in this way. There is a \$25 fee for Honorary Membership. This type of membership is not available to undergraduates, except for students at institutions where extension efforts would be allowed by the Fraternity but cannot be attempted due to institutional regulations.

## Working with Non-Active Brothers

### Inactives

When a Brother who has not left school has a semester or more of not being an Active, he or she can feel separated from the chapter very quickly and can feel uncomfortable coming back later if he or she wants to. Sometimes people leave the chapter for a reason related to the chapter that they may or may not feel comfortable talking about. Other times, however, they leave because of factors such as scheduling concerns. In order to help those brothers feel like they are welcome to visit, a chapter should invite inactive Brothers to service projects and fellowship events where an exact count of attendees is not needed and should make those brothers aware of when chapter meetings are held. In order to avoid creating the perception of pressuring or spamming Brothers, those invitations should include a statement emphasizing that the Brother is welcome to ask to not be invited to future events. If an inactive Brother does come to an event, the Brothers that know him or her can make it a less intimidating experience by introducing him or her to the Brothers and Pledges that he or she does not know.

### Alumni\*

Even though you do not have alumni yet, your chapter should develop the position and duties of the alumni secretary now while you are developing the other programs needed to run your chapter. Alumni secretary can be an elected or appointed position and can be designed to be held along with another position or as the only position an officer has, depending on the needs and the size of your chapter. Before your chapter has alumni, the alumni secretary can focus on developing ways to communicate with alumni and to keep track of them as they move so that the chapter does not lose touch with them. Once the chapter begins to have alumni, the alumni secretary works to keep the alumni informed of

what is happening with the chapter and to invite alumni to events.

As with inactives, many alumni appreciate being invited to service and fellowship events as space allows. When alumni do attend events, introduce them to the current members of the chapter and inform them of what current members are in their lineage or family tree if your chapter has them. As the number of alumni grows, the alumni may decide to form a chapter-based Alumni Association, and the alumni secretary can help with this process by connecting alumni with each other.

# BECOMING KNOWN ON CAMPUS

Promoting Alpha Phi Omega on your campus is vital to the survival of your new chapter. It is important that you continue to advertise your chapter in order to grow your membership and continue being a healthy and functioning chapter. Remember, the average number of semesters a person spends active in Alpha Phi Omega is 3; therefore, you need to continue telling people about your chapter and raising awareness in order keep your chapter with a healthy number of members.

## Administration

Throughout the process of chartering your new chapter, your school's administrators have been involved. Just because you are now a chapter doesn't mean you should neglect the relationship you have built with your administration over the last several months. It is important that you continue to maintain communication with administrators in student activities or any other department that provides support to your chapter. Be sure to complete any registrations needed in order to remain an organization on campus and attend any meetings necessary. It can be helpful to appoint a campus liaison that is in charge of attending any meetings required by the campus or you can include those responsibilities in the president's duties. In addition, it is important to continue utilizing all of the resources offered by the administration. There are often university departments that emphasize civic engagement or leadership development, and they would provide a great deal of help for your growing chapter.

## Campus Events

Participating in campus activities is the easiest way for a new chapter to get their name out at their university. Most schools have homecoming activities that provide a great deal of publicity for a group. If your chapter is small, try to team up with another organization on campus; together you can take on bigger projects and reach a larger amount of people on the campus! In addition, most universities are now organizing service days designed to bring together students from across the campus in order to complete community service activities. Not only do service days provide a great opportunity to volunteer, but they also tend to connect you with likeminded students, administrators, and community leaders that can help you better develop your chapter's programming and membership.

## Advertising

The most basic way of promoting your chapter is to use advertising. Most traditional ways of getting your name out on campus include flyers, placing ads in your student newspaper, and passing out information during tabling events. However, the more creative you get with your advertising, the more likely people will be to pay attention to what you are giving them. Consider using sidewalk chalk or street paint, if your campus allows it, to promote rush activities or major events. Freshman move-in and orientations are also a great way to recruit new students and promote the service-based nature of Alpha Phi Omega. Advertising can be as simple as wearing a shirt or button with letters while you are moving new students in or

staffing an orientation table. Also, take advantage of any free, pre-planned advertising, such as activities fairs. Most universities plan a specific event that allows all of the organizations on campus to come together to promote themselves. It is important to remember that every opportunity can be used to spread the word about your new chapter of Alpha Phi Omega.

## CONCLUSION

Your new chapter has created a strong foundation for itself through the activities of Petitioning. You have put in significant effort and have had an experience that sets you apart from most members of this fraternity. Now it is time for you and the members that come after you to put in a different sort of effort to sustain and develop your chapter. Your aftercare staff is here to assist you in this process, and your sectional chair, regional chair, and other APO volunteer staff are available as well. We look forward to seeing the great things that your chapter will do over time!