



FACILITATOR GUIDE
PART II: FINDING IDEAL RECRUITS

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 II: Finding Ideal Potential New Members (55 minutes)

Set-Up/Supplies Needed

- Knowledge of Campus/IFC Recruitment Practices
- 3 - 5 full decks of playing cards
 - Show up early to place stacks of cards across the room before everyone arrives
- White Board/Flip Chart Paper
- Markers

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 II of the workshop:
 - Understand “recruitment” versus “rush”
 - Understand your role in recruitment
 - Identify types of joiners and chapter areas of improvement
 - Establish growth goals (number and strategy)
 - Identify where we can find the ideal recruit on our campus

Recruitment vs. “rush” - 5 minutes

Before we discuss how to find ideal Potential New Members, or PNMs, for your chapter, we must understand the true definition of recruitment, qualities we are looking for in PNMs, and our overall growth goals.

First, let's define the difference between “rush” and recruitment. What do you think of when you think of great recruiters in fraternity, business, athletic organizations, etc.?

- Ask the participants to identify 2 - 3 traits and characteristics of a great recruiter or recruitment process.
- If not mentioned, mention a great recruiter...
 - Makes someone feel comfortable and valued
 - Creates genuine conversation to make someone feel understood
 - Is able to tie interest and desire of the recruit into their organization
 - Most importantly, builds a relationship that creates trust and buy in into their organization that creates desire in the recruit to be a part of their organization
 - This usually takes longer than a few days or a week

“Rush” is a quick process that creates pressure to impulsively join an organization, which can lead to joiner's remorse (or second guessing the decision they made to join). If any chapter of any fraternity solely participates in “rush”, they are missing out on the quality and quantity of what a true recruitment process brings to the table.

When chapters have a successful recruitment, whether they know it or not, they go above and beyond to resemble true recruitment which separates their process from every other fraternities’.

Your Chapter’s Recruitment Opportunity - 10 minutes

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.

When we talk about recruitment, there are usually three types of joiners that we refer to. Let’s take a moment to identify the 3 types of joiners that go through recruitment covered in Associate Member Education.

- Ask chapter participants to identify the 3 types of joiners. Ensure these points are hit:
 - Type One: “Always Joiners” - PNMs that usually come to you by signing up for IFC “rush” and come to college ready to join a fraternity. They know what they want, know more about fraternities on campus than other types, and you must convince them why your fraternity is the best fit for them.
 - Type Two: “Sometimes Joiners” - PNMs that are more challenging but are larger in number. Unsure whether or not they want to join a fraternity, you must sell the fraternity experience 1st, then Pi Kappa Phi. They want to know the value in the fraternity experience and why Pi Kappa Phi will enhance their life
 - Type Three: “Never Joiners” - PNMs that are the most difficult to recruit. They present the most roadblocks and reasoning not to join any fraternity as they struggle to see value in it. They could fear rejection, already have a network on campus, don’t have the time, etc. They are the hardest to find, but when brought in, can become some of the most valuable members of our chapter.

In addition to understanding the types of joiners, it’s also important to understand the reality of Generation Z and how their characteristics impact the different types of joiners.

Most PNMs that express interest in IFC recruitment or sign up for “rush” are Always Joiners, because they already know about and desire the experience. Sometimes these PNMs need extra vetting time to ensure they will be a positive contributor to the chapter, sometimes they may have a false sense of what the fraternity experience is supposed to be like based on stereotypes from media. So, while they may be the easiest to find, you also want to make sure they align with your chapter values.

Sometimes Joiners may express interest but are more difficult to recruit and convince to join, because they don’t see the value as easily as the Always Joiner.

Never Joiners are fewer and further in between now more than ever, which means they do not express interest unless approached first by a Greek affiliated student, and are still the most difficult to convince to join.

For both your sometimes joiners, and never joiners, you need to be prepared to share the Return on Investment (ROI) of the fraternity experience, really emphasizing for them the experiences that they will get that will prepare them for their professional life after college.

If a chapter limits themselves to building relationships with PNMs they meet during “rush”, they are missing out on a portion of Sometimes Joiners and are most likely missing out on almost all Never Joiners.

The last point we want to hit on as we think about the types of PNMs that you are prospecting, is making sure that you consider men that will help increase the diversity of your chapter. Being a diverse chapter is not only about members who have different majors, interests, etc. It’s about finding men who align with the values of the organization but also help add value through bringing a different perspective or views based on their own background and experiences.

When you think about finding diverse PNM’s, you should take into consideration that many Never Joiners do not consider joining an IFC fraternity due to their socioeconomic status, racial/cultural background, sexual identity or ability. In order to have a truly diverse chapter, we must explore nontraditional avenues of recruitment that can only be found in a true recruitment process.

Now that we’ve discussed and understand true recruitment, different types of PNMs, and all of the opportunity there is, we must decide what our recruitment and growth goals are and how to achieve them.

Establishing Growth Goals - 10 minutes

Before we discuss the national office’s recruitment goals, as a chapter, what do you think the overall goal is for recruitment?

- Answer you are looking for: Quality, number, and characteristics of a new group of Associate Members.
- Divide the chapter into breakout groups and give the groups 5 minutes to determine:
 - 2 - 3 characteristics/personality traits in PNMs they want that sign bids
 - An agreed upon, realistic overall number of members recruited
 - How many PNMs would need to attend events or be recruited to make these goals a reality
- Ask 3 different groups to volunteer and share their answers for all them items above

Every fraternity is looking for “quality guys”. Why would anyone purposely make their chapter worse? Every chapter wants to grow, not get smaller. Many believe that a chapter must choose between quantity or quality. This is a myth. You can have both.

- Ask participants how many PNMs go through recruitment and/or join fraternities every year (fall and spring).
- Mention there’s ___Z___ students at the campus our chapter is at, with ___Y___% male students. Quick math: $(Y \times Z)$ - PNMs that join = Opportunity PNMs
- Compare the traditional number of PNMs and a portion of Opportunity PNMs. All the fraternities on campus compete for the usual PNMs (Always Joiners), but few compete for Sometimes/Never Joiners.

If you *recruit*, you will have quantity and quality. Quantity drives quality. The more people you reach out to, the higher chance you have to find more quality guys.

Each year the national headquarters utilizes the recruitment data from previous years to determine how many new members each chapter should be recruiting.

Leadership consultants, Chapter Relationship Managers, and the Directors of Chapter Development along with the Director of Expansion & Growth take a look at the chapter's recruitment data relative to the IFC community statistics and collectively decide what healthy growth looks like for a chapter.

The national office recognizes that each campus is different and that is why they give our chapters the freedom to choose how to recruit that number throughout the academic year. As long as the end result is the chapter reaching the overall goal set forth by the national office.

- Note: This is intended to assist chapters in planning for successful growth, but you should follow up with your consultant and CRM for specific questions related to your growth goal for the year.

With that said, our/your recruitment goal for this academic year is _____.

- If you do not know the specific chapter goal, be sure to reach out to the chapter's Leadership Consultant/CRM prior to the workshop to find out so you can share it.

But how do we get both? Have our cake and eat it too. We identify where to find the Ideal Recruits. The best way to reach your growth goal as a chapter while maintaining a level of quality chapter membership is by creating a way to find the Ideal PNMs in every pipeline and avenue possible and building a growth system that builds a relationship.

Finding the Ideal Recruit - 15 minutes

We will now discuss how to reach this goal by understanding areas of our fraternity we want to improve in relation to our values, how to identify our ideal new member and where to find the ideal new member on our campus.

- After arriving early and strategically placing other stacks of cards from multiple decks across the room, lead participants through the following "Build Your Best Hand" Activity.
- Ask 1 participant to come forward and take 2 minutes to build their best Poker hand using 1 mixed deck of cards from two sets with lower numbers (if no one plays Poker: you can use a different game such as War, Texas Hold 'Em, etc.).
- Set a timer for 2 minutes and once it's up, tell them to take a seat. Read the crowd the hand that was built, then reveal the other cards hidden across the room.

Fraternity recruitment is like recruiting for a sports team or building your best hand in a card game. You know your end goal (winning), and you know what you're missing. Yet, there are times where we only look at one deck of cards (formal "rush", a "recruitment week", etc.) to build that best hand or team; or in recruitment, our chapter.

If we want to recruit PNMs to add quality to the chapter and grow in numbers as an organization, we need to change a). the way we recruit and b). the men we are targeting.

With this concept in mind, let's take a few minutes to identify the areas and/or values of Pi Kappa Phi that need to be strengthened in our chapter.

If we are looking for recruits to fill chapter needs and who have qualities and characteristics that align with Pi Kappa Phi values, how do we tell if that person possesses these things? Let's take a few minutes to discuss places we might find people with them.

- Have participants answer: “What qualities, experiences, and values do you want to improve on as a chapter?” i.e., accountability, GPA, campus involvement or identity/reputation, philanthropy/service, recruitment, and even social life.
 - If the chapter recently completed Part I of the Recruitment Workshop, then just take this time to revisit the list of opportunities identified during that session and re-record onto a white board/flip chart paper.
 - Record these responses on a white board/flip chart paper.
- **FLIP CHART:** Ask participants to identify places on your campus where they might find the ideal recruit. Write this list down so all participants can see it.
 - Accountability: business college/school organizations, student workers in residential life/student conduct, people in religious based organizations, etc
 - GPA: honor roll members, anyone pursuing any type of post grad studies, student organizations that require a certain GPA (several)
 - Campus Involvement: student government, school ambassadors, student activities organizations and boards/committees, students with social media presence
 - Philanthropy: service organizations (Greek or not), community service organizations (Big Event, Dance Marathon, Miracle League, Best Buddies, etc.), volunteer partners of the university
 - Recruitment/Social: student recruiters, college/student ambassadors, orientation leaders, etc.
 - Additional names' list generators:
 - Remind them that people in professional/honorary fraternities can join
 - Referrals - high school, sorority women, professors, family members, chapter alumni, legacies
 - In your classes
 - Orientation tabling or events
 - Social media searches
 - On the opposing intramural team
 - Academic, Scholarship & Leadership Awards given by the University
 - Sorority or other organizational presentations to obtain referrals can be utilized. A consultant or national staff member can train the Vice Archon/recruitment committee in this area.

Now we have identified the needs we have to fill in our chapter, and we know where to look for the ideal recruit, this will allow us to find men to build the ideal chapter.

Building a Chapter Recruitment Strategy - 10 minutes

Once we have found these names and contacts, we have to have a place to store this information, manage our relationships with recruits (manage our customers), and recruit them appropriately creating a growth system or recruitment strategy.

- Provide participants with your preferred process on how to share an ideal recruit's information with the recruitment team (ChapterBuilder, Google Sheets/Docs, any Customer Relationship Management tool)
- Discuss that it's the Vice Archons job to strategically plan, improve, and coordinate recruitment efforts, the Vice Archon and Recruitment Committees duty to host regular meetings to plan and organize recruitment events and procedures, but it's the **chapter's responsibility to generate names/leads and to recruit them**. Recruits join the entire brotherhood, not the Vice Archon or his committee.
 - It is the chapter's job to build and manage relationships and ultimately convince members to join their brotherhood based on a valuable fraternity experience.

What does "you're always wearing your letters" mean to you? How does it impact recruitment?

- Ask for 2 - 3 responses from participants

It means you're always representing your chapter, but it also directly effects your recruitment efforts. People will join or seek to join based on the way you represent the letters of Pi Kappa Phi. You're always wearing your letters, constantly building a reputation and relationships, and therefore, always recruiting. You should always build excitement for your upcoming recruitment.

Wrap Up

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