

CHAPTER

AT

Year-Round Recruitment Plan

Completed for the 20___/20___ academic year

Completed by:

Name

Email Address

Date

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Values-Based Recruitment

The idea of values-based recruitment (VBR) is simple – recruit with our values. However, the overall theory of VBR is so much more – more than just telling a prospective member we live our lives by the values of Love, Honor and Truth and expect them to immediately want to join. VBR is the theory that you become someone’s friend and get to know them and their values, and make sure they actually understand the values and purpose of Sigma Nu. With that knowledge, the chapter is better able to make the most informed decision on whether or not to extend them a bid. This means not recruiting prospective members through hosting large expensive parties with women and alcohol. A great example of values-based recruitment is inviting prospective members to a Habitat for Humanity build with the chapter. The chapter doesn’t have to create more events for recruitment, just do you regular community service and invite those you wish to recruit. This shows that they actually buy in to what the chapter will be doing throughout the year.


Sigma Nu’s Values-Based Recruitment Program is a package of programs and resources, such as this year-round recruitment plan (YRP) template. This template assists chapters with providing recruitment workshops and educational materials to marketing materials and a prospective member website. The General Fraternity is here to assist, so if there is ever something that you need regarding recruitment, please let us know by emailing us at headquarter@sigmanu.org. You can also see examples from other chapters in the [Best Practices Library](#).

What does values-based recruitment mean to the chapter?

What General Fraternity resources does the chapter use for recruitment?

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Click on the VBR logo () to be directed to more information and resources

RECRUITMENT GOAL FORMULA

Use the table below to guide the chapter toward setting a specific recruitment goal.

- Year-Round Recruitment Plan has been completed and approved by the chapter
- Members Area update
 - Candidate
 - Initiates
 - Officers
 - Chapter Area Information

Recruitment Goal Formula	
Candidates Initiated From Last year	
_____ Last Fall	
_____ Last Spring	
_____ Total	_____ Total for Last Year
x _____% *	+ _____ % Increase Needed to meet goal
= _____ % Increase	_____ Aggressive recruitment goal (optional)
=====	+ _____ Total Chapter Recruitment goal for This Year
	_____ Fall
	_____ Spring

* To be eligible for the 10% Challenge, the chapter's goal must be at least 10% growth

USING THE YEAR-ROUND RECRUITMENT PLAN TEMPLATE

In order to effectively use the year-round recruitment plan template, there are a few simple steps to follow. Below is a breakdown to guide your work.



1. Download and review the Recruitment Chairman's Manual: This will help you understand the theory of values-based recruitment and how to effectively put it into practice.



2. Download and review the Recruitment Bluebook: The Bluebook will define, in detail, each of the items listed within this template.

3. Create a calendar that is easily accessible by the chapter to keep them informed.



4. Hold a Chapter Recruitment Meeting to set goals with the chapter and build recruitment skills.

5. Fill out the year-round recruitment plan template.

6. Submit to the Director of Recruitment for feedback (optional).

RECRUITMENT COMMITTEE



Recruitment Committee Roster

List the name, email address and phone number for each member of the recruitment committee, including the advisor.

Recruitment Committee Goals

Set committee goals using the SMART format (Specific, Measurable, Attainable, Realistic, and Timely). Some examples are included, but create your own goals as well. Shoot for a total of 12 goals in SMART format. Below are a few to get you started.

- Every chapter member adds ____ names to the Master Prospect List (MPL)
- Recruit prospective members with a ____ GPA and above
- Pledge ____ Candidates Fall term
- Bring ____ prospective members to every recruitment event

Recruitment Committee Meeting Schedule

Schedule a regular day, time and location for weekly committee meetings.

Recruitment Committee Expectations

Set expectations for the recruitment committee, both individually and collectively. Some examples are included, but create your own goals as well. (Examples: Hold meetings weekly, provide the chapter with recruitment opportunities at least three times a month, be at every meeting, complete all individual duties, make a commitment to year-round recruitment, bring a pen and appropriate materials to meetings, keep a calendar.)

Recruitment Committee Standard Agenda



Follow a consistent schedule for each meeting. Below is a sample that can be changed as needed. Please add your additional topics in the space below.

- Opening
- Roll call
- Review notes/minutes from last committee meeting
- Updates to the MPL
 - Adding/removing names
 - Updating personal information
 - Discussing level of interest
 - Last contact and next steps
 - Assigning prospects to committee/chapter members
- Upcoming chapter events/functions
 - Things the chapter is already doing (LEAD, service/philanthropy, brotherhood)
 - How upcoming events can be used for recruitment
 - Which prospects to invite
 - How to get prospects to attend events
- Review of the YRP
 - Review and update recruitment committee goals
 - Upcoming recruitment events (ones planned specifically for recruitment)
 - Review recruitment budget and expenditures, adjust as necessary
- Prepare report for chapter meeting
- Review action items for all committee members
- Closing

BUILD YOUR MASTER PROSPECT LIST



Master Prospect List (MPL)



Track your prospective members using an MPL. Keep a list of each prospect with all the information you collect. (Examples: name, email, phone, his interest level, chapter interest level, hometown, high school, hobbies, clubs, main contact, last event attended)

Generate Names

Brainstorm 15 ways to [generate names for your MPL](#).

Plan for Contacting Prospects

Define how each prospective member on the MPL will be contacted. (Examples: assign each brother to call specific prospects, form teams to have meals with a small group of prospects.)

Prospective Member Follow-up Plan

Describe the chapter's system to follow up and maintain contact with each prospective member to keep his interest level high.

INVOLVE THE CHAPTER



Maximize Your MPL

Develop a way for chapter members to add names to the MPL. (Examples: pass around at chapter meeting, make available on the chapter's website.)

Incentive Program

Give a description of the chapter's incentive program. (Examples: relieved of cleaning duties, scholarships, lower dues for men who initiate – which can be budgeted for in candidate's dues.)

Goals for Involving the Chapter



Set the recruitment goals as a chapter. Develop at least ten goals using the SMART format. (Examples: set the number of names each member will put on the MPL, attendance goals for recruitment activities.)



Date for the Chapter Recruitment Meeting

The Chapter Recruitment Meeting, separate from the normal chapter meeting, is meant to provide insight into the chapter's overall recruitment strategy, provide time for workshops and information regarding important chapter issues. It should be held twice a year and be something that defines how your chapter does recruitment. Set when each meeting should take place.

Chapter and Candidate Feedback Plan

Describe the feedback plan for improving the overall recruitment program. (Examples: discuss with the newly initiated members, the Greek advisor, chapter advisor, General Fraternity staff, the entire chapter.)

Implementation and Accountability

As everything is put together for recruitment, what is the plan to make sure every member in the chapter understands and has access to the YRP? In addition to having them understand the plan, how will members be held accountable for actually doing their part in recruitment? (Example: at one meeting a month asking every member what they personally did for recruitment that week.)

INVOLVE ALUMNI



Involve Alumni in Recruitment



Create a list of ways the chapter will use alumni in recruitment. (Examples: call prospective members, facilitate a LEAD session.)

Events With Alumni Attendance

List all of the specific activities the chapter would like alumni to attend and what alumni will do to benefit the recruitment effort. If there is a specific type of alumnus you would like to attend, such as a CEO or manager of a company, denote that on the list. (Examples: facilitate a LEAD session on managing money by a bank manager or discussing the benefits of membership in Sigma Nu after graduation with someone in the human resources field.)

Note: For ideas and additional assistance for alumni participation in recruitment, review the [Bluebook For Alumni](#).

MARKET AND ADVERTISE



Ideal New Member

Describe the traits the chapter wants to have in a new member. (Examples: athleticism, scholarship, involvement, leadership experience.)

Locations for Marketing and Advertising

List the high traffic areas and other ideal locations for meeting prospective members, such as residence halls and common campus hang-out spots.

Marketing Materials to be Launched

(Examples: fliers, posters, banners, buttons, t-shirts, pens, Frisbees.)

Marketing Launch Date or Flood Campus Date

List the date the chapter will post on campus, launch online and begin the visual recruitment campaign.

Specific Marketing Budget

If not described in the chapter's overall recruitment budget, give the specific breakdown for the marketing and advertising portion of the recruitment budget.

Example of Designs

Send an example of the chapter's recruitment designs to the General Fraternity by emailing them to headquarter@sigmanu.org. (If the file is over 5MB send through www.YouSendIt.com)

EVENTS AND ACTIVITIES



What Message Do You Want Your Chapter to Send?

Describe the message the chapter wants to send to prospective members by the activities selected for recruitment.

Official Recruitment Activities for this Coming Year

List the specific recruitment activities the chapter will hold during the “official” IFC/institution recruitment period.

Other Recruitment Activities for this Coming Year

List the recruitment activities the chapter will hold outside of the “official” recruitment period and how often they will be held. (These should only include chapter activities specifically related to recruitment.)

PLAN YOUR CALENDAR



Chapter Recruitment Dates

List chapter-only recruitment activities, and their dates, that happen throughout the year. (Examples: chapter recruitment meeting, recruitment committee meetings, marketing material launch dates.)

Chapter Activities

Create a list of the chapter's activities that will double as recruitment events throughout the year. (Examples: LEAD sessions, community service projects, brotherhood events.)

Summer Recruitment

Outline a plan of action for the chapter's summer recruitment program. (Examples: recruitment activities, summer committee and chapter meetings, prospective member call days.)

Events Set by Your Institution

List the events held by the institution that the chapter will use for recruitment purposes. (Examples: new student orientations or club and organization fairs)

Events Set for Formal/Informal Recruitment

List the events that the IFC/institution will hold during official recruitment that the chapter attends.

Putting It All Together

Take all of the activities and dates from this and the previous section to create the chapter's year-round recruitment calendar. Place the dates on the chapter's website or online calendar, like Google, to ensure easy access for the chapter and prospective members. Either include screen shots or list the link below. Dates do not need to be listed below.

CREATE YOUR BUDGET



Year-Round Recruitment Budget



List the specific breakdown of the chapter's recruitment budget for the current and upcoming term. Either copy and paste your budget below or attach it with your submission.

BEST PRACTICES



Sigma Nu's Best Practices Library offers a wide array of examples from chapters around the country. How does the chapter use the items in the Recruitment and Manpower section of the [Best Practices Library](#)?