

Recruitment Goal Setting

Quality and Quantity Worksheet

Goal setting is among the most important tasks in any chapter program, and it is absolutely critical to a successful recruitment program. Without an end in mind, you can't even begin to develop a basic plan for recruitment. By following the simple goal-setting process known as **SMART** (**S**pecific, **M**easurable, **A**ttainable, **R**esponsible, and **T**imely), your chapter can set itself on a course for success in recruitment.

You hear it all the time, "We focus on quality, not quantity," and deep down, you know the person speaking to you is delivering one of the oldest recruitment excuses on record. SigEps are smart and know that **quality** and **quantity** do not oppose each other, but rather, go hand-in-hand. Whenever a chapter starts a discussion about setting recruitment goals, someone in the chapter will object on the basis that setting a goal will lead to a compromise in quality. This argument is irrational because it assumes that instead of working hard to find the best men, the chapter will ultimately settle for anybody to satisfy a quantity goal. If your chapter enacts and enforces its recruitment standards, and works hard to find men who meet those criteria, then recruitment will almost always yield high quality men in large quantity. From time to time, recruitment goals for an academic term will be missed. Do not give up, formulate your plan to achieve your recruitment goal for the next academic term and for the year. By saying, "We focused on quality this term," you imply that quality has never been a priority for the chapter, therefore insulting current brothers. By saying, "We missed our recruitment goal by five men this term and plan to make it up in the next term by doing the following..." you are being a leader and establishing a plan for success.

Read the information below, complete the worksheets, and establish your chapter's quality and quantity goals. Build your recruitment game plan and these goals. Emphasize to your brothers the chapter's commitment to recruiting a large group of the highest quality men who possess Sound Minds and Sound Bodies.

THE QUALITY GOAL

Begin by setting a quality goal to guide the chapter in terms of what to look for in each recruit.

- **Specific:** Develop a detailed description of the ideal candidate for membership. "Be descriptive." Define what you mean by "SigEp material" (i.e., Sound Mind, Sound Body, gentleman).
- **Measurable:** Be sure that your descriptions are measurable or quantifiable. Identify attributes that demonstrate the candidate's qualities in the areas of scholarship and leadership or any other quality you describe above. For example, you may determine that involvement in at least one other campus organization or two leadership positions while in high school are ways to measure a candidate's leadership.
- **Attainable:** To set a quality goal of recruiting students with a minimum 3.5 GPA who are president of at least two campus organizations and start both ways on the football team is probably unrealistic. Set your goals high, be sure they are challenging, and not unrealistic.

- **Responsible:** Clearly assigned. Someone or a group of brothers must have the responsibility for enforcement of the chapter's quality standards. Perhaps this fall, under the scope of the Recruitment Committee, Standards Board, or Executive Board. In either case, choose a group of brothers who are responsible for ensuring quality objectives are followed.
- **Timely:** Set a time line. Be specific. Assign a completion date to enacting your quality standards and recruitment of men meeting that standard.

THE QUANTITY GOAL

Now that you have determined the qualities you seek in recruits, it is time to establish a quantity goal to get the top new members on campus.

- **Specific:** Establish a specific quantity of men you expect to recruit. "To recruit the most new members" is not specific enough. Assign a number that you believe corresponds to that goal.
- **Measurable:** A specific number is measurable; "a *bunch* of good guys" is not.
- **Attainable:** Recruiting 100 new members is probably not attainable. Be sure your quantity goal is challenging yet realistic. An unattainable goal will only depress the chapter's morale when it is not reached. Achievement of a good "stretch" goal will send morale soaring.
- **Responsible:** As an officer in charge of recruitment, you are responsible for guiding the chapter to recruitment victory. Once you have established a quantity goal, do not lower it because you have not found the number of men who meet your quality goal. Chances are you are not recruiting as effectively as possible. You are in need of a better recruitment plan, so go back to the drawing board and revise your plan for finding the quantity you seek at the quality you demand.
- **Timely:** Set a completion date. By what date will the chapter reach its recruitment quantity goal?

Goal setting is critical in recruitment. It can mean the difference between recruiting a "bunch of good guys" and 45 of the top Balanced Men the campus has to offer. Remember, you can recruit a large quantity of high quality men. You simply need to develop and then execute a good plan for finding and recruiting those men. Work with alumni, volunteers, and your Regional Director on developing your recruitment game plan.

GOALS AND OBJECTIVES

The following information should be used during recruitment to target the quality and size of the new members you intend to recruit in an academic term or year. During this exercise, it is important to take a step back and look at your chapter. Where do you rank in size and how well are you competing? If you are not at a competitive size (1, 2, or 3), then your recruitment goals should stress growth in men. If you are competitive, set goals designed to make you the top fraternity on your campus. If you are the top fraternity, set goals to further distance yourself from the followers and work toward becoming an elite SigEp chapter.

Also, do not measure yourself simply by where you rank on your campus today. You must use a historical and national perspective, (For example, you may have 70 men in the chapter, which ranks you first on campus, but five years ago you had 100 men. You may have 70 men in the chapter which ranks you first on campus, but similar SigEp chapters on similar campuses have 95 men.)

GENERAL

In the following sections, important dates will be set for certain recruitment goals. Mark these dates on your chapter calendar as the **dates** are set.

1. Every brother will be involved with recruitment.
2. Recruitment chairman will be appointed by _____ and will serve until _____.
3. Recruitment committee will be selected by _____.
4. The recruitment calendar will be set by _____.
5. All recruitment publications will be ready for print by _____.
6. A recruitment manual will be created by _____ and will be distributed to all members and new members.
7. Sorority presentations will be complete by _____.
8. Each member will be required to submit _____ recommendations for recruitment by _____.
9. We will collect _____ recommendations for recruitment by _____.
10. Alumni will be contacted, solicited for recommendations, updated on the recruitment process, and asked to host and attend recruitment events. An alumni recruitment letter will be sent by _____.
11. A recruitment clinic or chapter retreat will occur by _____.

QUALITY

Sound Mind

1. Each man joining SigEp must have no less than a _____ GPA.
2. The chapter will award a scholarship to an outstanding incoming freshman via the Balanced Man Scholarship. A scholarship program will be set up by _____. Applications and cover letters will be in the mail by _____.
3. The Vice President of Recruitment and Recruitment Committee will actively recruit outstanding high school students. Letters will be written and sent to guidance counselors by _____ in order to gain recommendations for summer and fall recruitment.

- By _____, the Vice President of Recruitment or Recruitment Committee members will have met with the advisors of _____ recognized honors/student organizations or clubs on your campus in order to gain recommendations.

Sound Body

- Recognizing the need for competition, we will field at least two teams for every sporting event.
- This past year, we graduated:

_____ Football Players	_____ Volleyball Players
_____ Basketball Players	_____ Wrestlers
_____ Softball Players	_____ Golfers
_____ Soccer Players	_____ Others

- From the information above, recruits that play the following sports will be targeted:

- In an effort to recruit more varsity athletes, the Vice President of Recruitment, Recruitment Chairman, or Committee members will meet with the Athletic Director, varsity coaches, and assistant coaches in order to gain recommendations.
- Our goal is to obtain _____ recommendations for varsity athletes.
- We will recruit _____ varsity athletes in the 200__-200__ academic year.
- Recruiting classy, top-notch men will often depend on the success of sorority recommendations. Each sorority will have been given a presentation for fall recruitment and a presentation for summer recruitment by _____.

Leadership

- There are currently _____% of our members involved on campus. Our goal is to achieve _____% by _____ (not including intramurals).
- _____ % of new members will have been involved on campus before they joined the Fraternity.
- Members of leadership organizations will be recruited. _____ leadership organizations will be met with.
- By _____, the Vice President of Recruitment or committee members will have met with the advisors of _____ campus leadership organizations (student government, activities board, student alumni board, etc.).

5. The Vice President of Recruitment and/or Recruitment Committee will actively recruit outstanding high school leaders. Letters will be written to student activity/orientation sponsors by _____, in order to gain recommendations for summer and fall recruitment.

Quantity

1. In terms of size, our chapter currently ranks _____ on a campus that has _____ fraternities. Our goal is to rank _____ by May 30, 200__.
2. Each year, we will increase annual recruitment by no less than _____ men.
3. Our goal is to be one of the largest fraternities on our campus by _____.
4. By Fall, 200__, our chapter will be _____ men strong.
5. Our goal will be achieved by recruiting year-round, utilizing fall, spring, and summer recruitment.

_____ men will be recruited in the fall.

_____ men will be recruited in the spring.

_____ men will be recruited in summer recruitment.

6. The total from objective 5 is _____ men joined during the 200__-200__ school year.
7. 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 small percentage for resignation or expulsion _____

Projected chapter size after 200__-200__ year _____