



## **Ways to Raise Visibility and Outreach on Your Campus and in Your Region**

### **Service to the Community**

- Volunteer to staff the AKD table at a regional sociology meeting
- Volunteer at local events or local establishments
- Fundraise for local groups
- Create surveys for local businesses
- Volunteer to tutor/mentor underclassmen or high school kids
- Hold a clothing or canned food drive

### **Sociological Development and Application**

- Attend existing speaking events on campus as a group
- Create your own symposium (AKD symposium grant available)
- Watch films/documentaries as a group and critique during and after each film with a new leader
- Attend and present at regional conferences (AKD student and chapter representative research grant available)

### **Recognition and Awards**

- Hold an induction ceremony
  - Invite a guest speaker (AKD initiation speaker grant available)
- Have an outstanding senior award and/or other recognition
- Have students submit their papers to AKD's Student Paper Competition (undergraduate and graduate)
- Create an ongoing plaque for awards
  - Examples. Student of the year, Winners of AKD Paper Competition

### **Career Development and Professionalism**

- Hold a workshop on etiquette for attending a professional conference
- Hold a workshop on resume development
- Hold a panel discussion on what to do with a sociology degree
- Hold a panel discussion on how to apply to graduate school
- Invite alumni members from the department to talk about where they are now, how they made it there, etc.

### **Social Activities**

- Host a film night
- Go somewhere off-campus as a group (bowling, mini-golfing, movies, etc.)
- Collaborate with another chapter for an activity or event

### **Other Ideas**

- Publish a chapter newsletter
- Maintain a chapter website or Facebook/Twitter page
- Add new members to your department website
- Send a press release announcement to your local news, campus, administrators, etc. about chapter activities, new members, chapter news, awards and recognition, etc.

- Connect with the sociology club to develop membership and identity of AKD in advance of eligibility (start early)
- Hold meetings and have a regular meeting time
- Have officers/students come up with a plan for the year before classes begin (student driven)
- Integrate AKD into the way you think about the activities of the department - talk about it in advising meetings, preview days, classes, etc.

### Gain the Attention of your Dean

- Communicate with your Dean or Chair and, if appropriately within your University, whenever there is good news
- Tell your Dean and Chair and the campus PR unit whenever AKD awards your chapter with anything (funding, student paper competition, etc.)
- Think about what your Dean values and translate that into what the chapter and students value

Plaque idea from Colorado College – Winners of the AKD Undergraduate Paper Competition

