



Sorority & Fraternity Life

UNIVERSITY OF COLORADO **DENVER**
Fall Strategic Communication Plan

Situation Analyses

- What is the background of the situation?
 - Sorority and Fraternity Life is a new student life program and an opportunity for CU Denver students to create or join a community that works towards leadership, health and wellness, community engagement, diversity and inclusion, and learning and scholarship
 - Sorority and Fraternity Life, traditionally known as “Greek Life”, has a longstanding history in the U.S. promoting life-long friendships, networking and career opportunities. Unfortunately, Greek Life in the U.S, has overtime developed a bad reputation, usually being associated with excessive alcohol consumption, date-rape culture, racism, and elitism
 - Some organizations have tried to combat this reputation by re-developing trainings and practices that work through these issues
 - In order to disassociate the negative connotations of “Greek Life” and prevent the culture appropriation of Greek culture, “Greek Life” programs at universities are changing their name to Fraternity and Sorority Life.
- What is the situation at hand?
 - Most CU Denver students don’t know what Sorority and Fraternity Life is. If they do, they usually know it by the previous name “Greek Life” and they are only familiar with the negative connotations associated with it: “Wild parties, excessive drinking, rude frat boys, etc”
 - Student Life is trying to bring forth a new opportunity for student engagement that is not very well known or understood by the student body
 - Many students come to CU Denver because their isn’t the craziness and elitism of SFL life present
 - Overall students don’t know specifically what CU Denver’s SFL model is

Organization Analyses

- Competing Organizations
 - MSU’s open Sorority and Fraternity program

Public Analyses

- CU Denver Student Body
 - Specifically, underclassman (1st year and 2nd year students)
 - Messaging
 - Sense of community
 - Life-long Friendships



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- Academic and Community Support
- Identity Based Student Organizations
- Messaging
 - Community
 - Academic and Career Resources
 - Community Support
- Identity Based Offices
 - Academic Opportunities
 - Resources

Positioning Statement:

CU Denver is a school unique in experience, innovative in practice, and cultivates a diverse learning environment. For students who are seeking to find friends, academic support, and personal and professional development, Sorority and Fraternity Life will be providing CU Denver a community with a national reputation for excellence in leadership development, cultural sensitivity and inclusion, and community contribution.

Goals (3)

- 1. Have a good turnout for organization presentations**
- 2. Have our publics be informed about how SFL is different from other university models**
- 3. Have other student entities trust and have a positive image of SFL**

Objectives for each public (9)

- **Underclassman**
 - To have an affect on the awareness of underclassman in their first or second year of CU Denver; specifically to *increase their understanding* how CU Denver SFL differs from other models at other universities
 - To have an affect on the acceptance on lowerclassman in their first or second year of CU Denver; specifically to generate a positive association with CU Denver's SFL Program
 - To have an affect on the action of underclassman in their first or second year of CU Denver, specifically to have blank 10 of first and second year students provide feedback on each organization that presents.
- **Identity Based Organizations**
 - To have an affect on the awareness of identity based organizations of CU Denver; specifically to *increase their understanding* how CU Denver SFL differs from other models at other universities



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- To have an affect on the acceptance on identity based organizations of CU Denver; specifically to generate a positive association with CU Denver's SFL Program
 - To have an affect on the action of identity based organizations of CU Denver, specifically to have 3 student org representatives provide feedback for each organization that presents.
- **Identity Based Offices**
- To have an affect on the awareness of identity based offices of CU Denver; specifically to *increase their understanding* how CU Denver SFL differs from other models at other universities
 - To have an affect on the acceptance on identity based organizations of CU Denver; specifically to generate a positive association with CU Denver's SFL Program
 - To have an affect on the action of identity based office of CU Denver, specifically to have 2 offices promote presentation before each organization presentation to their students.

Messaging Strategies:

Underclassman – SFL is a space to create or be a part of a community that brings life-long friendships (Community)

IBOrgs – SFL is an opportunity that provides identity based communities with an intimate space to generate strong community bonds as well as resources for academic support and career development and networking (personal, academic, and career opportunities and resources)

IBOffices – SFL is a student life program that provides resources and support through tight knit communities, academic support (**students finding their sense of belongingness**)



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Tactics

- Underclassman

- Print
 - Handbills
 - Provide to PALs to give to FYE class
 - Hand out at tabling
 - Welcome Week
 - Convocation BBQ
- Online
 - Have FYE Facebook/Instagram page sponsor SFL through video
 - SFL FB Page, interview someone first year and 2nd year about what makes them excited for SFL
- Interpersonal Outreach
 - Present to PALS at a PAL meeting + provide FAQ sheet
 - Present in FYE Class
 - Tabling
 - Welcome Week
 - Convocation BBQ
 - Weekly tabling

- IB Orgs

- Print
 - Provide at meetings and their events
- Online
 - Rep highlight, what makes them excited for SFL
 - Highlight how SFL has provided outlets for personal and professional development
- Interpersonal Outreach
 - Attend org meeting
 - Attend student org council meeting

- IB Offices

- Print
 - Provide handbills for offices
 - Provide flyers for offices
- Online
 - Share posts on other SFL leadership and community engagement
 - Share stories of staff and their experience in SFL (advisors)
- Interpersonal Outreach
 - Attend student staff meetings + provide FAQ sheet



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Print:

- Flyers
 - Student Commons, North, King, West, Tivoli, Wellness Center
- Handbills
 - Student Commons, North, Lawrence, business?, CU Buildings?
 - Student Office: SGA, Experiential Learning, Student Life, Pals, CII, Trio, Lynx Center, Wellness Center
- Posters
 - North, Tivoli
- Sentry Ad, Story Pitch?

Electronic

- T.V Ad in Student Commons, Wellness center, North?
- Student Life digital signs (North & Tivoli)
- COMM?
 - Weekly happenings – Reach out to Marita

Online:

- Facebook
 - SFL Page
 - SFL Staff Highlight (2)
 - Staff, Org Reps, and 1st and 2nd year What makes you excited about SFL highlight?
 - QA Vid (1)
 - What is SFL Video Series? (3)
 - Sharing other SFL stories?
 - SWAG Contest – Pop quiz
 - Tabling Photos and Promoting tabling events
 - Organizational Highlights
 - Event creation on Facebook
 - One for each presentation
 - Ask UComm to co-host
- CU Denver UComm
 - Share on Facebook Series videos
- Instagram
 - Cross promote material
 - Pictures

Outreach:

- Tabling Events
 - Once each week leading up to the next



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- North, Student Commons, CV
- Outreaching and being a guest speaker at student entity spaces
 - RA training, Stu Orgs, CII, Pals, SGA, StOrgs Leadership Summit
 - Find out when they have meetings
 - Provide talking Points and materials