

Recruitment Boot Camp: Officer Training School QuickSheet

3 Levels of Recruitment:

Individual

Chapter

System

Our Market:

Always Joiners 15-20%

**Maybe Joiners 60-80%*

Never Joiners 15-20%

*TARGET MARKET

Most DON'T go through Formal Recruitment. They often don't join because of stereotypes.

More are commuters, transfers, non-traditional age and 1st generation college students.

Most are not 1st year students. They think it is too late to join.

NIC 5 Step Model of Recruitment

(for more information contact the North-American Interfraternity Conference at NICIndy.org)

Individual

Step 1. Meet Them:

This doesn't mean stalk people we don't know until they join. It DOES mean recruit people we DO ALREADY know that would be good members.

Step 2. Make Them Your Friend:

Fraternities and Sororities are based on Friendship. Instead of choosing people to share our values, ritual and secrets we don't know why not choose our friends?

Step 3. Introduce Them to Your Friends:

The key to recruitment is going from Step 2. to 3. Turn our friends into members. People Join People, and the Organization Follows. Getting chapter members friends with potential members is what recruitment is all about.

Step 4. Introduce Them to Your Organization:

This means we need to recruit people BEFORE they come to formal events. When they are already our friends the events aren't fake and superficial they are... fun! We might get more older students and fewer new students - but we would also get fewer member that make us think... "Oops!"

Step 5. ASK THEM TO JOIN:

Continuously invite great people to join the next new member program scheduled. Change system-wide rules that are too limiting and unrealistic. They are based on fear and the end result is less Greek unity and lower membership totals.



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10 Steps of Recruitment Success

Chapter

Step 1. One Person in Charge:

Elect ONE person to be in charge of Recruitment. Exec level position with a year long term of office.

Step 2. Post a "Wish List":

The list of people we WISH were members need to be VISIBLE every time we meet. Add phone numbers and e-mail addresses so members can contact them with ease. Names should be added regularly. List should be 3-4 times the size of the membership. Names go up even if they are NOT LIKELY to join.

Step 3. Bid Discussions Every Meeting:

EVERY SINGLE MEETING we need to discuss one or two people on our Wish List. It is a reminder to keep recruiting throughout the entire year, not just at the beginning of each semester.

Step 4. Posted Goals:

Goals for the semester and year must be visible each meeting or they are forgotten. The reminder will continue to spur enthusiasm.

Step 5. Skills Training:

Train your members. Develop their communication skills regularly. Practice makes perfect. They should all know the answers to basic questions and how to hand common concerns with joining.

Step 6. Include Recruitment in What We Already Do:

Recruitment shouldn't be more work. It is merely doing what we normally do, and inviting people to join us. It shouldn't be such hard work or so stressful. At least two chapter events per month should be able to include recruitment. Create a year-long plan on paper!

Step 7. Written Expectations for All Members:

Just as everyone is expected to pay dues and go to meeting, create a recruitment expectation. Each member MUST spend "quality time" with one person on the Wish list each and every week. No excuses, no exceptions.

Step 8. Positive & Negative Incentives:

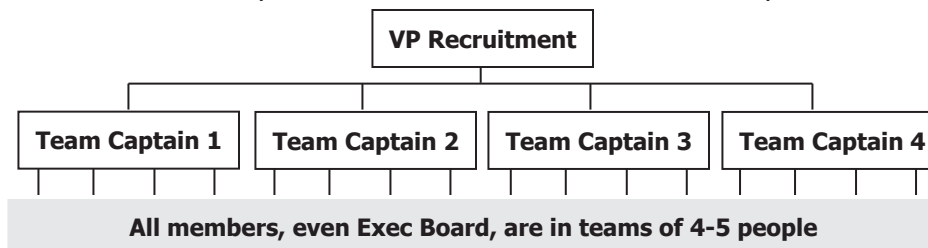
If members are going above and beyond the basic expectation for us all, we need to recognize and reward their efforts. We also need to let members who fall below our expectations know it isn't acceptable through punishments.

Step 9. Measurable Membership Eligibility Standards:

What does it take to be a member? We need to set standards that we are proud of. Standards that clearly reflect our values. These standards should be known on campus. They will reflect well on the chapter that sticks to them.

Step 10. Pyramiding Resources – Team Based Organizational Structure:

Use a Recruitment Committee numbering 20% of the chapter. They implement the chapter recruitment plan as a group, they also decide on incentives and who is invited to join. The chapter is broken up into small Teams of about 4-5 members in each. Each of these Teams has a person that was selected because they can be counted on as a leader to be their "Captain" or "Chair" The committee is comprised of the Team Captains.



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System Assistance

Often, the leaders of our Greek Communities are conscientious people who desire success. They want things to improve and work hard to improve the system. Unfortunately, their role in effective recruitment is limited. People join people not a Greek system. Each chapter will succeed or fail because of how well its members recruit. Success is up to the individuals and the chapters. Recruitment is the chapters' job.

5. Evaluation

- Teach chapters how to evaluate their own recruitment efforts
- Evaluate community recruitment efforts
- Maintain accurate demographic information on the current community, analyzing trends and changes
- Conduct market research to find out why people are and are not joining and learn about what we offer

4. Expansion

- Detail a CLEAR up to date policy i consitution
- Seek out new groups to grow the community on a regular basis based on demographics and trends
- Provide substantial assistance to new groups
- Promote diversity of organization size, type and purpose to provide more people the opportunity to be Greek

1. Educate

- Teach Chapters the right philosophy and practices of effective recruitment
- Provide workshops on communication skills for general membership
- Execute a year-round P.R. campaign advertising the positive aspects and accomplishments of Greek life



2. Opportunities for Interaction


- New student orientation
- Residence hall move-in
- Welcome back BBQs
- Ongoing Tutoring Program
- Campus-wide service projects
- Intramurals
- Co-sponsoring events with other student organizations (non-Greek)

3. Basic Rules, FANATICALLY Enforced

- Dry RECRUITMENT, not just "Formal"
- "No Event for the purpose of recruitment can have alcohol present."
- No reinforcement of negative Greek stereotypes
- "Everything public must be in 'Good Taste'."
- Limit fees & manditory visitation
- Streamline rules and bidding process so there are fewer hurdles between a potential new member and the chapter

Creating a Brand Identity

Branding vs. Advertising

Attaching desired feelings, thoughts, emotions to a product or company
Creating a visual representation (replacement) for a company, product or word ( = Nike)

Dissemination of limited pieces of information, facts similar to news - Who, What, Where, When & Why
"Getting the word out there"
Can eventually assist to build a brand if message is visibly consistent with perception

How to Create a Brand - 5 aspects of branding

- Message - Must have something to say that is worth being heard.
- Simplicity - Must be simple enough to pass easily.
- Consistency - Must be expressed the same way over time.
- Repetition - Must be expressed through a variety of mediums.
- Integrity - Must be a true message. Alignment.

Get Found Online!

1. Have an active and positive presence on the web, Facebook and Myspace.
2. Pick Target Keywords: Organization name - "Delta Delta Delta"; nickname "Tri Delta" and school "University of Maryland" NOT chapter designation especially in main webpage title ("Meta HTML Tag" in webmaster jargon) Think like a non-Greek when choosing keywords.
3. Position Keywords: Higher Up on page, Larger Font, Page Title or Subtitles should use descriptive keywords. Test by searching for all possible combinations of school and organization
4. Link page to all appropriate school and national organization pages
5. UPDATE, UPDATE, UPDATE! Out of date webpages are counterproductive. Updated pages are found first. Insert "Updated on..." and change date each time.
6. Add blog-like content about a few members and what the organization does to personalize it
7. Use appropriate pictures, and label them to describe them accurately rather than using the automatic number that the camera generates (this helps webpage get found by search engines)
8. Blank space is ok. Don't overload with text and/or pictures.
9. Page must demonstrate your values through content priority, text, pictures, etc. Text should match Titles and contain similar keywords
10. Avoid Search Engine Stumbling Blocks: Add a site map so it can index your page, Use text links to pages rather than pictures or buttons, make sure all internal links work



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