

Recruitment and Manpower Action Plan

This Action Plan was Updated:

By:

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 Principles-Based Growth (PBG). Simply put, Sigma Nu chapters are called to recruit with the Fraternity’s principles. However, the overall application of PBG is much more than just telling a prospective member, “We live our lives by the principles of Love, Honor and Truth” and expecting them to immediately want to join. PBG 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 principles 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 Principles-Based Growth, such as knowing the principles of the Fraternity and values of the 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.

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.

RECRUITMENT COMMITTEE GOALS

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

RECRUITMENT COMMITTEE MEETING SCHEDULE

RECRUITMENT COMMITTEE EXPECTATIONS

RECRUITMENT COMMITTEE STANDARD AGENDA

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

RECRUITMENT COMMITTEE BUDGET

Building Your Master Prospect List

MASTER PROSPECT LIST (MPL)

PROSPECT NAME GENERATION

PLAN FOR CONTACTING PROSPECTS

PROSPECTIVE MEMBER FOLLOW-UP PLAN

Involving the Chapter

MAXIMIZING THE MPL

INCENTIVE PROGRAM

GOALS FOR INVOLVING THE CHAPTER

THE CHAPTER-LEVEL RECRUITMENT MEETING

SOLICITING CHAPTER AND CANDIDATE FEEDBACK

IMPLEMENTATION AND ACCOUNTABILITY

Alumni Involvement

INVOLVING ALUMNI IN RECRUITMENT

EVENTS WITH ALUMNI ATTENDANCE

LEGACIES & OTHER REFERRALS

Marketing and Advertising

THE IDEAL NEW MEMBER

LOCATIONS FOR MARKETING AND ADVERTISING

MARKETING MATERIALS

MARKETING STRATEGY

MARKETING BUDGET

Events and Activities

INTENT AND STRATEGY

OFFICIAL RECRUITMENT ACTIVITIES FOR THIS COMING YEAR

OTHER RECRUITMENT ACTIVITIES FOR THE YEAR

Chapter Calendar

CHAPTER RECRUITMENT DATES

CHAPTER ACTIVITIES

SUMMER RECRUITMENT

EVENTS SET BY THE INSTITUTION

EVENTS SET FOR RECRUITMENT

PUTTING IT ALL TOGETHER