



# RECRUITMENT

STUDENT ORGANIZATION LEADERSHIP RETREAT

April 20, 2018

Dr. Brent Marsh – Vice President for Student Affairs

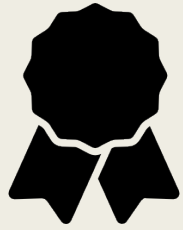


Accessibility Translation: Image of three red grapes



# G IS FOR GROWTH

- Definition: Having opportunities to increase your skills and competencies, personal skill development opportunities, becoming more competent, experienced, and confident.
- As your organization grows, get organized and stay organized. Most students will not stick with organizations that appear to have disorganized leaders or members that seem unsure of the plan/direction.
- Make sure everyone involved in your organization is:
  - *Aware of and committed to the recruitment process*
  - *Prepared to answer questions*
  - *Comfortable talking about the organization to prospective members*
- It is the entire organization's responsibility to recruit new members, so work as a team to accomplish membership and recruitment goals.
- ORGANIZATION ACTIVITY: Develop an elevator speech about your organization!



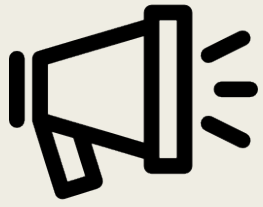
# R IS FOR RECOGNITION

- Definition: Gaining respect from others you admire, receiving recognition and praise for a job well done, receiving feedback on your work within the organization.
- Recognition is a great way to continue the on-going process of recruitment:
  - *For example, if your organization gets involved in Intramurals, that is a recruitment and image development opportunity.*
  - *For example, if your co-sponsor or collaborate on a program with another group or participate in a community service opportunity with other non-members, that is a recruitment and image development opportunity.*
- Use those opportunities to educate people about your organization!
- Work to make your organization's name a "household word."
- ORGANIZATION ACTIVITY: Identify all the other organizations your members also participate in! This will help you identify other areas of influence and direct your recruitment efforts.



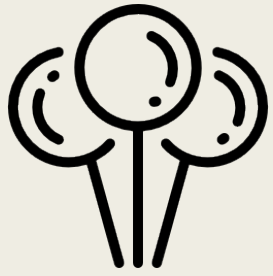
# A IS FOR ACHIEVEMENT

- Definition: A sense of ‘team’ achievement is important. Healthy organizations make sure that everyone feels as if they contributed to the success of the organization. It is important to realize that everyone has contributed and shares in the feeling of accomplishment.
- If you are finding it difficult to recruit and retain members to your organization, start by asking “Why?”
  - *What is it about the organization that makes it unappealing?*
  - *Remember to not just look externally for reasons*
    - i.e. “Everyone is too busy” or “they need to spend more time on their studies.”
    - Challenge yourself to take a look INTERNALLY
- Remember, students join motivated organizations with:
  - *Goals, a vision, an action plan!*
- ORGANIZATION ACTIVITY: Ask your current members to evaluate your organization in the following areas:
  - *A sense of purpose, internal communication, growth & development opportunities, team building/cohesive membership, member participation, recognition*



# P IS FOR PARTICIPATION

- Definition: Planning and scheduling work, given the opportunity and being allowed to make or contribute in important decision making, being “active,” not just a member.
- Recruitment is not one person’s job – make sure everyone participates!
  - *One person may need to coordinate efforts, but EVERYONE should be responsible for maintaining and sustaining membership*
- Your recruitment campaign with your members should include:
  - *Specific techniques and tasks to be accomplished*
  - *A timeline*
  - *An indication or who will be responsible for completing each task*
- ORGANIZATION ACTIVITY: Develop a recruitment campaign!



# E IS FOR ENJOYMENT!

- Definition: Having fun, working as part of a team, feeling a part of something important
- Make sure your group is worth the time to join.
  - *As a new member, is there something to do that can give that member a sense of accomplishment?*
  - *Is the only way to be actually be “active” in your organization by being an officer?*
    - Empower your members, give them responsibility, create opportunities to practice their leadership skills
- Create a positive and welcoming environment
  - *Know your members names!*
- Know your members needs.
  - *Don't rely on email – personal contact is important!*

# STRATEGIES



Guerrilla Marketing



Attend Recruitment Programs



Special Welcome Meeting



Attend SGA Meetings

# Branding





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