

From: Morgan McElroy <morgan@dke.org>  
Subject: Re: OU Greek Preview Weekend  
Date: March 7, 2023 at 11:54:38 AM PST  
To: George Otey <gnotey@sbcglobal.net>  
Cc: Dennis Clowers <dennis.clowers48@gmail.com>, Ron Sorter <sorters@icloud.com>, Bob Tierno <bobtierno1949@gmail.com>

Hi all,

To provide some answers to the questions:

- Social Media: I am happy to create an OU DKE Instagram Page and get it fully functioning with links, interest forms, etc. We have a decent amount of social media templates and fliers currently and are continuously building the archive. You can find our Penn State Expansion page [here](#)
  - As for alumni outreach, I have attached a sample of our Phi Rho- Penn State return alumni announcement. I would be happy to get something like this drafted and circulated to alumni. Our alumni coordinator, Craig Dick, has contact information for all alumni in our database. He would be able to send it to all OU DKE alumni, as well as all DKE alumni living within a certain distance of the campus. We can start getting communications out to alumni at any time.
  - As for our expansion approach, we tend to operate in three phases: 1) virtual recruitment/ social media marketing to gather names of interested men. 2) On-site visits for recruitment events, interviews, and bidding. Our goal is to get 10-20 bids accepted at this point. From there we enter phase 3) those founders recruit more members of the class under direct consultation and advising from IHQ and the alumni association. They serve as our boots on the ground. Once we feel comfortable with the group, we kick off Founding Father Education.
- I hope this adds some clarity. Happy to answer any additional questions you all may have.

On Mon, Mar 6, 2023 at 11:20 AM George Otey <[gnotey@sbcglobal.net](mailto:gnotey@sbcglobal.net)> wrote:  
Bob: Thx for work in pulling this together. Two years will be upon us very quickly.

George Otey  
4815 S Harvard, Ste 260  
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On Monday, March 6, 2023 at 10:00:58 AM CST, Bob Tierno  
<[bobtierno1949@gmail.com](mailto:bobtierno1949@gmail.com)> wrote:

Brothers,

As a followup to the email received from Kylie Frysbie at OU I looked into OU's Greek Preview Weekend. It's March 24th and 25th 2023. **This weekend targets highschool students and their families.**

Since promoting interest for Rho Lambda DKE at OU will ramp in the Spring of 2024 (targeting the incoming freshman class), this event should be part of DKE's overall strategy for promoting interest. It's important to note there are 18 fraternities at OU.

**Morgan**, what aircover will IHQ provide us with social media and informing Oklahoma Deke alumni prior to this event? How early in 2024?

During our call recently you mentioned the "founding father approach" to expansion recruiting. Please elaborate. Thanks,

**Dennis,George,Ron**, I'll schedule a zoom call with Kylie at OU later this month. Ron will be writing an article about expansion

Kerothen,

Bob

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