

## Spring 2021: Hybrid Recruitment Webinar

### Is Recruitment the Same?

- Many chapters and universities have now experienced fraternity recruitment under newly imposed COVID-19 guidelines. As we now look to spring recruitment, we must look back at the fall and compare what we know now to what the upcoming term will look like. Ask your chapters...
  - o Is the structure of recruitment the same as the fall?
    - Is it a continuation of virtually-only events with the ability to have small in-person interactions with PNMs?
  - o Did your recruitment protocol get stricter? Are you now forced to only virtual events or even smaller in-person events?
  - o Is your winter term now less formal? Is it now more formal?
- The reason we must ask ourselves these questions is because we cannot copy & paste what may have been done in the fall, even if things went well. This is because for most chapters, the upcoming semester will be different, or at least needs to be different in the sense of how well a chapter performs in recruitment.

### Is Spring Recruitment Still Vital?

- Yes, absolutely. Spring recruitment is 100% as important, if not even more important, than it was in past years. Whether your campus follows a traditional or deferred recruitment model, your chapter cannot afford operationally or financially to elect to not take a recruitment class this spring. Here's why...
- Recruitment is an ongoing lifecycle in the fraternity world and if a chapter fails to attempt at recruiting during these circumstances, it could guarantee a long-lasting decrease in membership. If you decide to not take a candidate class, you're accepting being smaller, which means less financial resources, less ability to fund the things you need and want to fund, and perhaps even puts your chapter at a place where manpower drops below the average chapter size on your campus.

### Planning for Recruitment: VBR vs. Large Events

- When weighing options for recruitment events this semester, your committee needs to consider the following questions first:
  - **"Is it safe."** Do you have a firm understanding of your campus' COVID-19 guidelines and have a plan in place to ensure members and PNMs are not at risk? Do you plan to have hand sanitizer and masks available?
  - **"Is it fun & meaningful?"** Think about how you'll ensure your events are engaging for PNMs so they can build a relationship with your members. Make sure your events are organized and well-prepared and PNMs will quickly pick up on the fact that your chapter is trying to ensure they have a good time.

- **“Is it purposeful?”** Make sure your recruitment events share why your chapter is different than the others that are offered on your campus. Give PNMs an understanding of your chapter’s identity and what they should expect if they were to join.
- Values-Based Recruitment is as important now as it has ever been. Large recruitment events are a thing of the past for the time being, and your chapter needs to take advantage of the opportunity of being able to share the values your chapter stand for.
- People join people.
  - Actively create trust-filled, relationship-building moments with PNMS
- Identify shared experiences with PNMs
  - Classes being taken under COVID19 accommodations, cool things done during quarantine, what you’re most looking forward to about sports returning, etc.
- Smaller events can lead to easier follow up with PNMs
  - Stay in communication with PNMs after initially meeting them.
  - Grabbing coffee, lunch, hanging out outdoors are easy first, second, third meetings.

### **Delegating Responsibilities**

- Having a recruitment committee is vital to a chapter’s success in recruitment. Ideally, make sure your recruitment committee has no more than 10 members and make sure you are identifying your best recruiters to work with the Recruitment Chairman.
- Effective delegation and communication are key. Make sure you set clear & defined roles for each member on the committee.
  - Here are some pre-identified roles you could implement into your recruitment committee:
    - **Marketing Coordinator** – oversees social media content, responsible for t-shirt design, shares marketing materials with appropriate channels at the university, etc.
    - **Formal Recruitment Coordinator** – responsible for staying in direct communication with IFC & university to collect pertinent recruitment information. Ensures all events are registered and compliant with Sigma Nu and university policies.
    - **MPL Coordinator** – oversees the maintenance of the chapter’s master prospect list to ensure PNM contact information is organized and accurate. Responsible for ensuring members regularly follow-up with PNMs.
    - **Incentive Coordinator** – works to keep track of chapter recruitment goals and ensures the chapter celebrates its successes.

### Maximizing Your Budget

- Create a recruitment budget that meets needs but exceeds unnecessary costs.
  - Identify large costs from the past and create options to reduce/eliminate waste.
  - Consider any event restrictions to avoid over-budgeting for food, etc.
  - Utilize outdoor events (if possible) to reduce the need of paying for facility rentals.
- Ensure your budget allocates funds towards hand sanitizer, masks, and any other cleaning products not supplied by the university.
- Have your recruitment budget passed ASAP to ensure you have the financial resources needed as soon as your recruitment events begin to take place.
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### Additional Resources

- **COVID-19 Information & Resources:** <https://www.sigmanu.org/coronavirus>
- **Recruitment-Specific Recruitment Resources:**  
<https://www.sigmanu.org/collegiate-members/pursuit-of-excellence/in-person-operations/operational-excellence#RecruitmentandManpower>
- **Best Practices Library, Virtual Operations:** <https://www.sigmanu.org/collegiate-members/best-practices-library/virtual-operations>