



## Recruiting on a Substance-free Facility Message

**Policy Summary:** At Conclave in 2015, the Grand Chapter passed a resolution asking the National Board of Directors to explore the possibility of substance-free facilities. After reviewing the results of that exploration, the Grand Chapter passed at the 2017 Conclave [Resolution #2](#). The resolution mandates that by August 1, 2018, all common spaces of chapter facilities will be substance-free, and by August 1, 2020, all SigEp chapter facilities will be completely substance-free. Significantly, the resolution does not prevent chapters from having social functions. Chapters can still use third party vendors and host BYOB events outside of chapter facilities.

**Changes to Recruitment:** On many campuses, a substance-free chapter facility is a differentiating factor. When explained properly, that differentiating factor is often a competitive advantage in recruitment. In fact, SigEp chapters that have some level of substance-free facilities policy have a higher average membership (by 17 members) and recruited 37% more members in a semester than housed chapters without any substance-free facility policy.

This document shows how to describe the benefits of a substance-free facility to a potential new member considering joining SigEp.

<u>Selling Points</u>	<u>Benefits to a Potential New Member</u>	<u>Rationale</u>
<b>Different than typical fraternity houses</b>	<p><i>“We tend to attract the kind of guy who wants more than a drinking club out of his fraternity.”</i></p> <p><i>“When we say we’re different from the average fraternity, we mean it. Have you heard about our Balanced Man Program?”</i></p>	<p>According to a recent study, the vast majority of students entering college today do not want to join Greek life. In other words, harmful stereotypes about fraternities as drinking clubs harm recruitment, and a differentiating factor can be a huge competitive advantage--and an opportunity to talk about what SigEp focuses on.</p>
<b>No parties in the chapter house</b>	<p><i>“Our brothers really like that they have a guaranteed great place to study.”</i></p> <p><i>“Joining SigEp will help you get what you want out of college.”</i></p>	<p>Students go to college to develop personally and professionally. Some fraternity facilities house brothers in environments that harm rather than help those goals by forcing brothers to go elsewhere to study during parties--but a substance-free facility provides a very conducive environment for doing what students go to college to do.</p>

<p><b>Social events held outside the chapter facility</b></p>	<p><i>“We have a lot of our events at off-campus venues and our guests feel much safer than they do at stereotypical fraternity parties.”</i></p> <p><i>“After our parties, we have a great, clean house to come back to and don’t need to spend hours cleaning up.”</i></p>	<p>Having a substance-free chapter facility means that social events involving alcohol will be held off-site, often at third-party venues that are safer, take on more legal liability, and are more fun for brothers of all ages than typical fraternity house parties.</p>
<p><b>Quieter facility is conducive to holding internships</b></p>	<p><i>“We have brothers working internships in business/finance/politics who live in the chapter house because they can get sleep for their jobs and see all their brothers after work.”</i></p> <p><i>“Our alumni have said being in SigEp helped them find a well-paying job because they prepared themselves for a life after college.”</i></p>	<p>Chapter members with prestigious internships want to live in places where they are surrounded by fellow high performers.</p>
<p><b>Clean facilities help a chapter stand out in recruitment</b></p>	<p><i>“When we say we’re different from the average fraternity, we mean it.”</i></p> <p><i>“Want a tour?”</i></p>	<p>Years of parties in a facility tend to take a toll on the building’s structure, so a well-maintained structure stands out in comparison and is far more desirable to both residents and guests. SigEp is built on being different--and having a facility that is different shows that SigEp walks the walk.</p>
<p><b>Clean facilities attract non-chapter members and donors</b></p>	<p><i>“We have multiple faculty fellows who hold office hours in the house because they feel comfortable here.”</i></p> <p><i>“Our friends and girlfriends love spending time here / studying here because they feel comfortable and safe.”</i></p> <p><i>“We have regular moms’ brunches / dads’ cookouts here because we’re proud to show off our house.”</i></p>	<p>A substance-free facility will almost certainly be cleaner and smell nicer than a facility regularly used for parties. A clean house is more desirable for hosting faculty, friends, and parents.</p>
<p><b>(If applicable) RLC accreditation</b></p>	<p><i>“Our chapter is a Residential Learning Community--RLC--which means that we’re one of the best SigEp chapters in the country when it comes to faculty engagement, alumni involvement, and more. Have you heard about our RLC?”</i></p>	<p>Chapters with substance-free facilities are in a much better position to achieve RLC accreditation, which pushes chapters to pursue faculty engagement, dedicated academic space, and alumni engagement--all of which offer further competitive advantages in recruitment.</p>