

Verbum Sapienti*

COMCOA, Inc.
"The Communications Company"

* Shortened version of Latin phrase "verbum sat sapienti est," meaning, "a word to the wise is sufficient."

Alumni Reunions

Fraternity brothers and Sorority sisters greatly enjoy getting together in the years after they graduate. Coverage of these warm-hearted events is always a popular feature in any newsletter.

Mostly reunions take place in the summer. Often, the organizers consult COMCOA to exchange contact information about potential guests.

Once the reunion takes place, covering it for the next alumni newsletter is a logical step. After all, readers of all ages appreciate knowing how much brothers or sisters benefited from the time they spent together.

Who knows? Reading about one reunion might inspire members from other eras to organize gatherings of their own.

COMCOA staff advise organizers to provide lists of attendees, a report on activities during the reunion, and, most important, photos. Ideally, these materials appear in the next newsletter.

Undergraduates, when you hear about coming alumni reunions, let us know! We can help in all the ways mentioned above.

New Year's Greetings

Each one of us here at COMCOA, Inc., wishes all our clients a happy, prosperous, and rewarding new year. Some of those "rewards" can surely be found in improved communications with your members.

Non-cash donations

The Summer 2012 *Verbum* reminds readers of how important it is to thank donors. Of course, that's true.

Recently, though, we've been reminded that donations aren't always in the conventional form, cash. Many brothers or sisters contribute to chapter projects in other ways.

In one instance, two alumni who work as contractors donated substantial labor and materials for house repairs. An alumnus of another chapter paid for an appliance needed at the chapter house.

Generous alumni often make non-cash contributions. Their donations must be acknowledged just as the more conventional ones. After sending written thank-you notes, undergraduates should notify COMCOA editors so that these examples of alumni generosity may be published in the newsletter.

Communication Plans for 2013: Setting Prize-winning Goals

Find out if your national organization offers an award for best chapter newsletter, or best alumni communications program. Then enter the competition. You can't win if you don't enter!

Right now is the best time to plan a schedule for your COMCOA-produced newsletters. Communications *and* donations are enhanced when a group publishes regularly. Yes, **regularly**, not whenever someone gets around to thinking about alumni communications. Call Scott at 541-752-6512 to schedule your group's newsletters.

Oregon State Announces New Housing Policy for Freshmen

OSU recently announced a plan to require all incoming freshmen to live in university approved housing. As currently proposed, no exception will be available to freshmen who want to live in Greek houses, even though other exceptions are available. OSU President Ed Ray made this decision without input from students, alumni, or donors.

A group of Greek alumni have organized a response, keeping in mind that the college experience is more than classrooms and residence halls. Fraternal organizations also foster the connection between alumni and their alma mater. OSU's contribution records support this contention; Greek alumni donate at rates that exceed those of non-Greeks.

Several COMCOA clients have encouraged their alumni to express to OSU administrators their opinions about this decision and the way it was reached.

Chapter Web Sites — Another Way to Connect With Alumni

Have you checked your chapter Web site lately? Is it up to date? COMCOA staff members frequently consult such Web sites — especially when working on a newsletter — and too often find that the sites are out of date.

Don't leave yourself open to embarrassment! A neglected Web site is worse than none at all. Appoint a competent webmaster, and make sure he or she keeps your site current.