Online Learning and Engagement Resources

This time requires flexibility and agility from all of us (chapters, advisors, councils, FSL staff). In order to adjust and help move chapter and council operations online, FSL has compiled the following resources for online learning and engagement. Now more than ever, it is important to lead with empathy.

“The pessimist complains about the wind; the optimist expects it to change; the leader adjusts the sails.” – John C. Maxwell

This document provides resources on how to:

- Maintain chapter operations virtually,
- Options for online learning, and
- Ideas for virtual membership engagement.

Chapter Operations

- Common video conferencing tools:
  - Zoom
    - All UCF staff and student have access to Zoom and can host free, secure meetings through this platform. Please visit [UCF’s website](https://ucf.edu) for support with enabling your Zoom account.
  - Microsoft Teams
  - Google Hangouts
  - [Best practices for effective video conferencing](https://www.zoom.us)  
- Common project management/productivity platforms:
  - These project management tools help team organize projects, collaborate, and track progress.
    - Slack
    - Basecamp
    - Asana  
- Maintain Accessibility
  - Have officers hold virtual office hours: Send out a Zoom link and members can join as desired to ask the officer questions pertaining to their role.
- Maintain Consistency
  - Executive board and general meeting schedule: These meetings can also be hosted easily through Zoom. You can play around with the functions most beneficial to you, like muting attendees, screen sharing, or the chat function for typing in questions or comments.
• What to do in the Short Term (next two weeks):
  o Review/reevaluate officer goals for term
    ▪ Are they still relevant? Are they manageable? How can you adjust?
  o Review governing documents
    ▪ Use this time to review bylaws and other documents. You can use Zoom
      to hold a bylaws review committee meeting.
  o Chapter/community data collection
    ▪ Don’t forget to complete reports from your Headquarters or umbrella
      organization.
  o Recognition/awards
    ▪ Do you do Member of the Week on Instagram? Keep that up!
    ▪ Were you planning to give out awards at your last chapter meeting or at a
      formal? How can you adjust your process so you can still recognize these
      members?
    ▪ How can you begin honoring graduating seniors?
• What to do in the Long Term (next couple months):
  o Planning/budget for fall
    ▪ May feel hard because of current situation, but it’s a good time to
      prioritize where money will go and set contingency plans
  o Summer/fall recruitment
    ▪ Summer orientation
    ▪ Communication with incoming students and families
      • How do we create interest in joining?
      • How do we assess our current recruitment/intake practices and
        better shift towards something more relevant, given the potential
        longer-term impacts?
  o Fall retreat/reconnection
    ▪ Plan a meaningful reconnection event for fall, since it will have been an
      extended period of time since everyone from the council/ chapter has been
      together
  o Officer recruitment/elections
    ▪ It’s never too early to start thinking and planning for this
• Resources for Supporting Your Team:
  o Strategies to Manage Your Newly Remote Employees
  o A Guide to Managing Your Newly Remote Workers
  o Your Team is Now Working Remotely – 5 Ways to Strengthen Communication
    and Team Cohesion
  o Leading Through COVID-19
  o 5 Ways to Get It Done, Even at Home
• Recruitment/Intake Planning
  o Now is the time to begin planning for fall recruitment/intake. Though many things are still unknown, you can use the summer to plan for multiple scenarios that could play out come Fall 2020 semester.
  o What scenarios should we be anticipating?
    ▪ School is 100% online in the fall.
    ▪ Gradual return to campus, as people feel healthy and safe to do so.
    ▪ Social distancing continues on campus.
    ▪ We all return to campus, but things just feel different.
  o This is the time to get creative. How are you making sure your chapter and your council will be ready to adapt? Are you ready to prove the value of fraternity and sorority and the personal connection we provide during this time of physical distancing?
  o Recruitment/Intake Resources:
    ▪ Watch these videos (7 total) from Phired Up Fridays to get thinking about how to look at recruitment/intake in a new way and how to adapt your process during this time.
    ▪ Read this blog post from Phired Up about digital recruitment.
    ▪ Review this document from Phired Up and AFLV for immediate growth recommendations for the entire fraternity/sorority industry to whether the storm of COVID-19.
  o Marketing Ideas
    ▪ Shift the focus of your social media to potential members, as opposed to only on your own members/community.
      • Host Instagram Live sessions to answer questions that potential members may have.
      • Post polls and questions to hear from potential members about what they’d like to see from you.
    ▪ Start a registration process or names list for your chapter or council.
      • The sooner you get the contact information from potentially interested students, the sooner you can start pushing information out to them directly via email and/or phone.
      • This way you also have a way to directly contact them should there be changes to the way recruitment turns out.

Online Learning
• Learning Management Systems (LMS)
  o Plaid has open its digital doors to any fraternal organization needing to host content online through their secure Learning Management System FREE of charge for the remainder of the spring semester. They support things like PDF
documents, recorded webinars, YouTube and other hyperlinks to videos, and survey links.
  o Google Drive is also an easy way to store documents, videos, etc. that might be part of your new member or membership education.
  o Take advantage of any LMS options your inter/national organization already has for you. This might include education modules for certain officers, new members, and/or all members you can use to supplement in-person events you would have held this semester.

- **Live Education**
  o As you may have seen in some of your classes, Zoom is a great option for live, real-time education. You may take advantage of this platform provided by UCF in order to host virtual new member education (must be approved by FSL prior to starting), membership education, and other workshops you were planning to host for your chapter or council. You also have the option to record the Zoom video for future use or to share with members who miss the live session.
  
- **This list** of content to read, listen, and follow, curated by AFLV, will help you get through this time. And hopefully teach you something!

**Membership Engagement**

- **Social Media**
  o Member of the week
    ▪ Highlight the cool things your members do in school, on campus, and in their free time. Have them submit a brief bio and reason why they love your organization for you to post with their photo.
  o Senior spotlights
    ▪ Highlighting our graduating seniors is especially important. Have seniors submit a brief bio and their biggest piece of advice, fondest memory, favorite part of your organization, etc. to be posted with their photo. Make sure you give every senior their special time to shine.
  o IG story polls
    ▪ Keep members engaged by asking them meaningful, silly, or fun questions via Instagram polls and questions. Then share their responses.
  o #WhyPhiFriday, #TauTuesdays, #WearLettersWednesday, etc.
    ▪ Get your members posting about your organization and engaging with each other and your chapter account through a common hashtag.
  o Spirit Week
    ▪ Host a week of themed days where members can dress up or do something at home. Have them submit and post pictures showing off their creativity and spirit. You can even crown a winner each day.
**Virtual Sisterhood/Brotherhood Events**
- Game night/ trivia
  - Best Online Games to Play with Friends
  - Online Board Games
- Send something out via email so everyone has it, can do it together, and socialize during it.
  - Coloring pages, videos, articles, etc.
- Watch the same show or movie together with Netflix Party
- Start a book club
  - Everyone reads a book or certain chapters by a specified date, then you all get together over Zoom to discuss.
  - This also works for a virtual bible/religious text study.
- Virtual exercise class
  - Have your members all tune into the same virtual exercise class and workout “together.”
- Many more great ideas here!

**Virtual Study Groups**
- Zoom with those in the same class or major to discuss the reading/content from that week, planning for next semester’s schedule, etc.
- If you don’t already have a GroupMe for each college/major in your chapter, now is also a good time to create that. Use these groups to ask others what classes they’re taking, for help with coursework or planning your schedule for summer and fall, and for ideas on career planning.
- Hold a Zoom call with juniors and seniors to give and share resources on internships and the job search during this difficult time for the job market.

**Senior Programming**
- What do you normally do for graduating seniors? So how can we move this to a virtual program or event to show we still care about and honor them?
  - Do you hold a Senior Send Off event where each seniors’ Greek family reads letters to them? Awesome, do it on Zoom!
  - Do you make scrapbooks of photos for each graduating senior? That’s great, use Canva to make these electronic!
- You might also want to collect these letters, photos, videos, gifts, etc. and use leftover chapter funds to mail them or other care packages to each senior.

**Community Service & Philanthropy**
- These times call for us to support our local communities now more than ever. Here are some ideas for ways to do that.
- Ways to donate your time:
  - Have food delivered to the Emergency Department nurses and doctors at your local hospital.
  - Adopt a grandparent by becoming a pen pal with an isolated senior citizen.
Donate blood. Due to the cancellation of blood drives, the American Red Cross faces a severe blood shortage. Healthy individuals are needed to donate now to maintain a sufficient supply.

Volunteer with Meal on Wheels to deliver food to senior citizens or to keep in touch with senior citizen through telephone calls.

Volunteer from home through these HandsOn At Home resources.

Organizations in need of financial donations:

- **CDC Foundation**: Supports the critical health protection work of the Centers for Disease Control and Prevention. It is raising emergency response funds to enable the CDC to respond to COVID-19.
- **Feeding America**: With a nationwide network of 200 food banks and 60,000 food pantries, donations to its COVID-19 response fund will help food banks across the country support the most vulnerable communities affected by the pandemic. (Second Harvest Foodbank of Central Florida is part of the Feeding America network.)
- **The Salvation Army**: Ensures people have access to food, shelter and childcare through its nationwide network. Outreach includes drive-through food pickups, community-based food delivery through canteens and meals at Salvation Army facilities. It also provides snacks and hydration to first responders.
- **Restaurant Workers’ Community Foundation**: Directs money to organizations leading on-the-ground efforts in the restaurant community and provides zero-interest loans to businesses to maintain payroll during closure or reopen once the crisis has passed. It will establish a relief fund for individual restaurant workers facing economic hardships or health crises as a direct result of COVID-19.

Other ways to help:

- Buy a social distancing hat to support Meals on Wheels. All proceeds from these hats ($30) will go directly to Meals on Wheels, which brings food to the elderly so they can stay safely inside.
- When ordering take out or delivery, buy from local restaurants to help support your local business and economy.
- Have medical supplies or know someone who does? Donate these to your local healthcare facility.

**Membership Development**

- The following programs are ideas that can be utilized to provide education to your chapter. All of these ideas can be done virtually and can be counted towards chapter programming for Standards of Excellence.
- Alcohol Education
  - Chapters have access to free alcohol education in a 45-minute presentation format via Zoom at your convenience.
Along with this presentation, participants will be expected to complete measures immediately prior to the presentation, right after, at one month, and at 6 months after. All surveys can be completed via Qualtrics.

All of these surveys will be completely anonymous, meaning there will be no names on them and no way to connect the information to your fraternity or sorority. This information will be used to learn more about the effectiveness of the program, drinking habits, and to make the programming better for the students receiving it!

Total time to complete presentations and surveys is about one hour and fifteen minutes.

Please email Jessica.flori@ucf.edu if you have any questions and to set up your presentation date.

- **Academics**
  - Programming can also come from your own members. A great option is for your officers to present on a topic related to their position. Academics are a great example of this. Your VP of Academics or Scholarship Chair can put together a presentation about the resources UCF provides for academic support. Content specific to online courses is most relevant right now, and they can easily find some content online for this.
  - UCF Student Academic Resource Center (SARC) has many resources online, as well. SARC Online offers resources for learning skills (i.e. test prep, time management, study skills), as well as major-specific content.

- **Career Planning**
  - Right now might seem like a scary time to be looking for an internship or a job. Consider providing education to your members (or just juniors and seniors) about networking, resumes, interviews, LinkedIn, etc. to your members during this time of unknown.
  - UCF Career Services has some upcoming virtual programming. Share this as a resource for your members or require them all to attend the same program and count it towards your chapter’s member education for the semester!
  - “When I Grow Up” is a Facebook Live series hosted by a fraternity speaker and consultant. He hosts each session on different careers, like being a lawyer, realtor, performer, professor, athlete, etc. The past sessions’ recordings, as well as the links to the upcoming sessions, are available on the Facebook page.

- **Free Webinars**
  - Multiple organizations have begun providing free webinars to fraternities and sororities. These resources are awesome ways to educate your whole membership for free and with low effort.
  - Here’s an idea for how to do this:
• Send out the link.
• Have everyone register for the webinar.
• Have everyone sign in by submitting a picture to one of your officers.
• After, host a Zoom chapter discussion after the webinar to debrief together about the content and connect it to your chapter experience.

▪ **CAMPUSPEAK**
  • General educational topics
  • Every Tuesday and Thursday at 3 PM for the month of April

▪ **Phired Up**
  • Recruitment-focused education
  • Multiple programs every Friday through April 10th

Have more ideas? We want to hear them!

• Tag @ucffsl and #ucffsl on Instagram or email us at ucfgreek@ucf.edu to share the cool programs you are doing with your chapter. Include photos and we will repost them!

Want to talk through any of these ideas or how to implement them?

• Please contact any FSL advisor or Chapter Coach! Officers on your council’s executive board are great resource for this, too.