

# Pi Kappa Phi

## America's Leading Fraternity

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### The Colonization

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Once a campus has met the basic criteria that Pi Kappa Phi considers when choosing a campus and the university has given its approval, whether through an open campus policy or an IFC vote, the actual colonization of the chapter begins.

The key to any successful colonization is the planning of that colonization. This process can begin anywhere from six months to a year before the actual expansion. The focus of this time-period is the handling of the logistics. A great deal of time is spent gearing up alumni support for the effort and creating the Board of Alumni Advisors.

At the same time the Coordinator of Chapter Development studies the university and its policies, becoming familiar with areas ranging from risk management to recruitment. Visits are made to the campus by the Coordinator of Chapter Development in order to meet with area alumni and school officials such as the Greek Advisor.

During these initial visits, a timeframe for the colonization is established. The timeframe decided upon will be convenient for both Pi Kappa Phi and the university/college. It is essential for the success of the expansion and the future development of the chapter that the support of the campus administration and the local IFC is present.

- ✍ Coordinator of Chapter Development familiarizes himself with the university and its policies
- ✍ Recruitment & Marketing plan is developed for the expansion
- ✍ Area alumni are notified for Board of Alumni Advisors recruitment
- ✍ Alumni Reception is held for BOAA recruitment

Once the timeframe has been established, work begins on planning the on-site expansion. A typical expansion will last from 4 to 5 weeks and involve 2 to 4 national representatives. Each expansion is different and takes on its own personality; however, the following timeline illustrates the average 4 week expansion.

#### Week ½

The beginning of the first week is focused on becoming acclimated to the campus. The consultants spend the majority of their time meeting with campus administrators and student leaders. The purposes of these meetings are to gain a clear understanding of the current climate of the campus and to solicit potential recruitment leads.

- ✍ Expansion Team arrives on campus
- ✍ Meet with Greek Life Office staff
- ✍ Meet with Student Activities staff and Director of Student Organizations
- ✍ Meet with Director of Residence Life
- ✍ Meet with Director of New Student Programs
- ✍ Meet with New Student Orientation Director
- ✍ Meet with Director of Intramurals
- ✍ Meet with IFC / Panhellenic Presidents
- ✍ Meet with Campus Alumni Office

- ✍ Meet with campus leaders
- ✍ Meet with Student Government President
- ✍ Honorary and Club Presidents
- ✍ ROTC officers
- ✍ Social and Cultural Organizations
- ✍ Campus Tour Guides
- ✍ Schedule Sorority Meetings
- ✍ Research the campus scene
- ✍ Begin meeting leads from previous contact

### **Week One:**

After the initial contact has been made and a series of leads have been collected, the move shifts to getting our name out on campus. An effort is made to become very visible on campus through advertising and presentations.

- ✍ Sorority Presentations begin
- ✍ Campus Organization Presentations begin
- ✍ Continue meeting with organization leaders
- ✍ Attend IFC Meeting
- ✍ Post fliers for Information Meetings
- ✍ Set up Information table
- ✍ Hold first Information Meeting
- ✍ Continue contacting various leads
- ✍ Conduct a social function at the end of the week to have the contacts begin to meet each other
- ✍ Begin to send follow-up thank you notes to people – continue to ask them for leads
- ✍ Begin Interviewing Men
- ✍ Meet with area Alumni
- ✍ Locate a place for Pre-Initiation
- ✍ Locate a place for the Brotherhood Development Night
- ✍ Locate a place for the Installation retreat

### **Weeks two and three:**

The emphasis should be on recruitment of men. The contact list established during week one is followed up on and added to. The first invitations to join are extended, along with more information meetings.

- ✍ Information Meetings held – both formal and informal
- ✍ Continue Interview Process
- ✍ Extend invitations to join
- ✍ Update Greek Life Office
- ✍ Hold first Chapter Meeting
- ✍ Continue Sorority Presentations – bring new members to these presentations
- ✍ Continue Organization Presentations
- ✍ Form core group of men by the end of Week 2 (roughly 20 men)
- ✍ Initiate EMGAM (Every Man Get A Man) with the Core Group
- ✍ Hold recruitment events with the Core Group
- ✍ Continue the Information Table – staff with members from the Core Group
- ✍ Begin discussing Leadership positions with the new members
- ✍ Attend IFC Meeting – bring key new members
- ✍ Bring new members to meet Greek Life staff

### **Week Four**

The emphasis now becomes two-fold – continue recruitment, but also begin Chapter Development and officer training.

- ✍ Continue Information Table
- ✍ Continue Information Presentations
- ✍ Continue Sorority Presentations
- ✍ Continue Organization Presentations
- ✍ Continue Recruitment Events
- ✍ Appoint officer positions at the beginning of the week
- ✍ Train all officers
- ✍ Introduce officers to Greek Life office
- ✍ Appoint key Committee Chairmen

### **Week Four ½**

The hard work of the Expansion Team has paid off! A fully function chapter of Pi Kappa Phi has been established and the men of this new chapter are prepared for the work ahead of them. All of the officers are trained and key committee chairs are appointed. A reception is held to introduce the new group to the university and to local alumni. All the new members are pre-initiated and the Installation Retreat is held. During this retreat, the newly formed associate chapter will be given the tools to create the leading chapter on campus.

- ✍ Final Greek Life meeting
- ✍ Complete office training
- ✍ Complete Alumni Board training
- ✍ Pre-Initiate all members
- ✍ Conduct the Installation retreat where an action plan is created for the future development of the associate chapter