



Communicating Phi Sigma Pi's Mission and Identity



Objectives

- Review Phi Sigma Pi's mission statement.
- Explore various aspects of Phi Sigma Pi's identity and evaluate the extent to which the Chapter is aligned.
- Discuss Chapter identity as it compares to the campus community's perception of the Chapter.
- Focus on Recruitment as a vehicle for conveying Phi Sigma Pi's identity and mission to Potential New Members.



Phi Sigma Pi National Honor Fraternity is a gender-inclusive organization dedicated to: promoting lifelong learning, inspiring Members to lead, and cultivating lasting fraternal bonds, while always conducting our lives with honor. We consecrate ourselves to a life of social service with the goal of improving humanity through our principles: Scholarship, Leadership, and Fellowship.



Your Elevator Pitch

Share the words and phrases that you would highlight

**Which
ones
did you
pick?**

IMPROVING
HUMANITY

LEADERSHIP

FELLOWSHIP

SOCIAL
SERVICE

GENDER-
INCLUSIVE

SCHOLARSHIP



National

More than 140 Chapters all over the country

Honor

Dedicated to upholding our values

Fraternity

Connects us to our history



Gender- inclusive

An organization open to everyone regardless of their gender identity or expression



How's your Chapter doing?

Living into our identity as a gender-inclusive organization

Rate Your Chapter



Good to go!

Our Chapter is doing really well



Eh...

Our Chapter is trying, but we have some work to do



Whaaa?

This is not even on our Chapter's radar



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...take opportunities to learn about gender differences and welcome gender diversity in your Chapter?

...place emphasis on creating a safe, welcoming environment for everyone, especially those who are gender diverse?

...engage with campus offices and organizations that promote gender inclusivity and support those who are non-binary?

***How could your
Chapter live into our
gender-inclusive
identity?***



Our Identity

Identify the ways that your Chapter is living into Phi Sigma Pi's identity



Think about...

***what your Chapter is
doing to live into each
aspect of our mission***

IMPORTANT!

**Who WE
are = Who THEY
think we are**



Who Do They Think We Are?

Describe what the campus community thinks of your Chapter and Members

Ask and Discuss

1. Is what they believe true?
2. Is this perception negative or positive? Why?
3. What can you do to change (negative) or reinforce (positive) that perception through Recruitment?
4. Come up with one specific idea about how you will use Recruitment to communicate a Chapter identity that aligns with our mission.

***What did we
learn about our
identity and how
others view us?***



Communicating with PNMs

Communicate Phi Sigma Pi's identity and mission throughout Recruitment

**Include our
Mission
Statement
in your
Recruitment
marketing**



**Talk to
people
you know
about joining
Phi Sigma Pi**



**Be intentional
about
communicating
our gender
inclusivity
throughout
Recruitment**



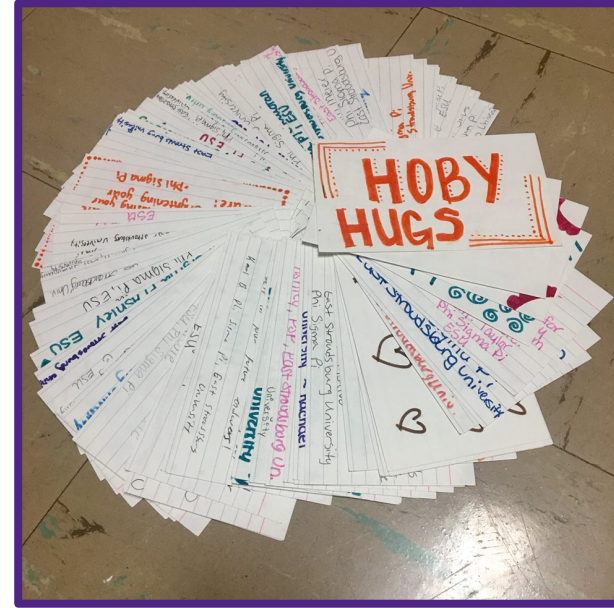
Have Members share their Phi Sigma Pi experiences at Invitational Meetings



**Provide a
variety of
opportunities
for Potential
New Members
to share**



Plan and execute Recruitment Events that align with our Tripod





Our Mission

Ensure that your Chapter is communicating who Phi Sigma Pi is

Ask

1. What can we do to be more inclusive of gender diversity and all diversities?
2. What can we do to better communicate our mission?
3. How can we utilize our Invitational Meetings to educate PNMs and share our experiences?
4. How can our Recruitment events demonstrate our commitment to improving humanity with honor?
5. What steps can we take to ensure that our Chapter reflects the diversity of our campus?



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Questions?

Ask about conveying Phi Sigma Pi's mission and identity