



2000-2001 Recruitment Chairman Operations Manual

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SUCCESSFUL RECRUITMENT

How to use this manual

This manual is designed to help Recruitment Chairmen in Theta Chi Fraternity develop a recruitment program particularly suited for their chapter. Use this as a guide. Some areas will be relevant, others will not. This manual is useful for all chapters in Theta Chi.

Please review every section in this manual. While you may feel that the titles of certain sections do not apply to your chapter, they may contain information or give you an idea you can use.

The Recruitment Chairman

As a Recruitment Chairman, you have four primary responsibilities:

- (1) to organize the chapter
- (2) to motivate the members
- (3) set an example
- (4) document what you do

It is not your responsibility to work agonizingly for 25 hours each day to recruit 35 men by yourself. It is your responsibility to mobilize the chapter to do it.

Organization

In organizing the chapter, you are setting the members up to do the work of recruitment. Educate the members during a recruitment school. Set up teams. Select your committee, and delegate, delegates, delegate!

Motivation

In motivating the chapter, you are creating enthusiasm to carry your chapter to new heights. A recruitment school is motivating. Compliments are motivating. Awards to the top recruiters are motivating. Create a successful atmosphere.

Leadership

Be an example. It is the best form of leadership. Show up early for events. Know how to recruit. Do not ask others to do things you will not do yourself.

Documentation

Finally, document all that you do. Have a solid officer notebook that you will pass on to your successor. If you do not write down your successes and failures, your chapter will make the same mistakes again.

Good luck as a Recruitment Chairman! The work you do will perpetuate your chapter. You are creating the future of Theta Chi, one new member at a time.

EVALUATING YOUR CURRENT RECRUITMENT PROGRAM

As a chapter, you must always review where you have been and plan for where you are going. Please fill out the following evaluation. Rate the chapter from one to ten, with ten being the highest, on the following aspects of new member recruitment.

- _____ The chapter maintains a relatively even distribution of freshmen, sophomores, juniors and seniors.
- _____ Membership selection is based on character, ability, capacity for leadership, and general promise of constructive citizenship.
- _____ All recruiting events are free from the use of alcohol.
- _____ Recruitment continues on a yearlong basis.
- _____ A recruitment workshop is conducted twice a year.
- _____ Measurable recruiting goals are set prior to each recruitment period.
- _____ The chapter conducts a retreat prior to recruitment.
- _____ All members participate in recruiting.
- _____ The new members fill out a recruitment evaluation.
- _____ A recruitment school is given to the new members as part of the new member program.
- _____ Over 85% of the new members are initiated.
- _____ Quality of recruiting publications.
- _____ Membership size is in the top third on campus.
- _____ Alumni are involved in recruitment.
- _____ The Theta Chi recruitment program compared with other fraternities on campus.

_____ **Total**

140 - 150	Excellent
130 - 140	Very Good
120 - 130	Good
110 - 120	Fair
Less than 110	Poor

Examine the areas the chapter rated poorly. What can be done to improve those areas? In the areas the chapter rated highly, can those be improved as well?

Constantly retool and rethink your recruiting strategies. What do other Theta Chi chapters in the region do differently in terms of recruiting? Have you contacted the Recruitment Chairmen from those chapters? What do other chapters on campus do differently? Consider meeting with other recruitment chairmen from other fraternities to discuss recruitment on your campus.

FAMOUS EXCUSES FOR A POOR RECRUITMENT EFFORT

What we say: *"No one did well this term."*

What we mean: "We weren't organized."

What we say: *"We only got eight guys but they're top quality."*

What we mean: "We weren't ready and we recruited however we could."

What We Say: *"The Alpha Alpha's gave out bids to everyone - that's why they took a huge new member class - we believe in quality."*

What we mean: "Only a few brothers worked on recruitment and it showed."

What we say: *"Our (you pick 'em):*

a. House is too far from campus.

b. House is too close to campus.

c. House is behind/on the side of/next to/a big chapter.

d. House is too small.

e. House is too large.

f. House is too old.

g. Or, we don't have a house."

What we mean: "We didn't prepare and no one was motivated."

What we say: *"The other chapters cheated."*

What we mean: "If you can't drink during recruitment, what are you supposed to do?"

What we say: *"How can you tell what a guy is going to be like if you can't drink with him?"*

What we mean: "We didn't plan recruitment out and no one wants to work hard if you can't drink."

What we say: *"Guys aren't into fraternities like they used to be."*

What we mean: "Its too much work to invite people over for recruiting."

What we say: *"This risk management stuff has really hurt us."*

What we mean: "Lack of commitment by our members and officers really hurt us."

What we say: *"We can't compete with the big chapters."*

What we mean: "We're afraid to compete. It's easier to coast along."

What we say: *"Our brothers don't know how to recruit."*

What we mean: "We don't conduct a recruitment school on a regular basis."

What we say: *"Our brothers don't know any guys on campus."*

What we mean: "We aren't involved in campus activities. We expect people to show up to our events out of the blue."

What we say: *"We'll do better next term."*

What we mean: "We have to do better next term."

Do not let your members use these excuses. They create a negative attitude. Accept your chapter's past shortcomings and work towards a prosperous future.

The Winner - always has a program; The Loser - always has an excuse.

ORGANIZING THE CHAPTER

"People will support what they help create."

The Recruitment Committee

The importance of the recruitment committee can not be understated. If you want the chapter to support your recruiting program, the brothers must develop it.

The recruitment committee plans and develops the recruitment program. The members on this committee perform certain tasks and are in charge of certain areas of recruiting. It is very important that the Committee meet each week throughout the year. Recruitment is a year long process, so is the committee work. Your chapter can never be too prepared for recruitment.

Committee assignments:

Assign tasks to each committee member. For example:

- one member does publications
- one member keeps records on prospective members
- one member is in charge of all events

Organize the committee so that it has members from different classes with different talents.

It is important to delegate entire projects to committee members, such as "develop a recruiting brochure," as opposed to, "drop this off at the printer."

Teams

Form teams, which systematically involve all brothers in the recruiting effort. Build upon the strengths of top recruiters in the chapter and "role model" good recruiting techniques to all members.

Team selection and assignment may include the following:

- a top recruiter (team captain)
- one to two good recruiters
- one to two fair recruiters
- combination of newer initiates and older members
- inclusion of multiple class years
- inclusion of officers and non-officers
- inclusion of alumni from various generations (if possible)

Contact of potential new members by recruitment teams should consist of quality interaction.

Examples include:

- Daily assignments coordinated by team captain.
- Record keeping on prospective member's information card for use during membership selection.

The Recruitment Chairman should meet each day with the team captains, possibly during dinner to coordinate their activities and monitor their performance. Give an award to the top team and team captain.

AWARDS

Recruitment should be FUN. The Recruitment Chairman or committee should develop and give awards to the members. Some examples include:

- *Top Recruiter*
- *Best Team Captain*
- *Mr. Theta Chi*
- *Mr. Punctuality*
- *Most Approachable*
- *Best Attitude*
- *Most Supportive Alumnus*
- *Helping Hand Award*
- *Top Team*
- *Top Class Year (Sophomore, Junior, Senior)*
- *Top Roommates*

The possibilities are endless. Awards may include: dinner for two at a local restaurant, room choice points, scholarships, plaques, certificates, mugs, water bottles, baseball hats, and so forth.

DELEGATION OF AUTHORITY

"The primary skill of a manager consists of knowing how to make assignments and picking the right people to carry out those assignments."

- Lee Iacocca, Beta Sigma Chapter/Lehigh University

Delegation is the key to an effective committee system. Without delegation, committees will fail.

One person cannot do all of the work in a chapter. In an efficient chapter system, authority is given to a committee to make non-controversial decisions, and to bring information and plans before the chapter. Delegation serves a number of purposes, including:

1. Allowing more brothers to be actively involved
2. Distributing the workload
3. Giving a sense of accomplishment to members of the chapter
4. Preventing "burnout" of chapter leaders

Fraternity leaders must delegate authority. Some simple guidelines for delegating authority are:

Delegate-

1. When there is a lot of work
2. When you feel someone else can accomplish the task
3. When someone expresses interest in the task
4. When you think a particular person may benefit from the responsibility

Do not delegate-

1. Without being clear on what is to be done, what the resources are and when the deadline is for completion of the task
2. Something you would not be willing to do yourself, such as menial work
3. A task to someone who may not have the capability to complete the assignment

Methods of Delegating

The best way to delegate is to identify a competent person, and ask him to complete the task. Oftentimes, when you ask someone specifically for their help, it gives them a sense of pride that they have some worth in the organization. Do not be afraid to assign tasks, and spread the tasks around. Make sure that the same people don't get the same jobs. Another method is to ask for volunteers.

Effective follow-up is very important. Some members need an extra reminder to complete the task. Support these members by providing extra ideas while emphasizing the timeline.

RECRUITMENT RETREAT

Conducting a retreat prior to recruiting is very important. Members will return from the retreat energized about Theta Chi. Every member will know where the chapter is headed. Many chapters notice a significant rise in morale and enthusiasm after a retreat. It is just what the chapter needs going into rush. The best retreats are held away from the chapter house or normal meeting place in a relaxed atmosphere.

For more ideas about a recruitment retreat, consult the Chapter Operations Manual: Retreat and Transition.

RECRUITMENT SCHOOL

Definition:

Recruiting School, n., 1. A chapter-wide gathering held prior to recruiting to prepare members for active involvement in recruitment. 2. An educational session designed to teach the finer points of recruitment. 3. A motivator to fraternity members prior to recruit.

Every chapter should have a recruiting school at least one week before the actual recruitment period begins. It is essential to teach members how to recruit, and motivate them.

Print up a five to seven page guide to hand out to all members at the Recruitment School. It should contain information such as dos and don'ts (a sample can be found in the back of this manual), the recruiting schedule, team assignments, etc.

Go over the "five step" process. This can be found in the recruitment section of this manual.

Questions to ask at your recruitment school: (Let members finish the sentences.)

- Recruiting at our chapter would have been more successful in the past if:
- An ideal brother during recruitment is:
- Our recruitment program could be greatly improved if:
- My role during recruitment is to:
- My personal goal for recruitment is to:

Pose these and other open questions to the chapter. You will be excited to hear what they say.

One or two members influenced each of us to join the Fraternity. Ask all of the members to think of the one or two members that influenced them to join Theta Chi Fraternity. Ask them to:

1. Name that member.
2. Describe the impact he/they had on you--why you wanted to join after talking with him/them.
3. Look for consistencies with other descriptions.
4. Write down these characteristics. You are teaching and reviewing sound

recruitment techniques.

Recruitment School. . . Continued

Set goals. How many men are we going to recruit? Develop a consensus. Focus on this goal throughout recruitment.

Assign individual responsibilities. Do not leave it for individual members to "fire up" and bring people through recruitment. For example:

Seniors:	Responsible for bringing at least three members to recruit
Juniors:	Five
Sophomores:	Seven
Freshman:	Ten

Common Problem: Senior- "I don't know anyone who is interested; all my friends are already in a fraternity."

He is wrong. He knows sorority women who may have younger brothers. He knows parents. Do they know anyone who is going to the university this year? Do not let your members give excuses. Even if a brother brings one person through recruitment, that may be more than he would have otherwise.

Conversation Skills:

Quality conversation is a vital element to positive first impressions. The goal is to have the potential new member open up and share information about himself.

- A firm handshake should start the conversation.
- A proper introduction and welcome by a brother should be extended.
- The brother should make repeated use of a guest's name to make him feel comfortable and to allow the brother to memorize the guest's name for future use.
- Conversation on everyday, simple topics using open-ended questions will allow the guest to equally participate. Questions should begin with what, whom, why, and how.

Conversation Topics:

Do not use the four most boring questions contrived by fraternity men. You know what they are--Major? Hometown? Year? Where do you live?

- What are possible conversation topics to use when first meeting a potential new member?
- Identify brothers in the chapters who can speak with potential new members on topics of common interest such as student government, academics, and athletics.
- In-groups of three, practice initiating conversation with a potential new member. Have one brother play the role of a potential new member, one brother play the role of the brother, and one brother observe. Repeat the process until each brother in the group has practiced initiating conversation.

Recruitment School. . . Continued

Examples of open-ended questions for a brother to ask:

- "Mike, you say you were involved in student council in high school." "What projects did you undertake?"

- "Your white-water rafting trip sounded great, Mike." "How did you get involved in the sport?"

Tips on remembering names:

- When introducing yourself, concentrate on the man's name. If it has an interesting pronunciation, ask him to repeat it.
- Use his name often in conversation.
- Associate his face with that name.
- Who else do you know that has that name?
- Write it down on a cue card or in a small notebook with a description of the potential new member.

Excuses:

During the recruitment school, discuss possible excuses that men have during recruiting as to why they do not want to join a fraternity. Discuss among the chapter what the possible responses could be. For example, come up with responses to the following excuses:

- I think that joining a fraternity will hurt my grades.
- My parents do not want me to join a fraternity.
- My friend is joining another fraternity.
- I can't afford it.
- I want to wait until next semester.

Concentric Circles

Ask all chapter members to form two concentric circles with an equal number of members; one circle should be inside the other. The inner circle of members should face the outer circle. The chapter Recruitment Chairman should pose the above questions and others for the sets of two to discuss. Give sixty seconds for each to answer the question. Rotate the outer circle to create a new didactic set, ask another question, and so on.

Finish your recruiting school with a flag drop/flag raising exercise.

Good luck with your chapter recruitment school. Remember that chapters holding recruitment schools

consistently do well in recruiting.

LOCATING CONTACTS

Developing a recruiting list is essential. Mobilize your chapter to create a large pool of contacts. The chapter must locate potential new members and personalize their exposure to the chapter. Places to go and people to speak with include:

- Residence hall move-in (either chapter initiated or in conjunction with all fraternity chapters on campus and IFC)
- Freshman event (potentially in cooperation with resident assistants and preferably coordinated through IFC)
- Residence halls (being sensitive to rules and regulations)
- Student organizations in which brothers are members
- Interfraternity Council master interest list (if compiled)
- Generate a list of contacts through the members in the chapter
- Presidents of student organizations on campus
- Resident Assistants
- New students orientation counselors
- Men who made the Dean's List
- National Merit Scholars, (admissions office may have list)
- Sports teams
- Speak with sorority women. Do they have any friends or brothers that would be good Theta Chis?
- Contact professors for recommendations
- Contact alumni and parents

When the Headquarters starts a colony from scratch, we employ many of these tactics. For your chapter to develop an appropriate pool of contacts, you must use a combination of the above suggestions. No one area will suffice. It is also important for every member to make contacts with as many men as they can.

Persistence is the Key

A recent survey among sales executives revealed that:

80% of all sales were made after the fifth sales call;

But . . .

48% of salespeople call once and give up;

25% call twice and quit;

12% make three calls and stop;

5% give up after the fourth call;

only 10% keep on calling.

And it is the 10% (1 in 10) that make 80% of the sales.

Translate this persistence into recruitment plans. Many of us would have never been interested in Theta Chi unless we were asked to come to rush. Invite men to the chapter's events all year!

"Nothing in the world will take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan, 'Press On,' has solved, and always will solve the problems of the human race."

- Calvin Coolidge

ΘΧ

RECRUITMENT

Targeting Students

Who are we attracting through our recruitment efforts? Consider the following:

- Students fall into three categories: they will definitely join a fraternity; definitely not join a fraternity; or "maybe" join a fraternity.
- Our efforts in the past have targeted the "yes" joiners. We wait for the students to come to us.
- The number of "yes" joiners on campus is shrinking due to demographic shifts in the student population.
- We have to change our recruitment practices if we are going to be successful in the future. We can no longer wait for quality men to find us -- we have to actively find them through one-on-one recruitment efforts.

The Five Step Process

Meet Him

Make Him a Friend

Introduce Him to Your Friends

Introduce Him to Your Fraternity

Ask Him to Join

Too often, we jump to steps four and five when recruiting. Our recruitment efforts must be personal and focus upon one-on-one interaction. Recruitment takes place every day at any time and in any place.

RECRUITMENT GOALS- QUANTITATIVE

How many new members does the chapter want and need?

- The number should be set by recruiting committee and sold to the chapter to gain overall support during the Recruitment School.
- The goal should be posted and focused upon during all recruiting efforts.
- Balanced class size, with no more than one-third of total chapter membership from one class, should be incorporated into recruitment goals. How many freshman, sophomore, and junior members does the chapter hope to attract?

Theory of Capacity

It is a common misconception that in order to maintain the current chapter size, you only need to recruit the number of men who are graduating. Let's take a look at that philosophy in your chapter.

List by name the number of men who:

1. Joined
2. Were initiated
3. Lived in the chapter house for two years

Semester	1.	2.	3.	Semester	1.	2.	3.	Semester	1.	2.	3.
Fall 1994				Winter 1995				Spring 1995			
Fall 1995				Winter 1996				Spring 1996			
Fall 1996				Winter 1997				Spring 1997			

Not all men who join are initiated. The chapter should initiate at least 85% of the men who are joining, or have an attrition rate of no more than 10-15%.

Not all men who are initiated live in the house for two years or remain active in the chapter. Things happen. Members drop out of school. Members fail out of school for a semester or year. Members marry their girlfriends. They transfer to another institution. They become disillusioned with Theta Chi and attempt to become "inactive" (there is no such status in our Fraternity). They are suspended from membership. They encounter financial difficulties and are unable to live in the chapter hours. They become part-time or evening students.

The Theory of Capacity holds that in order to maintain a full house and stable membership size, a chapter must pledge and initiate at least 2/3 of the house capacity each year. This may vary with the size of house and live-in requirements.

Or, translated another way, the chapter must pledge and initiate 35% of the August chapter membership size each year in order to maintain its size. For example, a 100-man chapter in August must initiate at least 35 men in that academic year to maintain its size. A 50-man chapter in August must initiate at least 18 men to maintain its size. If your chapter wants to grow, you must initiate more than 35% of your membership size each year. The Theory of Capacity was created to assist a Recruitment Chairman in educating the brotherhood as to the Realities of maintaining a chapter and chapter house. Numbers count. If the brothers realize that they must have a good recruitment in order to maintain a chapter, the job of the Recruitment Chair becomes easier.

Another motivation approach is to review chapter size and the chapter budget. Explain the budget process, and the need to have a full house and membership of sufficient size to support the house, and/or chapter programs and operations. Regardless of whether the chapter has a house, rent and dues must be collected to operate the chapter.

RECRUITMENT GOALS-QUALITATIVE

What is the chapter looking for in its new members?

- Commitment
- Enthusiasm
- Compatibility
- Capacity for achievement
- Scholastic achievement

Consensus among chapter members on interpretation of "quality" for individuals receiving bids should be reached.

Membership criteria should be developed and discussed at a chapter meeting. Elements of the criteria may include:

- past academic record and potential for future academic success
- past leadership involvement and potential chapter involvement
- potential commitment to chapter
- potential university and community involvement

Example of membership criteria:

The chapter will bid those men who wish to actively involve themselves in leadership in the chapter and have proven themselves in past activities. A good academic record with a desire to graduate and demonstrated commitment in past endeavors are also desired.

How to attract top quality men:

Creating a great first impression whether it is on campus or at recruitment event is very important. A good recruiter:

- Is enthusiastic
- Is knowledgeable
- Takes interest in the prospective new member
- Has a love of Theta Chi
- Is honest
- Dresses appropriately
- Introduces himself to others

Initial contacts with recruiters must produce positive first impressions. The strengths of chapter members should be taken into consideration.

- Top recruiters are men in the chapter who are natural recruiters and can easily impress potential new members on their own. All recruiters are honest and sincere.
- Good recruiters are men who are potentially good recruiters but need practice to become better conversationalists. The recruitment clinic should assist in fine-tuning their skills.
- Fair recruiters are men who need to be paired with top or good recruiters in order to favorably impress possible new members.

HOW TO MAINTAIN A PROSPECTIVE MEMBER'S INTEREST

Assimilation into the chapter

- Be active, not passive about your recruitment. Invite the potential new member to events (either through a personal visit to his residence or over the telephone). It will keep his interest in the chapter.
- Members should escort all guests to the chapter house. Many people are uncomfortable going to the chapter house by themselves.
- Offer rides to chapter events.
- Have two or three brothers arrange to meet a potential new member outside of a recruitment event. Possibly take him to dinner or a football game.
- Assign a key brother to facilitate introductions of the potential new member to additional brothers. This will cause him to continually meet new brothers and feel more at home in the chapter.
- Continuous introduction of potential new members to others should also take place since many of these men may accept bids, and they should feel good about these individuals.
- Introduce the potential new member to brothers with similar interests or with brothers having similar personalities.

Interactive recruitment activities

- Simple, everyday events such as pick-up sports provide an atmosphere for easy interaction.
- The emphasis is on brother- potential new member interaction, not entertainment.
- Talking with, not at, the potential new member remains the primary goal. Listen to what he wants to talk about.

Developing a relationship with the potential new member and shifting the focus of the conversation.

- Initial conversation topics, coinciding with early contacts, should focus on fun activities within the chapter and profile chapter members.
- Follow-up conversations should concentrate on his interest in fraternities and specifically his interest in your chapter. In other words, what is the potential new member looking for in a fraternity?
- Additional conversation topics after initial contacts should include brothers sharing their first-year experiences within the chapter with the potential new member.
- Final topics prior to extending bids should allow brothers to discuss brotherhood with him and his potential place in the chapter. Simply put, what will the chapter do for the potential new member

and what will he do for the chapter?

Keeping records

- Prospective member information cards for each potential new member should be created. The chapter should gather information from him on name, campus address, home address, high school attended and grade point, major or course of study, high school and college activities, and legacy status.
- Use of a 3/5 card after each brother/potential new member contact is strongly encouraged. Each brother should write the following information on the guest's card: his own name, date of interaction, type of interaction, and assessment of interaction (1-2-3 rating system and appropriate written comments to justify rating).

Optional recruitment techniques

Interviewing potential new members builds upon prospective member information cards and allows quality brother-potential new member interaction prior to membership selection.

An interview format may include the following:

- introduction of prospective member
- introduction of brothers present
- explanation of interview process
- recap brother/potential new member interaction to date
- brief evaluation of potential new member to date
- questions from brothers (see below)
- questions from potential new member
- explanation of final stages of recruitment
- indication of chapter's continued interest in him

Interview questions should focus on the following topics as they relate to him:

- brotherhood
- individualism
- academics
- chapter involvement
- university and community involvement

Example of interview questions for individualism:

Why did you come to the university?

What are your strengths?

What are your weaknesses?

Of which accomplishment are you the most proud?

When have you worked the hardest and been the most committed?

MEMBERSHIP SELECTION

Record keeping and membership selection:

- How will the members and recruitment chair keep track of men who have visited the chapter?
- What process will the chapter use to select men for membership?

Assess each individual:

- A 1-2-3 rating system (1 - sure bet for bid, 2 - good candidate but need to learn more about him, 3 - better suited to another chapter) is advised.
- Hold discussions immediately after each recruiting activity, when brothers are able to remember their interaction with and impressions of potential new members, will assist in follow-up contacts and membership selection.

Voting:

- Prospective member information cards should be used to reacquaint brothers with the potential new members. Brothers who wrote comments on information cards can easily offer additional commentary. Ideally, prospective member information cards will highlight every interaction between him and various brothers, from initial contacts to final conversations.
- Holding discussion and voting throughout the recruiting period rather than a single session will allow the organization to be thorough and consistent in its decision making. Too often when discussion is not held until the end of recruitment, brothers cannot remember their conversations with them and the amount of time to properly conduct membership selection is overwhelming.
- Be sure to follow your chapter by-laws when making membership selections. Clarify any potential problems before recruiting begins. Explain the by-laws and selection procedures to the members before recruitment.

**There are no National By-Laws on initial membership selection. Procedures can be found in your local by-laws.

Members who do not attend recruiting functions should not be allowed to vote.

Can we give a man a bid after we have turned him down before? Yes, you may. If the chapter feels it made a mistake the first time, then another vote can be taken.

What about Legacies? Do we have to give him a bid automatically? If a legacy is going through recruitment or is on campus, the chapter must take every effort to contact him, and give special consideration to him. During the membership selection process, the chapter should treat the individual as they would any other guest. Ultimately, the decision of whether or not to bid the man is up to the chapter. If an alumnus has written a recommendation, three letters should be written. First, one to the alumnus thanking him for the information. Second, a letter to the prospective student, introducing him to Theta Chi. And third, a letter to the alumnus after

recruitment letting him know the outcome.

EXTENDING A BID

How to extend a bid and gain acceptance:

Bid presentation is the final push for membership and is one of the most important, and often neglected, elements of successful chapter recruitment. The bid presentation should result in an intense, personal dialogue between one brother and the potential new member.

- The invitation to join the chapter should be made through one-on-one contact. Although other brothers are encouraged to be involved in congratulating the potential new member, a one-on-one contact is still needed and crucial to gaining bid acceptance.
- The brother who best knows him and has the greatest rapport with the potential new member should be assigned to present the bid in a personalized, one-on-one setting.
- The brother presenting the bid must show the potential new member the "fit" between himself and the chapter. They should openly share feelings and expectations.
- The brother presenting the bid must be sure that all the potential new member's questions are answered, i.e. academic, parental, financial, and time concerns.
- Dress appropriately; it should be a dignified occasion.

INTERFRATERNITY COUNCIL RECRUITMENT

The IFC role in recruiting should be simply to create an environment in which non-affiliated men can easily meet fraternity men without committing themselves to participating in a formal recruitment process, visiting a required number of chapters, paying a recruitment registration fee, or completing paperwork. Fraternity Forum is the centerpiece of the NIC recruitment. It focuses on personal, one-on-one recruiting. Forum allows men to quickly get a taste for fraternities by meeting members in a casual atmosphere. Imagine non-affiliated students having the opportunity to meet individual fraternity members in a high traffic area on campus with no commitment or pressure, only a chance to talk with other male students. Meeting new people on campus can be difficult, but forum provides an arena in which both fraternity members and non-affiliated students feel positive about the interaction.

Forum was adapted from Purdue University and has been used by a number of campuses including Ball State University and the University of New Mexico where the number of men recruiting has increased.

Fraternity Forum was created to enhance fraternity recruitment across the country. Its main goal is to make recruitment less formal and more accessible for the average student. The Fraternity Executive's Association and Theta Chi Fraternity support the Fraternity Forum model. For more information about Fraternity Forum, please call the National Interfraternity Conference (NIC) at (317) 872-1112 or Email at nic@nicindy.org

House Tours

Some campuses use a house tour style format for recruitment. It is usually used at universities with larger Greek systems. It acts like a funnel, hopefully matching the man's personality to the strengths and character of the individual chapter.

House tours can be a hectic and exhausting time. Much pressure is placed on the chapter, and on our guests. It is important for the chapter to consider the following items:

General Tips for IFC "House Tour" Recruitment:

- First impressions are most important! The entire chapter should be there, ready to meet people. There may be limited time for the first visit, the chapter must make a good impression.
- Stay organized. Develop a system for keeping track of your guests. Use brother information cards. Some chapters use computers to keep track of all guests.
- Practice any presentations you may give. Have the chapter's best public speaker give a speech.
- Give off a positive vibe. Formal recruiting can be long and tedious. The brothers are tired as well as the guests. Keep everyone motivated. Enthusiasm is contagious.
- Get every member involved with recruiting. People will support what they help create.

Numbers for formal recruitment are down around the nation. This may be because:

- Your IFC charges money for the men to go through recruitment -- encourage them to stop this practice. It is only a barrier to entrance.
- Most universities are accepting smaller freshmen classes. This is due to a lower number of 18 year old men around the country. Recruit sophomores, juniors and transfers.
- Formal recruiting caters to "traditional" students. Mostly freshmen and sophomores. With more transfers and other non-traditional students on college campuses, your IFC must adjust their recruiting style.
- Larger chapters benefit from formal "house tour" recruiting. Smaller chapters suffer because they spend large amounts of time and money on formal recruiting, and feel defeated when they take small numbers.

INFORMAL RECRUITMENT

A chapter can recruit a man at any time.

Every chapter should have an active informal recruitment. It does not necessarily need to be publicized. Every member should be on the lookout for quality men who would make great Theta Chis.

Some successful components to a good informal recruitment program:

- Meet with the recruitment committee once per week to discuss prospective men and coordinate activities
- Read the progress on each man during the chapter meeting.
- Once a week, have a dinner at the chapter house specifically designated for brothers and potential new members to invite friends over. If you do not have a meal plan, then find a way to make some sort of inexpensive meal, such as spaghetti. This will give excellent exposure to the chapter. Keep track of the men that come over, invite them to other chapter events.
- Compile lists, assign brothers to specific people to follow-up on them. Are they interested? Personal contact is essential.
- Talk with prospective members, let them know what they can expect in terms of membership. When will they be able to join? Can they join the current group of potential new members? Will they have to wait?

The chapter can recruit a man whenever they want. Many chapters are under the assumption that once recruiting is over they cannot recruit any more men. Note: He must be an enrolled student in the college/university.

Assigning brothers to different guests throughout the year is a great idea.

<u>Guest</u>	<u>AddressPhone</u>	<u>Brother</u>	<u>What did you do with him last week?</u>
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All brothers are assigned to a prospective member. It is the brother's responsibility to contact him and do something with him. They may go to dinner, play basketball or study. What they do is not important -- quality interaction is. This list should be passed around at each meeting, all brothers should write down what they did with their assigned guest. Change assignments. Constantly add to the list throughout the year. Every brother should have one or two people they are assigned to.

SUMMER RECRUITMENT

Summer recruiting is an excellent way for chapters to make contacts before students arrive at school. Some chapters have extended most of their bids before the students have arrived on campus.

If you already use extensive summer recruitment, consider the following:

- What does your mailing look like? It should be a high quality production. Parents, friends and girlfriends will see it.
- Are you using bulk mailings? If the chapter does not have a permit, contact your post office. Otherwise, check with your college/university's alumni office, you may be able to use their permits. Check with your IFC as well.
- How do you contact brothers? Do they get regular summer mailings? Maybe you could have a chairman of each region or hometown to stay in touch with a group of brothers.
- Are you in touch with summer orientation counselors? Are any of your brothers interested in applying for that job? Applications are usually taken in the fall. Don't miss the deadline.

If you want to develop a summer recruitment program:

It is easier than you think to develop and implement.

- Start working on it in the early spring.
- Begin by having all of the brothers contact their high schools. Find out who is coming to your school next year.
- Set up regional activities and invite prospective men. "We are having a BBQ for incoming freshmen at State. Do you want to come?"
- Contact summer orientation counselors. Are brothers interested in applying for that position?

Developing a strong summer recruiting program may take one or two years to implement. Document the work you do. If you could do it all over again, what would you do differently? The chapter should not make the same mistakes twice, or give up if you don't succeed the first time around.

DRY RECRUITMENT

WHY DRY RECRUITMENT?

In an age of increasing accountability, when the oldest and strongest human institutions are being subjected to constant criticism, **prospective students are inclined to carefully weigh the benefits gained from joining anything, including a fraternity.** Most students entering college today are there for the primary purpose of getting an education; this fact must be taken into consideration and given great emphasis in your rushing philosophy. Dry recruitment gets away from the "Big Bash" party atmosphere and is more relevant to the incoming freshman of today.

There has also been a renewed concern on the part of the general public, administration and faculty, and students in regards to alcohol abuse and drunk driving. Results of these concerns have manifested themselves in legal drinking ages. Dry recruitment reduces the legal liability, which is present when chapters furnish alcohol to minors and unknown guests.

Dry recruitment equalizes recruitment in the sense that smaller groups who couldn't afford the heavily funded alcohol events are now in a position to be more competitive.

Dry recruitment gets rid of the crutch, which comes from alcohol use. It forces members to talk to people, and in most cases, allows them to remember what they talked about.

In talking to chapters who have moved towards a dry recruitment, the following reactions and outcomes have been brought to light:

1. The quality of the rushees has improved with a reduction of men who attended in the past for the purposes of just drinking beer.
2. As the quality of associates has risen, so has the retention rate to initiation.
3. There have been great financial savings for the chapters.
4. **Statistics show that although fewer people went through rush, those who did were more interested and a higher percentage associated.**
5. There has been little to no negative publicity regarding dry rush functions.

DRY RECRUITMENT IS NOTHING TO BE SCARED ABOUT! It forces chapters to be more creative and organized and basically brings rush back to where it should be--which is the making of friends. It is not the amount of money or parties your chapter uses; it is the amount of personal contact and effort on the part of each brother that reaps the best rewards.

Your chapter's main goal in meeting the needs of today's rushee should be to involve him rather than merely entertaining him. The rushee wants to become involved in fraternity activities. He wants to feel what it's like to become part of the group, not be part of a passive audience entertained by the group. Offering as much "one-to-one" interaction with the individual members in your chapter as possible is necessary.

EVENT IDEAS

The following ideas are just that, ideas. Review them, are there any that your chapter could adopt? Please notice that these themes have two things in common; they are both fun and interactive.

Pig roast	Live band	Football	Serenade a sorority
Broom ball	Casino night	Dance	Go to the dog races
Water-skiing	Bowling	Swimming	Skit with a sorority
Frisbee golf	Frisbee football	Water day	River floating
Paint gun game	Roller blading	Alumni night	Red and White night
Mudball	Basketball	Golfing	Capture the flag
Hawaiian luau	Founding Fathers	Volleyball	Mini golf (in house)
Softball	Barbecue	Laser tag	Food, food, food
Pizza	Wings	Hot tub	Spaghetti Feast
Mocktails	Karaoke	Skiing	Clam Bake

When considering events:

- Cost? Is it too expensive? You do not need wild and extravagant events to "draw" or "sell" prospective men. The important consideration is quality interaction by brothers and guests. Some chapters spend the equivalent of hundreds of dollars per prospective new member, while they could have been less exorbitant and been more successful.
- Is the event dangerous? What could go wrong? Look at potential hazards.
- Does it violate risk management standards?
- Could the event be considered tasteless or inappropriate? Recruitment is an important time to show yourselves to the campus. Some chapters have received very negative publicity with poorly chosen events or titles.
- **A recruitment event must be free from alcohol.**

COMMUTER CAMPUS RECRUITMENT

Organizing recruitment on commuter campuses provides interesting problems, and potential opportunities. Recruiting is simply making friends and showing our Fraternity to other people. Listed below are some of the problems associated with commuter chapters, and the related opportunities:

Problem: *Housing may not be available, and is less of a concern on commuter campuses.*

- Opportunity:
- Be creative. Rent rooms on campus, or a local community center or lodge.
 - It will provide the man with a central base on campus to come back to. A social outlet while on campus.

Problem: *Students are not interested in joining. The work, school, home syndrome.*

- Opportunity:
- Great way to meet people. Make friends.
 - They can get involved in campus life and opportunities.
 - Plan activities on or near campus, get noticed.
 - Actively recruit men who belong to other student organizations.

Problem: *Chapter does not have a centralized base.*

- Opportunity:
- Meet once per day, possibly at lunch, to bring everyone together.
 - Be visible in the student center. Have all brothers wear their letters as much as possible.

Problem: *Commuter students are always busy.*

- Opportunity:
- Schedule recruiting events at different times during the day. Cater to brothers and guests work schedules.

Problem: *Brothers do not know a lot of students on campus.*

- Opportunity:
- All brothers need to recruit throughout the year. They need to be visible, wear letters, and make as many friends as possible, whether they are in class, the library, or at work.
 - Many students from local high schools will be coming to school. Create a PR campaign so that the community has a positive perception of Theta Chi.

Problem: *Students are very busy with work.*

- Opportunity:
- Selling alumni networking to men on commuter campuses is essential. Many of your alumni are local, and can provide excellent opportunities to the members.
 - Use your alumni as much as possible during recruitment.

DEFERRED RECRUITMENT

Deferred recruitment can be a sensitive area on some campuses. Please note: If your campus is in the beginning stages of examining or implementing deferred recruitment, then contact the International Headquarters as soon as possible, if you have not already done so.

This section of the manual will focus on how to recruit with a deferred system.

It is very important to get Theta Chi's name out as early as possible, and as often as possible. Although the chapter cannot directly recruit, there are several common sense exposure opportunities for the chapter to use throughout the year. *(It is important to follow any rules and guidelines set by the IFC or institution.)*

- Participate in all IFC sponsored events. Promote them as much as possible.
- Actively recruit upperclassmen, especially in the fall.
- Organize the chapter and help students move into the residence halls.
- Create high quality written information for parents, students and faculty.
- Have visible events on campus, such as philanthropy, a volleyball tournament or a barbecue.
- Invite prospective men to dinner each week. Stay in contact throughout the year.
- For additional ideas, see the section in this manual on informal recruitment.

REBUILDING CHAPTERS AND RECRUITMENT

If your chapter's membership has reached a critical level, recruitment may be seen as a last chance desperation to survive and perpetuate the chapter. Throughout Theta Chi's rich history, many chapters have been reduced to single digits at one time or another. They survived, but only through hard work and determination.

James Michael Holland was the lone undergraduate Theta Chi in 1881. Without his hard work and determination to save the Fraternity, you probably would not be reading this manual. He pledged two men. It saved the Fraternity. He did it, you can too.

If you feel the chapter has reached a critical level in terms of membership, then the time to act is now. Some things to consider:

- The chapter must be mobilized.
- Recruitment goals need to be set and focused on.
- If every member can get one man each, then you have doubled your size.

Oftentimes, if your chapter has reached a critical level, the members are not comfortable with Theta Chi. They do not feel good about the organization as a whole. Some members may say, "How can we recruit new members when we have trouble retaining our current members." In a rebuilding chapter, members may argue between each other about trivial issues. Rules are not enforced because the officers do not want to scare off some brothers. However, this lack of enforcement causes the caring brothers who do most of the work to become discouraged. If this sounds like your chapter, then consider the following:

In the past few years, several chapters have saved themselves from extinction by growing from 12 members to 40 members in just one year. It takes determination, leadership, and a commitment to our Fraternity.

Use your resources:

- The International Headquarters can provide assistance.
- Leadership and Education Consultants
- Regional Counselors
- Nearby chapters can help. They can send some members over during recruitment.
- IFC officers
- Alumni
- Other student organizations

The advantages of joining a small chapter or a rebuilding chapter:

- Immediate leadership opportunities
- A chance to build a fraternity the way they would like it.
- Satisfaction of returning years later to know that you saved the chapter from dying.
- Opportunity to create a stereotype of a "new" chapter.
- Shortened new member program.

RECRUITMENT AWARDS FROM THE GRAND CHAPTER

The following awards are awarded to several chapters and colonies during the Chapter Leadership Conference or the Convention every year. These awards were developed in 1993 by the International Headquarters staff to recognize those chapters that do well in recruitment. No application is necessary to qualify for these awards. All information will be compiled from the records at the International Headquarters. All new members and initiates must be properly recorded with the International Headquarters; including all respective forms and fees. Please check with your chapter Secretary, Treasurer, or Marshal to ensure that this has been completed for all new members. The time frame for all awards is July 1 - June 30.

The James Michael Holland Award

The *James Michael Holland Award* is given to the chapter that has initiated the most men during the academic year. Two runner-up awards are given as well.

As you may know, in the fall of 1881, James M. Holland, Alpha/Norwich 1883, was the lone undergraduate member in Theta Chi Fraternity. With the help of local alumni, Holland pledged and initiated Phil Sheridan Randall, '86, and Henry Blanchard Hersey, '85, thus preserving the existence of the Fraternity.

Success in Recruitment Award

The *Success in Recruitment Award* is given to chapters that initiated over 30 men during the academic year. The *Success in Recruitment Award* is also awarded to all chapters in Theta Chi Fraternity that initiated the most men on campus compared with other fraternities during the academic year. Please note that there must be at least three fraternities on your campus. In addition, for this particular award, your chapter may need to submit the information regarding the number of fraternities on campus and their respective recruiting results this year, as we cannot access this information from the International Headquarters.

Significant Increase in Membership Award

The *Significant Increase in Membership Award* is awarded to the chapter that had the largest percentage increase in membership during the academic year. Two runner-up awards are given as well.

The number is calculated by the number of men initiated over the entire year, divided by the number of members in the chapter or colony in September. For example, Alpha Alpha Chapter had 22 men in September 1992. During the entire school year, they initiated 20 men. $20/22$ is a 91% increase in membership.

Your chapter must have had at least 20 men in September to qualify for the *Significant Increase in Membership Award*.

RESOURCE FROM THE INTERNATIONAL HEADQUARTERS

Leadership and Education Consultant Visits

Each year, LEC's for Theta Chi Fraternity make dozens of "rush visits" to help a chapter prior to or during recruitment. The Consultant will not recruit for your chapter; however, he can properly train and motivate your members to do a great job. To arrange a special recruitment visit, please contact the International Headquarters.

During a normally scheduled visit, discuss specific recruiting plans and concerns with the LEC. He can only assist you if you properly identify what your chapter hopes to achieve.

Sectional Recruitment Retreats

Developed in 1993, the International Headquarters designed fall recruiting retreats to assist many chapters across the nation. These workshops are set up on college campuses in a geographic area, which will allow the many chapters in the area to attend. Chapters are encouraged to travel across "regional" boundaries to attend these retreats.

Recruitment Video: *The Right Way to Rush*

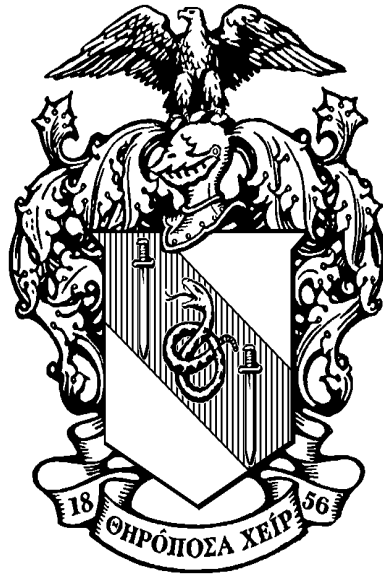
Theta Chi Fraternity has produced a video entitled *The Right Way to Rush*. This video targets your chapter members, and teaches them the basic skills needed to improve their recruiting skills. This video can be ordered through the International Headquarters.

Recruitment Assistance

Members of the International Headquarters staff are always available for recruitment questions or recruiting assistance. Please feel free to call anytime.

The National Interfraternity Conference

The NIC provides services to local Interfraternity Councils with recruitment. If you feel that your IFC needs assistance with recruitment, please contact the NIC. Their phone number is (317) 872-1112.



Theta Chi Fraternity

Founded 1856

Statistics

Number of men initiated since founding - 148,000

Number of living initiates - 122,235

Number of chapters installed - 210

Number of active chapters - 140

Number of colonies - 5

Famous Theta Chi's: Stephen Spielberg, Director; Lee Iacocca, Chairman/CEO Chrysler Corporation; Harry Reasoner, 60 Minutes; Harry Mullikin, Former President of Westin Hotels; Ed Gibson, Astronaut; J. William Grimes, President and CEO, ESPN; John Kapioltas, Chairman, President, Director and CEO, Sheraton Hotels; and Herbert Lister, Chairman, President and CEO, Allstate Insurance.

Data as of March 2, 2000.

RECRUITMENT DO'S AND DON'TS

The "Do's":

- Always be on time for functions, which means be 15 minutes early.
- Dress neatly and appropriately. You are representing Theta Chi Fraternity.
- Use a firm handshake; make sure you know the guest's name before you release his hand.
- Use his name in conversation.
- Be cheerful, honest and enthusiastic.
- Eye contact is critical; it shows respect and interest.
- Make him feel comfortable; find common ground for discussion.
- Encourage him to talk freely and ask his opinion.
- Avoid "Recruiting Questions" (hometown, major, etc.) and yes/no questions.
- Listen
- Be knowledgeable about our Fraternity. (Costs, history, statistics, etc.)
- Tell the guest why you joined the chapter and what it has done for you.
- Meet as many guests as possible.
- Write concise, quality comments.
- Even if a man does not get a bid, make sure he knows what a class act the chapter is.

The "Don'ts":

- Do not put down, or make sarcastic statements about brothers in front of a potential new member. The chapter may know you are joking, but an impressionable guest may mistake it for bad brotherhood.
- Do not downgrade other fraternities and sororities - you do not know where a potential new member's brother, sister or parent may have joined.
- Do not act rude - even to guests you have little interest in.
- Do not act bored.
- Do not bunch up with other active chapter members and leave guests unattended. It makes the chapter look bad, and makes them feel uncomfortable.
- Do not let first impressions turn you off. Give each potential new member a chance to prove his worth or lack thereof.
- Do not assume that our guests understand Greek organizations - you may need to explain many details of fraternity operations that you take for granted (joining, big brothers, etc.)
- Do not stay with someone that you are not interested in for any length of time.
- Do not use the expression, "I don't believe I have met you before." You may have!

RECRUITMENT EXERCISE

Recruitment: Marketing Your Chapter

Facilitators Guide

The following exercise was adapted from a Focus Group Exercise developed for a Convention, which was held in Minneapolis, Minnesota. It is an excellent exercise for the recruitment committee to undertake. It is also an excellent exercise for the new members to undertake. Discuss with the Marshal the possibility of having the new members divide into groups of five and use this exercise. You may be interested in the new ideas they come up with for the chapter's recruitment.

Purpose

The purpose of this section is to give brothers a better understanding of the finer points of recruitment through the development of a new business called Greek Life, Inc. As the founders of Greek Life, each group needs to define the products that they are selling, their target markets, their sales strategies, and the key points of how they would sell Greek Life in a presentation.

Instructions

1. Have the brothers/new members break into groups of five to eight members.
2. Give the brothers/new members 15 minutes to complete the Greek Life, Inc. exercise.
3. Ask each group to present their company to the new member class or chapter.
4. Lead a discussion on the exercise using the questions listed below.

Discussion Questions

1. What differences did you notice in the way the groups defined the products of Greek Life?
2. What products do you think we can sell as Theta Chi Fraternity?
3. Who are your target markets as a chapter of Theta Chi Fraternity?
4. How can you successfully compete on your campus?
5. What ideas impressed you in hearing the sales presentations of the other groups?
6. Why did we have to do this exercise?
7. How can you use this experience to help your chapter?

Closing Comment

In recruitment, your chapter needs to know what they are selling, whom they are selling it to, what the costs and benefits of the products are, and why they believe in Theta Chi.

Recruitment: Marketing Your Chapter

Greek Life, Inc.

GROUP EXERCISE

Instructions: Each small group will be responsible for creating and marketing a new company called Greek Life, Inc. Your goal is to develop a better strategy at selling your company's products than any other small group's efforts. Select a brother to record your ideas and be prepared to have a member of your group sell your version of Greek Life, Inc. to the large group based on your answers to the following questions. Think in terms of recruitment for a chapter.

Your Product(s)

1. What will your products be? How will people benefit from these products? In the columns below list your products. Next to the product, list a corresponding benefit if there is one.

Products

- a.
- b.
- c.
- d.
- e.
- f.
- g.

Benefits

- a.
- b.
- c.
- d.
- e.
- f.
- g.

2. What will the cost of these products be? (Describe generally)

Your Target Market(s)

1. Who are your target markets?
2. How would you expand your target markets.

Recruitment: Marketing Your Chapter

Greek Life, Inc.

Your Target Market(s)

1. Who will be your biggest competitors in this market?
 - a. Primary

 - b. Secondary

2. Why will your product beat the competition in your target market(s)?
 - a. Primary

 - b. Secondary

Your Sales Force

1. Who will your sales force be?

2. What training will they need?

3. How will they be organized?

4. What incentives will you offer your sales people?

Recruitment: Marketing Your Chapter

Greek Life, Inc.

Your Sales Strategy

1. When will your products be sold?
2. Where will your products be sold? (Be specific -- list places to sell).
3. What resources are available to promote your product?
4. How will you promote your products?

Your Sales Presentation

1. List the main points to be included in your sales presentation -- list specific features you think should be included.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
2. Your closing line of your sales presentation will be . . .

The Future of Greek Life, Inc.

1. Where do you think your company will be in one year? In two years?

Information was also taken from the National Interfraternity Conference, "*Simple Steps to Successful Chapter Recruitment.*"