

Friday, June 5th

AVA Promo: What to expect, schedule for the week, and who should participate.

Videos to be released at edu.tke.org on Monday, June 8th

1. The Expectation of Excellence – What does our theme mean to you?

CEO Donnie Aldrich will dive into the theme of the biennium and how our volunteers can tap into the Expectation of Excellence as they interact with our members.

2. Authority vs. Leadership w/ Maj. Gen. Charles Whittington

As a leader, there is a fine line between demanding respect and earning trust and buy-in. A good leader should not simply issue orders and expect his subordinates to fall in line, but rather should lead by example and encourage those around him to achieve their full potential.

3. Today's College Student

Alex Swenson will discuss trends with the current generation of college student, how their backgrounds have shaped their beliefs and behaviors, and how they can best be communicated with. Representatives from the Collegiate Advisory Committee will join to offer input and perspective from a student's point of view.

4. Recruiting Alumni: Selling the volunteer experience

As a volunteer leader in the Fraternity, it is not enough to go about your day-to-day tasks without an eye on the future. Chris Niles will discuss finding the next generation of TKE volunteers and helping to build their skill set, highlighting the importance of giving back to the Fraternity and sharing your talent with others.

5. Building a team: Know your Personnel

No matter your position in the TKE volunteer ranks, there will be times when you are responsible for building a team. This could be a group of undergraduate officers and chairmen, a Board of Advisors or Alumni Association, or even a full province team. Donnie Aldrich will share his understanding of team dynamics and how he uses that knowledge to recognize individuals' strengths and weaknesses, putting the best possible team on the field.

6. Presentation vs. Facilitation

TKE volunteers are regularly tasked with delivering information to large groups, whether that be at a chapter meeting, alumni event, province forum, RLC, or elsewhere. The preparation and approach to these interactions is key, though, in ensuring that the information is relayed effectively. Greg Roskopf discusses the differences in sharing a presentation vs. facilitating discussion and the importance of knowing when each is appropriate.

Existing Videos to View @ www.youtube.com/TKEHQ

Organizing Recruitment

Recruitment is about more than just adding new members to a chapter or colony – it must be approached with a focus and drive to be successful. Nick Kimble shares how to get a successful recruitment season started by creating a plan, getting organized, and executing that plan at the highest level.

Practicing Recruitment

Call it the gift of gab, or call it the art of conversation – the ability to recruit successfully comes from confidence and authenticity in your interactions with potential new members. The expansion and growth team discusses how to grow those soft skills to increase recruitment numbers and run laps around other Fraternities on campus.

Tuesday, June 9th @ 7pm Eastern Time

Live Zoom Webinar w/ Discussion – Culture of TKE and Fraternity Landscape

Donnie Aldrich will spend 25-30 minutes discussing what is being built within our Fraternity and how that fits into the current landscape of Fraternity life as a whole, and then lead a discussion amongst those in attendance to further elaborate on TKE's culture and where our volunteers fit within that structure.

Please ensure you have, at a minimum, viewed videos 1, 3, and 7 prior to attending this workshop.

Thursday, June 11th @ 9pm Eastern Time

Live Zoom Webinar w/ Discussion – Teaching Recruitment to our Members

Our number one goal as Fraternity leaders should be to grow the membership of TKE, and in order to do so, we must rely on our undergraduate members to recruit at a high level. Greg Roskopf will share information and lead a conversation on how we are teaching recruitment skills, including building a brand, developing a recruitment strategy, and closing the deal on new members.

Please ensure you have viewed the two recruitment videos prior to attending this workshop.

Monday, June 15th @ 8pm Eastern Time

Live Zoom Webinar – TKE Headquarters Leadership Panel

Donnie Aldrich, Greg Roskopf, Chris Niles, and Alex Baker make themselves available in an open forum, where you can tune in simply to watch, or you can use this opportunity to engage with the senior leaders of our Fraternity, submitting questions about the content included in the 2020 AVA or about TKE operations as a whole.

Small Group Meetings organized by small group leader

Supplemental Education

Please refer to our online library of workshops available at www.youtube.com/TKEHQ. Video topics include: goal setting, retreats, planning events, officer elections, academic success, excellence awards, initiating new members during quarantine, virtual brotherhood planning, online new member education sessions, and additional recruitment resources.