

2007 NGLA AWARDS

PUBLIC RELATIONS AWARD

Purpose: The council implements public relations efforts to promote a positive image for the Greek community and to keep various constituencies informed about Greek community events. The council assists chapters in developing positive public relations programs for themselves.

Criteria Questions: Place an "X" on the line next to each criteria question if it is something that your council does to promote excellence in this program area. In addition, **provide supporting documentation for each statement** directly behind the criteria page, and clearly reference the exact location of the documentation on the "DOCUMENTATION" line(s). Some statements require very specific types of documentation as noted. If this specific documentation is not provided, the applicant will not receive credit for the response.

If your council does not program in an area listed below, enter "N/A" on the line next to the criteria question and provide a sound rationale or describe an alternative program. Supporting documentation for this rationale and/or alternative program is required and should be placed behind the criteria page with the exact location of the documentation clearly referenced on the "DOCUMENTATION" line(s). Points *may* be awarded for providing a sound rationale or alternative program as well as providing appropriate documentation.

This application is for: IFC NPHC/BGC/Latino/a
 PHC Greek Council

1. _____ The council has an executive board position or committee chair who plans and implements programs and provides resources in the area of public relations. *Documentation must include (1) an official job description and (2) officer goals.*

DOCUMENTATION: (1) _____
(2) _____

2. _____ The council has a written public relations program designed to improve relations with relevant constituencies including faculty, administration, non-Greek students, parents, neighbors, police and fire officials. *Documentation must include a copy of the written program and evidence of implementation.*

DOCUMENTATION: _____

3. _____ The council holds a public officer installation ceremony, which includes an explanation of the role of the council and its officers. *Documentation must include (1) a copy of the ceremony and (2) evidence of the attendance of outside guests.*

DOCUMENTATION: (1) _____
(2) _____

4. _____ Within the last three years, the council surveyed relevant constituencies (i.e., faculty, administration, parents, non-Greeks, residence hall students and staff, student leaders in

other campus organizations, community leaders and Greek house neighbors) to identify their perceptions of the Greek community. *Documentation must include a copy of the survey(s), evidence of when it was conducted and survey results*

DOCUMENTATION: _____

5. _____ The council conducts public relations workshops for chapter leadership at least once per semester/term. *Documentation must include an agenda, flyer, or minutes, names of presenters and topics discussed from each session.*

DOCUMENTATION: _____

6. _____ The council co-sponsors programs with other campus organizations or offices at least twice each academic year. *Documentation must include evidence of at least two co-sponsored programs.*

DOCUMENTATION: _____

7. _____ An annual report of the Greek community's accomplishments is published by the council and/or the Greek advisor and distributed to relevant constituencies including faculty, administration and alumni/ae. *Documentation must include (1) a copy of the report and (2) evidence of its distribution to three specified constituencies.*

DOCUMENTATION: (1) _____

(2) _____

8. _____ A systematic effort is made to obtain timely media coverage of Greek accomplishments, including accomplishments of the council and individual members and chapters. *Documentation must include copies of at least four news releases issued in the past year to on or off-campus media.*

DOCUMENTATION: (1) _____

(2) _____

9. _____ The council has a written public relations plan in place that calls for specific council officers to act as spokespersons in crisis or emergency situations. *Documentation must include a copy of the procedures.*

DOCUMENTATION: _____

Please provide a brief narrative response and any supporting documentation for the question(s) below and place the information behind the criteria page with the exact location of the documentation (if any) clearly referenced on the "DOCUMENTATION" line(s).

If your council does not program in an area listed below, enter "N/A" on the line next to the criteria question and provide sound rationale or describe an alternative program. Any supporting documentation for this rationale and/or alternative program should be placed behind the criteria page with the exact location of the documentation clearly referenced on the "DOCUMENTATION" line(s). Points *may* be awarded for providing sound rationale or an alternative program. Points may also be awarded for the response if supporting documentation is provided.

10. _____ Describe one program in the area of public relations that the council has improved or one new program the council has implemented this year.

DOCUMENTATION:
