

Verbum Sapienti*

COMCOA, Inc.
"The Communications Company"

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

Clients Enjoy Excellent Alumni Communication in Partnership with COMCOA

The Summer *Verbum* contained three separate articles featuring the ways in which COMCOA enhances communication among fraternity and sorority members of all ages.

One of those members recently wrote to us. A former Greek Man of the Year at Oregon State, this 30-something alumnus returned to the Portland area after graduate school on the East Coast and immediately took on an advisory role to the chapter. He has worked with COMCOA both as an undergraduate leader and an alumni leader.

He volunteered the following testimonial:

"I support COMCOA because of the institutional memory you provide. As we both know, groups of undergraduates and their alumni advisors don't always do a good job of passing along information to the next group. Even after we [his chapter] had a couple of years of poor transitions, though we've improved recently, we know COMCOA had accurate records of our chapter membership."

Of course, we're grateful for these flattering remarks, but one must remember that a thriving alumni communications program is built on a partnership: When both undergraduates and alumni cooperate with us, information can be shared and communication enhanced.

For example: When undergraduate officers provide the accurate initiate information we request at the time of initiation, we will be more likely to

locate those members once they graduate and relocate.

Individual alumni are often helpful. When a COMCOA employee is trying to locate a fraternity or sorority member whose address on record is no longer current, a pledge brother or sister of the "lost" member can provide updated contact information.

Alumni who respond to queries from COMCOA employees become key players in the COMCOA-client partnership, improving the chapter's records one entry at a time.

2012 Fund-Raising Results

In 2012, alumni donors generously supported their chapters. Below are listed the top fraternity totals:

ΔΥ-OSU	\$32,555
ΚΔΡ-OSU	\$24,425
ΣΧ-OSU	\$14,830
ΦΚΨ-OSU	\$14,655
ΦΓΔ-OSU	\$13,022.50

(Note: ΔΥ-OSU attracted some donations through a special fund dedicated to house renovations.)

Sorority contributions are as follows:

ΔΔΔ-OSU	\$9,550
ΧΩ-OSU	\$5,680
ΧΩ-OR	\$3,455
ΠΒΦ-UW	\$2,280

Most of these groups mailed two newsletters during 2012. Fiji-OSU produced and mailed three newsletters (the optimum number). ΔΥ-OSU sent a solicitation letter in addition to two issues of its newsletter. Consistent publication of newsletters results in consistent donations, and thus, larger annual totals.

Newest Member of COMCOA Family

Welcome to Beta Beta Chapter of Chi Omega at Washington State University! The first issue of the *Beta Beta Bulletin*, mailed in August, has attracted enthusiastic response.

"Great Bulletin. I am getting in contact with a classmate and a recent alum. Thank you."

"Dear Sisters, Glad to hear that rush went well. After all these years, I'm still in touch with my 'big sister' and other alumnae. You'll find your Chi O friendships will last a lifetime. My best to you all."

The second comment reflects one of the many reasons why COMCOA is in business: An alumna generously sharing her own fraternal experiences with her undergraduate sisters.

Remembering Bob Warr

COMCOA employees were saddened to learn in July of the sudden death of Bob Warr, Sigma Chi and University of Oregon alumnus. Bob served for years as Beta Iota Chapter advisor and for many more years as COMCOA's alumni contact.

A former COMCOA Alumni Editor of the Year, Bob kept meticulous track of Beta Iota brothers of his era, but promoted alumni communications among Sigs of all ages. He understood the value of publishing newsletters regularly and involving undergraduates in their production.

The International Fraternity honored his service in 2007 by naming Bob to the Order of Constantine, the highest order Sigma Chi Fraternity bestows on one of its members.