



THE HONOR SOCIETY OF PHI KAPPA PHI

PROMOTING CHAPTER VISIBILITY ROUNDTABLE NOTES

Suggestions for connecting with students earlier in academic career:

- Connecting with your school's freshman honor society to introduce PKP to students at the beginning of their university careers. Adding an informational postcard about PKP to freshman orientation packets. Posting information in freshman dorms.
- You could get the community colleges involved with PKP. This increases interest of students before they transfer to the 4-year institution

Roles for student officers/members and cultivating student involvement:

- Allow Student Vice-Presidents to e-mail a "Welcome Back to School" to members
- Get Student Vice-Presidents to hang PKP posters provided by headquarters
- Have current student members send out encouragement words to potential members with the invitation letters, on website, or Facebook
- Provide student members with visible campus leadership opportunities
- Give Phi Kappa Phi members (especially current student members) the opportunity to meet high profile people (provost or other important campus school officials) and/or the chapter officers through a "meet and greet activity" or a planned event, tea, luncheon, etc.
- Chapter gives cards to new members to fill out at initiation on which they can indicate an interest in playing a leadership role in the chapter. These are the students who are likely to be most active in the chapter.

Suggestions for media relations:

- Use a press release at the beginning of each school year to announce the new slate of officers
- Work with headquarters to create and distribute press releases to announce new members
- Send out press releases to area newspapers (campus and city), radio stations, TV stations regarding PKP activities
- Place ads in campus newspapers to announce invitations are going out and upcoming initiation information; give scholarship dates and deadlines
- Put a 'congratulations' in the student newspaper to the inductees
- Use the full name "The Honor Society of Phi Kappa Phi" on releases, etc. not PKP or logo by itself because of possible confusion with social fraternities/sororities



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Suggestions for promotional materials/mailings/email communications:

- Making disposable signs saying “Have you received your letter yet?” that are put out after invitation letters are sent out.
- Making a plaque containing PKP information to be hung in your campus library, a location providing a lot of visibility to students.
- Framing PKP posters and mounting them on the “PKP wall” in the Honors office. A connection with your university’s Honors program is a natural one to make.
- Consider putting notices in buildings of each academic college, giving names of Phi Kappa Phi faculty members in each college at bottom of the posters
- Purchase laptop sleeves and t-shirts with Phi Kappa Phi on them and include local chapter name on those items
- Display the Phi Kappa Phi charter, medals, banner or other materials in the campus on library, student center, city public library, or other appropriate areas.
- Chapter attaches a letter from their university president to the invitation sent to prospective members after initial contact is made but before the acceptance deadline. A postcard is also sent to the parents of prospective members.
- Include Phi Kappa Phi in e-mail signatures (Chapter President, The Honor Society of Phi Kappa Phi)
- Check with national Phi Kappa Phi for help with logos that chapters may use
- Use the full name "The Honor Society of Phi Kappa Phi" on releases, etc. not PKP or logo by itself because of possible confusion with social fraternities/sororities

Suggestions for PKP-sponsored events or service projects:

- Holding an information session after initial contact is made with prospective new members but before the deadline for membership acceptance.
- Providing information about PKP at a school “Honors Fest” for all honor societies. Such an event helps promote the idea of excellence on campus and increases solidarity among honor societies. These tables are staffed by students.
- Chapter holds a session in the fall for previous spring’s new members to give them information about member benefits.
- Host an annual breakfast in the spring for high school valedictorians and salutatorians in the surrounding counties. The parents and guidance counselors are invited as well. This is a good way to get students interested in PKP early.



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- Host a “Lecture-A-Thon” for 36 hours, and 72 faculty members participated. This was a good way to promote PKP’s visibility on that campus
- Chapters can adopt a “Read Across America” or “Dr. Seuss” type ‘gimmick’ to promote PKP.
- A no cost promotional option for chapters is to invite The Princeton Review or Life Lock to campus for informational sessions. The Princeton Review and Life Lock will pay for speaker and advertising costs. The chapter just has to provide the space. This would be open to PKP members. The severity of identity theft is rising on campuses.
- Host an annual event for the entire university community: symposium, author on campus, etc.
- Do a chapter service project perhaps twice a year (around initiation time if held in the spring and later in the fall) - work with area schools or libraries on literacy programs, a "green" activity, children's summer reading programs, etc.
- Have the chapter co-sponsor an undergraduate/graduate research program activity or exhibit with campus Research Dept. or through the Honors Dept., Public Policy Group, etc.
- Host a Phi Kappa Phi informational table at the beginning of each semester when new students arrive. They have a nice table cloth with E. Kentucky colors but the PKP logo in gold.
 - 1) Mount poster on a foam board and display on an easel
 - 2) Hand out brochures that highlight PKP awards – HQ has less expensive one-sided card stock brochures, or more expensive two-sided glossy brochures
 - 3) Place bowl of candy on table to attract interest
 - Sponsor forums that are of interest to the community, not just for the students.

Suggestions for increasing visibility at graduation/commencement ceremonies:

- At one school, the only additions permitted to be added to graduation gowns are honor cords/regalia. Give each of its new members a PKP cord to wear at graduation to serve as an attractant to other students.
- Arrange to have Phi Kappa Phi members noted as such in graduation programs, honors day programs

Suggestions for communicating with members/prospective members:

- Set up a Facebook page for your chapter. It is important to keep this updated.
 - Facebook pages are free and easy to set up.
 - It’s easier to get in touch with students this way than by email, as many students don’t use their campus emails often.
 - Through Facebook pages it’s easy to find out what people are thinking.



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- Set up a Google Search Alert
 - Save as an RSS feed (there's an icon on Google's opening page to do this)
 - Through this you can save email searches to your email account.
 - Access to update a chapter web page may be restricted.
 - Through the national office's website, chapter officers have access to various templates and logos.
 - Jeremy Garland at the national office (jgarland@phikappaphi.org) can provide source fonts to make customized posters featuring people on your local campus.
- Set up a Twitter search – through this you can connect with anyone who mentions PKP.
- Set up a chapter web page
- Include Phi Kappa Phi in e-mail signatures (Chapter President, The Honor Society of Phi Kappa Phi)
- Emphasize benefits to students joining Phi Kappa Phi - be specific with items through website, Facebook, brochures, emails, posters
- Promote the National PKP awards
- Reach out to faculty, too. Not just students. Especially if, as a campus, students and faculty have a low ratio/close relationships. Get the faculty talking to the students about PKP

Ways to make the Initiation special and memorable and to get people talking about it:

- The new member packets (handed out at the ceremony) include a "Make the Most of Membership" handout, merchandise order form, change of address card. You could also include in the new member packet a fresh, unblemished copy of the evening's program. The parents especially appreciate this so that they may keep it as a memento of the initiation banquet
- Put the induction text in a nice brochure, not just done orally. Something for the students to 'take away'.
- Tell personal stories to people. The stories attract and give examples. Stories told during the inductions seem to relax, are useful, and they work.
- Invite the President/Provost to ceremony to hand out the certificate or offer photo op
- Evaluate a 'pinning' ceremony. Strive to make the PKP ceremony the highlight of their academic career thus far.



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- Consider a two-part ceremony
 - A private 'cording' older members cord new members
 - Public ceremony, where the parents 'pin' the student
- Have students write down what they want to do after graduation and mention that during the ceremony
- Have students name an educator of influence and mention them (and see that they're invited).
- Along with names, read what they want to do
- What's remembered
 - A good speaker
 - Department chair attended
 - Some level of formality

General

- Putting someone with communications expertise on your local board so that they can provide ideas for upping visibility on your campus.
- Designate a chapter public relations officer
 - Possible PR officer - a staff/faculty member with experience in mass communication, English, graphic design or marketing
- There is a spike in lifetime and multi-year memberships. It's been an option for a few years now that when you renew your membership you can choose the 1-yr, 3-yr, or 5-yr option. This is now open to new initiates when they first register with PKP. Chapters could offer a multi-year membership to their student VPs as an upgrade that the chapter will pay for. The 3 and 5 year options give HQ (and chapters) more time to keep in touch with members. It's easier to keep track of them should they move.
- Provide chapter Phi Kappa Phi scholarships locally for campus students - sophomore, junior, graduate and list with Financial/Scholarship Office
- Consider the following individuals for membership in Phi Kappa Phi - university award recipients (Researcher of the Year, Teacher of the Year, Service Award of the Year)
- Check undergraduate catalogues or student handbooks for listing of honor societies to see that Phi Kappa Phi is listed and appropriately described
 - Conduct focus group surveys: "Why did you join PKP?" or "Why did you not join PKP?" to get helpful information