



VALUES-BASED RECRUITMENT RECRUITING THE CHAPTER WE WANT TO BECOME

Session Materials:

- Flipchart
- Markers

Session Objectives:

- Participants will draw the connection between the values of the Fraternity and their own personal values and the role of those values in the decision to join Sigma Nu.
- Participants will consider joining a fraternity from a value-added perspective.
- Participants will be able to articulate the role of values and value in the recruitment context.
- Participants will discuss solutions to problems their chapters are experiencing from a recruitment standpoint.
- Participants will learn about Sigma Nu's VBR Program, the resources available to them and how to implement them.

Introduction – 10 minutes

Start the session by getting the participants thinking about their Sigma Nu experience, why they joined and what role values played in that decision.

Welcome everyone. Today we are going to be talking about the lifeblood of our fraternity: recruitment. Specifically, we are going to consider the role of values and value in the decision to join Sigma Nu, and ultimately how we can use those things to become better at recruitment. So, let me ask a few questions to the group to get the conversation started.

Ask only a few participants to share their answers to each question and write them down on a flip chart (it will be helpful to have each question already written out with space for answers).

Q: Why did you join Sigma Nu?

Q: What role did the Fraternity's values and/or your own personal values play in your decision?

Q: What specific value did you expect to receive from joining Sigma Nu?

Q: What value did you actually receive? Were there differences between what you expected and what you received?

Thank participants who shared and explain that this discussion is going to help frame up the rest of today's session.

Discussion on Values-Based Recruitment – 10 minutes

At this point we're going to discuss the concept of recruiting men based on the values of our fraternity.

What are values? That's right! Values are things that are important. So the things that are important to Sigma Nu are Love, Honor, Truth, and opposition to hazing. What about our own personal values?

Ask the participants to complete **SIDE 1: VALUES** of the handout located in the Values-Based.

After participants have completed **SIDE 1: VALUES** of the handout, use the following questions to guide the discussion:

Values Questions:

Q: How many of you were able to draw connections between your personal values and the values of the fraternity? Hopefully everyone!

Q: Raise your hand if you and your chapter talk about the values of our Fraternity during recruitment. How about when it's not during recruitment, during our daily lives?

Q: Can anyone share an example of how the chapter demonstrates our values in their actions?

Q: Is it important that new members subscribe to the values of the Fraternity? How can we be sure that they do?

Key Points to Cover

- We must recruit men who have personal values that align with the Fraternity's values.
- We talk about things that are important. Talking about our values—not just during recruitment—shows that they are important to us.
- We must get the assurance of every prospective member that they can and will subscribe to the values of Sigma Nu—before they are invited to join.

Discussion on Value-Added – 10 minutes

Now we're going to move from Values-Based Recruitment to **Value**-Based Recruitment.

Consider the fraternity proposition from the perspective of a critical-thinking potential new member. As fraternity chapters, we are asking people to spend a great deal of their valuable time, money, effort and energy on becoming a member in our organization. What exactly are we offering in return? The ever-increasingly critical, cautious and/or skeptical buyer, in this case a prospective new fraternity member, is looking for more. "Why should I join a fraternity that's going to take time, money and effort? What's in it for me?"

Ask the participants to complete **SIDE 2: VALUE** of the handout located in the Values-Based

After participants have completed **SIDE 2: VALUE** of the handout, use the following questions to guide the discussion:

Value Questions:

Q: What specific value do we offer to men in our fraternity? What tangible benefits do members enjoy?

Q: When we are recruiting, are we articulating the value that a prospective member can expect to get out of joining Sigma Nu? How can we do that better?

Q: How well do we deliver this value to the men who join? Does this value become a reality? Do our members get what they are promised when they join?

Q: Did anyone find that the chapter is not delivering on value that is expected? Is that a problem?

Key Points to Cover

- We need to articulate the specific value a prospective member can expect to get if he joins. For example:
 - Brotherhood and lifelong friendships
 - Leadership development and experience—the LEAD Program
 - Academic assistance
 - Networking opportunities
 - Room and board
 - Opportunity to participate in athletics, community service, and philanthropy
 - Social benefits
 - Other chapter-specific benefits
- We also need to deliver this value to our candidates and brothers (example: if we tell prospective members that they will experience the LEAD Program, we need to deliver).

Solving Your Chapter's Problems: VBR – 10 minutes

Ask participants the following question and list their answers on a flipchart.

Q: What are some of the problems that your chapter is facing?

Go through the list and ask participants to raise their hands for those problems that their chapter also experiences. After doing so, ask the participants the following question:

Q: How can we use recruitment to solve these problems?

Invite participants to share their thoughts and ideas in response to this question.

Key Points

- We can use recruitment (directly or indirectly) to solve our chapter's problems.
- It's very difficult to change people's behavior; it's much less difficult, however, to recruit new members who will be a part of the solution. For example:
 - If we are struggling with academics, we can recruit better students.
 - If we have poor participation, we can recruit men who will be more committed to the Fraternity.
 - If we have problems with chapter management/operations, we can recruit stronger leaders.
 - If we want to be more competitive in athletics, we can recruit better athletes.
 - If we struggle with service/philanthropy, we can recruit men who are more service-oriented.
- How? Two-step process:
 - Find them: "You don't fish for marlin in the desert."
 - Ask student government leaders if you can make a brief announcement about Sigma Nu during one of their meetings.
 - Approach community service student organizations and ask to make an announcement during one of their meetings.
 - Setup recruitment tables at a campus leadership event/program/seminar.
 - Send a targeted mailing/email to scholarship students.
 - Appeal to them: integrate specific, tangible mechanisms into our recruitment program. For example:
 - Recruiting better students: host a 20-minute "tips for academic success" session during recruitment, followed by your usual recruitment event.
 - Recruiting better leaders: showcase the LEAD Program; host an abbreviated LEAD session (20-30 minutes) during formal recruitment.
 - Recruiting for better service: host a small-scale community service project as a recruitment event.
 - You don't have to change your entire recruitment program, but you can easily integrate small pieces that can have a significant impact.

Note: Upon completion of this workshop, suggest the chapter hold a **Chapter Recruitment Meeting**, as described in the **Involving the Chapter** section of the **Recruitment Bluebook**. With a better understanding of how to think about recruitment, the Recruitment Meeting will assist them in describing their ideal candidate and where he can be found, as well as setting chapter recruitment goals.

SIDE 1: VALUES

The Values of Sigma Nu	Your Own Personal Values
Love	(Fill out this section)
Honor	
Truth	
Opposition to Hazing	

Draw a line between any of your personal values and the values of Sigma Nu that are consistent with each other (for example, if one of your personal values is honesty, you might draw a line connecting Truth; if one of your personal values is integrity, you might draw a line connecting Honor; if one of your personal values is respect, you might draw a line connecting Opposition to Hazing).

Which of the Fraternity's values were most congruent with your own?

Try to think of some of your own and your chapter's recent actions/behaviors that reflected your values and/or the Fraternity's.

SIDE 2: VALUE

Value You Expected	Value You Actually Received
(Fill out this section)	(Fill out this section)

Was there any value that you expected to get out of fraternity that you have not actually received? Were there any other differences between what you expected and received? Describe.

Does your chapter articulate the value that prospective new members can expect to receive? How so?

Does your chapter deliver the value that is promised? Describe.