

Phi Alpha

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A GIFT!

A good friend recently had a birthday. Because of certain aspects of his personality he is quite an extraordinary friend. In fact, it was 140,000 friends; the birthday was that of SAE. Now considering everything the fraternity has done for me in terms of personal development, I felt a desire to do something on the 122nd anniversary of its founding. I decided to give it a gift. My gift is my eyes.

I suppose that could be interpreted as a desire to see SAE derive the vision necessary for significant growth and development. Our development is affected by the past, present and future; and we must open our eyes in order to understand the significance of these three periods.

By gazing upon the past we can see the real worth of honest friendships and the discovery of truth. Also, our hindsight shows us the negative consequences of irresponsibility and neglect. In our continual struggle to seek the truth it seems important to look around and see the fraternity as it really exists. Again we will see the development of solid friendships and also the pursuit of high academic achievement. At the same time we must not ignore the fact that there are those within the fraternity whose attitudes are of inconsideration and irresponsibility toward their brothers.

Within the past year a number of SAE's have been involved in unfavorable experiences. An environment which nurtures responsible behavior could have, in many cases, prevented such incidents. By opening my eyes and seeing SAE as it really is I have come to feel that it is time that we re-commit ourselves to creating an attitude which reflects an understanding of true propriety.

Our dreams for the fraternity are what gives the future its significance, and though sometimes simple, without them we would have little direction in which to lead. My dream for SAE is that it always have the vision to foster the development of true and meaningful friendships and aid in the search for truth. With that thought in mind I face the future with enthusiasm for I feel my dream will come true. As we begin the 123rd year of our great fraternal experience, I wish you all the best - forever.
Phi Alpha!

*Clint Smith
Oklahoma '77*

1856 SHERIDAN ROAD

Twice each month a new publication, the EA letter, is sent to each Eminent Archon. It carries announcements and news of interest to the chapters. This has eliminated the need to make a lot of announcements in the Phi Alpha. We will continue providing major news items, but concentrate on articles and essays.

A special Phi Alpha to the brothers at Wisconsin, Kansas, and Colorado School of Mines as they celebrate their 75th Year in SAE.

Barb Ford has recently been named Office Manager of the National Office. Her first duty was to announce a reduction in the price of SAE Jerseys to make way for a new line to be introduced later this Spring. While they last the Jerseys will sell for \$5.95.

Pennsylvania Zeta at Bucknell University initiated 14 new brothers on March 5. Active membership is now 15. Penn Zeta was re-established last Fall.

Washington Alpha, University of Washington, informs us that they have won three Wallskins this year due to victories by the Huskies over Stanford, Michigan, and Washington State.

We just received word that Tennessee Alpha, East Tennessee State, will move into a new house next week. Good news at last. See related story.

ESR Jack Hotaling has announced that nominations and applications are being invited for Educational and Leadership Consultant positions with the National Office. Those interested in finding out more about the program, write to the ESR in care of the National Office.

California Gamma, University of Southern California made National TV twice in one day last month. The chapter house was used for filming part of a Rockford Files episode, aired on February 17. It was amusing to hear Jim Rockford, who was impersonating a National Visitation Officer, exchange Phi Alpha's with unsuspecting brothers and pledges of a fictitious fraternity.

Earlier in the day 18 Cal Gamma Brothers appeared on the Dinah Shore Show where they stuffed themselves into a Volkswagen Bug. After completing that stunt they performed the SAE YELL for millions of viewers across the country.

Applications for the Tutor-In-Residence Program must be received by April 30.

ΣAE LEADERSHIP SCHOOL

August 13-16, 1978

SEE YOUR EMINENT ARCHON
FOR REGISTRATION FORMS

The Phi Alpha, a newsletter for chapters, published periodically to provide ideas and news of services by Sigma Alpha Epsilon, P.O. Box 1856, Evanston, Illinois 60204. Please post and distribute. Contributions are Welcome!

Ken Tracey - Editor

CHAPTER PUBLIC RELATIONS

What is your initial reaction to the above title? Do you cringe at the thought of a chapter conducting a Public Relations Program? Do you feel that your chapter has any "responsibility" for maintaining a philosophy for such a program? How does P.R. relate to Sigma Alpha Epsilon?

The fact is simply that everything a chapter does, every activity it undertakes, will have a direct effect on its Public Relations -- that 'public' being the University, its students, the community, and your peer groups. P.R. involves the types of social activities you choose to sponsor and their frequency, the extent of participation in outside activities, the physical appearance of the house, the reputation of your pledge program -- in essence, every way in which your chapter chooses to portray itself to those who may view it. A well-rounded chapter is one that demonstrates a sincere concern for the ways it is looked upon; a large amount of that chapter's success, especially in rush, can be attributed to its desire to maintain good public relations.

Many chapters choose to maintain a certain profile (through its actions) that at the time may seem to be advantageous but in reality will appear quite foolish to others. Additionally, the brothers themselves may be adversely affected by the outcome of certain actions. Thus, a chapter must evaluate its every action in light of how these "others" may view it. No chapter is an island unto itself, to coin a phrase, and we cannot forget this! Indeed, it is our responsibility to maintain a positive profile and an awareness of our public relations.

If you become concerned that your chapter is having real difficulty in this area (or if you would like to find out), take a look at yourself from an outsider's point of view: What is your image on campus? Are you considered a viable organization or simply a campus club? How do the other Greeks view the SAE's? To get an objective opinion, ask some of these "outsiders" such as the University Greek Director, an older alumnus, faculty person, or even other Greeks.

Should you come to the point of admitting that your public relations could be better than it is, consider the following steps toward improving your image:

1. Establish a formal PR program designed to promote SAE in a positive manner.
2. Have a PR expert discuss the program with the chapter.
3. Invite university officials, faculty, etc. to dinner and special events.
4. Secure guest speakers from the college and community to speak to chapter.

5. Hold an "open house" for administrators, faculty, greek, campus and community leaders.
6. Send an introductory letter to the parents of new pledges. Invite parents to formal pledging.
7. Send a regular quality newsletter to alumni, parents, friends, faculty and college officials.
8. Sponsor all-campus events: lectures, benefits, Career Planning Seminar. Utilize alumni, college officials and local business people.
9. Have an Awards Ceremony at close of each year, and invite parents, alumni, and college and community leaders.
10. Sponsor a sporting tournament.
11. Sponsor a community project with police groups.
12. Designate a certain "big event" as an SAE tradition.
13. Host an 'event' during parent's weekend, homecoming, or alumni weekend that attracts positive attention to SAE.

Jim Hamlin
Northern Arizona '75

PROVINCES TO MEET

AS WE GO TO PRESS - STILL NO WORD FROM PROVINCES ZETA, MU AND NU. PROVINCES KAPPA AND CHI WILL BE HOLDING THEIR CONVENTIONS DURING THE WEST COAST PHI ALPHA WEEKEND AT FRESNO STATE.

<u>PROVINCE</u>	<u>DATE</u>	<u>HOST CHAPTER</u>
ALPHA	APRIL 7-8	MASSACHUSETTS
BETA	APRIL 7-8	PENN STATE
GAMMA	APRIL 28-30	WASH CITY RHO
DELTA	APRIL 23	OHIO STATE
ETA	APRIL 1	DENVER
IOTA	APRIL 1	TENN TECH
KAPPA	APRIL 14-15	FRESNO STATE
LAMBDA	APRIL 7-8	LEWIS & CLARK
NU-EPSILON	APRIL 1	FLORIDA SOUTHERN
PI	APRIL 8	MOUNT UNION
RHO	APRIL 22	NORTH DAKOTA
SIGMA	APRIL 1-2	TEXAS TECH
PHI	APRIL 7-8	MONTANA
CHI	APRIL 14-15	FRESNO STATE
PSI	APRIL 23	FRANKLIN

NOT A "ONE-SHOT" PROJECT

Annually, Texas Beta, at Texas Christian University, hosts a Christmas Party for emotionally handicapped children, children whose ages range from two to twelve. A good many are victims of child abuse or parental neglect. During the remainder of the year, Texas Beta continues to be involved with St. Teresa's Home with weekly activities such as trips to museums, picnics, haircuts, and sports events. The primary goals of the brothers are to show these children some love and to teach them Christian ethics and morality; to provide an example for their later development.

Although some may feel that a Christian ethic may be detrimental to personal development, others respected for intellectual achievement have felt inclined to support such an outlook. One is reminded of a sonnet written by one such individual, William Wordsworth:

*"Listen, the mighty Being is awake, and doth with his eternal motion
make a sound like thunder -- everlastingly. Dear Child! Dear Girl!
that walkest with me here, If thou appear untouched by solemn thought,
thy nature is not therefore less devine; Thou liest in Abraham's
bosom all the year; And worshipp'st of the Temple's inner shrine,
God being with thee when we know it not."*

*Clifford B. Tracy
Northwestern '77*

SOCIAL - STUDY: a balanced environment

As college campuses expand, and become increasingly depersonalized, students are drawn to fraternities seeking an identity and close relationships with others. By joining, each member commits himself to the rest of the group by planning and participating in the various activities of the group. Because man is a social being fraternities direct much of their attention to enhancing the social aspect.

Although it exists to provide for a social environment, the fraternity should also provide an academic environment. The college fraternity exists because its members are students. Since it is a social organization, the fraternity may direct too much attention to upholding its social position, and thus, academic standards decline.

The social and academic environments are vitally important and must be put into perspective. The chapter should provide an adequate social program which enables its members to obtain close relationships on both an internal and external basis. As a fraternal unit, it owes its members an atmosphere conducive to the achievement of the highest academic standards.

Orientation to the academic responsibilities of college life should begin in pledge-ship. Many pledges come fresh out of high school under the impression that college will not require any more time or effort than high school required. Pledges should be familiarized with the requirements of being a good student, of the aids available to them, and with responsible methods of study.

Scholarship not only affects pledges but older members who have chosen a major and thus need more time and a convenient environment in which to study. Since some students prefer to study in their own rooms or in the house, the chapter has the responsibility to enforce quiet hours and if possible a study area should be designated.

A Scholarship Chairman or Tutor-in-residence can be designated to maintain the study area and provide reference materials, periodicals and study aids. He can assist those in need by arranging for tutoring. He can arrange for seminars on reading and study skills. He can create an active-major list which lists each member's major and courses that he can help others with. A study manual can be provided to pledges as part of the pledge program.

The National Fraternity and the Levere Memorial Foundation have materials available that may be useful. Write in care of the National Office for details.

A chapter should not take the privilege of being able to study away from its members. A proper balance between academic and social programming must be maintained. SAE has an obligation to create an environment in which a member can enjoy an honest, stimulating and properous college experience in a wide range of activities and programs.

*Jim Lodwig
Washington '80*

OVERCOMING FIRES AND THIEVES

On the night of January 10 and throughout the early morning of January 11 a raging fire destroyed the chapter house of Tennessee Alpha at East Tennessee State University. We will report what has transpired since that event.

Within a few hours the chapter went to work to relocate the 11 brothers who lost all of their personal belongings. With the support of the University a relief fund was set-up to replace clothing and books. The school offered free housing until the brothers could move into an apartment or some other alternative.

The night after the fire both the chapter and house corporation met and agreed that SAE was going to continue and rebuild. Rush has commenced. New by-laws are being written. Goals were set by the house corporation and an alumni advisory committee was formed. In another project, the chapter and house corporation have begun a campaign to solicit support from alumni to be used in rebuilding a chapter house.

It would have been quite easy for discouragement to prevail, but instead the men of Sigma Alpha Epsilon at East Tennessee have looked to the future with enthusiasm. To progress we must face adversity head-on; to sidestep would get us nowhere!

On January 30, an SAE imposter by the name of Fred Postlewaite, visited Tennessee Alpha. He left with several hundred dollars in cash and an automobile belonging to one of the brothers. He befriended the group by indicating that he would donate \$1000 to a new house. The cash was the money from the relief fund. Nice guy!

Fortunately, within a few days, Fred was apprehended and the money and car were returned. It seems the imposter had made a visit to the SAE house at Vanderbilt a week before. He made the mistake of using his real name at Vandy and it didn't take long for the authorities to catch up with him. Baring further tragedy, SAE at East Tennessee can continue its rebuilding in true Phi Alpha style.

*Clint Smith
Oklahoma '77*

WHAT TO DO ?

Casino Party
Wine & Cheese Tasting
Road Rally - fund raising
South Seas Party
Art Show - sponsor an exhibit at the house
Goat Roast
"Kidnap" for Charity - arrange to hold local or University official
for charity ransom
Astrology Party- dress up to reflect your astrological sign
Hayride
Trip Party - Hold a drawing for a raffle with a prize of a weeker
or Spring break excursion
Red Cross Night - invite local Red Cross to hold a first aid clinic
at the chapter house
Chapter Book Club - set up a brother book exchange in the chapter
Library
Beach Run - build a bonfire!
River Floats - inner tubes and rafts
Big Brother Night - Invite local kids for dinner and evening fun
Spring Alumni Reception - as an alternative to Homecoming
Phoenix Bowl - which class knows the most about Σ AE
New Years Eve Party - IN April?
Sponsor a Radio Show - on campus station
Jail Break Party - celebrate getting off of probation
Skits for mixers with Sororities and Little Sisters
Pre-Game Parties for Football, basketball or even horseshoes
Cookouts
Camping & Fishing Trips
Cowboy Party
Rush Party at Ranch or Farm of Alumni or parent
Skiing Trip
Boat Trip
Swimming and Water Skiing at a Lake
Professional Sports Outing
Rapelling and rock climbing excursion
Summer Re-Union at a Resort
Special Outings for small groups within the chapter: Photography
Skiing, Rapelling, backbacking, ice-skating, museum tour
Inter-house sporting tournaments: Foosball, basketball, arm-
wrestling, calf-roping, pinball wizard, horseshoes
Tour of Night Clubs or Discos
Joint party or activity with another chapter
New Orleans Party
Senior Farewell Banquet

Mick Garrold
Allegheny '76

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