

Recruitment Roadmap Example

Recruitment Ambition

- To be the largest, most dominant and influential fraternity on campus.
- To uphold stringent recruitment standards thereby ensuring membership in Sigma Phi Epsilon is an honor.
- To strategically recruit men in such a way that the chapter's performance in all areas of operation is best among peers.

Recruitment Goal Worksheet

Top Five Manpower Fraternities on Campus:

Fraternity	Manpower	Date
Pi Kappa Alpha	101	9/9/2003
Alpha Tau Omega	99	9/9/2003
Sigma Chi	96	9/9/2003
Lambda Chi Alpha	93	9/9/2003
Sigma Phi Epsilon	87	9/9/2003

Current chapter size: _____

Subtract the total of men leaving at the end of the fall term: _____

Subtract the total of men leaving at the end of the spring term: _____

Subtotal for returning chapter size after 200__-200__ school year: _____

Goal of men joining for 200__-200__: _____

Subtract a percentage (usually 10-20%) for resignation, disaffiliation, or expulsion: _____

Projected chapter size after 200__-200__ year: _____

Skills Development

Assessment:

Asking Questions & Determining Character: B
Articulating SigEp's Values & Difference: C
Handling Potential Member Concerns & Objections: A
Recruiting New Members Year-Round: A

Chapter members are deficient in describing the SigEp experience in a way that sets the chapter apart from the pack. Members often struggle with linking the trait of the chapter to the benefit which most suits the potential member in question.

Goal:

By the end of the academic term, at least 80% of the chapter membership will attend a recruitment skills workshop hosted by the Regional Director, or assigned alumnus volunteer, on tactics for communicating the SigEp experience in a compelling fashion.

Action Steps (include dates on actual plan):

1. Call/email Regional Director to submit request.
2. Determine three possible dates for the workshop.
3. Confirm date with Regional Director/alumnus volunteer.
4. Notify chapter members about the workshop.
5. Remind members about the workshop.
6. Bring pens, paper, and other requested items to the workshop.
7. Send thank-you note to Regional Director or alumnus volunteer for their time.

Process to Join

Section 1 In accordance with local chapter bylaws, recruitment shall be led by the Membership Recruitment Committee. All candidates being considered for membership shall be documented. These candidates should be named during normal chapter meetings at the time designated by the local chapter bylaws, Article VII, Section 5(i) and/or via written communication (i.e., email). The Membership Recruitment Committee is to meet at least weekly.

Section 2 The Vice President of Communication shall make note of all candidates being considered and recommended for membership. He shall make a typed copy of this list and store it where it is accessible only to members.

Section 3 The Vice President of Recruitment shall also receive a copy of said list and shall produce a typed copy for each of the five (5) members of the Recruitment Committee, which shall be passed out and reviewed during their scheduled meetings.

Section 4 Each chapter member not on the Membership Recruitment Committee shall be assigned a member of said committee where he may direct specific feedback on a prospective member. Each brother on the Membership Recruitment Committee will report feedback to committee members during their scheduled meeting.

Section 5 At the Membership Recruitment Committee's scheduled meeting, they may vote on any candidate from the aforementioned list. If a candidate is approved by the designated three-fifths (3/5) majority, a mention of his approval shall be made at the next chapter meeting or via electronic mail during critical recruitment periods.

Section 6 Once the entire membership has been notified of a candidate's approval, the Membership Recruitment Committee may, at any time, extend a bid to said member.

Section 7 Once a bid has been extended, it remains open until it is either rejected, becomes invalid (the candidate's grade point average falls below 3.0 or he becomes separated from the university), or the bid is accepted.

Section 8 If the candidate accepts his bid he must fill out the new member registration form and pay the Grand Chapter membership registration fee. Once both conditions are met, he can be installed at the next chapter meeting. However, he can only go through the Sigma Rite of Passage/Installation if both conditions have been met.

Section 9 The new member's chapter dues are due one (1) week after his installation.

Execution of Recruitment Plan

The Vice President of Recruitment presides over the Recruitment Committee, composed of five to seven recruitment captains. All members of the chapter are "drafted" onto a recruitment team at the beginning of each academic year. Each captain has shared the responsibilities and specific assignments in order to assure the recruitment objective is attained.

Recruitment Standards:

- ❑ Minimum GPA to Join: 3.50 High School; 3.0 College
- ❑ High School Extra Curricular Activity: Must have participated in one varsity sport and have experience in the community or in school as a leader.

Balanced Man Scholarship Time Line

Note: For chapters on the quarter system, as school starts later, you need to adjust the due dates by adding approximately four to six weeks to each date beginning on March 15.

- November 15: Select a Balanced Man Scholarship Chairman.
- December 15: Finalized written program and budget submitted to the Alumni and Volunteer Corporation.
- January 20: The budget for the program should be finalized.
- February 1: Meet with university officials to determine if they can provide you with a list of incoming freshmen or if you need to mail to high school guidance counselors. Acquire mailing list from Registrar's or Financial Aid Office, if available, or contact Headquarters for mailing list of select high schools (by state). Sigma Phi Epsilon Headquarters has a listing of high schools in all 50 states.
- February 15: All cover letters, applications, etc., should be finalized.
- April 1: Complete mailing of cover letter to all incoming freshmen or select males. Postmark application deadline for April 25.
- April 25: Deadline for receiving applications.
- May 1: Banquet facility should be reserved. Letters of invitation should be sent to special guests and speakers.
- May 5: Selection of first-round semi-finalist interviews should be completed. The chapter should plan to conduct at least 50 interviews. Interview captains and teams of three undergraduates should be assigned interviews based on geographic proximity to where they will be spending the summer. The Alumni and Volunteer Corporation President or Chapter Counselor should give the Balanced Man Scholarship Chairman a list of names and telephone numbers of alumni living near applicants who would like to be part of the interview teams.
- May 6: Mail congratulatory and conciliatory letters to all applicants.
- May 15: Send follow-up letter to all captains, participating undergraduates, and alumni to be sure they know whom they are interviewing and have set up a schedule. Include interview evaluation forms and sample interview questions with this letter. Interviews should take place in applicants' homes.
- May 20-July 1: Balanced Man Scholarship Chairman follows up weekly with team captains as interviews are conducted.
- June 1: Special university guests and speakers are finalized for the banquet.
- July 1: All interview evaluations are returned.
- July 10: Balanced Man Scholarship Committee (ideally comprised of key undergraduates, alumni, and faculty) selects finalists.

July 11: Letters notifying finalists of their selection and inviting them to the banquet; conciliatory letters to non-finalists are sent.

July 20 to the Start of

Fall Recruitment: Recruitment Chairman begins to contact all non-finalist applicants via telephone for fall recruitment.

July 25: Banquet arrangements complete. Invitations sent to finalists, parents, alumni, faculty/administration. Be sure to invite the Dean of Students, Greek Advisor, etc. (see Section VI.D.).

August 25: Finalists go through second interview with Balanced Man Scholarship Committee (faculty should definitely be involved). Ideally, this second interview should take place in the chapter facility, if applicable. The second interview is used to determine the winners.

August 26: Awards for winners finalized. All final banquet details are taken care of.

Following the Banquet: The finalists are invited to a recruitment-oriented celebration/event.

Three to Five Days Before the Start of Recruitment: Banquet held. Remember to have the banquet before recruitment, so as to maintain the integrity of the Balanced Man Scholarship. After the banquet, the Recruitment Chairman should initiate regular contact with all finalists and winners.

Winning Recruitment Checklist

The following are traits of chapters who have found regular recruitment success. Check each as it applies to your chapter, and set goals for the future accordingly.

- Vice President of Recruitment elected to serve for one calendar year.
- Chapter utilizes the Balanced Man Scholarship (BMS).
- In-home BMS interviews are conducted by brothers during the summer.
- A current member is showcased and awarded at the BMS banquet.
- Executive Board and/or Recruitment Committee meets annually to establish recruitment goals and standards.
- Chapter members attend an annual recruitment-focused retreat or workshop.
- Recruitment education is part of the new member development program/Sigma Challenge.
- Recruitment Committee meets weekly to review prospective members and plans for the future.
- A written recruitment calendar is integrated in the chapter calendar.
- Potential member traits are tracked via a spreadsheet or similar method.
- Recommendations for membership are sought from brothers, alumni, sororities, faculty, and coaches.
- The recruitment account is one of the largest in the chapter budget.
- Chapter conducts summer recruitment (as university regulations allow).
- Recruitment events and meetings with potential members are conducted outside of formal recruitment/rush.
- New members complete a recruitment evaluation immediately upon joining.