Innovative Communication: Using Technology to Connect with Your Constituents

Larry D Long, Michigan State University

Available at: https://works.bepress.com/lldlong/13/
Innovative Communication

Larry Long
Graduate Assistant for Marketing & Assessment
Ball State University
larrydlong@gmail.com
http://works.bepress.com/lldlong/
Innovative Communication

- E-Newsletters
- Podcasts
- Live Meetings
- Additional Options
- Selecting Images
Please write your name and e-mail address on the sign-up sheet to receive the resource packet.
Choosing a Medium

Depends on:

- Your resources
- Your technical abilities
- Your needs
- The needs of your constituents
E-Newsletters

- Announcements
- Updates
- Ability to include video clips
E-Newsletters

PROs
- Easy to Create
- Cost Effective
- Able to link to different media
- Software is readily available

CONs
- Need e-mail addresses of recipients
- File Size
- Can’t imbed media
Creating an E-Newsletter

- Create a listserv or mail group
- Design message in:
  - Outlook or Outlook Express
  - Publisher
  - Web design software
- Send message to listserv address
Podcasts

- Record Meetings
- News Reports
- Updates
Podcasts

Software

Audacity
http://audacity.sourceforge.net/

LAME (mp3 converter for Audacity)
http://lame.sourceforge.net/index.php

Mirabyte Feedwriter
http://www.mirabyte.com/
- Conference Calls
- Presentations (webinars)
- Attend meetings virtually
Live Meetings

Software

Skype.com

- Free
- Audio conference calls
- One-way video communication
- Up to 24 participants
Live Meetings

Software

Adobe Acrobat Connect

- $40 per month
- Chat, audio, and video conferencing
- Screen sharing
- Up to 15 participants

http://www.adobe.com/products/acrobatconnect/
Additional Options

Facebook.com

- Create groups
- Post events
- Create applications
Facebook.com

Resources:


Blogs

- Provide updates
- Include images and videos
- Easy to create and maintain

http://www.blogger.com
**MS Producer**

Add-in for MS PowerPoint 2003

Create video presentations

*Note:*
Only functions in internet explorer
New version for Office 2007 is being developed
Images
Photographs should complement your message
- They should portray an experience
- They shouldn’t be pixilated
Use action photos in your publications

Bid Day 2006

Members of ΓΦΒ cheer upon hearing that they won the Pledge Games philanthropy
Images

Good or Bad?

Acacia Pillow War philanthropy

LXA Watermelon Bust Philanthropy

Don’t use images that are questionable
I wonder what the black shadings are concealing.
THE PLEDGE

I was skeptical to say the least. I had no idea what I was getting into when I decided to join a fraternity but I knew what kind of house I was looking for early on. I had started my search for houses by drawing out a few of the things that I wanted a house to have and not have. When I met the men of Alpha Tau Omega and the men who would eventually be my pledge brothers I had, without a doubt, made my decision. These men in the short time I had gotten to know them, had shown a genuine desire to meet the new potential pledges and had shown aspects of the character that I soon learned Alpha Tau Omega was founded on. I could not have been more right.

There are 24 men in this year’s Delta Theta chapter pledge class, and we all came into this with no more than one or two friends in the house. So it was up to us to break the ice from the start so that we could begin our journey into this so called “brotherhood”. Little did I know that we, this small group of men would within a few short months, become as close as brothers. It still amazes me how different we all were coming into our pledge semester. We all came from different backgrounds, environments, places, high schools, and beliefs. But it has floored me how close we have all become together and how our differences have now brought us that much closer together. I compare this feeling to when I was younger and a new family would move into our neighborhood. I would go up and meet their kids the first chance I had, and I’m sure everyone has been there before, because you are building a tree fort in the backyard. Then you have a new great friend that you can spend your childhood with. These are the men that we had to break the ice and become acquainted with, next thing we knew we had a brotherhood event planned and we all cooking burgers together. But you think about the kid you met back home and how one day their family moved off or they changed schools and you could’ve possibly never seen them again but this is where the scenario changes, I know that we all have to potential to be lifelong friends.

I think of the men in our pledge class and how overwhelming it was those first days getting to know everyone and meeting all of the active in the house. It amazes me that between ourselves and our pledge trainers how far we have come in all of the day to day things that we have all experienced together, between spending at the sororities in our week and day trips, cooking on an alumni’s farm, date parties, events, to things as simple as going out to eat with a small group of your pledge brothers. All these things have led us to where we have become and what we will become as members of ATO.

But the thing that has stood out most to me and I feel the rest of my pledge brothers are the principles and morals that Alpha Tau Omega was founded on. These things that our pledge trainers and the relevance series have taught us have been critical for understanding how important this house is to all of us. Our pledge trainers have also shown us that we not only need to show that we are men of character, but live like men of character, and be walking symbols of the things that ATO represents. We feel that we as a pledge class whole heartedly are beginning to understand the quality of men that we need to be, as good members of the quality fraternity that Alpha Tau Omega is.

-Evan Cogliar
Delta Theta Chapter Pledge Class President

EXPERIENCE

Probably my most rewarding experience thus far as an ATO has been the opportunity to train Delta Theta’s 24 Fall Pledges this semester. The pledge program is designed to aid in the transition from high school to college, introduce the values and ideals of Alpha Tau Omega, and hone the traits of ATO exhibit. I will attempt to provide some idea as to the nature of the membership education program our chapter has developed, the caliber of men in this semester’s pledge class, and some idea of what we can expect of them in the future. One of the added benefits of this position is that it has allowed me to see many aspects of our pledge semester. The enthusiasm our pledges have for the fraternity is infectious and has caught on throughout the active chapter.

I emphasized these attributes throughout the semester: integrity, accountability, and respect. These qualities exemplify the principles upon which Alpha Tau Omega was founded. The pledge program lasts the entire semester and is punctuated by weekly meetings, lessons, and tests. Near the beginning of the semester the pledge class elects officers. Each member receives an office that entails unique responsibilities to that position. To ensure, the pledge class operates in the same manner as the chapter’s executive committee. The goal is for each new member to be exposed to a leadership role and have some idea of how the chapter functions before they are initiated. ATO’s are confident, competent men who are comfortable in their own skin. The purpose of the pledge program is to maintain this standard.

Cam Sterrett did a phenomenal job recruiting the Fall Pledge Class. Although most of the guys are originally from the Kansas City Metropolitan area, there was a great deal of diversity in interests, faculties, and experiences that each of them brought to the house. It was interesting to see how those differences complemented each other as the semester progressed. Through date parties, campus tours, street walks, various other social activities, and even house cleanings, the pledges formed a strong bond that has translated into life-long friendships. We push ourselves with recruiting top tier individuals and this semester was certainly no exception. I can say with confidence, however, that those individuals have grown together to become an even more impressive group.

The entire chapter eagerly awaits this pledge class’s impact as active members of the fraternity. With an extraordinary potential for leadership, the products of this pledge class are bound to assume senior responsibilities, take the chapter in new directions, and ensure that Delta Theta continues to thrive at the level to which we have become accustomed.

Jeff Ethans
Membership Education Chairman

FALL 2005
THE PLEDGE

I was skeptical to say the least, I had no idea what I was getting into when I decided to join a fraternity but I knew what kind of house I was looking for early on. I had started my search for houses by drawing out a few of the things that I wanted a house to have and not have. When I met the men of Alpha Tau Omega and the men who would eventually be my pledge brothers I had, without a doubt, made my decision. Those men in the short time I had gotten to know them, had shown a genuine desire to meet the new potential pledges and had shown aspects of the character that I soon learned Alpha Tau Omega was founded on. I could not have been more right.

There are 24 men in this year’s Delta Theta chapter pledge class, and we all came into this with no more than one or two friends in the house. So it was up to us to break the ice from the start so that we could begin our journey into this so called “brotherhood”. Little did I know that we, this small group of men would within a few short months, become as close as brothers. It still amazes me how different we all were coming into our pledge semester. We all came from different families, backgrounds, places, high schools, and beliefs. But it has floored me how close we have all drawn together and how our differences have now brought us that much closer together. I compare this feeling to when I was younger and a new family would move into our neighborhood. I would go up and meet their kids the first chance I had, and the same experience has been there before, the new family you were holding a new foot in the backyard.

EXPERIENCE

DO NOT:

- cover faces or objects
- use questionable images
- use images that depict alcohol
You are the director of a Greek Life office. The feedback you’ve received from chapter advisors indicates they would like to be more informed about the content of council meetings.

How can you improve communication?
Innovative Communication

- E-Newsletters
- Podcasts
- Live Meetings
- Additional Options
- Selecting Images

Any Questions?
Innovative Communication

Larry Long
Ball State University

larrydlong@gmail.com

Feel free to e-mail me with questions