

# Alphadeltity

The official newsletter of the Alpha Delta Gamma Educational Foundation

Winter 2016

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## ALPHA DELTA GAMMA'S FUTURE in TECHNOLOGY and SOCIAL MEDIA

*Alpha Delta Gamma continues to innovate for the future. Email list-serves and "@alphadeltagamma.org" email address began the idea of keeping up with the times, technologically. And these days, the communications world consists of apps and social media.*

*It is only necessary that Alpha Delta Gamma, from Chapters-to-National, invest their time and effort to continue to be technologically relevant in today's "information-now" world.*

### XI Chapter App

Ian Cox, School Spirit Chairman Xi Chapter, National Membership Development Director

Xi Chapter has researched for years many different ways to communicate with our member's. Each idea worked in its twisted way, but member involvement was lacking. Every leadership transition has created new ways to communicate.

This 2017 Fall semester, Xi made a decision to move beyond our current hodge-podge model. They conducted research within the Chapter and found that there were three primary goals Actives wanted: a Calendar, Notifications and for the application to be easy to use. Feedback included:

"Ability to effectively manage events, say clearly if I'm attending said events and stay up to date with my brothers."

"1. Push Notifications 2. Picture posting capability 3. login information that can be remembered."

"Constantly updated calendar List of all brothers and their contact info Chat room?"

Xi Chapter fulfilled all these requests and more by working with GroupAhead. The Xi Chapter App has four main categories: The Feed, The Calendar, The Brothers, and Messages.

The Feed allows both actives and alumni to see what is going on within the Chapter and Bellarmine University life. Chapter App Administrators have to approve posts to prevent spam and make sure Alumni can be involved without being bombarded.

The Calendar allows anyone that has access to the app to view upcoming events and RSVP's. Members can get directions and information at their convenience. For events that require money, members can make a payment using the app.

(Continued on back)

## Chapter Eternal

Mike Crow  
Epsilon

Patrick F. Kane  
Lambda

Kurt Robinson  
Epsilon

John Famularo  
Epsilon

Kevin Gilligan  
Epsilon

Theodore  
Raymond  
Colgan  
Alpha

Marc Bordeaux  
Chi

Dave Rappath  
Chi

Drew Banks  
Rho

Nick Ivey  
Rho

## **A Conversation with the National Social Media Director Felix Vega-Pagan—PSI Chapter**

### ***How did you get involved in ADG Social Media at Psi Chapter?***

I was activated in Fall 2015 as the Alpha Rho class at Psi Chapter. After “crossing”, I knew I wanted to be involved in the fraternity but I didn’t want to jump right into an executive board position. My Fraternity Father was running social media and I noticed that it was lacking posts and followers so I asked him, as well as at the time the VP of External, if I could take over the position and they gave it to me.

### ***What were your goals and immediate results in that position?***

I knew that, from running my own social media, the quality and context of the pictures, as well as the captions and hash tags of the picture, are what gets people interested. I decided that I was going to improve and use social media as a marketing tool as if I was running a business.

Instagram, Twitter, and Facebook were the focus. By posting pictures that show what the brotherhood is about - that shows the chapter having fun, doing service, and expressing what we believe in and what we are about - increased the followers and likes. And by promoting the pages on my own social media, as well as having the other brothers promote it, the followers increased.

The recognition of Alpha Delta Gamma—Psi Chapter increased in Miami and around the country as social media Greeks from other campuses started to communicate with us. This includes Kappa Sigma, Lambda Sigma Upsilon, and Alpha Sigma Tau from Johnson & Wales; Lambda Theta Phi from Florida International University. The key to getting followers is also to follow people.

### ***And how did this lead to your position as National Social Media Director?***

After seeing all I had done for the chapter’s pages, the All Greek Council at Barry University chose me to run their social media. All of this unexpected success in marketing and strengthening inter-Greek relations at Barry, influenced the National Council (ADG) to approach me to become the National Social Media Director. Slowly but surely ADG is getting recognition all over the country as a dominant Fraternity on our campuses.

### ***What would you recommend to other ADG Chapters?***

I personally want to encourage all ADG chapters to use social media, follow my steps, and see the progress that the chapters will make; my advice is to be relentless in posting, think of good captions, good hash tags that make sense, and to be smart about what they post.

## **A Conversation with the National Social Media Director Felix Vega-Pagan—PSI Chapter (continued)**

### ***What would you recommend/suggest for alumni who rarely participate in social media?***

For alumni who don't participate in social media I definitely recommend getting on social media at least Facebook that way you keep up to date with how the fraternity is doing today.

### ***Could Alumni/Actives contact you to help setting up social media accounts (professional/Fraternity/personal)?***

Definitely. I would love to help with setting up accounts.

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## **ADG Convention 2017: "THIS IS ADG"**

Derrick Cabrera, Convention Co-Steward

The core of our membership exists on our campuses nationwide. We remember, first, the reasons we joined Alpha Delta Gamma at the local level. Here, wearing our beloved ADG on our chests, we started building our understanding of True Brotherhood and we solidified our loyalty to it based on our experiences and, most importantly, the lifelong friendships/family we made.

But not to be forgotten are the Fraternity's annual gatherings on a National level. Conventions, Conferences, Retreats – all are opportunities to travel, see the country, and meet Brothers from different cultures, backgrounds, and leadership styles. It is here that we *elevate* our understanding of Brotherhood up and over the "city walls" of our local campuses, and in fact, rebuild that wall encompassing a much bigger landscape.

Yes. Meetings of the National Assembly are excellent times to learn about your Fraternal growth, honing your professional prowess, and improve even the smallest aspects of your personal lives. But at these events, beyond the business of running the Fraternity, and beyond the education, lies the basis of our continued success and longevity: a celebration of our True Brotherhood.

In my opinion, no other event encompasses our care for one another, our willingness to teach and to be taught, our expression of concern and respect for our Chapters and another Brother, as the annual National Convention. The National Convention *completes* the experience for the Alpha Delta Gamma Man.

"THIS IS ADG" is the theme of this year's upcoming National Convention. Not only will we remember how we were founded locally and nationally. But as a National Assembly, like we will at every National Convention, we will celebrate each other as a Brotherhood.

The 86<sup>th</sup> National Convention will convene in St. Louis, MO, on August 8-12, 2017. And for the first time in a while, the Convention will meet on two campuses – St. Louis University (Beta Chapter) and McKendree University (Alpha Eta Chapter). Both Chapters are ready and excited to host all of our visiting Brothers. Please visit us at <http://adgconvention.weebly.com/>, register, and join the celebration this August...and every August!

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## XI Chapter App (continued from page 1)

The Brothers area will be the easiest way to reach out to the membership. A list of email addresses, phone numbers, Fraternity Fathers, membership statuses and positions within the chapter has been loaded.

Last, the Messages area is similar to group texts. The Chapter created groups for the 5 "S" Chairs, Executive Board Members, Candidate Classes, Emergencies and Supreme Court.

In total, the app is considered a unified solution for all of the members' requests. The app has produced 90% involvement from all members that have installed it. A follow-up survey reveals a majority of the members are "Extremely Satisfied" with the app and no one rated below a 4 out of 5 on satisfaction. Alumni are returning that have not connected with the Chapter in years.

Though an annual price of \$15/member, the benefits of an app continue to outweigh the costs. Xi Chapter members are proud of their accomplishments so far in this area of technology.

### Chapter Notes

Don Kolinowski, Epsilon Chapter, was inducted into the Loyola Sports Hall of Fame.

Peter Merideth, K, wins seat in MO House:

<http://themissouritimes.com/35054/merideth-says-compromise-key-progress-missouri/>

Acclaimed chef, Rob Connoley, E, publishes *Acorns & Cattails* cookbook:

<https://www.facebook.com/AcornsAndCattailsCookbook/>

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