# [Chapter] Chapter

# Recruitment and Manpower Action Plan

**This Action Plan was Updated:**

**By:** [Officer Name] [Officer Title]

# The Recruitment and Manpower Plan

The Year-Round Recruitment Plan is an essential tool for outlining the chapter's strategy for recruitment success. The foundation of this plan is grounded in the idea of Values-Based Recruitment (VBR). Simply put, Sigma Nu chapters are called to recruit with the Fraternity's values. However, the overall application of VBR is much more than just telling a prospective member, *"We live our lives by the values of Love, Honor and Truth"* and expecting them to immediately want to join. VBR is based in the belief that when we become someone's friend, get to know them and their values, and make sure they understand the values and purpose of Sigma Nu, we are mutually best positioned to make recruitment decisions that are positively impactful for both the prospective member and the chapter.

This plan is designed to help the chapter think strategically about the operational necessities of recruitment as well as consider the important components of VBR, such as knowing the values of the Fraternity and chapter, knowing what the chapter is looking for in a prospective member, and knowing how to recruit those members to join Sigma Nu.

## Resources and Support

This Recruitment and Manpower Plan was completed under the guidance of the following chapter resources:

- Recruitment Chairman's Officer Manual
- Pursuit of Excellence Guidelines for Recruitment and Manpower
- Strategic Planning and Officer Action Plan Overview
- The Recruitment Bluebook
- Chapter Recruitment Self-Evaluation
- 50 Ways to Strengthen Recruitment
- The Law of Sigma Nu Fraternity, Inc.
- *Risk Reduction Policy*

## Recruitment Goals for the Academic Year

| Current Chapter Manpower (Candidates and Initiates) | Average IFC Chapter Manpower | Manpower Goal by End of Academic Year |
|---|---|---|
| | | |

| Previous Year | |
|---|---|
| | **Number of Candidates from Fall Semester/Quarter** |
| | **Number of Candidates from Spring Semester/Winter Quarter** |
| | **Number of Candidates from Spring Quarter (If applicable)** |
| | **Total Number of Candidates Recruited in Previous Academic Year** |

| Current Academic Year Goal | |
|---|---|
| | **Chapter Recruitment Goal for Fall Semester/Quarter** |
| | **Chapter Recruitment Goal for Spring Semester/Winter Quarter** |
| | **Chapter Recruitment Goal for Spring Quarter (if applicable)** |
| | **Chapter Recruitment Goal (Total) for the Academic Year** |

# The Recruitment Committee

## THE RECRUITMENT CHAIRMAN

*The role and expectations of the Recruitment Chairman.*

[Based on the chapter's bylaws and expectations for the position, what are the role and expectations of the Recruitment Chairman? What are the unique expectations for this officer? How do his expectations differ from other members of the chapter and of the recruitment committee?]

## THE RECRUITMENT COMMITTEE ROSTER

| Committee Member Name | Position |
|---|---|
| | **Recruitment Chairman** |
| | |
| | |
| | |
| | |
| | |

| Advisor Name | Advisor Position | Phone | Email |
|---|---|---|---|
| | **Committee Advisor** | | |

## RECRUITMENT COMMITTEE ROLE

*The role and expectations of the Recruitment Committee.*

[What is the Committee's responsibility to the chapter? How can the committee be effective in executing on the expectations it has been tasked with? What do the bylaws outline as their role, expectations, and authority?]

## RECRUITMENT COMMITTEE GOALS

*Committee goals use the S.M.A.R.T. format – Specific, Measurable, Agreed-Upon, Realistic, and Timely.*

[Insert five to ten goals here. Some examples include: Every chapter member adds ___ names to the Master Prospect List (MPL) by _____, Recruit_____ prospective members with at least a ____ GPA, Pledge ____ candidates during the Fall term, Bring ____ prospective members to every recruitment event, etc.]

## RECRUITMENT COMMITTEE MEETING SCHEDULE

[Insert chapter information here. Schedule a regular day, time, and location for committee meetings on the days approaching the chapter's recruitment period and weekly meetings to discuss year-round recruitment thereafter.]

## RECRUITMENT COMMITTEE EXPECTATIONS

[Set expectations for the recruitment committee, both individually and collectively. Examples include: Hold meetings weekly, be at every meeting, complete all individual duties, make a commitment to meeting with prospective members, bring a pen and appropriate materials to meetings, keep a calendar, etc. Assign tasks/expectations to committee members. Examples include: Committee member to keep track of the budget, someone who will design t-shirts and marketing materials, someone who will handle social media, etc.]

## RECRUITMENT COMMITTEE STANDARD AGENDA

*The standard agenda for future committee meetings will be as follows:*

[Use this box to create a standard agenda for committee meetings. Below is a sample that can be changed as needed.
Opening
Roll call
Old Business
    Review of Notes/Minutes from Last Committee Meeting
New Business
    Updates to the MPL
    Assigning Prospects to Committee/Chapter Members
    Upcoming Chapter Events/Functions
Review of the Pursuit of Excellence Criteria
    Current Progress Toward Excellence Criteria
    Review of Calendar
Committee Member Reports
    Current progress of individual tasks assigned to committee members
    Review of tasks
Prepare Report for Chapter Meeting
    Review action items for all committee members
Closing]

## RECRUITMENT COMMITTEE BUDGET

[List the specific breakdown of the chapter's recruitment committee budget for the current and upcoming term. If possible, you are encouraged to copy and paste your budget here. The budget should outline expected expenditures that promote incentives for member participation in the recruitment process, costs for recruitment events and marketing, a breakdown of costs for each event (e.g. food, decorations, venue costs, shirts, etc.)]

# Building Your Master Prospect List

## MASTER PROSPECT LIST (MPL)

[Chapters should track their prospective members using an MPL. The MPL will allow the chapter to keep a list of each prospect with all the information the chapter collects. Use this box to identify the types of information you want to keep for each prospective member. Examples: name, email, phone, his interest level, chapter interest level, etc.]

## PROSPECT NAME GENERATION

[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.]

## Involving the Chapter

### MAXIMIZING THE MPL

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

### INCENTIVE PROGRAM

[Describe the chapter's program for incentivizing members to particiapte in recruitment (i.e., adding names to the MPL, attending all recruitment events, individual / small group outreach and interactions with prospective members outside of planned chapter events). Examples: relieved of cleaning duties, scholarships, small gifts, or gift cards, etc.]

## GOALS FOR INVOLVING THE CHAPTER

[Set 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, number of accepted bids.]

## THE CHAPTER-LEVEL RECRUITMENT MEETING

[The Chapter Recruitment Meeting - https://www.sigmanu.org/file/collegiate-members/values-based-recruitment/bluebook/vbr-bb-chapter-recruitment-meeting-agenda.pdf - 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. The chapter should also conduct a recruitment skills workshop with all members (annually, at minimum; ideally prior to each formal recruitment period) - https://www.sigmanu.org/file/collegiate-members/values-based-recruitment/bluebook/vbr-bb-recruitment-skills-workshop.pdf. Set when each meeting should take place.]

## SOLICITING CHAPTER AND CANDIDATE FEEDBACK

[Describe the feedback plan for improving the overall recruitment program. What data and insights need to be collected, how will data be collected, when will feedback requests be made? Examples: discuss with the newly initiated members, the Fraternity/Sorority 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 year-round recruitment plan? In addition to having them understand the plan, how will members be held accountable for doing their part in recruitment? Example: at one meeting a month asking every member what they personally did for recruitment that week.]

## Alumni Involvement

### INVOLVING ALUMNI IN RECRUITMENT

[Create a list of ways the chapter will use alumni in recruitment. Examples: call prospective members, facilitate a recruitment practice session, invited to attend or speak at a recruitment event. Note that inviting alumni to attend a chapter recruitment event is a Very Good criterion in PEP.]

### EVENTS WITH ALUMNI ATTENDANCE

[List all 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 that inviting alumni to attend a chapter recruitment event is a Very Good criterion in PEP.]

### LEGACIES & OTHER REFERRALS

[Does the chapter have a system in place for identifying and recruiting legacies or for soliciting and acting upon referrals from alumni and/or community resources (e.g. parents, high schools, honorary or values-based organizations, campus admissions office)? If so, describe that process and how it will be used this academic year. Note that an established process for soliciting referrals, including acknowledgement and follow-up on ALL referrals is a Good criterion in PEP.]

## Marketing and Advertising

### THE IDEAL NEW MEMBER

[The Chapter should be able to articulate what type of member they target to achieve the chapter's purpose. Describe the traits the chapter wants to have in a new member and how that helps the chapter become what it wishes to be. 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. What other physical and virtual venues make for good spaces to meet and get to know prospective members.]

### MARKETING MATERIALS

[Describe the materials and strategies the chapter will employ to market the chapter's recruitment effort. Examples: fliers, posters, banners, buttons, t-shirts, pens, Frisbees, targeted advertising on social media.]

## MARKETING STRATEGY

[List the date(s) the chapter will post on campus, launch online, and begin the visual recruitment campaign. Include each day the chapter will post new marketing materials or social media content. For each date, include a short description of the marketing.]

## 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.]

## Events and Activities

### INTENT AND STRATEGY

[What do your recruitment events communicate about your chapter? Do the events you've planned signal or reinforce the values of you chapter and the Fraternity? How? What do you want prospective new members to perceive about the chapter? Also indicate the chapter's plan to advertise financial information during the recruitment process. This should include the candidate and initiation fees, semester/quarter dues, and housing fees (if applicable). When and how will this be communicated? What will the recruitment committee do to ensure brothers are familiar with this information and able to answer questions?]

### OFFICIAL RECRUITMENT ACTIVITIES FOR THIS COMING YEAR

[List the specific recruitment activities the chapter will hold during the "official" IFC/institution recruitment period. If the IFC/institution holds more than one recruitment period (e.g., fall and spring), include the general schedule and chapter activities for each.]

### OTHER RECRUITMENT ACTIVITIES FOR THE YEAR

[List the recruitment activities the chapter will hold outside of the "official" recruitment period and how often they will be held. Include chapter activities specifically related to recruitment.]

## Chapter 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 for the chapter's summer recruitment program. Examples: recruitment activities, summer committee and chapter meetings, prospective member call days.]

## EVENTS SET BY THE INSTITUTION

[List the events held by the institution that the chapter will use for recruitment purposes. Examples: new student orientations, move-in, or club and organization fair)]

## EVENTS SET FOR RECRUITMENT

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

## PUTTING IT ALL TOGETHER

[Take all 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.]