



# **Delta Sigma Pi**

## **CHAPTER OPERATIONS MANUAL: Professional Activities**

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# Professional Activities

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## INTRODUCTION

The primary mission of Delta Sigma Pi and of a professional program is to build great business people out of our members.

The basis for this mission lies in the preamble to the Bylaws of the International Fraternity of Delta Sigma Pi, or "The Purpose". "The Purpose" is shared by all chapters and members and contains the common principles upon which Delta Sigma Pi was founded. A professional program and the Fraternity's quest for the development of professionalism in our members further supports "The Purpose."

**Delta Sigma Pi Is A Professional Fraternity . . .** Members are chosen from the field of business, sharing common interests and goals.

**Organized To Foster The Study Of Business In Universities . . .** A comprehensive and diverse professional program offers learning experiences beyond the classroom with the application of classroom principles.

**To Encourage Scholarship . . .** Professional events featuring speakers and educators on study habits, alleviating test anxiety, writing papers and making class presentations aid members in attaining scholastic excellence.

**Social Activity . . .** The ability to interact with professionals in a social setting is invaluable. Meeting with clients outside the office, business deals made on the golf course, and selling your product or service to potential clients over dinner are frequent realities of business today.

**And The Association Of Students . . .** Learning to walk together toward a common goal given different backgrounds and points of view is an essential element of professionalism.

**For Their Mutual Advancement By Research And Practice . . .** Each chapter member has the opportunity to apply concepts learned in their classes to aid the chapter in operating as a small business enterprise. Each member gains skills and experiences that will benefit his or her career.

**To Promote Closer Affiliation Between The Commercial World And Students Of Commerce . . .** Members have the opportunity to develop ties between chapter members and professionals, the Chamber of Commerce, the Small Business Development Center, professors, local business people, alumni chapters, and volunteer national officers.

**And To Further A Higher Standard Of Commercial Ethics And Culture And The Civic And Commercial Welfare Of The Community.** Any company, large or small, serves the community that supports their business. Likewise, chapters of Delta Sigma Pi strive to establish goodwill and practice business principles with integrity.

Just as Delta Sigma Pi as a whole has a purpose, it is beneficial for each chapter to develop an individualized mission statement with supporting goals. In order to optimize the benefits of a professional program, the professional activities scheduled should directly address the interests and needs of the chapter members. Appendix I is an example of a proposed professional program. It illustrates several general goals of a professional program and how general goals might be tailored by more specific objectives.

## **PROFESSIONALISM**

In developing students into business people who are truly ready for the business world of today and tomorrow, one finds that there are many elements to professionalism. It is also found that **PROFESSIONALISM EXTENDS WELL BEYOND MANAGEMENT**, goal setting and day-to-day operations. In terms of professionalism, it is important to remember that everything you do says something to someone. Likewise, you are what you do as well as what you say.

The characteristics of professionalism and professional activities distinguish Delta Sigma Pi from volunteer groups, clubs, scholastic honor societies and social fraternities. This attention to the development of professionalism in members of Delta Sigma Pi allows **MEMBERS to DISTINGUISH THEMSELVES FROM OTHER BUSINESS PEOPLE AND OTHER JOB CANDIDATES**. Professional events not only provide Deltasigs with the chance to meet professionals, it also gives potential employers the opportunity to interact with those about to enter the work force. Believe it or not, business people appreciate meeting students almost as much as they value networking with them.

### ***Benefits Of A Quality Professional Program***

- Elements of professionalism are enhanced through a quality program of professional activities.
- Professional activities provide interaction and contact with people in the business world. This interaction leads to opportunities for internships and jobs, as well as friends.
- Professional activities can create an atmosphere of both fun and learning while building and strengthening chapter unity at the same time.
- Learning to be a better businessperson.
- Preparation for taking leadership roles in the business world.
- An affiliation with the business world that increases knowledge and stimulates learning.

Professionalism encompasses all aspects of chapter operations. Maximize the chapter's opportunities for enhanced professionalism by realizing how all aspects of chapter operations interrelate with one another just as they do in the business world of today. Consider the following questions. What contributes to chapter professionalism? How do these factors parallel business practices of today? **HOW IS DELTA SIGMA PI LIKE A BUSINESS?** The following page illustrates how a Delta Sigma Pi chapter is similar to a business.

<b>CHAPTER</b>	<b>BUSINESS</b>
<b>COMMUNITY SERVICE</b>	Charitable contributions, corporate support of the arts, philanthropic endeavors, Chamber of Commerce member
<b>FUND RAISING PROJECTS</b>	Budgeting, profit generation, supplier and buyer relations, marketing and sales, financial reporting
<b>SOCIAL ACTIVITIES</b>	Corporate luncheons, social mixers, entertaining clients
<b>PROFESSIONAL PROGRAM</b>	Networking, professional development, corporate awareness
<b>RECRUITING ACTIVITIES</b>	Employee recruiting, marketing, sales, hiring criteria
<b>PLEDGE EDUCATION ACTIVITIES</b>	New-hire training program, human resource management
<b>SCHOLARSHIP ACTIVITIES</b>	Professional seminars, continuing education credits, in-house training program
<b>CHAPTER MANAGEMENT ORGANIZATION</b>	Centralized/decentralized, organizational chart, corporate hierarchy
<b>FACULTY INTERACTION</b>	Industry and management consultants, market research
<b>PUBLICITY</b>	Advertising, public relations
<b>EXTERNAL AND INTERNAL COMMUNICATION</b>	Timely communication of information both inside and outside the organization, multiple methods of being reached (adequate phone, fax and computer links), e-mail, effective inter-office memos
<b>MOTIVATION AND PARTICIPATION</b>	Decentralized management, team building, benefits package: insurance, vacation time, adequate compensation
<b>ALUMNI INVOLVEMENT AND OPPORTUNITIES</b>	Retirement plan, pension plan, corporate and employee discounts

# ESSENTIAL ELEMENTS OF A PROFESSIONAL PROGRAM

## *Goals*

Establishing goals provides direction and a measurement standard for the professional program. It is important to be ambitious as well as realistic in defining the chapter's goals for professional development. Remember the following ideas when setting goals.

- Chapter input is essential.
- Keep the composition of the chapter in mind (graduation dates, majors, career goals, etc.).
- Set measurable goals. General, long-term ambitions should be supported by goals of a short-term, operational nature.
- Strive for the best.

Each goal must be specific so that it can be applied directly to the chapter and evaluated. The chapter will know it has achieved its professional goals only if measurable criteria are a part of the goal. The following chart illustrates the difference between general and specific goals:

<b>GENERAL</b>	<b>SPECIFIC</b>
To provide at least eight rewarding and professional experiences to chapter members each year.	To use a variety of formats and topics that address professional development for the chapter overall as well as for individual members.
To increase attendance at professional meetings.	To have at least 90% of all chapter members in attendance at all professional events.
To increase contacts with local business people.	To secure speakers and/or donations from at least six local businesses over the course of each term.  To inquire of 15 local businesses as to internship and other employment opportunities.
To involve the faculty in the professional program.	To have each chapter member personally invite two professors to each professional event.  To sponsor "Faculty Appreciation Week" during the second week of March.
To provide at least one professional function to the entire campus each term as a service project	To sponsor "Career Day" on November 10 with at least 25 firms represented.
To emphasize the professional program to recruit students for chapter membership.	Ensure that flyers, radio announcements and news – paper advertisements publicizing professional events are distributed at least 10 days prior to each event.  Have each member bring a potential member to the professional speaker on October 4.

## *Planning*

Any successful activity requires proper planning. When planning is comprehensive, those involved are better able to fully enjoy the activity and to handle any problems that arise.

- Planning makes professional activities the focus of the chapter.
- Organize the professional program well in advance of the new school year or term with a set of goals for the chapter to attain.
- Give adequate notice to chapter members who may need to adjust their schedules.
- Advanced planning serves to increase participation.
- The chapter has the best opportunity to schedule popular speakers and tours if they are contacted early. This improves the quality of the program.
- Planning provides a courtesy to speakers by giving them a chance to prepare a more tailored presentation.

***Communication***

The professional program must coordinate with other activities planned by the school, chapter, etc. including sports and exams. Cooperation with other chapter members and officers is important. The chapter must work as a team, giving attention to how the professional program works with other chapter activities. Consider the following ideas:

- How does the professional program work within the budget?
- What fundraisers are planned to offset professional expenses?
- If the VPPA and the professional committee members actively support fund raising efforts, other members are more likely to attend the professional events in return.
- Who are the existing and potential clients of the chapter? Current members, prospective members, future employers, alumni with experience and money, the community and faculty.
- What professional relationship are you building with the members of that market?
- Has the chapter established goodwill within the community and practiced professionalism in the natural environment?
- Is the chapter respected in the business school, on campus, in the community and by professionals?

In addition to internal communications, publicity and external communications are essential in executing a successful professional program. Additional information and ideas on publicity and promotions can be found later in this manual.

***Vice President-Professional Activities (VPPA)***

<b>Characteristics</b>	<b>Responsibilities</b>
Enthusiastic Organized and well-prepared A hard worker A coordinator A good communicator  A leader	Motivator Manager Delegates Public Relations Meets the needs of chapter members through professional programming Keeps the chapter members informed

**Suggested Goals for the VPPA:**

- To solicit the chapter’s ideas and feedback in order to meet the needs of the chapter.
- Provide the best professional program possible.
- Report all professional activities for CEI recognition.

- Strive to be creative and add new and exciting dimensions to the professional program.
- Present the chapter members with a written proposal for professional activities, which includes a philosophy of why the chapter should sponsor the activities and a plan of action to implement that philosophy.

### ***The Professional Committee***

- Allows the VPPA to spread out planning, assignments, and duties.
- Should represent a cross-section of the chapter members.
- Helps solicit input to develop the professional program.
- Generates feedback.
- Provides the collective support and positive interaction needed to make the professional program balanced and successful.

### ***The Chapter***

- The entire chapter must assume responsibility for reaching its professional goals.
- The chapter must elect a qualified and capable VPPA.
- Chapter members should be encouraged to ask themselves why they joined. Most often at least one of the reasons will be satisfied by the professional program.
- It is necessary for the chapter members to be involved in and aware of the development of the professional program. This will lead to their involvement in the professional activities themselves. Outstanding speakers also help to expand and develop membership, professionalism and participation.
- Each member of the chapter should think of himself/herself as an active and integral part of the professional program, after all, the professional program is for the chapter members.
- Every member should offer his/her assistance and provide feedback to the VPPA.

### ***Pledges***

- Pledges should be aware of what they stand to gain by attending professional activities now and in the future.
- They should be informed of all professional activities and opportunities.
- Pledges should involve themselves in as many professional events as possible.
- Each pledge class must plan and sponsor at least one professional event.

## **IMPLEMENTING THE PROFESSIONAL PROGRAM**

### ***Where To Get Ideas***

There is any number of sources from which to draw ideas for the chapter's professional program. Faculty, alumni and chapter members are good places to start. Often, faculty is doing research on current business topics. Deltasig alumni may be able to arrange tours of the companies where they work. Deltasig alumni can provide helpful hints on job hunting and getting along in the business world after graduation. This also serves to strengthen alumni relations and is valuable to the collegiate members in planning careers, future courses of study or the job selection process.

Do not be satisfied with only typical speakers. Many chapters have sought big name speakers such as corporate presidents or governors and have gotten them. Sometimes a "big name" figure can be encouraged to speak if a large audience can be obtained. This presents an excellent opportunity for Delta Sigma Pi to sponsor a campus-wide or all-business college professional event. It will aid the educational program of the school and help Delta Sigma Pi by building its image and influencing prospective members.

Providing a program with a variety of formats also contributes to the success of the program. Field trips, for example, offer experiences that cannot be provided in the classroom or by professional speakers since the chapter members actually enter the ‘real world’ of business. Field trips, both local and out-of-town, provide the opportunity to interact with executives and gain some of their knowledge. No Delta Sigma Pi visit to a firm is complete without a discussion with corporate personnel. Out-of-town field trips allow chapters to contact and meet alumni and other chapters living in the location being visited.

In many instances, social activities can enhance the professional program of the chapter and can generate enthusiasm for the professional program. For example, combine a professional speaker with a cocktail hour and dinner (be sure to follow risk management procedures). A social hour after the professional meeting serves the same purpose. When on a professional tour, a social activity for the chapter, such as dinner with the company executives or visiting an interesting entertainment spot, can be fun. It is also beneficial to chapter members since it places them professionally in a social setting similar to those found in the business world.

### ***Recommended Formats For Professional Events***

- Panel discussions
- Debates
- Industry films/videos
- Role-playing
- Tours
- Inter-chapter events
- Events that increase faculty relations
- Campus-wide professional events
- Activities that combine professional and social aspects
- Career fairs
- Business weeks

Keep in mind that the program must fit the needs of the chapter members. Refer to the Example Professional Program for ideas on how to incorporate various event formats into the professional program. For a comprehensive listing of event topics and ideas, see Appendix 4.

### ***Contacting The Speakers***

#### **Contact Letter**

- Contact potential speakers initially by letter. A sample letter of invitation can be found in Appendix 7.
- Introduce the potential speaker to Delta Sigma Pi; you are marketing the Fraternity to this person.
- Invite the person to speak, sit on a panel, etc.
- Make the person feel he/she will gain something from the experience and that chapter members are interested in what he/she has to say.
- Possible benefits you may want to highlight for the potential speaker include the chance to express his or her views on business, a chance to talk about his or her particular corporation or industry and the opportunity to talk with young people who are interested in business.
- Propose a date or dates and try to get the person to commit to them.
- Do not be too detailed or demanding in the initial letter.
- If appropriate, emphasize the theme of the professional program and explain how that speaker can enhance the theme.
- Prepare the letter on chapter stationery including a return address. Enclose a chapter business card if available.
- The letter should be typewritten with no errors. Proofread! Be sure to check the name of the speaker, their title and the name of the company for accuracy.

- The chapter may also want to enclose a statement or profile of Delta Sigma Pi and the professional program, including a partial list of past speakers. This adds credibility to the program and helps ensure a positive answer from the speaker. An example can also be found in Appendix 8.

### **Tours**

- When arranging a tour or visit, you may want to make an appointment and visit a company personally. See Appendix 12 for a sample oral presentation.
- Stress that the chapter members seek an educational experience, more than just a tour.
- Stress the need for a discussion or meeting with management officials.
- Prove that it is worth their time.
- The VPPA should be prepared to answer questions and offer ideas and suggestions to make the trip more successful. The VPPA may recommend changes and new ideas such as - a training program exercise or a luncheon.
- Small group seminars with key executives talking with students in their major field of study, possible topics: production scheduling, inventory control, market research, sales promotion, distribution and warehousing, finance, financial reporting, customer relations, management policies, personnel policies and relations with government and the community.

A sample letter to request a company tour can be found in Appendix 5.

### **Follow-Up To Initial Letter**

- Follow up in about 10 days with a phone call. Do not wait much longer than that for a response.
- Persistence pays off and follow-up on the initial contact is the rule of thumb rather than the exception. How often have we heard that many employers today may not even look at a resume until you call and follow up?
- Talking directly with the speaker may result in a commitment.
- If the speaker accepts, it is a good idea to call and thank him/her for consenting to speak and inform the speaker that you will be sending additional details in a letter within the next few days.

### **Confirmation Letter**

Even if the potential speaker rejects the invitation or has to cancel at a later date, a follow-up letter should be written thanking the person for his/her consideration. Leave the person with a favorable impression of Delta Sigma Pi. A letter following a speaker's acceptance should contain the following information:

- Coordinate or confirm a speech topic related to the chapter theme or goals.
- Specify or confirm the date, time and place of the meeting.
- Provide a map with the appropriate parking areas and buildings circled. Indicate that someone will meet the speaker when he/she arrives on campus or will provide transportation if necessary.
- Express time preferences for the presentation and mention the length of the question and answer period.
- Request a biography of the person and any other information that may be helpful to the member making their introduction.
- Provide information about the audience, such as details of the current professional program, the number expected to be in attendance, the composition of the audience (ages, majors).
- Offer help with any required equipment (VCR, podium, overhead projector, etc.).
- Assist in planning travel or accommodations if the speaker is from out of town.
- If possible, extend an invitation to dinner with the chapter, executive committee or VPPA. Alternatives to the dinner include a mixer prior to the presentation or a social hour after the speech.

For tours, provide information on the professional program content, the length of the visit and the expected number of attendees. Also include the make-up of the chapter (majors, grade classification, professional goals, etc.).

An example of a confirmation letter is found in Appendix 9.

## ***Scheduling***

- It is suggested that at a minimum there should be one professional meeting per month during the academic year. For CEI purposes the chapter should plan and implement at least eight professional activities for the entire school year to attain recognition.
- Professional events should be timed to ensure maximum participation.
- The VPPA must check with other chapter officers to make sure professional activities do not conflict with any other scheduled chapter activities.
- The VPPA should also determine if some chapter events could be combined, such as a recruiting activity and a professional activity.
- Go to the college or university and obtain a calendar of events for the next year so Fraternity events do not conflict with all-campus events, sporting activities of wide interest or exam periods. Avoid scheduling activities at a time that would make members choose between Delta Sigma Pi and school events.
- Check National and regional Deltasig calendars for conflicting conferences, social/athletic outings or initiations. Significant events are found on the web site. (<http://www.dspnet.org>)
- Evenly space events throughout the term to avoid burnout.
- Have members fill out time schedules.
- When feasible, give members choices for times and dates.
- Prepare a calendar with all necessary information, dates, times, places, etc. and distribute this calendar to the chapter members. (The chapter may already distribute a master calendar of Fraternity events to all members.)
- The professional program should allow flexibility.
- The VPPA should have substitute back-up speakers available, just in case.

## **Substitute Speakers**

- More likely candidates will be professors or personnel on campus or local business people who would be able to attend on fairly short notice.
- Substitutes should be advised of their status, consent to it and have knowledge of when they may be called to fill in.
- Each substitute should receive a schedule of the chapter's professional activities and should also be aware of the theme and goals for the professional program.
- The list of substitute speakers should be retained in the chapter files and should be passed on to subsequent VPPAs for possible use.

## ***Motivation***

To ensure the success of a professional program, chapter members must be motivated to attend the events. Motivation must start with the VPPA. He or she must be enthusiastic and have the ability to generate the confidence of others. With encouragement for chapter input, the members become involved and see that they are an integral part of the program. Soliciting the support of influential chapter leaders can help to achieve wide spread support and motivation. Chapter members are motivated to participate when the professional program has variety and quality and is worthwhile TO THEM. Making a tradition of quality professional activities, such as sponsoring an annual event, helps to focus the chapter's professional direction. Remind the chapter that Delta Sigma Pi exists for the PURPOSE OF PROFESSIONALISM.

Be dynamic. The center of motivation is creativity. Provide professional activities different from anything in the classroom. The activities should broaden the chapter members' knowledge of business and go beyond each person's specialty to widen the horizons of opportunities for students. Stress the rewards of professional programming. A professional program aids students in obtaining practical experience, makes them aware of their interests and allows them to develop their minds more completely while becoming familiar with leading business people. Using quotations and other feedback gathered from past professional programs, prove to current members just how beneficial professional activities can be. Provide other incentives. Arrange big name speakers, offer free lunches or

combine the event with a social activity to generate enthusiasm. **PROMOTE** and market each and every event. If current chapter members fail to identify with the professional goals of the professional program, the chapter may need to re-evaluate its membership selection process. Emphasize professionalism when discussing the Fraternity with prospective members.

## ***Publicity***

Publicity of a professional event plays a key role in whether or not the activity will be successful. **TO ACHIEVE ANTICIPATED ATTENDANCE LEVELS**, events must be effectively promoted to chapter members as well as to any outside parties who may be interested. Publicizing any event is an effective **RECRUITING TOOL**. It also aids in soliciting **SUPPORT FROM THE COMMUNITY AND UNIVERSITY** for other events. As mentioned previously, being able to effectively draw a crowd will help convince “big name” speakers to come to campus. Remember that you are **SELLING AN EVENT**. Keep your target audiences in mind.

### **Promotional Ideas:**

#### **To Chapter Members**

- Distribute reminders to all members through a note, phone call, bulletin board, e-mail or announcement in class.
- Quote a popular instructor’s recommendation on what particular speaker will be of value to the members.
- Organize a professional committee skit for presentation during a chapter meeting.
- Set concrete goals for participation.
- Use music, surprises and visual aids such as posters.
- Invite chapter members to take the speaker to dinner.
- Speak with company personnel about employment opportunities prior to or during a professional event.
- Take pictures of attendees and speakers to display.
- Discuss plans to apply for the Outstanding Professional Activities Award.
- Have other members describe past tours/speakers to new brothers and pledges.
- Invite District Directors, Regional Vice Presidents, faculty Deltasigs, Board of Director members and the Central Office staff to big events.
- Make use of the chapter newsletter for publicity.

#### **For Campus-Wide Speakers And Events**

- Type a short announcement to be read by all business faculty-inviting students to the professional events. Have the announcement signed by the VPPA and Chapter Advisor or Business School Dean, giving faculty another persuasive reason to read the announcement.
- Have chapter members invite students to your professional activities by announcing it in their own classes.
- Invite business instructors whose classes closely relate to the topic to encourage their entire class to attend the event.
- Utilize a display case to invite students to your professional events.
- Create small flyers that include a photograph of the speaker and some information about the presentation and place of employment. Mass produce them and hand them out to all students in the business building a few days before the activity.
- Utilize free publicity in campus and community newspapers that announce student activities. Many times they will write an article that will further promote the event.
- Send a letter to each campus business organization president inviting their members to attend your professional events.
- When guests attend your events, recognize them and make them feel welcome.
- Send a personal thank you to all guests and continue to invite them to upcoming activities.

## **Other Tips/Ideas**

- Send the faculty (at least the Deltasig faculty) a professional calendar.
- Invite the faculty to special and/or all professional meetings via e-mail or personal visits from chapter members.
- If the program is especially good, invite the Dean or University President.
- Last minute invitations are usually ignored.
- Invite local alumni or, at least, provide them with a professional calendar.

## ***The Event***

Once on campus the speaker should not be without someone to help introduce chapter members and engage in conversation until the time of the speech.

Offer assistance with audio-visual aids. Coordinate any equipment or personnel needed. Ensure that someone in attendance knows how to operate and repair the equipment.

## **Introduction**

- The introduction of the speaker should be brief—one minute or less.
- Highlight the individual's position, the topic of the speech, any noteworthy positions or awards received and other information of particular interest.
- Speak without notes and off-the-cuff rather than memorizing the speech word for word.
- Practicing the introduction is encouraged.

An example introduction can be found in Appendix 11.

## **Question and Answer Session**

- The VPPA should set an approximate time limit and observe it.
- The VPPA should have questions ready to get the discussion moving if necessary.
- It may be helpful to distribute a list of possible questions to chapter members before the actual event.
- Be flexible.

## **Saying Thank You**

- A Certificate of Appreciation is available from the Central Office.
- Frame the certificate before presenting it to the speaker.
- The chapter may also want to present a small gift such as a pen set, university or Fraternity mug, etc.
- Leave a lasting positive impression.
- In the closing remarks, raise an important point that you will remember from the presentation. This will make the speaker feel good and prove that the members learned from the speaker's presentation.
- Each chapter member should attempt to thank the speaker personally. Remember that the speaker is the guest of the entire chapter, not just the VPPA.
- Ensure that the guest feels welcome and appreciated.

A sample thank you speech is found in Appendix 11.

## ***Follow-Up***

### **The Follow-Up Letter**

- The letter should be professional, error free, sincere and appreciative.
- The VPPA may send copies of the letter to the chapter advisor or Dean to show whom Delta Sigma Pi has had as a speaker.

Appendix 10 contains a thank you letter example.

### **Other Follow-Up Activities**

- Discuss ways to improve the event with the professional committee.
- Document plans/evaluations for future VPPA's to use. See Appendices 13 and 14.
- Complete reporting requirements for the Chapter Efficiency Index.
- Publicly recognize brothers/pledges who attended.
- Encourage chapter members who did not attend to come to the next event.
- Thank the members of the professional committee who helped organize the event.

## **OTHER TOPICS**

### ***Chapters In Non-Metropolitan Areas***

- Contact campus recruiters. Obtain a list of the firms planning to visit the campus and invite recruiters to address the chapter.
- Consult the Business Dean and Faculty Advisor.
- Combine professional meetings with another chapter, another business organization on campus, local alumni or a community organization.
- Make use of faculty as speakers.
- Tour small businesses. They account for the majority of business in the United States.

### ***Commuter Schools***

- Schedule professional speakers during the lunch hour or during campus "dead hours" to boost attendance.
- Review class and work schedules of the individual chapter members to determine the days and times when the greatest number of chapter members will be able to participate.
- Hold professional events at various times. Different people can attend at different times and on different days of the week.
- Consider holding a professional event at a location, which may be more centrally located to chapter members than campus.

### ***Budgeting For Professional Activities***

The chapter budget should allow for all professional expenses including:

- Letterhead
- Postage
- Photocopying
- Telephone calls
- Publicity
- Transportation/visits to companies
- Entertainment (dinner, social hours, etc.)
- Thank-you gifts

## ***Business Etiquette***

### **First Impressions**

- The first words you speak should include some type of thank you. For example, “Thank you for the opportunity to speak with you.”
- Be conscious of the way you walk. Walk with confidence and with a smile.
- BE PROMPT. If, for any reason, you are going to be late, call before the scheduled arrival time with an apology, a beyond-your-control excuse and an estimated time of arrival.
- If you are meeting someone at a restaurant and you happen to arrive first, sit down at the reserved table. Do not, however, order a drink, eat rolls and butter or even unfold your napkin. The table should look clean and untouched when the other person arrives.

### **Introduce Yourself And Others**

- When being introduced, always stand, shake their hand, say your name if it has not already been stated. Repeat the other person’s name by saying something like, “Nice to meet you, Mr. Smith.”
- Always introduce yourself and extend your hand to anyone you meet who does not know you. State your first and last name clearly.
- When you meet strangers at a business function, include your organization’s name with your name.
- When you have a social or business gathering, shake hands all around again as a gesture of good-bye.
- Always introduce the more important person to the less important one. Give precedence to the person to whom you wish to show respect.

## ***Professional Attire***

At professional events or when meeting professionals (to ask them to speak, for fund raising projects, etc.), chapter members do not necessarily have to dress as for an interview. Business attire that one would wear to an “office job” is generally appropriate. Expect the members to DRESS ACCORDING TO THE ACTIVITY as well as their budget. It is not necessary to dress in an ultra-conservative manner for every event or activity; however, professional attire implies a conservative style.

- Project professionalism.
- Give attention to details. Shined shoes (both men’s and women’s), clothing that is ironed or pressed and accessories that match (belts, socks, jewelry, etc.) are each important.
- Classic/tailored suits, pants and skirts are always in style and convey a professional image.
- Dress appropriately for the occasion.

## ***Telephone Etiquette***

- If a business person has to take a phone call during your meeting, do not stare at the person while he/she is talking. If the person’s voice drops, stand up and offer to wait outside until he/she finishes.
- Do not eat or chew into the mouthpiece.
- Do not allow background noises to penetrate the mouthpiece (such as a television or radio).
- End your telephone calls with a pleasant, upbeat note. For example, “It was nice talking with you.”
- If you dial the wrong number, always make a sincere apology instead of rudely hanging up.
- Never call anyone before 8:00 A.M. or after 10:00 P.M. unless it is an emergency.

## ***Written Etiquette***

- Write thank-you notes within 48 hours of the meeting.

## **CLOSING**

Any professional program will be limited only by ambition: the ambition of both the chapter and the Vice President - Professional Activities. Ideas and creativity combined with planning create a successful program. Variety, quality and serving the needs of the chapter members will aid professionalism and add new dimensions to the chapter never before dreamed possible.

Rededicate your chapter to the ideals of Delta Sigma Pi. It will make for a better chapter, a better brotherhood and a better business world.

## APPENDIX 1 - SAMPLE PROFESSIONAL PROGRAM

### *Professional Meetings*

THEME: "Business And Society"

Goal:

In recent years, business has been called upon to be responsive to society and different groups within society. Such issues represent a new challenge, different from the traditional emphasis on profit and growth. Social challenges to business and the ensuing public attitudes promise to be an important aspect of the future of American business and will affect us as future managers. Exploring these areas through professional speakers will help chapter members become aware of issues that will probably confront them as business people. It will also help them investigate their own perception of societal issues and establish viewpoints about how socially responsible business should be. The professional meetings will also serve to supplement the classroom curriculum by exploring areas not usually included in the traditional curriculum, but just as important to business and our future.

### Meetings:

- Topic:** "Should Business be Socially Responsible?"  
**Format:** Panel Discussion. In conjunction with a recruiting activity.  
Open to all students in the College of Business.  
**Speaker(s):** Corporate President, Professor, Legislator and Moderator (chapter member.)
- Topic:** "Business and Government"  
**Format:** Debate  
**Speaker(s):** Owner-president of small business: The Problems of Regulation; Chairperson, State Commerce Commission: The Importance of Regulation. Follow up with a visit to the State Commerce Commission.
- Topic:** "Business and Labor"  
**Format:** Joint meeting with community group  
**Speaker(s):** Secretary-Treasurer of State AFL-CIO, President of a corporation currently experiencing a strike
- Topic:** "Business and Environment"  
**Format:** Film and speaker  
**Speaker(s):** Movie on pollution and business: "The Energy Situation" – Public Relations Officer of Power and Light Company
- Topic:** "Business and Minorities"  
**Format:** Film and speaker. Combined function with alumni chapter.  
**Speaker(s):** Film on minority enterprise. Chairperson, State Commission on Status of Women
- Topic:** "Ethics in Business Forum"  
**Format:** Panel Discussion. Open to entire campus.  
**Speaker(s):** Corporate President, Board of Trustees member, Professor
- Topic:** "Consumerism and its Importance"  
**Format:** Speaker  
**Speaker(s):** Vice President of Marketing of a large corporation
- Topic:** "Business Philanthropy"  
**Format:** Speaker  
**Speaker(s):** Qualified professor

9. **Topic:** “The Challenge of Business for the Future”  
**Format:** Dinner/Professional Meeting. Open to faculty, alumni and past participants in this year’s professional program.  
**Speaker(s):** President of a corporation

## **PROFESSIONAL FIELD TRIPS**

### ***Goals***

1. Talk with executives about current business practices relating to the theme of “Social Responsibility of Business” and how they are responding.
2. Examine the traditional aspects of business functions: finance, accounting, operations, marketing, human relations.
3. Provide diversity to the professional program.
4. Give chapter members an opportunity to interact with business people in business situations.

## **FIELD TRIPS**

### ***Local Tour - Fall Semester***

To a large appliance manufacturing company for a tour of the manufacturing facilities and discussion with the vice president of operations and administration.

### ***Major Field Trip - Fall Semester***

- a) Visit to a large metropolitan newspaper in a nearby metropolitan area for a tour and a discussion on marketing with top management officials.
- b) Visit to a railroad yard to tour facilities and talk with management.
- c) Visit to a large insurance company. A speech by the president, presentation of social responsibility and careers, a discussion with several top management personnel and a company hosted lunch where chapter members will be sitting with the executives of their major field of interest.
- d) Visit to a Fortune 500 manufacturing firm with a tour of facilities and discussion with the Vice President of Accounting.
- e) Visit to corporate headquarters of a fast food chain with discussions on marketing and human relations.

### ***Local Tours - Spring Semester***

Visit to brokerage firm with discussions on the stock market and finance. Co-sponsored with Alpha Chapter.

### ***Major Field Trip - Spring Semester***

- a. Visit accounting division of a large oil company. Activities include a seminar with company officials, a team-building exercise and lunch with company officials.
- b. Visit to a large retailing store with a tour of the facilities and presentations by management on marketing, buying procedures and social involvement.
- c. Visit to Energy Company with presentations and question and answer session on operations, functional areas and communication.
- d. Visit manufacturing facilities of a national food manufacturer. Tour research facilities then discussion and lunch with management at the corporate headquarters.

- e. Visit to national computer/data-processing firm including lecture, tour and talks with president and vice president, followed by a company-hosted reception.
- f. Visit to a major bank with presentations on banking, finance and accounting.
- g. Visit to a national airline firm with tour of facilities and talks with management.

## **SPECIAL PROFESSIONAL ACTIVITIES**

### ***Goals***

- 1. To expand the professional horizons of the chapter.
- 2. To provide service oriented activities of a professional nature to a wider segment of the community.
- 3. To aid image and recruitment needs of Delta Sigma Pi on campus.

### ***Activities***

- 1. Combination professional/social/recruiting activity: reception with business faculty and alumni.
- 2. Sponsor university "Career Day" with recruiting/interviewing/resume seminars.
- 3. Participate in a panel discussion for freshmen business classes.
- 4. Visit area high schools and talk about business and its future.
- 5. Serve as advisors for business students during registration.

## APPENDIX 2 - CHECKLISTS

### ***PROFESSIONAL PROGRAM CHECKLIST***

- \_\_\_ Define the goals/theme of the professional program.
- \_\_\_ Determine needs/interests of chapter members
- \_\_\_ Contact other collegiate and alumni chapters for possible co-sponsored events or field trips.
- \_\_\_ Determine potential speakers. Look for those who vary their presentations with group participation, visual aids, etc.
- \_\_\_ Send the initial letter on chapter letterhead with business cards.
- \_\_\_ Follow up the initial letter with phone calls 7-10 days later if no response has been received from the potential speaker.
- \_\_\_ Establish a professional calendar with a variety of event types prior to the start for the academic term or within the first two weeks of classes.
- \_\_\_ Present the proposed calendar to the chapter members while providing time for feedback and changes.
- \_\_\_ Conduct the events.
- \_\_\_ Evaluate each event and gather feedback to be placed in the chapter files. This will ensure a more complete transition from one VPPA to the next.
- \_\_\_ Apply for the Outstanding Professional Activities Award by July 1 of each year. (Consult "Awards" for more information.)

### ***EVENT CHECKLISTS***

#### **SPEAKER**

##### **Planning**

- \_\_\_ Make room reservations. Reservations for all events can be made at once if the calendar has been determined. Obtaining the same room for most, if not all events is helpful in eliminating confusion for attendees as to the location.
- \_\_\_ Mail a reconfirmation letter to the speaker describing all the details at least one week prior to the event.
- \_\_\_ Develop and distribute promotional items at least one week prior to the event.
- \_\_\_ Appoint greeters to meet the speaker as soon as he or she arrives on campus.
- \_\_\_ Make dinner arrangements and reservations if necessary.
- \_\_\_ Purchase a thank you gift, if applicable.
- \_\_\_ Prepare a Certificate of Appreciation
- \_\_\_ Profile the speaker for the chapter, providing background information and/or suggested discussion questions.
- \_\_\_ Send reminders to member, faculty and alumni to attend. The more personal the contact is, the better it is.

##### **Day of the Event**

- \_\_\_ Check the set-up of the meeting room.
- \_\_\_ Test any audio-visual equipment.
- \_\_\_ Make arrangements for someone to take photos. Get a variety that can be used in the chapter scrapbook, awards applications, future promotional material, newsletter, The DELTASIG, local newspapers, etc.
- \_\_\_ Practice the introduction of the speaker.
- \_\_\_ Take attendance at the event. Attendance information is required for Chapter Efficiency Index reporting.
- \_\_\_ Ensure that the guest book is available if the chapter uses one.
- \_\_\_ Relax and have fun during the presentation.
- \_\_\_ Present the certificate and/or gift following the presentation.
- \_\_\_ Get the speaker's business card if you haven't already.

### **Post Event**

- \_\_\_ Send a prompt thank you letter.
- \_\_\_ Make sure the event is reported for points in the Chapter Efficiency Index. Be sure to include:
  - Date, time, and place of the event.
  - Name, title, occupation, and company
  - Title/topic of the presentation
  - Description of the event/summary of the discussion
  - Organization(s) sponsoring the event
  - Actual number of members present
- \_\_\_ Obtain feedback from the chapter members. Ask them individually or collectively, formally or informally.
- \_\_\_ Report the significance of the event to the Dean and the faculty. Document feedback and evaluation of the event for the professional activities file. More comments are better for future planning. This information can be used in recruiting new members or convincing a speaker to visit in the future.
- \_\_\_ Maintain contact with the speaker, if appropriate. Is there potential for internships or employment with the company? What about corporate donations?

### **TOUR OR FIELD TRIP**

#### **Planning**

- \_\_\_ Finalize/confirm the list of attendees.
- \_\_\_ Make arrangements with the College of Business to have members excused from classes during the time of the tour. If the tour has professional merit and aids the school or the education of the members, most schools will allow students to miss classes.
- \_\_\_ Faculty members should be invited to attend so that they can see the value of the chapter's professional program.
- \_\_\_ If the field trip takes you out of town, contact the chapter and/or alumni members in the city of your destination. The Central Office can put you in touch with these people.
- \_\_\_ For an out of town field trip, contact the Chamber of Commerce there.
- \_\_\_ Send a reconfirmation letter or reconfirm by phone call approximately one week prior to the tour. All details must be covered.
- \_\_\_ Promote the event to chapter members.
- \_\_\_ Profile the speaker for the chapter, providing them with background information and/or suggested questions.
- \_\_\_ Make travel arrangements. Reserve vehicles if necessary. Ensure that there are people willing and able to drive reserved vehicles. This may entail some paperwork prior to the event.
- \_\_\_ Hold a meeting of those who will be attending to acquaint them with the companies to be visited. Prepare the attendees to ask questions.
- \_\_\_ Prepare a Certificate of Appreciation for the firm(s) to be toured.
- \_\_\_ Purchase a gift for the company, if appropriate.

#### **Day Of Event**

- \_\_\_ Make arrangements for someone to take photos. Get a variety.
- \_\_\_ Take attendance at the event for CEI purposes.
- \_\_\_ Ensure that the guest book is available if the chapter uses one.
- \_\_\_ Be early. Be impressive. Provide extra time for travel.
- \_\_\_ Relax and have fun during the presentation.
- \_\_\_ Present the certificate and/or a gift.
- \_\_\_ Get the speaker's business card if you haven't already done so.

**Post Event**

\_\_\_ Send a prompt thank you letter.

\_\_\_ Make sure the event is reported for points in the Chapter Efficiency Index by using the online reporting form which includes:

Date, time, and place of event

Name, title, occupation, company

Title/topic of the presentation

Description of the event/summary of the discussion

Organization(s) sponsoring the event

Actual number of members present

\_\_\_ Obtain feedback from chapter members.

\_\_\_ Document feedback and evaluation of the event for the professional activities file. The more comments the better.

\_\_\_ Maintain contact with the speaker if appropriate. Is there potential for internships or employment with the company? What about a corporate donation? Honorary member?

### **APPENDIX 3 - SOURCES OF PROFESSIONAL PROGRAMS**

- Files of the past Vice President-Professional Activities
- Chapter members and the professional committee
- Chapter Advisor and Deltasig faculty members
- University alumni office
- Deltasig alumni chapter
- University Board of Trustee members
- Placement office: staff and recruiters who come to campus
- College of Business advisory boards, usually comprised of prominent business people
- College officials such as the Dean or Vice President for Business Affairs
- Recommendations from other campus groups
- Contact other chapters or consult *The DELTASIG*
- The local Chamber of Commerce or other professional associations
- Civic groups: Rotary, Kiwanis, Lions, etc.
- Telephone directory
- Magazines or newspapers such as *The Wall Street Journal*, *Business Week*, *Barron's* and *Forbes Fortune 500*
- Library financial information: *Moody's* or *Standard and Poor's*
- Write to firms or visit web sites for annual reports, which provide information on corporate officers.

## **APPENDIX 4 - PROFESSIONAL PROGRAM IDEAS**

### **SUGGESTED THEMES**

- Business and the Law
- How to be a Successful Executive
- How to Prepare for Life in the Business World
- Free Enterprise
- Competition: Lifeblood or Threat?
- Understanding the American Economic System
- People in Business: Problems and Opportunities
- The Functional Areas of Real Estate
- How to Start Your Own Business
- Job Opportunities
- Professional and Personal Ethics
- Understanding Business Problems
- The Future of Business
- How to Operate a Small Business
- Business and Government
- Business and Society
- Business in a Changing World
- Practicalities Businesses Must Face
- The Social Responsibility of Business
- Financing Business
- The Fascination of Marketing

## PROFESSIONAL PROGRAM SUGGESTIONS

- Work with the Chamber of Commerce to promote the “City” or a “General Activity”
- Assist the city in developing or redeveloping an area
- Work with the Entrepreneur Center
- Work with the Small Business Development Center
- Provide a consulting service for small business
- Establish a Mentorship Program
- Attend a Stockholders Meeting
- Participate in a Stock Market Simulation (AT&T)
- Dale Carnegie Speaker
- Career Fair
- A debate forum on a current critical issue
- Resume/Interview Workshop
- A famous well known public speaker, political candidate, or successful local business person
- A blood drive
- A Dress for Success Fashion Show
- A Business Etiquette Workshop
- A Time Management Seminar
- A Local Business Show
- Computer Information Symposium
- A Business Code of Ethics
- Entertainment: Big Business
- State Laws and the Constitution
- What's in a Management Training Program?
- Management Information Systems
- Professionalism and Integrity in Business
- Business's Stake in the Next Election
- Marketing of Men's/Women's Fashions
- Minority Business
- Government Job Opportunities
- Business and Professional Public Speaking
- Hospital Administration as a Career
- The Checkless Society
- The Future of Inner-City Business
- Graduate School: Should I get an MBA
- Teaching Business: Professor's View
- The Role of Funeral Directors
- The Role of Computers
- Functions of a Chamber of Commerce
- Problems of Present-day Retailing
- Shopping Center Management
- The Impact of Multi-National Corporations
- Community Involvement and Business
- Alcoholism in the Business World
- Leadership Development
- Being a Corporate Good Citizen
- Informing the Consumer
- Advertising
- Hotel and Convention Management
- The CPA's Role in Business and Management
- The Better Business Bureau
- Income Tax Seminar
- Political Party Opponents
- The Role of Utilities
- Family Financial Planning
- Fast Foods: American Way of Life
- What is an Actuarial Scientist?
- Will Lawyers Soon Run Business

## SUGGESTED SPEAKERS

- Director of a Government Agency: Regulations, the Environment, Taxation
- Doctor: The Health of Executives
- Fashion Consultant: Dress for Success in Business
- Psychologist: How to be Successful, Self Confident
- Corporate Communications Director: The Importance of Communicating in Business
- Placement Director: How to Interview Write A Resume
- Lawyer: My Role in Business
- Investment Banker: Financing Business
- Investment Broker: What You'll Need in the Way of Stocks, Bonds, Real Estate Insurance
- University Business V. P.: Managing a University
- Bank President: Electronic Funds Transfer Systems
- Computer Expert: Computer Fraud
- Utility Spokesman: Energy and Business
- Partner, Accounting Firm: The Importance of Accounting,
- Broker: How to Buy Stocks
- Legislator: Why Government?
- Management Consultant: Problems Businesses Face
- Corporate Recruiters
- School District Business Manager: Are we efficient with your taxes?
- Internal Revenue Service: Bank Examiner or Tax Specialist or Auditor
- FBI Agent: White Collar Crime
- Travel Agent: Travel and Tourist Industries,
- Judge: Business in the Courts; White Collar Crime
- Athletic Director: Running a Sports Business
- Trade Association Office
- Consumer Advocate: Business' Social Responsibility
- Lobbyist: What's Affecting Business Today?
- Insurance Agent: Pitfalls in Buying Insurance
- Credit Union Officer: What's a Credit Union?
- Union Official: Why We Need Unions
- Lawyers: What is Anti-trust?
- Home Economics Department Chairman: Etiquette for Business People

## SUGGESTED TYPES OF COMPANIES FOR FIELD TRIPS

- Banks (especially Federal Reserve Banks)
- Insurance Companies
- Accounting Firms
- Brokerage Firms and Stock Exchanges
- Breweries
- Food Companies (manufacturers and processors)
- State and Local Government Agencies
- Computer Firms
- Funeral Homes
- Oil Companies Corporate Offices
- Shopping Mall Corporate Offices
- Aircraft Manufactures and Airport Offices
- Restaurants
- Utilities
- *Fortune 500* Companies
- Corporate Home Offices
- Major Manufacturing Facilities
- Electronics Firms
- Chemical Companies
- Steel Companies
- Publishers (newspapers, magazines, books)
- Automotive Industries (cars, tires)
- Fast Food Chains Corporate Offices
- Hospitals
- Corporate Annual Meetings
- Country Clubs
- Shipyards/Harbors
- Bottling Companies
- Radio/TV Stations Corporate Offices
- Transportation Companies (railroads-trucking-barges)
- Lumber Operations
- Advertising Agencies
- Trade and Association Shows
- Manufacturing Firms for Unusual Items

It must be remembered that any company regardless of size must conduct the essential business functions (accounting, finance, operations, management, marketing, consumer behavior). Thus, a tour with any company can become an excellent learning experience.

## **APPENDIX 5 - PROPOSED LETTER FOR A COMPANY TOUR**

### **International Fraternity of Delta Sigma Pi State University, Oxford, Ohio 45056**

Date

Ms. Jane Moore, Director  
Public Relations  
A-Plus Advertising Agency  
Middletown, Ohio 45042

Dear Ms. Moore:

I represent the Delta Sigma Pi professional business fraternity at State University. Delta Sigma Pi is composed of business students studying commerce. Our goals are to learn about business and to interact with the commercial world. To fulfill these goals, we undertake a professional program of speakers and field trips. The enclosed information sheet tells more about our group, its professional program and our past field trips.

The members of our chapter are very interested in visiting your company since you have produced so many successful advertising campaigns. We believe that a visit to A-Plus would add to our professional program and increase our knowledge of advertising.

Usually, our professional visits include a tour of the facilities and a discussion with members of the management team. We have selected the first week of October for our local field trip this year.

Would it be possible for us to visit A-Plus? I would like to contact you by phone to further discuss and receive your reply. A visit to A-Plus would help us observe business and add to our professional experiences. It is our hope that you would enjoy the opportunity to interact with today's students of business.

Your response will be greatly appreciated. Thank you for your cooperation.

Sincerely,

Ms. Jill Smith  
Vice President - Professional Activities  
Delta Sigma Pi  
(513) 555-1234

***NOTE:***

- All communications should be typed and personally written to each company selected.
- The proper person should be ascertained and a personal letter written (as opposed to Director, Public Relations).

## **APPENDIX 6 - QUESTIONS PREPARED FOR A COMPANY TOUR**

1. How do you balance profit and social responsibility? Is it possible to do so?
2. With so many societal demands, to which priorities do you respond? How are priorities chosen?
3. What is your view of government regulation? Does it hinder your industry? Is it too restrictive? Has Government overstepped its bounds?
4. How important is marketing to a service organization? Are trends changing toward more marketing and advertising, and what will these implications be?
5. What are the costs, opportunities and problems of malpractice insurance?
6. How has the computer changed your operations and what is the role of it in the future? Can it give us too much information?
7. To what extent is there political activism? Lobbying? Direct contributions? Does labor have an advantage over business in this area?
8. Do you pursue market segmentation strategy? What are the advantages and disadvantages of independent agents in selling? Would other selling techniques be better?
9. How is your investment portfolio determined? Do you use high risk and return instruments or safer investments?
10. What is the composition of debt and equity (%'s) in the portfolio? Which is more advantageous to use?
11. What has been the effect of inflation on the portfolio? What is the average rate of return and how does this compare with other companies?
12. What is the competitive situation of the industry? How severe is competition? What role does it play in business decision making?
13. Is it important to have goals and objectives? If so, are they of a target nature (% of return on investment, marketing share, etc.)? How vital is long range planning?
14. Are your services based on creating and selling a product or on trying to assess consumer needs and developing a service?
15. How important is market research? R & D (Research and Development)?
16. How does the company integrate its many functions to obtain overall objectives?
17. What is the management hierarchy? (Centralization? Decentralization?) Are employees treated as an important part of the company? How are consumers treated?
18. Is it still a goal to "maximize the wealth of the stockholder"? How are profits utilized?
19. What significant changes are taking place in the industry? What effects will they have?
20. Will social responsibility be consistent with long-range profits and better business conditions? Will self-regulations hinder or deter government regulations? Why is public confidence in business at an all time low? What can business do to change these attitudes? (How about foreign bribes?) Is the private enterprise system in danger of extinction? Are business-government partnerships the wave of the future?

## **APPENDIX 7 - INITIAL LETTER OF INVITATION TO A SPEAKER**

### **International Fraternity of Delta Sigma Pi State University, Oxford, Ohio 45056**

Date

Mr. Joseph M. Green, President  
The International Corporation  
1 International Plaza  
Cincinnati, Ohio 45201

Dear Mr. Green:

I represent Delta Sigma Pi, a national professional business fraternity. One of our goals as a fraternity is to study business, as it exists outside the classroom. We try to accomplish this goal through a professional program consisting of speakers and professional field trips.

At a recent chapter meeting, you were suggested as a possible speaker for our chapter at State University. Your involvement in community affairs and the direction in which you have led your company in this area are noteworthy and fit in well with our theme of "Business and Society." If possible, we would enjoy having you as a speaker during the fall semester.

Our speakers usually give a presentation of 10-45 minutes on a pre-arranged topic followed by a question and answer period. We believe that we would learn from your presentation and that you would enjoy the interaction with our group. If you are available, we would also like you to be our guest for dinner with the chapter officers prior to your presentation.

Since you are a leader in the field of corporate responsibility, I hope that you will be willing to "kick off" our professional program on September 12. If this date is not possible, but you are still interested in making a presentation to our chapter, we will be happy to arrange a more convenient date.

Omega Omega Chapter hopes that you will become part of our professional program. Please let me know your decision as soon as convenient for you. My address is below. I have also enclosed an additional sheet for your reference which tells about our professional program in more detail and which lists several past professional speakers.

We appreciate your cooperation and consideration and I look forward to hearing from you.

Sincerely yours,

Ms. Jill Smith  
Vice President - Professional Activities  
330 South Campus Avenue  
Oxford, Ohio 45056-0230  
(513) 555-1121

## **APPENDIX 8 - SAMPLE ENCLOSURE FOR THE CONTACT LETTER**

DELTA SIGMA PI AT STATE UNIVERSITY.....is not just another college group!

—Delta Sigma Pi was founded in 1907. Its purposes are 1) to foster the study of business in universities, 2) to promote closer affiliation between the commercial world and students of commerce and 3) to foster a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

—The chapter at State University, which was founded in 1927, is now part of over 243 collegiate chapters of Delta Sigma Pi and is an integral part of the College of Business at State. The chapter is the largest professional group on campus.

—Delta Sigma Pi at State represents 55 students in all areas of study in business.

—The members of Delta Sigma Pi seek practical experiences in business and the challenge of learning. This is accomplished by an emphasis on 'professionalism' with a speakers program, several professional field trips each year, and professional service to the university by sponsoring seminars, career days and other activities.

Past speakers have included:

- Mr. William Rose, State Legislator, speaking on law and business
- Mr. Ronald Edwards, President of ABC Corporation, speaking on personal development
- Mr. Paul Scott, Dillion & Scott, speaking on modern day accounting

Past Field Trips include:

- Lunch with corporate executives at Watertower Corporation followed by a tour of their headquarters.

Our professional theme this year is "Business and Society." As future managers, we hope to become aware of the demands that society is placing on business and the response that business must elicit in order to remain viable. Topics we hope to include in our program concern business as it relates to government and labor.

FOR THE CHAPTER...speakers provide insight, learning, experience, the opportunity to ask questions and to see and understand the practical side of business.

FOR THE SPEAKER ...an opportunity is provided to facilitate learning, to teach the lessons of business and to exchange ideas with young people and future business people.

FOR ALL..... an exciting and rewarding experience in learning about business and people.

## **APPENDIX 9 - CONFIRMATION LETTER**

### **International Fraternity of Delta Sigma Pi State University, Oxford, Ohio 45056**

Date

Mr. Joseph M. Green, President  
The International Corporation  
1 International Plaza  
Cincinnati, Ohio 45201

Dear Mr. Green:

Confirming our telephone conversation of August 13, our meeting will take place on September 7, at 7:30 P.M. in Room 312 of the Student Union. I have enclosed a map that will help you to locate the meeting room and parking facilities. I will meet you at 7:15 P.M. outside Room 312.

Your presentation on "Corporate Philanthropy - The Need and the Benefit" should add to our professional program on the social responsibility of business. After your presentation, which should last 30-45 minutes, there will be a question and answer period. Following this, we will have an informal social hour so that our members may meet you.

Could you send me a short personal biography that I could use for your introduction and also a copy of your company's annual report for last year? This will help us to become better acquainted with your company and may help us to determine questions for you.

Our chapter is diverse, being coed, having 55 members and being equally divided among freshmen, sophomores, juniors and seniors. We have several finance and marketing majors as well as a number of members majoring in insurance and accounting. I anticipate that between 45 and 50 people will attend the meeting.

If there is any equipment that you might need, such as an overhead projector, a lectern, etc., please let me know and I will arrange to have it for you. If you have any questions, please contact me at (513) 555-1121.

We are looking forward to you being with us on September 7 and appreciate your taking time to contribute to our professional program and learning experiences.

Sincerely yours,

Ms. Jill Smith  
Vice President - Professional Activities  
330 South Campus Avenue  
Oxford, Ohio 45056-0230  
(513) 555-1121

## **APPENDIX 10 - THANK YOU LETTER TO THE SPEAKER**

### **International Fraternity of Delta Sigma Pi State University, Oxford, Ohio 45056**

Date

Mr. Joseph M. Green, President  
The International Corporation  
1 International Plaza  
Cincinnati, Ohio 45201

Dear Mr. Green:

On behalf of the Omega Omega Chapter of Delta Sigma Pi at State University, I would like to thank you for your presentation last Sunday evening at our chapter meeting. Our members thoroughly enjoyed what you had to say along with the opportunity to ask you questions. Your presentation was an excellent contribution to our theme, "The Social Responsibility of Business."

One of the things we must become more aware of is the changing nature of our society in relationship to the role of international business. Your talk and your responses to our questions helped to do just that for our members.

We appreciate you taking the time from your schedule to be with us and to share your experiences as the past president of the National Association of International Manufacturers. We learned much from your presentation and it contributed greatly to our professional program and to our understanding of problems facing business today.

Again, thanks for being a part of our program.

Sincerely yours,

Ms. Jill Smith  
Vice President - Professional Activities  
330 South Campus Avenue  
Oxford, Ohio 45056-0230  
(513) 555-1121

JAS:hk

cc: Chapter Advisor  
Dean of Business School

## **APPENDIX 11 - SPEAKER INTRODUCTION AND THANK YOU**

### **A sample introduction would be:**

“Tonight it is a pleasure for Omega Omega chapter to have with us Mr. Joseph Green. Mr. Green, Omega Omega Chapter welcomes you and hopes that you will feel at home with us.

Some of you may be familiar with Mr. Green, who is an alumnus of our university. He has been active for several years in the business world and is currently President of the International Corporation in Cincinnati. He is also active in several business and commercial groups, being the Past President of the National Association of International Manufacturers.

As president of a major company, he deals with many problems and opportunities. Tonight he is going to tell us about one aspect of his job—International trade and its effect on the American economy.

Brothers and guests, I present to you, Mr. Joe Green.”

### **A sample appreciation gift presentation would be:**

“Mr. Green, that was an excellent presentation on international trade. I did not realize that so much money was involved. On behalf of the chapter, I would like to express our appreciation to you for being with us, for informing us with your presentation and for responding to our questions. You have made a significant contribution to our professional program and your presentation has been a learning experience for all of us.

As a token of our thanks, please accept this certificate from the chapter. We hope that you have had as enjoyable an experience being with us as we have had with you.

(applause)

I would like to invite all of you to a social hour in Room 311, which will give you a better opportunity to meet and talk with Mr. Green. Again, thank you, Mr. Green, for being part of Delta Sigma Pi’s professional program.”

## **APPENDIX 12 - SAMPLE ORAL PRESENTATION TO A FIRM**

Good morning Mr. Ross. I'm Jill Smith from State University.

I represent Delta Sigma Pi, a professional business fraternity at the school. Our purpose is primarily professional - we are students of business trying to learn as much as we can about business and different industries and firms.

To do this, we sponsor a professional program of speakers and each year we visit plants or firms in the local area. For example, last year we visited XYZ Company and ABC Company.

Several of our members have indicated that this year they would like to see the actual manufacturing process at the Widget Company and discuss the way that you effectively maintain the cooperation of your employees without a union.

Usually, our professional tours include a visit to the plant to see the manufacturing process followed by a talk with the president of the company or other top management personnel. We find that this allows us to mix the realities of business with our classroom experience. We've also found that corporate executives enjoy the exchange of ideas. It creates an enjoyable and rewarding learning experience for us.

If possible, we would like to schedule a visit to the Widget Company. Would that be possible?"

**NOTE:** Further discussion should follow and, if affirmative, the VPPA should anticipate details and questions that the firm would need to know to arrange the visit. Such things would include the length of the visit, how many students will be in attendance, the date and time of the visit and ideas for discussion topics or presentations by management personnel.

The VPPA should be friendly and positive, speak without notes, and should be relaxed.

If refused, the VPPA should thank Mr. Ross for his time and express the hope that a visit might be arranged in the future.

## APPENDIX 13 – PROFESSIONAL EVENT EVALUATION FORM

Name of company	Date
Address	
City	Telephone
Contact or Speaker in Company	
Title	Length of Tour or Speech

### SUMMARY BY VICE PRESIDENT - PROFESSIONAL ACTIVITIES

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#### VPPA'S EVALUATION OF TOUR OR SPEECH

Overall Evaluation	(Excellent)	1	2	3	4	5	(Poor)
Length	(Adequate)	1	2	3	4	5	(Inadequate)
Interesting to brothers	(Interesting)	1	2	3	4	5	(Boring)
Suggested Future Engagement on Tour	_____Yes						_____No
Suggested alteration in the Future:							

## **APPENDIX 14 - SAMPLE SURVEY QUESTIONS FOR CHAPTER FEEDBACK**

When surveying chapter members for ideas and feedback, it is important to ask questions that will provide you with meaningful results. “How” and “why” questions are much better than those questions that allow a “yes” or “no” answer. Providing a list of ideas for members to check off will help direct their attention and stimulate their own ideas much more effectively than a block of empty white space. Be sure to leave blanks for “other” ideas at the end of any list to encourage chapter input.

### **SAMPLE QUESTIONS**

Which two professional events this term did you enjoy the most? (May want to provide a list to help their memories.) Why?

What did you learn in talking to the speakers outside of their presentations?

What is your opinion of the professional program overall? Did it meet your expectations? Was it helpful? Informative? Fun? In what ways?

How did the professional events work with your time schedule?

Have any of the professional events provided you with an employment opportunity?

How could the professional program have been improved?

Have your communication (verbal or written) skills been improved this term? If yes, did the professional program contribute to this improvement?

Which of the following topics would you like to have addressed in upcoming professional events? Mark all that apply. (Provide applicable list. Consult Appendix 3 for ideas.)

Please list any alumni or people you think would be beneficial speakers for the chapter.

Please list any companies or contact people for potential tours or field trips.

Which of the following cities most interest you as field trips destinations? (Provide list. May want to include possible companies/tours in those cities as well.)