



## BUILDING YOUR RECRUITMENT COMMITTEE

### WHAT IS THE RECRUITMENT COMMITTEE?

New members are the lifeblood of any student chapter; therefore, the Recruitment Committee is one of the most important committees in the chapter. The Recruitment Committee is responsible for executing the chapter's recruitment plan. Members should be reliable, organized, task-oriented, and self-driven.

When creating your chapter's Recruitment Committee, keep in mind the following recommendations:

- **Committee Size:** as a general rule, the Recruitment Committee should consist of 3 - 10 members. Ideally, the committee should be roughly 10% of the total chapter size.
- **Meeting Frequency:** similar to other committees, the Recruitment Committee should meet no less frequently than monthly. The frequency of meetings should increase (e.g. bi-weekly, weekly) as recruitment periods draw closer.
- **Involve the Chapter:** although the Recruitment Committee is ultimately responsible for executing the chapter's recruitment plan, the chapter is responsible for the success of recruitment as a whole. Weekly updates should be delivered during chapter meetings & committee members should be prepared to teach chapter members how they can be involved.

### WHAT SHOULD COMMITTEE MEMBERS DO?

Once you create your chapter's Recruitment Committee, it falls to the Vice Archon to appropriately delegate tasks. Consider assigning committee members to each of the following functional areas:

- **Names Generation:** generating names is one way to keep recruitment momentum moving in a positive direction. Committee members assigned to this functional area should identify sources for gather potential new member contact information (e.g. high schools, hometowns, campus organizations, events, scholarship strategies, open records requests).
- **Relationship Management:** it has commonly been said that people join people. Committee members assigned to this functional area should manage the names list, identify shared interests, match potential new members with brothers, and ensure that brothers are following up with potential new members.
- **Event Management:** well-planned & executed events can greatly inform someone's perception of your chapter. Committee members assigned to this functional area should plan recruitment events, manage event budgets, coordinate with vendors & transportation (if necessary), and serve as on-site support on the day of the event.

### WHAT SHOULD COMMITTEE MEETINGS LOOK LIKE?

A well-planned meeting can leave committee members feeling well-informed and ready to take on the next steps in your chapter's recruitment process. If you don't have a formal meeting agenda created yet, consider using the sample provided on the next page:

## Sample Recruitment Committee Agenda

- Functional Area Reports
  - Names Generation Report
  - Relationship Management Report
  - Event Management Report
- Vice Archon Report
- Potential New Member Updates
- Next Steps & Action Items

## WHAT DO OUR MOST SUCCESSFUL CHAPTERS DO?

Chapters that experience sustained positive growth share common traits or approaches to recruitment. If you are looking to improve upon existing recruitment practices within your chapter, ask yourself how your chapter might begin to practice the strategies listed below:

- **Recruit, Don't Rush:** successful chapters teach their members the difference between recruitment and rushing. They also value recruiting potential new members more than rushing them. Recruitment is about continuously building authentic friendships with potential new members while rushing focuses on convincing someone to make an impulsive decision in a short amount of time.
- **No More "No Updates":** have you ever been at a chapter meeting where the Vice Archon had no report outside of the recruitment period? This strategy focuses on making sure that the committee is always working on something so that there is always a report at a chapter meeting. Consider the following areas in which committee members can continue to make progress outside of recruitment periods: identifying new sources for names, teaching members about how campus involvement can impact the chapter's brand, discuss the identity and purpose of your chapter.
- **Building a Chapter Mindset:** although the Recruitment Committee is responsible for successfully executing the chapter's recruitment plan, the chapter is responsible for the success of recruitment as a whole. Successful chapters generate buy-in from chapter members, teach them how specifically they can help during recruitment periods, and reward chapter members who go above and beyond what is expected of them.