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PHI BETA KAPPA'S

KEYS TO ACTION WEEK

A strong legacy for bright futures

Phi Beta Kappa is turning 243! As we celebrate another year around the sun, aim for the stars this Keys to *Action* week 2019. We hope your chapter will join us for an action-packed week to champion the arts and sciences! Your participation is key to making a difference on campus.

Together, we can demonstrate how an arts and sciences education cultivates a meaningful, productive, and engaged life. Whether faculty, staff, and students have only a few minutes or can spare a few hours, your chapter will find plenty of suggestions here to make an impact, have some fun, and learn something new.

The national office will award one \$500 prize to a star chapter for the most energized and creative use of this year's theme. We hope to see out of this world engagement!

Contact Nora Eigenbrodt, PBK's National Arts and Sciences Initiative Associate, at neigenbrodt@pbk.org with any questions. This is a great time to boost your campus visibility and celebrate lifelong learning!



GET SOCIAL: EASY WAYS TO LIGHT UP THE INTERNET!

 Let us do all the work for you. Simply, retweet and share Phi Beta Kappa's Keys to *Action* week posts from the national office on Twitter, Facebook, and Instagram.

 If you can dedicate more time, share your own activities, photos, and updates with us. Tag them with #PBKKeystoAction, #PBK243, and @PhiBetaKappa so that we can share them with Phi Beta Kappa members across the country. Need some help getting started? We made it easy for you: take a look at our [Social Media Resource Guide](#) at the end of this document for some sample posts!

 Send an email to Phi Beta Kappa faculty, staff, and students on campus telling them about Keys to *Action* week. Ask them to join in by liking and following the #PBKKeystoAction posts on [Facebook](#), [Twitter](#), and [Instagram](#).

 Ask your institution's president and social media staff to make your chapter the star for the day on your institution's channels. You can even include a sample tweet from our resource guide at the end of this document.



“FRIENDSHIP”



Create a sense of community on campus by connecting to our storied past. Find creative ways to showcase the symbolism and history of Phi Beta Kappa at your institution or teach students about your chapter’s unique traditions.



Shine a spotlight on star alumni members who are leading the way in cross-disciplinary pursuits in their field. Profile them on social media, or send their information to us and we will share their work on our national platforms. This content can come in hand later for freshening up websites before induction season.



Is your campus or community hosting any interesting arts and sciences speakers? Get a group together to attend. Check out our [Visiting Scholars](#) page for inspiration.



Are your star students busy prepping for finals? Create finals care packages with small items like candy, snacks, pencils, and notes of encouragement from your chapter. Your chapter’s star will rise on campus if you organize a study break with coffee and snacks in honor of PBK’s anniversary.



Are there champions of the arts and sciences in your campus community that you can recognize and celebrate? Profile your advocacy rock stars. Don’t forget to send a copy to the government relations office to make new friends of their work.





“MORALITY”



Education is more than just a private good, it is vital to a vibrant culture and democracy. Do you know about any community engagement projects connected to the liberal arts happening on your campus that you could volunteer with this week? Tell us about them by emailing advocacy@pbk.org.



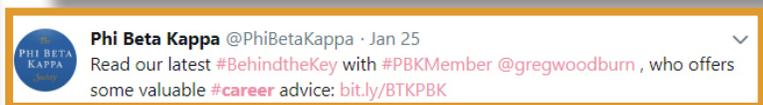
If not, organize your own. Get a group together for a citizen science community project, begin a school supplies drive for students who can't access quality learning materials, or discuss great books with an older adult in a local senior center.



Encourage meaningful conversations among chapter faculty, staff, and students. Find a time and space to discuss subjects that are important to your students this week. Is there an engaging philosopher who touches on the ethics of artificial intelligence? Perhaps a classicist could speak to the relevance of democracy's ancient discontents.



Have you heard about our new [Key into Public Service](#) scholarship for students interested in public service careers? Spread the word among faculty, staff, and students.





“LITERATURE”



Every week your students can catch interviews with the liveliest voices from literature, the arts, sciences, history, and public affairs. Spread the word about our *American Scholar* [podcasts](#).



How are Phi Beta Kappa faculty members at your institution teaching courses that prepare students for a meaningful, productive, and engaged life. This is another great opportunity to profile stellar teaching.



Make sure future students can access quality arts and sciences education around the nation. Subscribe to our [State of the Arts & Sciences](#) newsletter for monthly opportunities to take action.



Phi Beta Kappa values academic, intellectual, and literary free expression. Consider hosting an event for students to learn about these values or attend an event hosted by [PEN America](#) near you.

23 MAR DUFFY BOOKS PARTNERS WITH TEMPLE UNIVERSITY'S PHI BETA KAPPA

Posted at 20:58h in News by Jessica • 0 Comments • 0 Likes • Share

Last year, 100 percent of the students at Paul L. Dunbar Elementary School, located near Weiss Hall at 1750 N. 12th St., were at an economic disadvantage, and less than 20 percent of students from third to eighth grade scored advanced or proficient in their reading performance on the PSSA exams in 2014.

Phi Beta Kappa, an honor society on Main Campus, has partnered with Duffy Books in Homes USA to combat these problems. Duffy Books, a nonprofit dedicated to improving literacy rates in the United States, plans to adopt Dunbar as a school they will donate books to annually. Together, the two organizations hope to raise \$3,000 to provide each student with three brand new books from Scholastic so they can begin their own personal library at home.



SOCIAL MEDIA RESOURCE GUIDE

Don't have Facebook or Twitter accounts for your chapter? Now is the perfect time to create them! You can also send your materials to advocacy@pbk.org and we can post them for you!



SAMPLE POSTS FOR YOUR CHAPTER

This #PBKKeystoAction week, aim for the stars. As the nation's most prestigious academic honor society, @PhiBetaKappa recognizes student excellence in the liberal arts and sciences @[\[Institution\]](#) #PBK243

Happy 243rd Anniversary @PhiBetaKappa! We are excited to celebrate another year of student excellence in the liberal arts and sciences with you! #PBKKeystoAction #PBK243

Help us celebrate #PBKKeystoAction week by snapping a #PBKSelfKey! #PBK243 @PhiBetaKappa

SAMPLE POSTS FOR YOUR INSTITUTION

[\[Institution Name\]](#) is proud to celebrate Phi Beta Kappa's 243rd anniversary! Here's to another year of liberal arts and sciences excellence! #PBKKeystoAction #PBK243 @PhiBetaKappa

[\[Institution Name\]](#) recognizes the importance of a liberal arts and sciences education. We are proud to have an @PhiBetaKappa chapter on campus championing learning for all of life! #PBKKeystoAction #PBK243

SAMPLE TWITTER/FACEBOOK TOPICS

How are you celebrating lifelong learning today? Tag your response with #PBKKeystoAction, #PBK243, @PhiBetaKappa

DYK [\[celebrity\]](#) is a member of Phi Beta Kappa? Check out some of our star members at pbk.org/members. #PBKKeystoAction #PBK243

In honor of #PBKKeystoAction week, share why you value your liberal arts and sciences education. #PBK243 @PhiBetaKappa

