Elevation External Relations Reflection Template

Chapter:

Date:

This document is intended to be used as a template for chapters completing their priority plan reflections.

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| Priority Area Seven: External Relations | |
| Did I/we achieve the goals established in our Elevation action plan? | *[points for reflection: Were the goals created in our action plan achieved? Why or why not? How could future officers better accomplish their goals? How could goals be amended to be more accomplishable? Please address all goals established in your action plan.]* |
| What went well and needed improvement this year in external relations? Please provide a response to this question specific to each target audience. | Parents and Families |
| (Inter)National Organization |
| Other Fraternities and Sororities |
| Our own and other Governing Councils |
| Alumni/Alumnae |
| Faculty and Staff (should also include faculty/staff advisor) |
| Fort Collins Community |
| Unaffiliated Students |
| What are you most proud of accomplishing during your term? | *[note: More than one officer may be responsible for completing this section (e.g. council delegate, social media or outreach officer, alumni relations, etc.). Work together to address these questions.]* |
| What do you most wish you could have accomplished during your term? | *[note: More than one officer may be responsible for completing this section (e.g. council delegate, social media or outreach officer, alumni relations, etc.). Work together to address these questions.]* |
| How did my chapter leverage social media to effectively promote our organization? | *[points for reflection: Did our chapter have an intentional social media plan that is part of our external relations program? What social media outlets did we use? Who are our followers? What is the purpose/goal of our social media efforts? Did we post regularly via social media with meaningful content? Does our social media activity reflect our organizational values? Why or why not?]* |
| How did my chapter leverage our alumni to effectively support our organization? | *[points for reflection: Did our chapter have intentional communication with alumni? What communication methods did we use? Who are our followers? What is the purpose/goal of our alumni relations efforts? Did we create opportunities for alumni to engage meaningfully with the undergraduate chapter? Why or why not?]* |
| How did your efforts support community values articulated in the [CLIMB](https://fsl.colostate.edu/about/mission-vision/)? |  |
| How has the reputation/image of our chapter changed over the last year? | *[points for reflection: Has our chapter intentionally worked to improve our external relations? Has anything happened to or around our chapter that impacts our external relations? As membership changes, how has our image changed as well? Are we content with our chapter’s reputation/image? Why or why not? What steps can the next officer take to address our chapter’s reputation/image?]* |
| Based on everything you’ve learned during your term, what advice would you give to the next officer? | *[note: More than one officer may be responsible for completing this section (e.g. council delegate, social media or outreach officer, alumni relations, etc.). Work together to address these questions.]* |