



Recruitment Boot Camp Success Stories: Helping Campuses Nationwide with their Recruitment Process

We're getting ready for a new academic year, new students and new opportunities. For many fraternities and sororities, it's the time to expand their chapters with positive individuals that will help advance their organizations. *Quality drives Quantity*, and Recruitment Boot Camp does it better than many recruitment programs out there.

Recruitment Boot Camp (RBC) provides chapters, campuses and national organizations with a systematic, results-driven approach to recruitment. Fraternity and Sorority Life members need to make dramatic changes in how they sell their "product" of sisterhood and brotherhood. When we do a better job selling, we get new members who are more committed and more determined to improve their Greek chapters for future generations.

In the past year, we've been to more than 21 campuses, and have talked to more than 2000 students. We'd like to share just a couple of the success stories, as a glimpse into how effective RBC can be for your campus.

UNIVERSITY OF MARYLAND

In fall 2010, the university used RBC to work with the university's IFC chapters in preparation for their formal recruitment in spring 2011. After the workshop on their campus, the University of Maryland had their highest recruitment number in 15 years. Overall, there was a 30 percent improvement in formal recruitment compared the the average of the past 15 years. Additionally, each chapter received a one-on-one consultation with a recruitment specialist to take a more in-depth look at each chapters individual needs.

A Lambda Chi Alpha member at the University of Maryland shares a success story after going through RBC:

“At the beginning of last semester, we only had 24 brothers. I put together a very professional recruitment brochure and raised the standards for acceptance, which really attracted a lot of guys to our chapter. I also organized everyone in to teams, and we did a great job of making recruitment a more personal rush process. We also made a simple rush shirt, and will reprint that shirt in a different color next semester to try and create a brand for our chapter. Over the course of the rush process, we had over 70 different kids show up to our house. From this, we only handed out 28 bids, and signed 21. Many of those who didn’t sign initially are deferring to the Fall semester. Basically, we were able to be extremely selective and almost doubling our chapter size,” said *Vince Bellitti, Lambda Chi Alpha, University of Maryland.*

OHIO UNIVERSITY

All the IFC chapters utilized RBC in September 2010 in preparation for their fall recruitment. After working with each chapter, they saw a 20 percent improvement from the previous year and each chapter had a significant improvement in the quality of men they recruited. The day after the RBC campus program, a Recruitment Specialist, sat down with each chapter for individual consultations for a more specialized meeting.

“The biggest accomplishment was the enthusiasm of the chapters in their new member classes. Several commented how this was the strongest class their chapters had ever seen, and for the first time ever, they felt 100 percent confident in their new guys. I think this goes back to value based recruitment and everything they were able to set up during RBC. I appreciate you visiting OU and I can say the men of IFC are really glad they had RBC come. It seems like RBC has really brought a lot to our chapters,” said *Dustin Page, Ohio University, IFC Advisor.*

ALPHA SIGMA TAU SORORITY

Tom Healy and Laurel Peffer recently held an RBC with AST to help improve their recruitment process. The RBC consisted of large and small group settings, where a series of sixteen facilitators worked with various chapters of AST to advance their recruitment practices to increase numbers and provide a quality experience for all current and potential members.

Here is some of the feedback we received:

“This was an eye-opening experience; not only do you learn about recruitment, it’s a tool to better your chapter all around.”

“I appreciate all the hard work being put into RBC so that we can benefit from it and get something out of it and bring it back a full action plan to our chapters. Thank you!”

We take pride in knowing that we’re providing students and staff with the highest quality education and tools about recruitment. With over 20 facilitators on the roster and our two Recruitment Specialists, Tom Healy and Laurel Peffer, we’re prepared to take on any recruitment challenge on campuses nationwide. Our facilitators are higher ed professionals that are dedicated and willing to cater to each individual campus to yield the best results.