

## CHAPTERS PRIORITIZE SOCIAL MEDIA FOR DIGITAL RECRUITMENT

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Several chapters around the country started to look at fall recruitment this summer, contacting campuses to learn about new rules and guidelines, and emphasizing ways to reach new members through social media. One chapter to do this was the Delta Upsilon Chapter at Penn State Behrend. Chapter President Mitchell Jenkins knew work needed to be completed this summer to make the semester and academic year successful.

"This summer, we started thinking about how to engage people without having events on campus. We wanted to do something everyone

would have fun with. The plan was to have themed posts on Instagram each day of the week. Monday became *Motivation Monday*, Tuesday is *Takeover Tuesday*, Wednesday is *What's Up Wednesday*, Thursday is *Throwback Thursday*, and Friday is *New Music Friday*."

While this plan was well thought out, having various chapter members participate each week and making graphics for each day in advance, the campaign was slow to gain traction.

"We started our campaign the week before school, and it didn't start great. We talked about it as a chapter, and we all were still

onboard moving forward with it. Once school got started again, we saw more engagement."

Jenkins said recruitment has gone really well this semester, and they already have 8-10 guys ready to sign bids for the spring semester. He said their attention to daily posts is what helps them stand out on campus.

"A lot of guys we talk to in person appreciate seeing the chapter on Instagram and putting effort in. Some of these guys didn't get to play spring sports, go to prom, or even walk at graduation, we want to make their campus experience the best, and we believe that includes Sig Tau."

## THREE THINGS TO KNOW ABOUT SIG TAU THIS MONTH

1

### FIRST VIRTUAL INITIATION

This past week, the first-ever virtual Ritual of Initiation was held for brothers around the country. This opportunity was created in a virtual environment for our members' safety during the Covid-19 pandemic.

2

### CHAPTER OFFICER RESOURCES

Multiple resources have been provided to chapters early this fall semester. Resources like [Digital Recruitment 101](#), [Event Hosting During COVID-19](#), and [Tips for the Virtual Classroom](#) can all be found online at [sigtau.org](http://sigtau.org).

3

### WPN CHAPTERS MOVE-IN

Over 250 residents successfully moved into multiple WPN properties in eight states across the country.



# ALUMNI BROTHER FINDS HIS VOICE THROUGH ART

**Gamma Beta Alumnus Stephon Freeman, Stevens Point, always knew he wanted to be an artist. His earliest memory of art, he saw people painting and tried to emulate them. Attending Wisconsin – Stevens Point as a fine art major, he didn't find his love of spray paint art until graduation.**



**“In college, I did a lot of charcoal, and then I transitioned to printmaking and film and photography. At that time, I didn't really like painting. I saw classmates painting, and I started to try it. Through college, I learned I was process-oriented, and that is how I found what I do now.”**

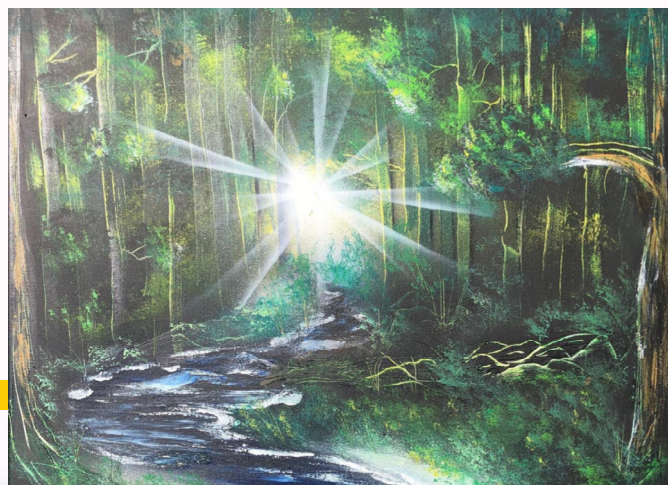
In college, Freeman said most of his learning was done outside of the classroom. He studied abroad in Italy, and he also held multiple positions in the Gamma Beta Chapter, including the then vice president of membership, vice president of finance, and eventually chapter president in 2012.

**“Sig Tau taught me so much. It helps me today in so many ways with my business. My time as vice president of finance helps me today price my art, being vice president of membership taught me how to connect with people, and being chapter president taught me how to manage multiple things happening at once.”**

For Freeman, art is life and life is art. He believes everything is intertwined and that being a dad, husband, and brother are the most important things to him.



"I gained so many connections through Sig Tau around the country. Seeing letters or bringing up Sig Tau in conversations, you find those automatic connections. I was actually with a Sig Tau brother yesterday, and I see him as more than a fraternity brother. It is more than a Fraternity; brothers are my family."



"I find a certain clarity in my mind.... It gives me the energy and feeling I want to have when I paint."







# FROM THE ARCHIVES

This month, we feature the Kappa Chapter of Sigma Tau Gamma at the University of Wisconsin - Whitewater. The Kappa Chapter is the oldest Sig Tau Chapter in Wisconsin, receiving their charter in 1928.

