



FACILITATOR GUIDE
PART I: CHAPTER IDENTITY

FACILITATOR KEYS TO SUCCESS

What is facilitation?

Facilitation is making things easier and includes:

- Supporting the curriculum through discussion and activities.
- Creating connections of shared information and experiences.
- Helping participants get good information and affirmation.
- Providing focus and direction.
- Appropriately challenging and questioning participants.

Effective Facilitation

Effective facilitation requires that facilitators are:

- Natural and genuine.
- Interested in all participants.
- Engaged in a series of conversations with a variety of participants.
- Clear and non-judgmental in their communication.
- Flexible and able to adapt to different situations.
- Focused on the participant's experiences and struggles.
- Developing appropriate relationships with participants.

Facilitator Tips

- **Be prepared.** Know and review the information and activities you are leading completely prior to the session.
- **Focus on the process, not the content.** Allow participants time and opportunity to discover important learning points for themselves, don't automatically give away all the answers.
- **Don't dominate the discussion.** Don't feel responsible to respond or comment on each idea or question they discuss. You are not the focus of the session. The participants should drive the process, you just make sure they stay on track and focus and stick to the schedule.
- **Don't be afraid of silence.** Give them time to think about the questions you ask and respond. They may be hesitant when you first start but don't rescue any of them by answering the questions for them. Make eye contact with participants and walk around to encourage discussions. You may need to repeat questions.
- **Practice active listening.** As someone is speaking show your interest through your body language and facial expressions. Maintain good eye contact and nod your head to let participants know they are being heard.
- **Deal quickly and assertively with disrupters.** Don't let them control the group or dominate discussion. Avoid arguments with disruptive people but don't be afraid to address it after the session is over.
- **Turn questions back to the group.** If participants ask questions deflect them back to the group and see what they think. Be sure to answer questions yourself eventually.

FACILITATOR KEY

SESSION TITLE (Session Time)

Set-Up/Supplies Needed

- If any special set-up is needed for the session it will be listed here
- Any supplies needed will also be listed

Section Title - amount of time (# minutes)

Questions to ask and points to make verbatim

- Notes & Instructions for facilitators

PART I: CHAPTER IDENTITY & STRENGTHS (45 minutes)

Set-Up/Supplies Needed

- White Board/Flip Chart Paper
- Markers
- AV/Projector & Internet Connectivity for TED Talk
- Knowledge of School/Campus Community Awards/Honors our chapter could win

Introduction - 5 minutes

- Lead Facilitator(s) welcome participants with an upbeat, genuine, and positive welcome. Let them know you are glad they are here and you're glad to be there too!
- Share the objectives of Part I of the workshop:
 - Clearly identify the values of your chapter and Pi Kappa Phi
 - Understand how your chapter's presence and identity impact recruitment
 - Identify chapter strengths and opportunities on campus/in the community
 - Articulate how to use strengths to become Opportunity Makers and create a niche
 - Describe how strengths, resources, and relationships lead to recruitment success

Understanding Pi Kappa Phi in Recruitment - 10 minutes

- Ask the participants to identify the characteristics and experiences they value the most as a brotherhood/chapter.
 - **FLIP CHART:** Record their responses on a whiteboard/flip chart paper and leave space to write a few strengths next to each.
- Ask the participants to identify the 7 values of Pi Kappa Phi and the Core Values of The Ability Experience.
 - **FLIP CHART:** Record their responses adjacent to the characteristics and experiences and leave space to write a few strengths next to each.
 - Student Creed Values that should be identified: Common Loyalty, Personal Responsibility, Achievement, Accountability, Campus Involvement, Responsible Citizenship, Lifelong Commitment
 - Core Values of The Ability Experience: Empathy, Integrity, Abilities, Teamwork
 - Ask the participants to identify any areas in the Student Creed Values that were missing or are contradictory to what they shared about their chapter.

- Ask the following discussion questions:

Why would we start a recruitment-based program with a discussion about what we value?

- What we're looking for: a chapter's values and identity are the foundation for recruitment, and the transparent communication of those are exactly the types of Potential New Members that we will recruit.

How do they tie into your chapters' identity and campus presence?

- What we're looking for: the perception of the chapter, our events, involvement on campus, and overall actions from the outside looking in should reflect our values.

How does this relate to recruitment?

- What we're looking for: the new members that we are recruiting should be able to clearly understand our values, see value in that fraternity experience, and want to join because of them.

Chapter identity is the foundation for recruiting new men and improving the chapter's overall experience. The goal of recruitment is to find men whose values, achievements, and character mirror our fraternity values and what The Ability Experience believes in. The better you communicate our identity and values, the more successful our efforts will be.

Campus Presence & Identity - 10 minutes

Your reputation and campus presence directly impact recruitment efforts, whether we are aware or not. To build an identity and presence on campus that assists in recruitment efforts we must assess: the campus community, our chapters' strengths, and opportunities we have as a brotherhood.

It begins with who we are perceived to be.

If I were to ask a non-affiliated member, another Greek organization, or a campus professional, etc. what would they say about fraternity life in/at _____?

- Have 1-3 participants share their thoughts.

Think about the overall community, what would Pi Kappa Phi be known for? What is Pi Kapp's identity at _____?

- Have 1-3 participants share their thoughts.

Where do we fit in this community? What are our strengths? How do our strengths relate to the values that we wrote down earlier?

- Record responses in the space that was reserved underneath the previous values discussion under the following:
 - Campus Involvement, responsible citizenship, achievement, lifelong commitment, personal responsibility, common loyalty, accountability.
 - Mention that The Ability Experience values (empathy, integrity, abilities, teamwork) should be practiced in each area when exercising our strengths.

A chapter isn't different because they have an identity, they become unique and "non-stereotypical" because they actively create a valuable fraternity experience every day. That becomes their identity.

Now that we've discussed Greek life perception, how the community sees us, and the strengths we possess: let's identify what opportunities exist for your chapter.

Creating Chapter Opportunity - 25 minutes

The #1 rule of creating opportunity: focus on what you can control. As a chapter, you can't control other organizations, students, or the university. You can control how you as a brotherhood respond, take action, and find ways to be exceptional.

- Play Kare Anderson's "Be An Opportunity Maker" (Play the video from beginning and stop after 6:21)
https://www.ted.com/talks/kare_anderson_be_an_opportunity_maker

What are some main points Kare spoke about that relate to our identity and recruitment?

- Touch on the following if not discussed:
 - Mutuality Mindset: not "me", but creating an idea of "us", *we are smarter together*
 - Strengths: "each one of you is better than everyone else at something", *we all have strengths and can contribute*
 - Unexpected Allies: "people in unlikely places that can help one another", *building positive relationships with everyone, internally and externally, creates unique opportunity*

By 1. building positive relationships with each other, 2. utilizing strengths of the brotherhood (collectively and individually), and 3. creating allies on campus and in the community, we become Opportunity Makers. By creating opportunities and capitalizing on them to improve our chapter, we strive to become the ideal chapter and "do our share to make it so".

With that in mind, let's begin to discuss how to discover our opportunities for improvement and use them to strengthen our chapter. Now let's revisit our values and strengths list one more time.

A few minutes ago as we reviewed our values, we identified our strengths in each area. Let's look at them again and talk about the ideal place we want to be in each, and what opportunities exist for us to improve in some of these areas.

- Walk through each value again, share the talking points below, and have them also identify any opportunity they have for each to improve more. Note that the goal and recruitment value are the WHY it is important.
 1. Campus Involvement: outside student organization involvement, working on campus, attend school sponsored events, etc. How are they contributing value to their campus community? Building Meaningful & Positive Relationships with Peers, Professionals, and People to impact Perception.
 - a. The Goal: Building Pi Kappa Phi's Network
 - b. Recruitment Value = Network & involvement opportunity
 2. Responsible Citizenship: through an Ability Experience event, other philanthropic efforts sponsored by the institution or community, assisting and attending events of other student organizations (including non-greek), etc. How are they serving others well on their campus?

- a. The Goal: Contribute Value to Your Campus & Community
 - b. Recruitment Value = Service before self (selfless brotherhood)
3. Achievement: winning awards at PKCCO through SOCE, winning awards through FSL or campus programming, individuals holding campus positions or being honored, etc. How are they being recognized for going above and beyond?
 - a. The Goal: Build Your Brand & Positive PR
 - b. Recruitment Value = Ability to contribute to wins/improvement
4. Lifelong Commitment: find ways to showcase value beyond the 4 (or however many) year experience by showing commitment to your school, Pi Kapp Alum, and getting involved at a national level.
 - a. The Goal: Find Value in the Chapter & Beyond
 - b. Recruitment Value = Not 4 Years, 4 Life. Money goes farther.
5. Personal Responsibility: personal and professional growth, using the Pi Kappa Phi experience to your benefit. How does Pi Kapp transform you and add value to your life throughout your 4-year member experience? How do you contribute value back into your chapter?
 - a. The Goal: Do Your Share to Make It So
 - b. Recruitment Value = Pi Kapp adds value to you, you add value to Pi Kapp
6. Accountability: integrity and motivation to do the right thing as a chapter in your academics, your campus community, at events, etc. and not be afraid to do what's necessary to move forward and improve your organization.
 - a. The Goal: Guide, Assist, & Be Open
 - b. Recruitment Value = Always striving for max potential
7. Common Loyalty: building brotherhood and meaningful relationships with one another that take you to the next level and don't end after college. How does your chapter go beyond the surface level to connect and build impactful connections that others take note of?
 - a. The Goal: Create a Strong Brotherhood Others Notice
 - b. Recruitment Value = Connections that last a Lifetime

Knowing the chapter strengths allows you to market them during recruitment. Knowing what opportunities the chapter has to improve allows you to identify what types of recruits you want to target so that they can help you work towards those opportunities for improvement. For example, if an opportunity exists for the chapter to improve its GPA, than you may want to identify recruits who have higher grades, or have good study habits to help your chapter start turn that opportunity unto a strength.

Building an Infrastructure - 5 minutes

As we wrap up, I want you to remember that **Strengths + Resources + Relationships = a Positive Recruitment Identity & Image**

- Strengths are your niche/differentiation and competitive advantage
 - Emphasize what sets the chapter apart and encourage them to focus on those!
- Resources are your marketing opportunities, IFC recruitment process, campus/HQ/alumni support and advice, budget, other student orgs, etc.

- Briefly mention the relationships with campus professionals, HQ staff members, volunteers and advisors, online and campus resources - remind them they're all there to help!
- Relationships are based on the interactions every chapter member has while representing Pi Kappa Phi... "You're always wearing your letters" means you're always impacting your chapter's brand image/recruitment identity.
 - Remind them PNM relationships aren't the only ones that matter - your chapter identity will affect your recruitment in a positive way, if taken advantage of.

We have identified a lot of strengths of the chapter that you should be proud of. We also took time to identify some opportunities that exist for the chapter. Remember, it's up to the entire chapter membership to achieve those things together! A PNM joins an entire chapter and not just the Vice Archon or Recruitment Committee. The chapter identity is reflected by our entire brotherhood and the acts of us all. How will you do your share to make it so?

- Give each chapter member two minutes to reflect on one thing they will specifically do to positively contribute to the chapter identity. Once they have identified their commitment, have them turn to a partner and share.

Wrap Up

- Review the topics discussed and the conclusions drawn from the workshop
- Answer any questions participants have