Recruitment Chair Quick Guide

Foundations of Excellence for ALL Chairs and Officers:

- Hold a transition meeting with previous position holder
- Set SMART Goals for the semester
- Clarify budget with #4
- Have weekly meetings with stakeholders
- Come prepared to Alpha meetings to report
- Communicate appropriately. Older alumni volunteers prefer calls or email. Younger alumni may be fine texting.
- Meet with your Alpha Success Advisor

Common Misconceptions:

- **Recruitment is a relationship business, not an event business**
  - Don't waste your efforts planning events that you don't have a names list to support attendance for.
  - Focus primarily on generating names and building relationships, then **employ other position holders to help plan events**.
- **People don't join organizations, people join people**
  - Don't try to sell Chi Psi, sell your personal experiences and relationships.
  - Don't press the fact that you are in a fraternity when engaging Potential New Members (PNMs) outside of formal recruitment. Let them organically learn that about you after getting to know you.
- **You can't recruit who you don't know**
  - Any formal recruitment will be a gamble either on how many PNMs show up or on the quality and diversity of personalities. Informal/dynamic recruitment for the weeks or months prior is crucial.
  - Your names list needs to be growing from the moment the previous recruitment cycle ends.
- **Quantity drives quality**
  - Saying "we prefer quality over quantity" when you have a small class is an excuse.
  - You only get quality by have a large names list which you distill down to your New Member Class. A broad rule of thumb is that your **names list needs to 10x the size of your desired class size**.
- **Subvert negative stereotypes**
  - Are you recruiting people who know they want to join a fraternity or people who may not realize that is something they would enjoy?
  - Anyone will have stereotypes of fraternities in mind. Subvert the negative ones especially during recruitment.

Dynamic Recruitment System:

At its core, *fraternity recruitment is a systemized process of making friends*. **Refer to the graphic on the next page:**

1. **Pipelines** are how you get names or referrals
   - Ex: Brothers' recommendations, IFC no-bid list, tabling, transfer student list, random campus interactions like pick-up sports near freshmen dorms, sorority/club recommendations, social media, alumni referrals.
2. **Conversations** should be a couple Brothers getting to know a PNM on a personal level.
   - Ex: Lunch/coffee dates, meeting someone at the gym, showing an incoming freshman a tour of campus
   - *This is when you make a friend.*
3. **Activities** should be approachable and low stakes. It is best if they are at a space on or near campus and not at the Lodge. People who barely know you will be hesitant to go somewhere off campus or to a random "frat house".
   - Ex: Pick-up sports, bowling or other activity at campus rec center/student union
   - *This is when your new friend meets your other friends.*
4. **Events** for recruitment only happen once the above steps have taken place. Alcohol-free events are not only safer and in accordance with Chi Psi policy, but you will get to know an individual more authentically when sober as well.
   - *This is when your friend gets to know your organization.*
5. **Filtering** is when the Brotherhood compares their collective values to the PNMs.
   - If it hasn't happened recently, ask the #1 to lead an open discussion with the Alpha about which 5 ideals describe the Brotherhood best. These characteristics are your filter. Each new class shifts the Alpha's culture, so a discussion like this every 1-2 years is crucial in unifying a collective of individuals.

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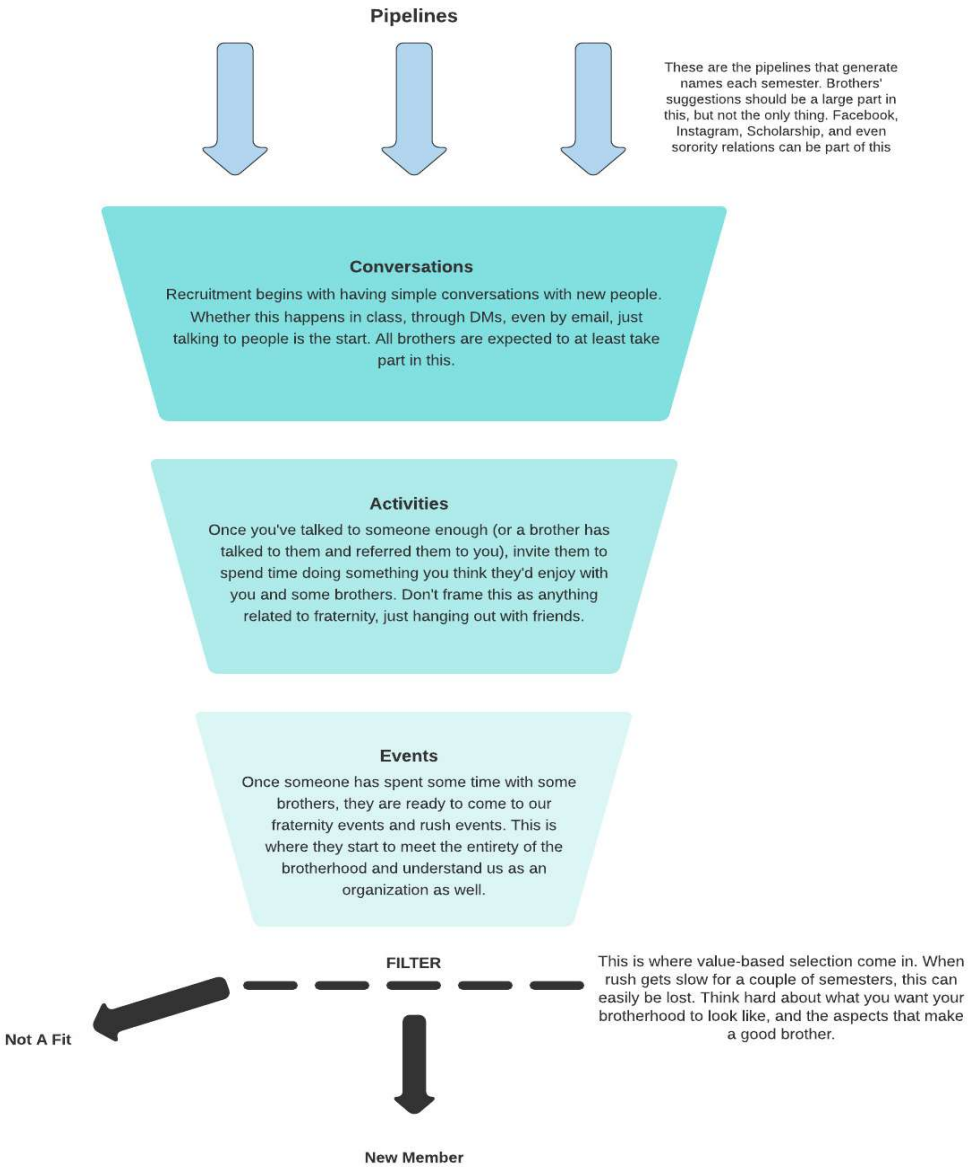
Extending a Bid:

1. Pull the PNM aside during an event or take him out to lunch/coffee with one other Brother who knows him well. **More than two Brothers to one PNM makes it an undesirably intimidating conversation.**
2. Express that the Brotherhood has appreciated getting to know him and include something positive someone has said about him. Ensure he knows what a bid from a fraternity means.
3. Ask him, **"If you were to receive a bid, how likely would you be to accept it on a scale of 1-10?"**
4. Follow up by asking, **"What is holding you back from being at a 10?"**
    - These questions open the discussion of their concerns better than "Do you have any questions?" by prompting a gut response and then breaking down the reason for that response. "Do you have any questions?" is easy to say no to and move past.
5. Address concerns and offer to talk to parents or **ask an involved alumnus if he would be willing to talk to parents** about recruitment concerns.

Resources on the Chi Psi website:

- **ChapterBuilder** is a names list management software provided to Alphas by the Central Office at no additional charge. Talk to your Alpha Success Advisor if interested.
- Encourage/require anyone on the Recruitment Committee to get **Recruitment Certified** to set a minimum standard recruitment IQ.
- **Use Chi Psi's bid card template**
    - Find this by making an account on the Brother Portal of the Chi Psi website or by asking your Alpha Success Advisor.
    - Ensure the Alpha designation and names are correct, then print dual-sided on cardstock and cut through the middle of the long edge to separate into two foldable bid cards.



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SMART Goals – Bring structure and accountability into your goals and objectives! Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability.

Write out one goal for your position using the SMART Goal framework and share it with your Alpha leaders.

SPECIFIC – What do you want to achieve? Be concrete and action-oriented.

MEASURABLE – How will you know when you have accomplished the goal?

ACHIEVABLE – The goal should require work but be reasonably attainable.

RELEVANT – Is this a worthwhile goal or is it the right time?

TIMELY – Set a time limit for accomplishing the goal.