West Virginia Pike

Monthly Electronic Newsletter of Alpha Theta Chapter of Pi Kappa Alpha

Alpha Theta Returns

Alpha Theta Alumni President, Doug Ladish, working hard to build interest in reestablishing Pi Kappa Alpha at West Virginia University, has been advised that that is now a reality. Colonization is to begin September 13, 2001, sooner than anyone had imagined.

The fraternity's Memorial Headquarters has named Justin Buck as Expansion Coordinator, but has emphasized the utmost need for chapter and local area alumni to become committed and involved. An 8-12 person alumni advisory board (AAB) and active house corporation will be essential elements to a successful 5-week colonization effort. Thanks to last year's conference in Morgantown, most of these positions have already been filled. Their support will now be needed during the expansion process.

Perhaps the most challenging segment of this process will be the recruitment of new members. The fraternity has explained that recruitment is done through recommendations rather than a mass marketing of the Fraternity. Soliciting those recommendations has already begun, and Pi Kappa Alpha, as always, will be seeking members who prioritize scholarship, involve themselves in the campus and community, maintain a team spirit, and treat themselves and others with respect. The Fraternity will include WVU administrators and campus leaders, as well as Pi KA alums as sources for recruiting recommendations.

The Fraternity will devote two of its national staff members for the expansion project. The staffers will spend 35 days at WVU getting things started. They recruit and train new members, work to develop a positive working rapport with the University, and solicit alumni advisement and support. Once the colony is established and running, constant communication between alumni, regional president, and expansion coordinator is designed to ensure progress towards formal rechartering.

The first five weeks of the project are considered critical in the ultimate success of the colony. See page 2 for a list of activities scheduled for that 5-week period.

If you wish to be of assistance during this expansion period or if you know of any potential new members, please contact Expansion Coordinator Justin Buck at (901) 748-1868 or by email at pkaexp@pka.com.