

20 Resources that are Elevating Fraternity & Sorority Recruitment

AFA educational session – Dec 1, 2007

1. Books:

There are more published resources that support a growing trend of “friendship-first” recruitment than most people realize. Some books are fraternity/sorority specific, some are not. Regardless, the lessons are highly applicable. Below are 10 of our favorites.

- a. How to Win Friends and Influence People (Carnegie)
- b. Never Eat Alone (Ferrazzi)
- c. The Networking Survival Guide (Darling)
- d. How to Talk to Anyone (Lowndes)
- e. 100 Ways to Motivate Yourself/Others (Chandler)
- f. Purple Cow (Godin)
- g. Good to Great (Collins)
- h. The Fine Art of Small Talk (Fine)
- i. Good Guys (Mattson & Orendi)
- j. I Heart Recruitment (Coffey & Gendron)

2. Professional Recruitment Workshops

Recruitment has been a hot topic since the birth of our organizations. There's no magic bullet answer for growth, but quality training and education are clearly a big part of the answer. Below are three companies that specifically serve fraternal organizations and offer values-based recruitment education.

- a. Phired Up Productions – Dynamic Recruitment Workshops
 - i. <http://www.phiredup.com/index.php?action=home.services>
- b. CampuSpeak – Recruitment Bootcamp
 - i. <http://www.campuspeak.com/programs/bootcamp/>
- c. RISE Partnerships – GROW program
 - i. <http://www.rise.cc/content/services/pdf/grow.pdf>

3. Professional Consulting, Training, & Assessment

Below are several resources for helping chapters, campuses, councils, organizations, and/or boards with 1-on-1 consulting in areas specific to membership growth.

- a. NPower – Greek Community Assessments and Program Development
 - i. <http://www.npoweryourself.com/>
- b. T.Jelke Solutions – Fraternity/Sorority Consulting
 - i. <http://www.tjelke.com/>
- c. Phired Up – Consulting and coaching for fraternity/sorority chapters
 - i. <http://www.PhiredUp.com>
- d. NPC – Consulting Team Visit
 - i. http://www.npcwomen.org/college/c_consulting.php
- e. NIC – Programming upon request
 - i. <http://www.nicindy.org>

4. Associations:

Below are associations providing leadership, support, and/or communications specific to recruitment.

- a. Association of Fraternity Advisors (AFA)
 - i. <http://www.fraternityadvisors.org>
- b. North American Interfraternity Conference (NIC)
 - i. <http://www.nicindy.org>
 - ii. <http://www.fraternityinfo.com>
- c. National Panhellenic Conference (NPC)
 - i. <http://www.npcwomen.org>
- d. National Association of Latino Fraternal Organizations (NALFO)
 - i. <http://www.nalfo.org>
- e. National Pan-Hellenic Council (NPHC)
 - i. <http://www.nphchq.org>
- f. National Multicultural Greek Council
 - i. <http://www.nationalmgc.org>
- g. The Leadership Institute
 - i. <http://www.theleadershipinstitute-www.org/>
- h. Fraternity Executives Association (FEA)
 - i. <http://www.fea-inc.org>
- i. Professional Fraternity Executives Association (PFEA)
 - i. <http://www.profraternity.org>
- j. Professional Fraternity Association (PFA)
 - i. <http://www.profraternity.org>

5. Conferences:

The following are conferences that offer networking and/or recruitment training sessions.

- a. Mid-American Greek Council Association (MGCA)
 - i. <http://www.mgca.org>
- b. Northeast Greek Leadership Association (NGLA)
 - i. <http://www.ngla.org>
- c. Western Region Greek Association (WRGA)
 - i. <http://www.wrgaonline.org>
- d. Southeast Interfraternity Institute (SEIFC)
 - i. <http://www.seifc.org>
- e. Southeast Panhellenic Conference (SEPC)
 - i. <http://www.sepconline.net>
- f. Interfraternity Institute (IFI)
 - i. <http://www.fea-inc.org/nav/interfraternityinstitute.shtml>
- g. Inter/National fraternity or sorority headquarters sponsored conferences
- h. PFEA conference
 - i. <http://www.profraternity.org>
- i. Association of Fraternity Advisors (AFA) – Fraternity/Sorority Professionals
 - i. <http://www.fraternityadvisors.org>

6. Vendors:

Recruitment products & services are provided by a variety of vendors. Use the following link from the AFA homepage for a list of Associate Members.

- a. <http://www.fraternityadvisors.org/Associates.aspx>
 - i. Fund raising
 - ii. Housing
 - iii. Website Development
 - iv. Marketing & Branding
 - v. Research
 - vi. Composites
 - vii. Social Networking
 - viii. Printing & Supplies
 - ix. Promotions
 - x. Speakers, Consultants, and Training

7. Values-based programming

In the last decade we have seen a boom in values based programming for fraternities and sororities. Below are several top rate programs for student leaders. These experiences lay the foundation for values based recruitment efforts and provide undergraduates with the confidence to communicate the core purpose of their organizations.

- a. Undergraduate Interfraternity Institute (UIFI)
 - i. <http://nicindy.org/programs/UIFI/>
- b. IMPACT
 - i. <http://nicindy.org/programs/impact/>
- c. Future's Quest
 - i. http://nicindy.org/programs/futures_quest/
- d. LeaderShape
 - i. <http://www.leadershape.com>
- e. NGLA, Values Institute
 - i. http://www.n gla.org/about_n gla.php
- f. Inter/national fraternity and sorority headquarters programs

8. Awards and Recognitions

Incentives and accolades are an important part of positive reinforcement. Here are a few sources of recognition.

- a. NIC Awards
- b. NPC Awards
- c. Regional Conference Awards (MGCA, WRGA, etc.)
- d. Inter/National Organization Awards
- e. Greek Community Awards
- f. Chapter Awards

9. Social Networking, Blogging, and Discussion Boards

We can fight it or embrace it, but students are flocking to these online locations and spending hours every day engaging in virtual communities. Here are a few resources to help us meet them where they are at.

- a. Facebook
 - i. Recruitment Ideas & Success Stories
<http://www.facebook.com/group.php?gid=2217541386>
 - ii. Greek Movement: Recruitment Chairs
<http://www.facebook.com/group.php?gid=2218056990>
 - iii. Greek Movement: Fraternity & Sorority Members
<http://www.facebook.com/group.php?gid=2214575302>
 - iv. Buy In or Get Out
<http://www.facebook.com/group.php?gid=6046861955>
 - v. Fraternal Values Movement
<http://www.facebook.com/group.php?gid=2217043869>
 - vi. Organization specific groups with recruitment discussion topics
- b. Greek Specific Social Networking & Discussion Boards
 - i. <http://www.forgreeks.com>
 - ii. <http://www.fraternitylive.com>
 - iii. <http://www.sororitylive.com>
 - iv. <http://www.greekchat.com>
 - v. <http://www.igreek.com>
 - vi. <http://www.fraternityadvisors.org/PMB/>
- c. Recruitment Blogs
 - i. <http://www.phiredup.com/wordpress/>
- d. Student Activities Professionals Blog Site
 - i. http://www.swiftkick.typepad.com/activities_affairs/

10. On Campus Resources

Often the best resources are in our own backyards. The campus and community are full of terrific resources to help with recruitment. Some are more obvious than others. Consider these:

- a. Greek Affairs Office
- b. Interfraternity Council
- c. Panhellenic Council
- d. Multicultural Greek Council/NPHC
- e. Admissions Office (they probably know how to recruit incoming freshmen)
- f. Campus Tour Guides (what are they telling Timmy and his mom about us?)
- g. Registrar's Office (great resource for student lists and/or contact information)
- h. Residence Life (best connection to new students)
- i. Orientation Teams
- j. Student Government (get the money you put into the bucket)
- k. Campus Newspaper (build a relationship before you make the front page)
- l. Coaches/Sports teams (top teams proactively scout top talent)
- m. Alumni Office (they have better records for connecting with alumni that you do)

11. Data and Trends about Greeks and Incoming Students

Valuable information is available about fraternities/sororities, incoming students, campus environments, etc. As important as it is for professionals to use this information to stay relevant, it's equally important to share these findings with students as they often have a skewed perception of their peers and environment. Here are several sources of that data.

- a. UCLA Survey
 - i. <http://www.gseis.ucla.edu/heri/norms06.php>
- b. EBI Surveys
- c. Chronicle of Higher Education
 - i. <http://chronicle.com>
- d. Center for the First Year Experience
 - i. <http://www.sc.edu/fye>
- e. Center for the Study of the College Fraternity
 - i. <http://www.indiana.edu/~sao/cscfsite>
- f. Higher Education Research Institute
- g. National Survey of Student Engagement
 - i. <http://nsse.iub.edu/index.cfm>
- h. NASPA Knowledge Community
- i. The College World
- j. AFA – Perspectives magazine, Virtual Seminar Series, & Online Community
 - i. Knowledge Center:
<http://www.fraternityadvisors.org/KnowledgeCenter.aspx>
- k. National Association for College Admissions Counselors
- l. North American Interfraternal Foundation
 - i. <http://www.nif-inc.net/>
- m. NPC
- n. NIC
- o. Books
 - i. Generation Me (Twenge)
 - ii. Millennials Rising (Howe & Strauss)
- p. Articles & Publications
 - i. <http://www.educause.edu/ir/library/pdf/erm0342.pdf>
 - ii. http://www.usatoday.com/news/nation/2006-06-28-generation-next_x.htm
 - iii. <http://abcnews.go.com/Business/CareerManagement/story?id=3188531&page=1&Business=true>
 - iv. <http://people-press.org/reports/display.php3?ReportID=300>
- q. Presentations & Projects
 - i. Nine Presentations from Amanda Yale at Slippery Rock
 1. <http://www.sru.edu/pages/8927.asp>
 - ii. Generation Next Project
 1. <http://www.pbs.org/newshour/generation-next/index.html>

12. Recruitment Support Network

No resource has proven more effective as a long term solution to building and maintaining excellence than an active, chapter support network. Certainly the lead advisor plays a key role, but there are other critical stakeholders at the table. Consider these.

- a. Inter/national fraternity or sorority headquarters recruitment supervisor
- b. Inter/national fraternity or sorority Director of Expansion/Extension
- c. Campus Greek Advisor
- d. Association of Fraternity Advisors – support for Fraternity/Sorority Professionals
- e. Previously successful chapter recruitment chairs
- f. NPC Region Director or Release Figure Specialist
- g. Coach: Alumni Advisor responsible for recruitment support at the chapter level
- h. Mentor: Recruitment chair or lead alumni advisor of your organization at another school that has been consistently successful over time
- i. House Corporation President of the chapter facility

13. Partnerships & Learning from Others

Fraternity and sorority members are often guilty of tunnel vision. There's no need to recreate the wheel when other organizations offer creative, proven solutions. These organizations also offer valuable networking for cross promotions and membership sharing.

- a. Niche Partnerships
 - i. Religious organizations, worship centers, high school groups, etc
 - ii. Academic organizations, societies, high school groups, etc
 - iii. Professional organizations, centers, high school groups, etc
 - iv. Cultural organizations, clubs, high school groups, etc
 - v. Leadership organizations, clubs, high school groups, etc
 - vi. Service organizations, clubs, high school groups, etc
 - vii. Athletic organizations, teams, high school groups, etc
- b. Lessons from "Recruiters" Around Us
 - i. Interview w/pastor of large congregation
 - ii. Interview w/admissions director of large freshmen class
 - iii. Interview w/leading alumni development officer (fund raising)
 - iv. Interview w/leading alumni relations officer (volunteers)
 - v. Interview w/successful sales managers in community
 - vi. Interview w/military recruiter on campus
 - vii. Interviews w/presidents or recruitment chairs of successful non-Greek campus organizations
- c. Partnerships with Service Organizations and Philanthropic Causes
 - i. Examples
 1. Pike PUSH
 2. Dance Marathon
 3. Kappa Delta, Girl Scouts
 4. Relay for Life
 5. Habitat for Humanity

14. Recruitment Through Scholarship

Statistically we know that holistic fraternal excellence is often tied to academic achievement. A chapter's GPA is a strong indicator of probable success in other areas, including recruitment. Several organizations use scholarships and academic incentives to encourage membership from potential new members with a track record of scholastic achievement.

- a. Examples
 - i. Sigma Phi Epsilon
<http://www.sigep.org/scholarship/default.asp>
 - ii. Beta Theta Pi
http://www.betathetapi.org/index.php?option=com_content&task=view&id=494&Itemid=268
 - iii. NPC Alumni Panhellenic groups
- b. Perspectives Magazine Archive
 - i. <http://www.fraternityadvisors.org>

15. Organization & Campus – Strong Websites & Web Resources

The website has quickly become the face and therefore first impression of our organizations. Potential new members are often “shopping” around before making a commitment. Look to these web pages for examples of how you might better present your chapter, community, or organization.

- a. Examples:
 - i. Phi Delta Theta
<http://www.areyoualeader.com/>
 - ii. Tau Kappa Epsilon
http://www.tke.org/member_resources/recruitment/
 - iii. Sigma Phi Epsilon
<http://www.sigep.org/recruitment/default.asp>
<http://www.sigep.org/recruitment/resources.asp>
 - iv. Lambda Chi Alpha
<http://www.crossandcrescent.com/2006/03/recruitment-trends/>
http://www.fraternitymanuals.com/index.php?title=Lambda_Chi_Alpha/Recruitment_Chairman
 - v. Pi Kappa Phi
<http://www.pikapp.org/whyjoin/flash/class.swf>
 - vi. Beta Theta Pi
http://www.betathetapi.org/index.php?option=com_content&task=view&id=121&Itemid=159
http://betathetapi.org/index.php?option=com_content&task=view&id=679&Itemid=328
 - vii. K-State
<http://www.k-state.edu/greek/members/bioinfo.htm>
- b. Association of Fraternity Advisors, Knowledge Center
 - i. <http://www.fraternityadvisors.org/KnowledgeCenter.aspx>
- c. Chapter Communications (website provider)
 - i. <http://www.chaptercommunications.com/>

16. Out of the Box Resources & Ideas

Podcasts, webinars, recruiting sophomores and juniors in high school, information tables at career/association fair, leadership training on cruise ships, mountain tops, and tropical resorts.... There seems to be a growing trend of out-of-the-box thinking for training our members and attracting new members.

- a. TEKE Speak
 - i. http://www.tke.org/teke_speak/
- b. Webinars
 - i. AFA Virtual Seminar Series
<http://www.fraternityadvisors.org/VSS.aspx>
- c. Excursion Training
 - i. Delta Tau Delta, Leadership program at sea (7 Habits training)
 - ii. Phi Psi Leadership Academy, Cabo San Lucas
 - iii. Sigma Alpha Epsilon, conference on Carnival Cruise Lines
- d. Summer Recruitment Internship provided by Housing Corporation
- e. High School presentations
- f. Home visits to meet parents

17. Articles on Recruitment

Stay current by reading recent and relevant articles. Perspectives, Oracle, headquarters magazines, association websites, blog posts, etc are great sources of information. Here are a few to get started.

- a. MGCA Connections article on Recruitment, Spring 2007
<http://phiredup.blogspot.com/2007/01/mgca-article-and-get-ready-for.html>
- b. Phired Up Articles on Recruitment
<http://www.phiredup.com/index.php?action=home.content&contentid=11>
- c. Dave Westol, "Brother to Brother"
http://www.thetachi.org/REPOSITORY/UNMANAGED_CONTENT/Rattle/2003/Fall/FromTheExecDirector.pdf
- d. Perspectives Magazine Archive
<http://www.fraternityadvisors.org>

18. Legislation & Agreements

Washington, governing bodies, associations, etc create policies that impact the way we conduct business and either directly or indirectly recruitment new members. Here are a few you should know:

- a. Freedom of Association
http://en.wikipedia.org/wiki/Freedom_of_association
- b. Hazing Laws
- c. NPC Unanimous Agreements (NPC Manual of Information)
- d. Call for Values Congruence
http://www.aascu.org/leadership/values_congruence/congruence_05.pdf

19. Involving Parents Early

Okay, okay we finally get it. Helicopter parents.... Well, it might be more than a watchful eye from above. Students, advisors, and Expansion Directors are reporting that they need to go a step further. In many cases, we're actually recruiting the parents before we recruit their son or daughter. Here are several resources worth taking a look at:

- a. NIC Parents' Guide
http://www.nicindy.org/going_greek/parents_guide/
- b. Video Testimonials
http://www.jointke.org/index.php?option=com_content&task=blogcategory&id=28&Itemid=44
- c. Parent's page on school website
<http://www.fhsu.edu/greek/parents.shtml>
- d. Parent's page on fraternity website
 - i. <http://www.phideltatheta.org/Visitor/content.aspx?item=Visitor/Parents/Parental%20Involvement.xml>
 - ii. <http://www.areyoualeader.com/>
- e. Parent's Clubs of the Chapter
http://www.texaschi.com/index.php?com=com_static&sid=14

20. Return to the Ritual Book

Chapters with deep respect for their founder's vision and a reverence for their ceremonies are often chapters with a deep sense of purpose, commitment, and sisterhood/brotherhood. The ability of a chapter member to communicate his/her values defines his/her ability to communicate the organization's value.

- a. Delta Upsilon (open ritual)
<http://www.deltatau.org/files/ritual.pdf>

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