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**RECRUITMENT PLAN TEMPLATE**

Planning is the best way to set a chapter and committee up for success. This recruitment plan template provides a way to strategically think through the long-term vision for the chapter, boil that down into specific goals, organize the recruitment committee, and record standards and calendar events. Examples are provided for each section, but it’s up to you to fill in based on your chapter and goals.

1. **RECRUITMENT GOAL**
   1. Complete the **Optimal Size Planning Sheet**
   2. Agree on the chapter’s optimal size with your regional director and volunteers
   3. Fill out the Five-Year Growth Plan based on the agreed-upon optimal size
   4. Identify this semester’s recruitment goal using the **Recruitment Goal Calculator**
2. **RECRUITMENT COMMITTEE ROSTER**
   1. Recruitment Committee should be 10-15% of chapter size

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| **Name** | **Phone Number** | **Email Address** |
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1. **RECRUITMENT COMMITTEE EXPECTATIONS**
   1. Attend meetings on [DAY] at [TIME] in [LOCATION]. Provide a valid excuse at least 24 hours in advance if not able
   2. Bring a pen and something to take notes with
   3. Provide an update on all PNMs you are responsible for
2. **RECRUITMENT COMMITTEE GOALS**
   1. Recruitment committee goals should be SMART. Some suggested goals are included below to be added to.
      1. Add [Recruitment goal \*10] names to your potential new member list
      2. Receive [75% of PNML goal] from Balanced Man Scholarship
      3. Attain [20% of PNML goal] from \_\_ student organizations
      4. Attain [5% of PNML goal] from professors
      5. Recruit members with an average GPA of [at least above the ACA]
      6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
      7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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      10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **SAMPLE RECRUITMENT COMMITTEE AGENDA**
   1. Opening
   2. Roll call
   3. Review notes/minutes from last committee meeting
   4. Updates to the PNML
      1. Adding/removing names
      2. Updating personal information
      3. Discussing level of interest
      4. Last contact and next steps
      5. Assigning prospects to committee/chapter members
   5. Upcoming chapter events/functions
      1. Things the chapter is already doing (development, service/philanthropy, other programming)
      2. How upcoming events can be used for recruitment
      3. Which prospects to invite
      4. How to get prospects to attend events
   6. Review of the recruitment plan
      1. Review and update recruitment committee goals
      2. Upcoming recruitment events (ones planned specifically for recruitment)
      3. Review recruitment budget and expenditures, adjust as necessary
   7. Prepare report for chapter meeting
   8. Review action items for all committee members
   9. Closing
4. **POTENTIAL NEW MEMBER LIST**
   1. Sources of Names

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| --- | --- |
| **Source** | **Target Number** |
| Balanced Man Scholarship |  |
| Student Organization presentations |  |
| Brother referrals |  |
| Professor referrals |  |
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1. **RECRUITMENT STANDARDS**

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| **Sound Mind** | **3.0 GPA** |
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| **Sound Body** | **Played a sport (varsity, club, high school)** |
| **Has a fitness routine or diet** |
| **Doesn’t abuse alcohol or drugs** |
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| **Involvement** | **Community Service Involvement** |
| **Student Organizations/Clubs** |
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| **Soft Skills** | **Handshake/Eye Contact** |
| **Good Conversation** |
| **Body Language** |
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| **Work Ethic/Passion** | **Scholarships** |
| **Honors** |
| **Awards** |
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| **Values** | **Lives with VDBL** |
| **He wants SigEp’s experience (BMP)** |
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1. **RECRUITMENT PLANNING CALENDAR**
   1. Compile all of these dates/events into a master recruitment calendar. Work with the VP of Programming to get this all on the chapter calendar.
   2. University Recruitment Events

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| --- | --- | --- |
| **Event** | **Date** | **Location** |
| Fall Recruitment Open House | 9/1/2016 | Student Union |

* 1. Major Balanced Man Scholarship Dates

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| --- | --- | --- | --- |
| **Event** | **Date** | **Location** | **Owner** |
| BMS Banquet | 9/15/2016 | University Club | James |
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* 1. Chapter events to double as recruitment events

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| --- | --- | --- | --- |
| **Event** | **Date** | **Location** | **Area of Development** |
| Big Brother/Big Sisters Info Session | 9/10/2016 | Chapter House | Personal Development |

* 1. Chapter Recruitment Events

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| --- | --- | --- | --- |
| **Event** | **Date** | **Expected Cost** | **Owner** |
| Speaker event – starting off college right | 9/2/2016 | $50 for food/drink | Patrick |
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