

IT'S ALL GREEK TO ME:

PARENTS AND THE GREEK LIFE

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Goals for Today

- ▣ Why you should inform and involve parents
- ▣ Issues for parents
- ▣ When and how to communicate with parents

Understanding Parents



- ▣ They are worried and they want what is best for their student
- ▣ Though they are not going *to* college with their student, they are going *through* college with their student
- ▣ They may have preconceived notions of fraternities and sororities – do not let that deter you!

Why Parents

- ▣ YOUR INPUT:

Do you and how do you interact with parents?

- ▣ PARENTS CAN:

- ▣ Be your best advocates
- ▣ Inform and support other families
- ▣ Help with fundraisers
- ▣ Become internship providers, mentors, industry experts and guest speakers
- ▣ Offer jobs to your members

Accentuate the Positive

- ▣ Zero-Tolerance Hazing Policy
- ▣ Academic Excellence
- ▣ Leadership Development
- ▣ Service and Philanthropy
- ▣ Friendship and Community



When and How to Outreach to Parents

- ❑ Informational emails to parents about your organization
- ❑ Use *Family Link* e-newsletter for general information about the pledging process
- ❑ Post your events at *Hofstra Parents Facebook* page
- ❑ Blog about Greek life at *Family Connection Blog*



When and How to Outreach to Parents

- ❑ Welcome/Move In Day 2013: August 30
- ❑ Fall Festival 2013: September 27-29
- ❑ Reach to prospective families: Admitted Student Days, Spring 2014



Issues for Parents



- ❑ How does the pledge process work?
- ❑ How will I know my student is safe?
- ❑ How much does it cost?
- ❑ What are academic requirements to remain a member?
- ❑ Can a student de-pledge if it isn't the right fit?
- ❑ What does it mean to have a national chapter?

How to Communicate With Parents

- ▣ Educate parents early about positives of Greek Life
- ▣ Be ready to have a real conversation about the demands of Greek Life
- ▣ Let parents know the name and contact information of your president
- ▣ Be respectful



Your Turn

- ▣ Comments and Questions