

DELTA CHI

FRATERNITY

60 DAY CHECKLIST: PUBLIC RELATIONS CHAIR

Congratulations on your role as the PR Chair! Thank you for your commitment to Delta Chi and the success of your chapter/provisional chapter. This is not an exhaustive list to govern your entire term, but it will help you get started during your first 60 days in office - typically from your election until your chapter/provisional chapter's representatives attend their Regional Leadership Academy event.

IMPORTANT DATES

In addition to all of the Delta Chi [Operational Dates and Deadlines](#), here are some items to get added to your calendar now, as they will be your responsibility as the Public Relations Chair to ensure the chapter is aware and follows:

- Ongoing: Ensure at least three weeks of lead time for approval on a new shirt or promotional product image design to be approved.
- Ongoing: Work with preferred vendors ([Campus Classics](#) or [FraterniTees](#)) to use a pre-made and approved design for shorter or urgent timelines.

GETTING STARTED

As you transition into your officer role, here's a few checklist items you will need to complete:

- Familiarize yourself with Delta Chi's [Brand Standards](#) to ensure consistent messaging and branding across all platforms.
- Ensure you have administrative user access to manage the chapter/provisional chapter's social media and email accounts (if applicable), updating the password for the current year, and that an ABT member is also listed as an authorized user or has the passwords for these accounts.
- Ensure that any promotional items purchased are [Greek Licensed](#) products, and preferably through the official [Delta Chi store](#) or an approved vendor partner.
- Complete the Preparing to be an Officer and Cultural Competency Onboarding modules, found in the myDCHI Learning Management System.
- Schedule a transition meeting with the outgoing PR Chair.
- Introduce yourself to important contacts, such as: ABT Advisor, your [Regent](#), International Headquarters Staff ([including your chapter coach](#)), Fraternity/Sorority Life Advisor, and Interfraternity Council (IFC) Public Relations Officer.
- Review the Delta Chi Risk Management Policy, Delta Chi Law, and the PR Chair officer resources and BRIEFs.
- Get updated copies of institutional policies (including a Code of Conduct), campus academic and activity calendars, and student organization expectations.
- Review your local chapter/provisional chapter Constitution and Bylaws, membership roster, Membership Experience Survey report, action plans and goals, budget, and calendar.