

Competitive Analysis

How do you stack up?

To truly understand the needs of your chapter, you must know where you stand. A recruitment game plan should be organized and operated as a specific vehicle to assess strengths and weaknesses, locate top recruits, contact those recruits, and convince them to join. The entire process begins with a clear and honest evaluation of your own chapter.

FACTS OF RECRUITMENT

How many fraternities on your campus _____

Average fraternity size _____

Current membership..... _____

(less) Seniors..... _____

(less) Attrition (usually between 10%-15% for one year) _____

Total returning next year..... _____

Your new member recruitment size Fall _____ Spring _____

Chapter size rank on campus _____

Current enrollment at your college/university _____

Overall enrollment is up or down by _____%

Enrollment of freshmen is..... • increasing • decreasing

Percentage of Greek students..... _____

The number of men joining fraternities is..... • up • down • steady

TEN-YEAR MEMBERSHIP STATISTICS

What was your size five years ago?* _____

Number of new members five years ago?* Fall _____ Spring _____

What was your size 10 years ago? _____

Number of new members 10 years ago..... Fall _____ Spring _____

**These numbers can be easily found by contacting Headquarters.*

TYPE OF RECRUITMENT

What type of recruitment is employed on by your chapter? (Circle all that apply.)

- Fall formal
- Spring formal
- Summer recruitment
- Fall informal
- Spring informal
- Year-round invitations
- Fall open
- Spring open

What type of recruitment best suits your chapter? _____

Why? _____

What type of recruitment is least effective? _____

Why? _____

Does your chapter look forward to recruitment? • yes • no

Why or why not? _____

Do you have a year-round recruitment program? * • yes • no

Why or why not? _____

**Year-round recruitment includes identifying potential members, inviting potential members, and/or asking potential members to join.*

Chapter Profile

THE COMPETITION

Who are the top three fraternities on your campus, not including SigEp?

What are the characteristics of these fraternities; what activity are they specifically known for?

Name/Characteristics

Where does your chapter rank (be honest)? _____

In what areas does your chapter excel?

What specific event or activity is your chapter known for?

In what areas does your chapter need to improve?

Specific Attributes*

SOUND MIND

What is your chapter GPA? _____

New member GPA _____

All-fraternity GPA _____

Where does your chapter rank?..... _____

All-student GPA..... _____

Number of Sound Mind events hosted by chapter _____

Description of Sound Mind events _____

**Information usually found with Greek Advisor*

SOUND BODY

Last year's intramural ranking _____

Current rank _____

Do you consistently compete for the intramural championship?... • yes • no

Who are the top three athletic fraternities?

Do you compete with these fraternities?..... • yes • no

Do most members participate?..... • yes • no

Do you have varsity athletes? • yes • no

If yes, what sports?

Number of Sound Body events hosted by chapter _____

Description of Sound Body events _____

OTHER

Do you sponsor a campus-wide event?..... yes no

Number of members involved on campus
in other student organizations _____

President or officers of organizations?..... yes no

How many? _____

List some organizations represented by SigEp.

Who are the top three sororities?

Do those sororities socially prefer you?..... yes no

Do you frequently interact with those sororities? yes no

How would you describe your chapter in regard to popularity with sororities?

How would the sororities describe your chapter?

Your Chapter Recruitment Program

- Do you have a Vice President of Recruitment? yes no
- Do you have a Recruitment Chairman? yes no
- Term of Recruitment Chairman quarter semester year
- Do you have a Recruitment Committee? yes no
- Do you hold an annual recruitment workshop/retreat? yes no
- Do you have a written recruitment program? yes no
- Is your recruitment pool (target market) identified? yes no

What are your recruitment pools?

- Do the Vice President of Recruitment and Recruitment Chairman attend the Carlson Leadership Academy?..... yes no

Who are the top three recruiting fraternities?

- Do you lose recruits to these fraternities?..... yes no

If yes, why?

What is your recruitment budget this year? \$_____

What is the average amount spent on recruitment by other fraternities? \$_____

- Do you give recruitment evaluation sheets to men who just joined..... yes no