Goals:

• To better understand the Pi Beta Phi brand and the responsibility each member has to protect it; and
• to create and implement ways the chapter can protect and promote the Pi Phi brand.

Room set-up/materials needed:

• Make sure you have enough room for participants to sit comfortably in small groups
• White board or flip charts
• Paper and writing instruments for each participant

Getting Started

Talking points are indicated with a callout bullet (●). Please use these as speaking guidelines, but be sure to jazz up the presentation with your own personality. Facilitation instructions are indicated with an arrow (→). These are hints you might find helpful when administering the material. Most importantly, have fun!

→ It is very important everyone feels this is a safe environment to speak openly and honestly. You can do this by letting members know these discussions are private and details should not be shared outside the chapter. Also, let members know there will be no judgments about comments made.

→ Remind members of the expectation that everyone participates (by sharing and listening) and that they are open and honest.

Instructions

As the facilitator, it will be important you allow time for individuals and small groups to respond to your prompts while keeping the chapter on task. As small groups are working, circle the room and make sure they are all on track.

→ Introduce the activity

● What is a brand? A brand encompasses all a company is and how it does business. It embodies the promise of a company, a product and its people. A brand is more than just a name and logo. It is the essence of the organization. The best brands are imbued with an engaging emotional power. They speak to us. Something of their character appeals to us. We like them. We trust them. We follow them and develop a deep sense of loyalty to them. We even overlook their shortcomings and revel in their strengths.

→ Have chapter members call out brands they identify with and ones that easily come to mind. Keep a running list on the white board. (Do this for only a few minutes.)

Examples:

- Nike: swoosh
- Disney: mouse ears, magic
- Starbucks: circular logo
Companies like Nike (swoosh) and Coca-Cola (script font and red color) work very hard and pay millions of dollars a year in marketing efforts to make sure you recognize these brands and relate to them in a positive way.

What do you think about when you think of some of the brands listed on the board? (For instance, if someone were to list “Volvo,” someone might associate “safety.” Continue this for about five minutes.)

Have your chapter members break up into small groups of five to eight members each. Give each small group a name “Pi,” “Beta” or “Phi.” If there are more than three groups, just start over with “Pi” until each group is designated with a “Pi,” a “Beta” or a “Phi.”

Pi Beta Phi is also a brand—a great brand. We are all responsible for protecting it. Everything you do and say as a Pi Phi must follow our brand character so that our message and communications ring true in the hearts and minds of our “target audience,” resonate emotionally and intellectually and draw them to our point of view. Everything we send out, everything we do or say is representative of Pi Phi and conveys an image, or an idea of who we are and what we stand for.

Have the “Pi” groups come up with how they want the Greek world to see Pi Beta Phi. Have the “Beta” groups come up with how they want the university or college to see Pi Beta Phi. Have the “Phi” groups come up with how they want the outside world to see Pi Beta Phi.

You have 10 minutes to brainstorm with your group.

Break the whiteboard or flip chart into three sections “Pi,” “Beta” and “Phi.” Have someone from each group come up to the board and list their group’s thoughts. Then, take about 10 minutes and have a group discussion around the ideas on the board.

Give each group the next brainstorming activity:

The Pi Beta Phi brand, and all it represents, is only as strong as our chapters, clubs and our members. If you are not working by the same standards we are, the messages we are sending out may not be consistent, and our brand will suffer. Why is that important? Because we want the young women going through recruitment to know what Pi Phi stands for before they even get to campus. It’s important because your future employer might know something about Pi Phi before you ever sit down for an interview. Pi Phi is part of every community where we have chapters and alumnae organizations, and like any corporation or organization, we want our public image to be a positive one. How can we each protect our brand? And what steps do we need to take in doing so?

Have the “Pi” groups brainstorm all of the ways the Pi Phi’s brand (including chapter and individual communication) touches the Greek community. Have the “Beta” groups brainstorm all of the ways Pi Phi’s brand (including chapter and individual communication) touches the Internet, especially social media sites (Facebook, e-mail, Twitter, blogging, etc.). Have the “Phi” groups brainstorm all of the ways Pi Phi’s brand (including chapter and individual communication) touches the outside world.

Break the whiteboard or flip chart into three sections again with “Pi,” “Beta” and “Phi.” Have someone from each group come up to the board and list their group’s thoughts. Then, take about 20 minutes and have a group discussion around the ideas on the board. To help facilitate the discussion try asking the group some questions.

Can some of the things we write on Facebook or blog about present a negative image of Pi Phi?
Do all of the photos we put online protect the Pi Phi brand?
Do the activities we sponsor on or off campus present the image we want?
Are there things we can do to better protect the Pi Phi brand? What are they?
“Is this what I want total strangers to think about when they think of Pi Phi?”
“Do my actions always represent intellect and integrity, leadership, premier organization, contributing to the betterment of society, honor and respect and sincere friendship?”

“If my friends or relatives saw our chapter website, would they be proud that I’m a Pi Phi?”

After the session, give each member the “My Role” handout and let them know if they ever have any questions regarding the Pi Phi brand to contact the Marketing and Communications Department at (636) 256–0680.

Evaluation: Don’t forget to help the Fraternity assess this program! The program facilitator as well as a member of each class should be asked to visit the Leading with Values website, www.pibetaphi.org/leadingwithvalues, to fill out a quick survey. Remember, the name of this seminar is I am Pi Phi.

The chapter’s Vice President of Member Development should remember to record the presentation of this program in the chapter’s monthly region report.
My Role in Protecting Pi Beta Phi’s Brand

Every member has a responsibility to protect our brand. These days, there are more ways and more places to send messages about your brand than ever before. For example, in addition to fliers, newsletters, news releases, posters and websites, the Internet is an important communications tool. E-mail, blogs and social media sites such as Facebook, Twitter, YouTube and MySpace are all a part of our culture. But because they are also tools of communications, your use of them is protected by our brand governance guidelines.

For example, when you write personal profiles or communicate through a blog in which you identify yourself as a Pi Phi, you are sending messages about our brand and helping people form opinions about who we are and what Pi Phi represents. Think twice before including comments, information or news about Pi Phi when using these types of communications. Remember, it is your responsibility to protect our brand.

You must also be mindful that Internet communications are lasting documents. Deleted e-mails stay in computer systems much longer than the companies creating this software would like you to believe. Blogs are meant to last, and online message boards are completely out of our control once messages are posted. Internet sites such as Facebook and MySpace can also contain lasting documents. These are great ways to spread the word about Pi Phi, but we must be mindful of what we say and how we present ourselves.

Successful brands like Coke and Nike work very hard to control the content of these types of communications, and so must we. This is not to say that you cannot refer to Pi Phi on the Internet; we are only asking that you remember the context and consider what message you are sending about the Pi Phi brand.

You must always be mindful of the tone of your communications and the messages you are sending about our brand. If you are ever unsure about some of the material you are creating or you are worried about logo infringement, download Pi Phi Brand Governance Manual and use it as your guide. You are a critical link in this process, and your adherence to this document will go a long way toward protecting our brand. The goal is for the Pi Phi look, tone and feel to be consistent.

We are helping you respect our brand and trademark. Be sure you do the same for our partners. For example, there is a correct way to write and reference First Book and Pi Beta Phi Foundation. Furthermore, copyright laws also protect published art of angels, arrows and other organizations logos, and we must not be guilty of infringement, which could lead to a lawsuit.

Think Twice
So much of life is a spur-of-the-moment decision, a lark. These are some things we’ve thought about but you might not have.

Tattoos – Does a future employer really want to see a Pi Phi tattoo on your ankle?

Online resources – Sites such as YouTube and Facebook are popular ways to communicate, but if you identify yourself as a Pi Phi, think hard about what else you are saying about yourself … is it sending the right message about our brand?

Blogs – Online journals are a popular way to share information, but remember that they are public communications. Be careful what you convey about our brand and never discuss our ritual on these sites.

Reality TV – We don't often have the opportunity to participate in these programs, but we all remember episodes in which members of other organizations made embarrassing mistakes.
Clothing choices – When designing or choosing clothing for events or activities, remember these are communications vehicles; they say something about our brand. Select the style and imprint design carefully. And REMEMBER: other organizations send a lot of money to copyright their brand, including their logos. When creating logos, even for internal use only, they must me original works of art. You cannot copy or modify existing logos. This is against the law.

Self-Test
Certainly your life as a collegian is a time of exploration and self-discovery. We support and encourage that. But by joining Pi Phi, you have accepted a responsibility. Whenever you send an e-mail or prepare a poster or when you write in your blog, remember whatever you say about Pi Phi becomes part of our brand — whether you want it to or not.

How do you know what’s appropriate? Ask yourself:
“Is this what I want total strangers to think about when they think of Pi Phi?”
“Does this represent intellect and integrity, leadership, premier organization, contributing to the betterment of society, honor and respect and sincere friendship?”
“If my friends or relatives saw this, would they be proud that I’m a Pi Phi?”

If you can say, “yes,” then your communication is probably respectful of the brand. If you have to say, “no,” you probably need to re-phrase what you are saying or omit Pi Phi references from your document.