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
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!
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