

## VICE PRESIDENT OF RECRUITMENT

*Failure to prepare is preparing to fail.*  
John Wooden

*It is amazing how much we can accomplish  
when nobody cares who gets the credit.*  
Harry S. Truman

Congratulations on being elected the Vice President of Recruitment! Your duty is to drive chapter excellence through new member recruitment. Whether your goal is for the chapter to grow in size, increase its cumulative GPA, or continue overall excellence, the chapter's recruitment performance, driven by you, will determine short and long-term success. To accomplish your goals, you must be able to prepare creatively, develop a written plan, sell chapter members on your ideas, and mobilize members to act in an organized and efficient manner. The Vice President of Recruitment controls the destiny of the chapter by the quality and quantity of members he recruits and has the final decision on who will receive invitations to join or bids from the chapter. He must be one of the most organized brothers and a motivated member of the chapter, as recruitment is truly a full-time job. An outline of your duties, as defined by the Grand Chapter Bylaws, is:

*The Vice President of Recruitment shall be responsible for recruiting new members into the chapter. He is chairman of the recruitment cabinet which may include the recruitment events chairman and the Balanced Man Scholarship chairman. He should conduct the chapter's new member recruitment and conduct correspondence in regard thereto, establishing and maintaining programs to recruit undergraduate members.*

Your position has only one rule: Always Be Recruiting! Drive a chapter culture that places recruitment as one of its consistent high priorities. Recruitment should not be viewed as a chore, rather, the chapter's sole **opportunity to compete against all the other fraternities on campus and win.** Successful recruitment will yield a chapter whose manpower is among the largest on campus, is representative of the student body as a whole, possesses a strong reputation on campus & community, and offers the strongest ties of friendship of any student organization on campus.

The following pages will cover:

- The Ideal Vice President of Recruitment — Great organizations make a point of selecting the right people for the right roles. SigEp is no different.
- Getting Started — You've gotten elected, now what?
- Quality AND Quantity — Outstanding SigEp chapters achieve the best of both.
- Steps to Victory — Nearly everything in life follows a process. Execute a strong process, inform and involve your brothers, and recruitment victory is nearly assured.
- Keys to Success — Wrapping it up; don't forget these points.

# THE IDEAL MEN FOR THE JOB

## VICE PRESIDENT OF RECRUITMENT & RECRUITMENT COMMITTEE

The best Vice President of Recruitment is not necessarily “popular,” and he is not the type of man who will accept whatever position the chapter offers him, nor is he necessarily the chapter’s best recruiter. The officer should be a competitor who is highly organized and mature enough to delegate tasks and authority with confidence in those who receive his directives. Like a good coach, he recognizes the need to keep people motivated. He should thrive on the recruitment challenge. Winning is everything, and to succeed in recruitment, he must understand the absolute need of utilizing the entire chapter to accomplish this objective.

The Recruitment Committee should have ultimate authority over recruitment. They must have the authority to accomplish the goal that has been given to them without the red tape of obtaining approval at every turn or being subject to a few nay-sayers who may have a deteriorating influence on the whole team. The Recruitment Committee should have the authority to decide to whom a bid will be given, and when it will be given. To some, this concept may seem alarming. However, if each chapter member makes a point of meeting the recruits and passing their thoughts along to a person on the Recruitment Committee, the opinions of the membership will be heard. If the Recruitment Committee receives negative feedback about a recruit, they are not going to authorize a bid until they are convinced the person will be a positive addition to the chapter. The system of using an all-chapter vote to determine to whom bids will be given is an antiquated practice that encourages laziness in the chapter, is a distraction from the objective at hand, and all too often has a negative impact on the recruitment effort.

The Recruitment Committee will quickly make the same decision the chapter would have made after an all-night voting session. The Recruitment Committee should be able to conduct or delegate the delivery of a bid at the most opportune time to close the offer, whenever and wherever that might be.

The Vice President of Recruitment is ultimately responsible for the development and execution of a recruitment plan. He must be prepared to educate the entire chapter on the basics of how to recruit (cold mechanics), and then how to do it within a well-organized plan. Time allows little room for mistakes in executing the plan that the Vice President of Recruitment has laid out. If a member is not accomplishing the tasks he has been assigned, he must be replaced immediately. The Vice President of Recruitment must stay abreast of the chapter’s motivational attitude and utilize the chapter officers as often as necessary to keep the plan on course.

To review, the following are qualities a Vice President of Recruitment and Recruitment Committee member must possess:

- COMMITMENT TO SOUND MIND, SOUND BODY** — The Vice President of Recruitment and Recruitment Committee members should be on a weekly workout schedule and have a G.P.A. at least equal to the all-campus average.
- COMMITMENT TO STANDARDS**—These men have the final word on who is recruited. They must not settle for less than men of Sound Mind and Sound Body. In order to quantify each of these ideals, create a standard for each one.
- CONFIDENCE**—They must be sure the chapter is recruiting the best men on campus.
- DEDICATION**—They must have the desire to recruit and must be dedicated to the Fraternity. Dedication will enable them to persevere during challenging times.
- COMMUNICATION SKILLS**—They must be able to communicate in a clear, concise manner. Each member will have to speak to the chapter, prospective members, and possibly campus personnel at some point during his tenure.
- ENTHUSIASM**—They must be able to motivate others.
- CREATIVITY**—Each brother must be able to think of unique solutions within the framework of campus rules.

## GETTING STARTED

Other than the chapter president, no officer will be required to perform as quickly as you. Moreover, no other officer has more influence over the chapter's future than the Vice President of Recruitment. More than likely, a major recruitment period is just around the corner and you have very little time to prepare. The following items will help you get started in the appropriate manner:

- Attend the officer transition retreat.
- Appoint the members of your Recruitment Committee.
- Review the resources available at [www.sigep.org/recruitment](http://www.sigep.org/recruitment).
- For an honest look at your chapter's current standing on campus, check out the Competitive Analysis at [www.sigep.org/recruitment](http://www.sigep.org/recruitment)
- Meet with the Recruitment Committee. Ensure each captain or chairman understands the expectation of his position. Each captain or chairman should present goals, short-term and long-term, to you for his term.
- Set up a weekly meeting time for the Recruitment Committee. This meeting should occur at least one day prior to the regularly scheduled executive board meeting so pertinent members can report to you for your report during the executive board and chapter meetings.
- Set up a recruitment retreat for your chapter. For more information, contact your Regional Director or [www.sigep.org/recruitment](http://www.sigep.org/recruitment).
- Read and become familiar with Sigma Phi Epsilon's *Statement on Chapter & Individual Responsibility*.
- Nominate a Balanced Man Scholarship (BMS) Chairman or BMS Committee.
- Review IFC and/or campus recruitment rules. Ensure all chapter recruitment functions adhere to these policies. If the information is not readily available, contact your chapter's IFC representative, the IFC President, or Greek Advisor.
- Attend the weekly executive committee meeting.
- Set up regular new member recruitment events for the chapter.
- Review the Chapter Plan. The Chapter Plan allows you to work together with the regional director and chapter volunteers to track key components of the chapter. The Chapter Plan will help you to pass on historical information and chapter data to future chapter members, as well as set short- and long-term goals. Check out your chapter's plan at [www.sigep.org/chapterplan](http://www.sigep.org/chapterplan).
- Become familiar with the SigEp web site at [www.sigep.org](http://www.sigep.org).
- Recruit year-round. Always be recruiting and encourage other brothers to do the same!

# QUALITY AND QUANTITY

## I. WHAT THE EXPERTS SAY

These two terms are not contradictory. They exist together. If your chapter recruits well, both of these traits will exist. Do not allow your brothers to develop the mentality that you cannot have one if you have the other.

Sigma Phi Epsilon is the nation's largest fraternity because its chapters are the largest—in most places SigEp has the most members of any fraternity on campus.

A quality chapter attracts a high quantity of members. For more information on setting goals that assure your chapter quality and quantity, check out the Quality & Quantity Goal Setting document at [www.sigep.org/recruitment](http://www.sigep.org/recruitment).

Year-round recruitment will allow your chapter to focus on the quality of individuals rather than waiting for prospective members to come to you. Even if you do not offer the man a bid, or invitation to join, until the following recruitment period, you have set the chapter up for a stronger year-long recruitment performance due to recruitment efforts year-round. Do not settle for the men going through rush. Go out and recruit the best men on campus to join your chapter.

Chapters with strong manpower in relation to competitors have the upper hand....and that's the ultimate benefit of being the largest fraternity who offers its members the best experience, reputation, and brotherhood on campus.

## II. MANPOWER ANALYSIS

In order to understand the manpower breakdown of your chapter, you may want to conduct a manpower analysis. This process will allow you to see the year-by-year breakdown of chapter membership and help you plan recruitment to replace the number of graduating seniors.

### CURRENT MEMBERSHIP

Seniors	_____
Juniors	_____
Sophomores	_____
Freshmen	_____
<b>Subtotal</b>	_____
Less: Graduating Seniors	_____
Less: Attrition (10% of membership)	_____
<b>Total Returning</b>	_____
Recruitment Goal	_____
<b>TOTAL ENDING MANPOWER</b>	_____

# STEPS TO VICTORY

## STEP ONE: SET THE STANDARD

Great organizations from companies to championship teams, to fraternity chapters, are great because they are comprised of exceptional individuals who are held to a higher standard. They share one consistent theme—they have high recruitment standards.

Like your college or university's sports teams, your overall success is dependent upon the talent level of recruits and their development while a member of the chapter. Teams do not rely on developing skills in average people; they go and find those people who can add value to the organization.

If your chapters wants to become or remain great, you must go out and find those high-caliber individuals on campus. SigEp at its best cannot rely on making mediocre people perform. A championship team does not recruit average players with the hope that they can turn them into stars. SigEp is not a rehabilitation clinic; at its best, a SigEp chapter recruits the very best men on campus, and helps them excel.

As the Fraternity espouses to the ideal of the Balanced Man, one who possesses a Sound Mind and a Sound Body, so must you recruit them. Therefore, recruitment standards are a must. The higher you set the bar, the better your organization will be. Prior performance is the best indicator of future performance.

Sample recruitment standards:

**Sound Mind** — Minimum GPA above the all-campus or all-incoming freshman average, leadership skills demonstrated through involvement with student organizations in college or high school, a man of character and culture

**Sound Body** — Demonstrated physical abilities, shows care and concern for physical well-being

Quality and quantity are interdependent measures. You can achieve both with vision and hard work. Hold true to your standards, and your chapter will become a great organization. A chapter consisting of quality men will work as a team to achieve recruitment success, and find it, as quality is evident to potential members. A chapter claiming quality with low manpower is either lazy or perpetuating a group that does not value diversity and fears its bonds of brotherhood are not strong enough to effectively handle healthy growth.

When recruiting the best of the best, always remember:

*The people you recruit are directly related to the way in which you recruit.*

You will attract those people to whom your presentation appeals. If you recruit with alcohol or mainly discuss the social side of the Fraternity, you will attract members interested in the social aspects, who will likely present obstacles to progress in favor of complacency, and only offer brotherhood over an open bottle or can. If you promote yourselves as men who live Sound Mind and Sound Body, men who value these components of their lives will be attracted to you.

Some tips for attracting the men of high caliber:

- ❑ Never, ever involve alcohol in recruitment.
- ❑ Involve prominent and local alumni.
- ❑ Talk to the great achievements of the chapter. Do not center discussions around social events. If that is all he is interested in now, that is all he will be interested in later, and you don't want him.
- ❑ Class shows—dress and speak appropriately.

## **STEP TWO: SET A GOAL**

An important aspect of recruitment is goal setting. Remember, quality and quantity are not independent!

The following story illustrates the power of setting goals and the difference it can make:

*In 1953, a study was done at Yale University. At that time, 3% of the undergraduate students had written goals, the other 97% did not. When these same individuals were polled 30 years later, the net worth of the 3% with the written goals was greater than that of the other 97%.*

The establishment of goals provides direction for the chapter and goes a long way in shaping the final results of your recruitment program. For goals to be effective, they must be concrete and measurable. They must be quantified. Your recruitment goals should automatically assume that you will only recruit quality individuals. The question is not, “Are you going to get sharp guys,” but rather, “How many sharp guys will you get?” Remember, you can't get anywhere if you don't know the end destination.

Study your competition and your own chapter from a numbers perspective. How many men do you have now? How many men will graduate at the end of the semester? How does your chapter honestly stack up against the competition? And the most important question, how many men do you plan to recruit this year? For these questions to be effective, they must be answered truthfully. Determine what type of numbers your chapter needs to ascend to the top spot on campus. If your chapter is not at a competitive size, then your recruitment goals should stress growth. If your chapter is competitive in size, then the recruitment program should be designed to move to the top spot. If you are already the largest fraternity on campus, then you should aggressively pursue a quantity of men that will distance you from the competition.

Once you have established your recruitment goals and written them down on paper, you must now make specific decisions on the types of men needed to achieve these goals. In simple terms, recruitment is marketing and promotion. But in the long term, the results of your recruitment will determine the product you have to offer.

It is this type of analysis that sets an awesome responsibility on your shoulders. As Vice President of Recruitment, you will shape your chapter's future. What will your chapter need to meet the demands of the future? What traditionally strong areas need to be sustained? What weaknesses need to be overcome? If intramural athletics have traditionally been strong for your chapter, your recruitment should seek out prospects who will help sustain this tradition. If SigEp is not a prominent fixture of campus involvement in areas such as student government and honor societies, then you should focus attention on recruiting men who will eliminate these weaknesses and make SigEp a prominent part of campus life. Simply stated, goals must be balanced, concrete, and you must direct your recruitment in the appropriate areas.

Goal setting includes setting a number that will assure growth for chapters not among the largest on campus. Goal setting should always be done with competitors in mind. What is it going to take for your chapter to stay on, or rise to, the top of your Greek community?

### **STEP THREE: APPOINT A WINNING TEAM**

In addition to being part of the Executive Committee, you serve as the Chairman for the Recruitment Committee. This committee is comprised of the Recruitment Chairmen or captains and Balanced Man Scholarship Chairman or Committee.

Following the Vice President of Recruitment's responsibilities, the next level of responsibility falls on the shoulders of the Recruitment Committee. The Recruitment Committee is appointed. It is assembled by the Vice President of Recruitment and includes those members willing to devote the enthusiasm, time, and dedication necessary for a successful program. Depending on the size of the chapter, the committee usually consists of five to six members who are resolved to seeing their chapter become the top recruiting fraternity on campus.

The Recruitment Committee presents an opportunity to bring young members of the Fraternity into a high profile area of the chapter and will enable SigEp to benefit from their genuine dedication to the recruitment effort. These men will form the heart of the Recruitment Committee, and you will rely on them to do much of the legwork. The committee must also include the older members of your chapter. These members may not have the time to spend hours in the dorms meeting with the recruits, yet these men have the experience that is vital to the committee. They know what it takes to motivate the committee and how to sustain the momentum when the recruitment program is facing difficult situations. These men know the proper recruitment techniques, and they are essential in the one-on-one aspect of the recruitment program.

To achieve outstanding recruitment results, a committee must do more than exist in name only. The committee must be an active force of the recruitment program. As Vice President of Recruitment, a list of names designated as the Recruitment Committee will be of no service to you. In order to be effective, the Recruitment Committee must meet regularly and in private. When recruitment is at its peak, don't consider it unreasonable if you require your committee to meet on a daily basis. You must make it clear to the Recruitment Committee the true magnitude of the responsibilities required to conduct a successful recruitment process. Recruits need to be contacted, functions need to be scheduled and controlled, and the chapter needs to be organized and motivated. The daily meetings will go much smoother if regular meetings are held far in advance of the peak recruitment period. By planning well in advance, you allow yourself the time to refine or revise specific areas. This will allow the chapter the luxury of entering recruitment with a clear idea on what needs to be done to achieve an outstanding recruitment.

For the planning process and the actual recruitment effort to be a beneficial time for the chapter, it is necessary that the committee be given the right to act and make decisions on behalf of the chapter. This cannot be successful if the committee seeks the approval of each and every member as they prepare for recruitment. The Recruitment Committee must meet privately and have the confidence that they can speak with candor and with the knowledge that they have the freedom to make the proper decisions from the first days of preparations to the final moment when a recruit is extended an invitation to join the chapter. The committee must act as a unified group, but if there is an unsettled decision, the Vice President of Recruitment will make the final decision.

For more on committee organization, visit [www.sigep.org/recruitment](http://www.sigep.org/recruitment) and check out the document entitled “Recruitment Teams.”

## **COMMUNICATION**

For the above scenario to become a reality, it is critical that you clearly define the responsibilities of the committee. The areas of communication and legwork will occupy most of their attention. As Vice President of Recruitment, you are organizing a program that you need to “sell” to the chapter in order to have its complete support and involvement. To be able to “sell,” you must be able to communicate. To communicate, you must have the committee properly conveying the message.

To get each and every member involved in the program, do not take the easy way out by speaking to the masses during a chapter meeting. For complete involvement, you must speak personally with every individual of the chapter and tell them the plans and goals of the recruitment program, and most importantly, what their role is in the recruitment picture. Don’t expect to have a complete bill of sale by simply meeting with each chapter member. “Selling” the process is an ongoing effort that requires persistence and patience. The committee should spend time in individual as well as group discussions. Keep recruitment a top priority during chapter discussions. Ask for opinions and listen—make the chapter members realize that you care about their thoughts and that you give them appropriate consideration.

## **LEGWORk**

On many campuses, chapters will appoint their most successful recruiter as Vice President of Recruitment. This can be detrimental to the chapter because the chapter’s best recruiter is given the task of not only recruiting, but also of organizing the entire program. More than likely, this situation will result in a Vice President of Recruitment who assembles a small group of mediocre men rather than a top recruitment group of men in quality and quantity, simply because one man cannot satisfy all the demands of the recruitment program. This is why the recruitment program demands the presence of an active Vice President of Recruitment who is focused on meeting responsibilities. Some duties of the Recruitment Committee are:

- Identify recruits.
- Contact recruits.
- Conduct interviews.
- Organize recruitment events.
- Supervise recruitment events and make sure they accomplish the goals established for the event.

When you begin developing your Recruitment Committee, remember that duties should be communicated verbally and on paper. All committee members need to be aware of each member’s responsibility. Each member will have his performance monitored by the Vice President of Recruitment and will be held accountable for the completion of duties. To see that the necessary responsibilities are accomplished, it is imperative that the Vice President of Recruitment is specific when in charge of budgeting. The production department develops the product. Each promotion representative is responsible for promotion in a designated territory. Now apply these examples to the Fraternity. Break the chapter down into recruitment teams with members of the committee serving as recruitment captains

of those teams. Each recruitment team will be assigned either a specific dorm or a specific city or region of the country that sends a large number of students to your campus. Each recruitment captain will be responsible for the number of men assigned from these areas. If you have placed the right men on your committee, they will respond to the challenge facing them as recruitment captains.

A key to planning the recruitment program is the realization that each member will be held accountable for assisting with recruitment. Do not let members “fall through the cracks.” Make sure that each member has a place in the recruitment program. This involvement will give members a personal stake in the program and will, in turn, benefit the entire chapter.

## **RECRUITMENT CAPTAIN/CHAIRMEN RESPONSIBILITIES**

- ❑ Ensure chapter members are recruiting year-round.
- ❑ Plan and organize all recruitment events. Motivate brothers to attend all events.
- ❑ Identify and meet with potential members.
- ❑ Invite volunteers and alumni to all recruitment events.
- ❑ Follow up with all prospective members.
- ❑ Attend the weekly Recruitment Committee meeting.
- ❑ Develop a budget for recruitment to be submitted to the Vice President of Finance.

## **BALANCED MAN SCHOLARSHIP CHAIRMAN**

- ❑ Attend the weekly recruitment cabinet meeting.
- ❑ Organize the calendar. A sample time line can be found on the BMS disk. If you fall behind the time line, the success of the program maybe jeopardized. BMS disks can be ordered free of charge at (800) 313-1901 or by emailing [jan.brammer@sigep.net](mailto:jan.brammer@sigep.net).
- ❑ Mail BMS applications to incoming freshmen. For best results mail directly to freshmen. Many times the college or university will provide mailing labels for a nominal fee. Check with the Greek Advisor, Financial Aid Department, or the Admissions Department for more information.
- ❑ Arrange interview teams.
- ❑ Follow up with all candidates in a timely fashion.
- ❑ Organize the awards banquet, reception, or event.
- ❑ Secure the scholarship awards. Contact your Alumni & Volunteer Corporation for more information.
- ❑ Chair the interview evaluation team.

## **STEP FOUR: MOBILIZE & MOTIVATE THE BROTHERS**

Once elected to the office of Vice President of Recruitment, you may find yourself wanting to handle all aspects of the recruitment program. The Vice President of Recruitment who attempts to attend to every detail of recruitment will soon find himself running out of hours in the day and tallying poor numbers due to the exclusion of the rest of the chapter. A few quality individuals may join the Fraternity, but a large number of quality men will miss the SigEp experience due to a lack of chapter motivation on behalf of the Vice President of Recruitment.

There are over 250 men serving as Vice President of Recruitment for SigEp at chapters and Sigma Epsilon Chapters across North America. How many outstanding Vice Presidents of Recruitment have you seen? How often have you witnessed a chapter that benefits from the extraordinary leadership of its Vice President of Recruitment? If you have the sincere desire to succeed, you must understand what great leaders do, and how they accomplish their tremendous feats must be discussed.

Great leaders are almost always simplifiers who cut through argument, debate, and doubt to offer a solution everybody can understand and remember. Motivation is not complicated. It is not even difficult. All it requires is persistence and the knowledge of what works. In motivating the chapter, there are four key aspects that must be discussed:

- Recruitment retreat
- Organization
- Confidence
- Pride

Apathy within the chapter often stems from a lack of one or all of these elements.

## **RETREAT**

As mentioned earlier, it is impossible for you as Vice President of Recruitment to do everything during recruitment. One of the best ways to motivate and educate your fellow brothers is to have a recruitment retreat. This retreat should be planned well enough in advance that all the arrangements can be made so that everyone can put it on his calendar. It is crucial to the success of recruitment for everyone to attend and participate. All the brothers must have the same understanding of what the goals and objectives are for your chapter. In order for you to lead them in the right direction, they need to be on the same playing field as you.

The retreat should be held outside of the chapter house to keep the brothers free from distractions. There is no set length of time for the recruitment retreat, but the agenda should flow smoothly so that the chapter does not get bored. It is the job of the Recruitment Committee and you to make sure that everyone is geared up and involved during the retreat.

The recruitment retreat is the most efficient and effective way to educate the chapter on a successful recruitment. It is your job as Vice President of Recruitment to make sure that everyone is motivated and educated to have the most successful recruitment on campus. The more education and direction the normal chapter member has on recruitment, the easier your job is going to be. Recruitment is a competition, and the winning chapters are the ones that are the most prepared for recruitment. The recruitment retreat is the best way to prepare the chapter to be the winners of recruitment on your campus.

Talk to your Regional Director about retreat ideas.

## **ORGANIZATION IS ESSENTIAL**

As stated earlier, a Vice President of Recruitment who possesses outstanding “people skills” but lacks organization will not be successful for a number of reasons. One of these reasons may be a failure to

motivate the chapter. As Vice President of Recruitment, you may believe there are times when you are not getting the support of the chapter. If you believe this is the case with your chapter, take a look at the structure of your program. If there is no structured plan through which the membership can contribute, then the Vice President of Recruitment is to be held responsible for running a one-man show. To avoid or correct this problem and to provide the proper organizational base, you must do these things:

1. Have a thorough understanding of university and IFC recruitment policies.
2. Research the existing program including past practices, budgets, and events.
3. Have a written recruitment program that includes the overall strategy for your term of office, as well as the continuing policies and goals for the chapter's recruitment efforts.
4. Maintain an active Recruitment Committee to advise you and to generate broad support of the program in the chapter.
5. Keep the chapter constantly up-to-date on the current schedule of recruitment events, and the short-term recruitment goals.

## **CONFIDENCE IS KEY**

A lack of confidence in the Recruitment committee and its program can be crippling to the outcome of recruitment. Recruitment can be an anxious, fast-paced, and emotional time. During these intense moments, it is critical that the chapter have the confidence to seize the momentum and finish strong, rather than lose confidence in the program and give the edge to the competition. A lack of confidence can be altered if you are aware of the signs. Symptoms are apathy and lack of cooperation on the part of the chapter members. To avoid or correct this, do the following:

1. Choose the Recruitment Committee carefully.
2. Have the Recruitment Committee in place far enough in advance of the chapter's major recruitment efforts so that committee members can demonstrate their skills and earn the respect and confidence of the chapter prior to the critical moments of recruitment.
3. Always maintain a positive attitude to the rest of the chapter. Even a highly skilled Vice President of Recruitment may tend to dwell on negative things in his conversations. This type of attitude is contagious and can lead to a crisis within the chapter.

## **CHAPTER PRIDE IS A MUST**

Motivation isn't possible if pride is non-existent in your group of men. The chapter must have a proud belief of its identity as a group. It will be motivated to work hard to maintain the group's prominence (or regain it as the case may be) among its peers. If you are Vice President of Recruitment of a top fraternity on your campus, then you must stress this distinction to the members. Let them know that recruitment will have a substantial impact on the future of the chapter and that the outcome will be a personal victory or defeat for them. If your group is not among the top fraternities on campus, stress that as its prestige rises, so does that of the individual members. A group that is apathetic, lazy, and lacking in unity is a group that simply has no pride.

To build pride within the group, you as Vice President of Recruitment can encourage the chapter to begin developing pride at the personal level. Promote high self-esteem and a strong personal appearance among the members. If the recruits sense the presence of a strong group, the chapter substantially increases its chance of signing quality men. You then need to look to chapter activities that rely on the

group strength for success. Sound Mind, Sound Body events are fantastic areas to develop unity among the group. By striving to have a championship season or by sponsoring a service program to support a worthwhile cause, the group will see the power of its numbers and the realization that it has the ability to be the top fraternity on campus.

## **RECRUITING THE CHAPTER**

Your Recruitment Committee will devote its complete energy to recruiting new members. Yet you must also remember to recruit the chapter on your recruitment program. To be successful in recruiting new members as well as the chapter, organization, confidence, and pride must always be consistent attributes of your ability as a leader.

## **EDUCATING THE CHAPTER**

Recruitment in its simplest form is the process of making friends and assuring them that you are the best fraternity they can find. As Vice President of Recruitment, you know there is more than this simple element involved in the recruitment program. It is up to you to educate the chapter on what it takes to not only build a friendship, but what it also takes to make that friend a member of SigEp. The strength of a top recruitment program is the ability of the Fraternity's individual members to "sell" recruits on the immediate and lifelong benefits of being a fraternity man. Knowledge of salesmanship is essential for all members of your chapter in order for them to properly shoulder their portion of recruitment. The thought of "selling" the Fraternity is a terrifying prospect for some individuals. This fear of the recruit can be wrongly interpreted and give the recruit a poor impression of SigEp.

For these types of individuals, you need to stress that they simply need to act friendly. Make a small introduction, make the recruit feel welcome as a guest of the chapter, and then move on. This type of routine will result in large groups of SigEps continually meeting the recruits and making them feel comfortable. The Recruitment Committee carries the bulk of the workload by recruiting on a more personal level.

The heavy workload includes visiting dorms and homes of the recruits. The best way to make friends—and let them know that you are sincere—is to spend time with them. Your chapter should use letters and phone calls as a means of contacting recruits, but you must not make these your only forms of communication. Personal contact is the key to closing the deal.

In order to educate your fellow chapter members with the proper recruitment techniques, you must first educate yourself. Once you feel knowledgeable of the following techniques, you must make recruitment instruction mandatory for the chapter so the members understand the techniques:

1. In meeting a recruit, a member should grip the recruit's hand firmly and repeat his full name after the introduction has been made. Particular attention should be paid to developing a sincere and enthusiastic handshake. A weak handshake leaves a negative impression on the recruit.
2. When introducing a recruit to a chapter member, the recruit's full name should be spoken first. The only time this is altered is when the recruit is introduced to a markedly older

guest or alumnus. If the recruit is being introduced to a female, her name is always the first mentioned during introductions.

3. Remembering names is a skill that can be mastered by anyone after careful practice. People like to hear their names. After the introduction with the recruit, repeat his name to yourself a couple of times. Use his name several times during the course of conversation. Associate the recruit's name with something familiar. Following the conversation, write the person's name down and refer to it from time to time to refresh your memory.
4. Conversation should center around the recruit. Make the recruit feel important. Find out his interests and aspirations, and then talk about them. If he was the starting quarterback in high school, begin by talking football with him, even if all you do is ask questions.
5. All chapter members should be aware that their appearance is of the utmost importance. Do not tolerate brothers who maintain a sloppy appearance. You will attract men who think they fit into your group. And remember, winners act like winners, and losers act like losers. If you want to recruit the sharpest men, then you must present your group as the sharpest fraternity.
6. Before recruitment events, if at all possible, it is good for the chapter to go over the game plan for the event. This review should cover the basics, such as handshakes and introductions, as well as discuss recruits who are in the later stages of the recruitment process and require extra attention.
7. Avoid the following stock questions:
  - A. "Where are you from?" You should know that.
  - B. "What is your major?" You should know that, too.
  - C. "Have you any other questions about the Fraternity?" Let the host or men who brought the recruit to the event find out this information, and they can pass it on during introductions. If he has a questions, he will ask. If he doesn't, you ask questions and answer them, too, such as, "I imagine you are wondering about our member development program."
8. Direct your conversation with the recruit toward relaxing the prospect and establishing an easy, friendly relationship with him. Ask about his hobbies, how he likes to spend his free time, and what activities he plans to become involved in on campus. If he is unsure, offer him some possible areas to investigate. It's a good bet that he knows very little about college life, so share some of your knowledge of campus life with him.
9. Talk fraternities. He may know less about the Greek system than he does about college life, so ask questions and answer them, too. Remember, he may not even know which questions to ask.
10. Talk with the recruit as long as necessary. Nobody makes friends in two minutes. If you don't think you are going to be able to do an effective job with the recruit, then two minutes is enough time to meet the recruit and to introduce him to another brothers whose interest or personality type is close to those of the recruit.

11. Don't be afraid to get personal; that's why he is at your chapter event. He's there to learn about the possibility of your group, and you are learning the same about him. Once you establish a rapport with a recruit, introduce him to others, and when he becomes acquainted with someone else, then excuse yourself and meet other recruits.
12. Listen to the recruit. Focus your attention on him and listen with sincerity. People can sense when you're not sincere and when you're just rattling off standard questions and standard responses, with plastic facial expressions. Make an effort to express genuine interest in each person. Being a good listener is the place to start.
13. Nudge but don't push the recruit. As the interest of the recruit grows, you can begin to lead him in the direction of joining. But remember, he's the one who has to ultimately make up his mind.
14. Think like a recruit and you will be a good recruiter. Put yourself in the place of the recruit. Remember how you were as a high school senior or a college freshman. You knew very little about this new environment. Remembering these times, you must take this experience and work to make the recruit feel at home.
15. Get the recruit to talk about himself. Most people like talking about themselves. The more he talks, the more he'll think you're getting to know him, and the more he'll feel welcome and accepted.
16. Spectacle is cheap—not cheap to pay for, but cheap in impact. Remember that all the props in the world will not work in a recruitment program that does not make personal contact with the recruit a priority.
17. Make friends. Remember, a recruit will join the best fraternity he can find where he believes he has the most friends.
18. Do not knock the competition. You should spend your time promoting SigEp, not criticizing the competition. On many campuses, the best fraternities are victims of “dirty recruitment” as a result of the jealousy of lesser fraternities. It makes you look weak when you attempt to build yourself up by knocking others down.
19. Keep good records. If you talk to an outstanding prospect, it is vital that he doesn't get lost in the shuffle of daily calendars, contact lists, and recruitment recommendations. Don't trust committing important items to memory; put them in writing.
20. Plan ahead, think, and try. Only the individual brothers can do the job of recruiting. Set a course for what you want to accomplish with the recruitment program and ensure brothers carry their share of the load. Do not pass your responsibilities on to someone else!

For more information on educating the chapter on key recruitment skills, talk to your Regional Director.

## STEP FIVE: GET TO WORK

Just like there is a very specific process for preparing the chapter to recruit well, your chapter should also have a unique process for recruiting new members. Most SigEp chapters utilize the following steps to identify and recruit outstanding men:

- ❑ Identify him. Through referrals or friends of brothers. Check out “How to Find Potential Members” at [www.sigep.org/recruitment](http://www.sigep.org/recruitment) for more information on this tactic.
- ❑ Meet him. Make initial contact. Check out “How to Find Potential Members” at [www.sigep.org/recruitment](http://www.sigep.org/recruitment) for more information on this tactic.
- ❑ Make him your friend. Learn about his interests. Ask questions, find out what motivates him. Always attempt to meet with potential members one-on-one. People are generally less intimidated and more honest one-on-one than in a large group of strangers.
- ❑ Introduce him to your friends. Pair him with brothers who are interested in similar things. Invite him to a recruitment or chapter event and make sure he talks to brothers with similar interests.
- ❑ Introduce him to your Fraternity. Present SigEp to him in a way relative to his interests.
- ❑ Ask him to join. Handle any objections and close.

Once you’ve set the standard, established goals, mobilized the chapter, and gathered a list of prospects, there are a few steps that are essential when recruiting an individual:

- **Pre-approach** — The object of the pre-approach is to find out as much as possible about the individual before you ever meet him. Not only does this eliminate boring questions, but it also indicates to the recruit that he is important and that you have taken the time to learn about him and his interests. You should also find out how the Fraternity contacted him and if he knows any SigEps. All of this type of knowledge will make the initial conversation much smoother and increase the chances of your forming a friendship with the recruit.
- **Approach** — The approach is a vital step in recruiting because this will be the recruit’s first impression of Sigma Phi Epsilon. Often, the best person to approach the recruit for the first time is going to be someone who already knows him. This makes it a case where it is merely a friend dropping by to see him and introducing him to one of his fraternity brothers. If someone does not know the recruit personally, you will probably have to approach him either by phone or by knocking on his door.

In either case, you should try to make reference to a mutual acquaintance. For example, when the recruit opens the door, say his name and shake his hand while looking him straight in the eye. “Eric, my name is Ben Gaw, Vice President of Recruitment for Sigma Phi Epsilon Fraternity. I’m a friend of Billy Phillips. He told me that you were coming to school here and that I should look you up.”

At this point, you begin to use your information gathered during the pre-approach. For example: “Ryan, Stewart tells me that you played football at Central High School. Well, I know Tim Brady who played there, too. Do you know him?” This takes his mind off the fact that you are a stranger and gives the conversation a more personal tone due to the mutual acquaintances.

If the recruit was brought to your attention by an alumnus recommendation, then try this approach: “Hi, I’m Carter Jenkins, Vice President of Recruitment for Sigma Phi Epsilon Fraternity. You were recommended to me by Pat Haynes. Pat had so many good things to say about you that I wanted to come by and meet you in person.” This is yet another

instance where you have drawn on the knowledge from the pre-approach. The recruit will be honored that someone he respects has recommended him. Your next step during the approach is to put him at ease by telling him where he fits in with Sigma Phi Epsilon's recruitment program.

Tell the recruit about an upcoming recruitment event. Then invite him to the recruitment event. Do not ask closed questions, such as, "Do you think you can come?" Make assumptions; say, "The cookout starts at 9:00 p.m. I will come by to pick you up at 8:00 or 8:30, whichever time is better for you."

If the recruit objects, you need to be persistent with your invitation. If the recruit says he has to study, answer, "I know what you mean; I need to study, too. Well, why don't you stop by for just a few minutes, and we can leave anytime you say."

Another objection might be due to a night class. If this is the case, offer to pick him up after class or meet him on campus before going to the event.

There are a number of objections a young man may have with an invitation to a function he knows very little about. If you are assigned to a particular recruit, it is your responsibility to make him feel comfortable, yet be persuasive about getting him to the recruitment event. It is essential that you always have an alternative plan when a recruit raises any objections to attending a recruit event.

To put the recruit at greater ease, you may need to spend more time with him one-on-one. Invite him to work out or study with you. This will create greater trust in your and your ideas.

- **Presentation** — Once you've conducted the approach with the recruit, it is then time for you to sell yourself and the Sigma Phi Epsilon experience to the recruit. As stated earlier, make the recruit feel at home and at the center of attention. When introducing the recruit to the other brothers, tell about his background and accomplishments. This will give a strong sense of importance to the recruit and some valuable knowledge to the brothers. It's not essential that you immediately push SigEp. You want to find out what the recruit wants and needs out of a Fraternity.

You need to find out what the recruit's expectations are of fraternity life. The first part of the presentation, obtaining the information that you need, is called the set-up. If your set-up is done right, you should have an idea about how to proceed with information about SigEp. This is where SigEp responds to the needs of the recruit. If the recruit is grade conscious, promote the chapter's scholastic performance and scholarship program. If he is interested in student organizations, let him talk to someone who is actively involved on campus. If athletics are his interest, introduce him to some of the chapter's athletes and invite him to the chapter's next athletic event.

Brotherhood is something that will be brought up at every chapter. The demonstration of brotherhood is much more effective if you show it, rather than just talk about it. If you have members of your chapter who may not be the best recruiters in the world, or may not be the most impressive upon first impression, build them up in front of the recruit. Support of each other will not only better the initial appearance of the chapter, but through your support of each other, you show a visible appearance of brotherhood that will leave a lasting impression.

Emphasize the strengths of your chapter's membership. Build them up in the recruit's eyes so that he will respect them. Talk about their involvement in academics, sports, politics, cultural development, student organizations, etc.

You want the recruit to think about the advantages of being in the Fraternity as well as the disadvantages of not being in it. Never downgrade dorm living, merely ask questions about dorm living. This way, the recruit will have to answer the question himself. You want him to feel wanted, but you should also impress upon him the fact that receiving a bid from SigEp is an honor. Make him understand that SigEps are selective. Compare his recruitment to that of a top varsity athlete. Only the best recruits are asked to join the best team.

## **STEP SIX: CLOSING AND BIDDING**

It may seem strange, but you begin the close the moment you meet the recruit. The close is nothing more than helping the recruit make the decision to become a SigEp. The key part of the close is when you make the decision in your own mind that the recruit is ready to join. You have been working for this moment the whole time from the first moments you asked him questions about his interest, likes, and dislikes, and what he hopes to get out of a fraternity. Besides general enthusiasm and comments about how much he likes the Fraternity and the brothers, he may give you very positive answers to questions that you ask him about the Fraternity, such as how to join, the type of new member program, finances, etc.

As you near the moment when you extend the offer to join, you need to ask him about any objections he has to fraternity life and SigEp. You should be low-key in your approach as you ask him about the Greek system. This way, he is not pressured if he does have objections. Get all the questions out in the open before you answer any of them. The reason for getting these questions answered is that even if he does join SigEp, he may likely quit when the slightest thing goes wrong. As mentioned earlier, the close is nothing more than helping the recruit make the right decision.

The techniques of recruiting are very important. But above all, remember: the result is joining you, not just the Fraternity. The secret of being a successful recruiter is not only to portray the image of a winner, but also to be a friend.

Never issue a verbal bid to more than one man at a time. You may recruit 50 or more men a year, but each of those men joins SigEp only one time, so make it special. Every man wants to be considered individually, not as part of a "package deal" or as part of a chapter's quota.

Pick your own place to bid. Sometimes the surroundings are as important as the words you say when issuing a bid. Some chapters issue bids during recruitment events, but the Vice President of Recruitment pulls each recruit aside individually and extends a bid in an isolated and quiet area. Once the recruit accepts the bid, he is brought back to the event, an announcement is made, and he is congratulated by all of the brothers in attendance.

Assume that he will join. You have already done all the preliminary work. You have thoroughly sold the recruit on the chapter, and you believe he will say yes. You have anticipated his objections and have answered them. Now that you are ready to have him join, here is an example of what you might say: "Dave, I'm the Vice President of Recruitment as you know, and in a minute, I'll be officially inviting you to become a member of Sigma Phi Epsilon. But first, let me tell you why we have chosen you and why we feel you would be an excellent addition to the chapter."

At this point, you will be completely focused on the recruit. You will be able to tell by his reactions whether or not he will accept the bid. Explain how he fits into the chapter. Concentrate on his areas of

interest such as athletics, social life, campus activities, etc. Let him see how he and the chapter will benefit each other.

“Now, Dave, the entire membership wants you in our chapter because you’re going to help us stay on top (or get back on top). Are there any last concerns that you would like addressed or any reservations you have about becoming a member of Sigma Phi Epsilon?”

Once all of his questions have been answered, proceed. “On behalf of the brothers of Sigma Phi Epsilon, I’m extending to you the official bid to join our Fraternity. Now, all it takes for you to accept that invitation is to sign on that line.” (Once he has signed, smile, and shake his hand.) “Congratulations!”

You have assumed that he will join. Now, instead of your waiting for him to say yes, he will have to go out of his way to say no. If you’ve done your homework, he’ll be ready to join. If he needs a slight nudge, this will provide it. Recruitment is a confusing time for these men. You should help him make the right decision. Some people are just afraid to make that final decision. If you’ve followed the right strategy, the only decision will be Sigma Phi Epsilon.

# KEYS TO SUCCESS

## I. RECRUITMENT VS. RUSH

If you can understand the difference between these two words, you will be well on the way to leading your chapter to success. According to *Webster's Collegiate Dictionary*, the definitions are:

*Recruitment* — *The process of filling up with new members; to replenish; to restore or increase the health, vigor, or intensity of something.*

*Rush* — *To move forward, progress, or act with haste or eagerness or without preparation; to perform in a short time or at a high speed.*

It is obvious which of these two you are trying to achieve when seeking out new members. Do your actions reflect what you are trying to achieve?

Prior planning and year-round recruitment will ensure your chapter finds the highest quality men and outperforms the other chapters on campus. If you “rush,” you may find new members; however, they will not be the quality your chapters is trying to find. Only through “recruitment” will your chapter find the highest quality in new members.

## II. YEAR-ROUND RECRUITMENT

Many members believe recruitment is something you do twice a year for two weeks. If this is the mentality in your chapter, you are missing a lot of opportunity.

The best way to describe year-round recruitment is to follow a football analogy. Imagine what a football team would look like if the coach would only recruit new members twice a year for two weeks. The team would not be able to play in the same league as teams that sought out high school players and used scouts to evaluate them throughout the year.

Take a look at the method in which your chapter recruits. If your chapter is like most, events such as house tours and “meet the brothers” nights are commonplace. Do football coaches require all prospective players to come to the football stadium? Most coaches will visit a prospective player in territory familiar to the player. Maybe the coach will watch a game and visit the player in his home. Then, and only then, will a coach ask a prospective player to visit the campus or the football stadium.

A coach never opens the doors to the stadium for two weeks and says, “Anyone interested must come to me, I will evaluate you, and decide if you belong on my team.” Likewise, the best people will not seek out membership in a fraternity. You must seek them out. The payoff for hard work is big.

## III. KEYS TO SUCCESSFUL RECRUITMENT

- Always be honest.
- Follow the chapter's recruitment standards.
- Ensure prospective members are never alone at an event/activity.
- Follow the rules and never talk down other chapters.
- Only recruit men you intend to be in the chapter many years to come.