

RECRUITMENT BLUEPRINT

THINGS TO DO

Chairman & Chapter Involvement

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has a recruitment chairman that is an Exec level position elected for one year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The chapter is has a team system implemented for recruitment with 20% of the chapter as team captains and four people per team captain.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All members of the chapter participate in recruitment.

Focus on the Details

The recruitment chairman should be the best **ORGANIZER** in the chapter -- not necessarily the best recruiter or a member who is young and enthusiastic. He should be experienced, respected and able to work well with others. He should have plenty of time to devote to the office. He is merely a coordinator, however. It is NOT his job to recruit new members -- making the one-on-one contacts is each individual member's responsibility! His responsibilities should include:

- Arrange weekly recruitment meetings.
- Ensure that each potential member gets a visit at least twice per week.
- Follow-up on all other committee members.
- Conduct workshops on recruitment skills/techniques and outline the recruitment program for the entire chapter.
- Solicit names of potential members from Brothers, associate members and alumni.
- Schedule and direct a recruitment retreat each term.
- Post a recruitment activities calendar.
- Chair chapter membership selection meetings.
- Ensure alumni are invited to recruitment functions.

The recruitment chair should select 20% of the chapter to be team captains. These captains should be responsible, organized, good communicators, and able to work well with the recruitment chair and others. Each captain should select four other chapter members to be apart of their team creating teams of five within the chapter.

Each team should be responsible for identifying potential members and maintaining contacts with those people. Smaller teams make it easier for the teams to keep track of potentials, easier to ensure all members of the chapter are participating, and also make social settings more comfortable for potential members.

The chapter should make every effort to have all members participate in recruitment. Not every member is going to be your "face man" that meets any and everyone. Instead, the chapter should distribute teams so that each team has a "face man," organizers, and conversationalists. The chapter should strive to use the strengths of every member to get him involved.

THINGS TO DO

Planning, Goals, and Budgeting

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sets specific, written quantitative (numeric) recruitment goals prior to each term/academic year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Quantitative recruitment goals take into consideration desired growth, average retention percentage, and the number of members who will graduate that year. Use the worksheet, "Calculation of Ideal, Acceptable, and Minimum Chapter Size" provided by Fraternity Headquarters.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Prior to each academic term/year, Chapter sets specific, written, qualitative (Who is our ideal member?) goals according to its needs.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has established a written growth plan or a plan to keep current membership constant if it has achieved optimum size according to its needs.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Prior to the academic term/year, Recruitment Chairman estimates budget based on the total estimated costs of objectives, and presents it to the finance committee for approval.

Focus on the Details

The first step towards a successful recruitment, as with any chapter activity, is setting goals. Your rush numbers goal must be specific and time-oriented (e.g., 15 new members by October 15). In determining your numbers goal, there are several variables to consider, including:

- How many members will be graduated this year?
- How many spaces must be filled in the chapter house?
- Where do we want to be one year/five years from now?
- What is our average retention percentage?

If the current chapter size is 30 members and your goal is to reach 50 within two years, each year you must recruit the number graduating plus the average lost to attrition and ten additional members. For example, if 10 members will graduate and you have an 80 percent retention rate, then your minimum goal should be to recruit 25 new members that year. This replaces the 10 graduating, meets your 10-member growth rate, and ensures attrition "buffer" of 5 members.

Rush goals shouldn't stop at numbers. You want **quantity AND quality**; the two are not mutually exclusive. Quality goals should relate directly to other chapter goals and needs. For example, if a goal is to win Songfest, but you only have few members with singing talent, your recruitment marketing should specifically target the music department.

After determining your quantitative and qualitative goals at or before the beginning of the term/year, you need to set objectives and action plans to meet the goals. Dates need to be put on calendars. Your chapter rush budget should be based on the total estimated cost of your objectives. For example, if an objective is a Casino Night recruitment party, you need to estimate the costs for decorations; renting craps tables, roulette wheels, etc.; and food/refreshments. After an estimated total budget has been determined in committee, it should be presented to the chapter finance committee for approval. Try to keep most events as low-budget as possible (e.g., volleyball/barbecues, athletic events, etc.), while allocating as much money as possible toward advertising. Informal events often produce better results, anyway.

To assist in setting your quantitative goals, the National Fraternity has implemented a worksheet called the "Calculation of the Idea, Acceptable, and Minimum Chapter Size." This worksheet calculates your recruitment goal for the year based on average retention and attrition rates. This form can be attained from Fraternity Headquarters.

THINGS TO DO

Making & Maintaining Contacts

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter makes personal contacts with potentials prior to all rush events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Prior to every recruitment effort and regularly during each term, the Recruitment Chairman solicits potentials from all members and associates.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter maintains a list of potential member's that have been or need to be contacted. This list is placed in a public place and has names being added to it continuously. Also, the list should include who is going to contact the potentials and when.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The chapter ensures that each potential on the list is contacted weekly by phone and personal visit.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter "dorm storms" (members "cold call" dorm residents) and invites potential students to recruitment events, and provides event calendars.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	At least five percent of the chapter membership holds a volunteer or paid position conducive to making freshmen contacts (e.g., resident advisor, tour guide, orientation leader, etc.).

Focus on the Details

"Maybe someday our chapter will be so prestigious that members will come to us, rather than vice versa." This is a myth. Every fraternity chapter, no matter how strong, always must actively recruit members. Smaller chapters see potentials lining up outside the doors of the larger chapters and mistakenly assume that those chapters don't have to actively recruit, that potentials just come to them. The reason most successful chapters are so successful in the first place is that they constantly, actively recruit. Often, when successful chapters begin to backslide in membership, it is because they themselves have bought into the myth. They relax, convincing themselves, "we'll do well, we always do well," only to wonder later why their recruitment results were so poor that year.

Passive recruiters may schedule impeccably-organized and well-advertised events, but few or no potentials show up. Finger-pointing begins ("It was the Recruitment Chairman's fault...") and chapter morale goes down. Where did they go wrong? They didn't make personal contacts prior to recruitment. The best way to ensure potentials will show up is to personally invite them. Contacts are made through a potentials list. A partial list of potentials includes:

- Alumni recommendations
- Legacies
- Work acquaintances from high school/college
- Children of parents' friends
- Club acquaintances from high school/college
- Freshman honoraries
- Neighborhood students at home
- Sports acquaintances from high school/college
- Professional societies and fraternities
- Friends of brothers/sisters in high school
- High school officers
- Friends from high School/friends in campus classes

Prior to every rush effort and regularly during the term, the Recruitment Chairman should solicit names (based on prospecting criteria such as those listed above) from all members and especially associate members. He should ensure that the names are added to a list that is in public view. This should be a working list that is constantly added to and changed. The list should be at least 2 – 3 times the size of the chapter and should include the names, phone numbers, addresses, e-mails, and other pertinent information of the potentials.

The chapter should use the list to keep track of potential members and ensure that the teams keep in contact with the potentials. Remember, it is always best to go and pick up the potential member rather than making him find his own way to your activities.

Another effective way to make personal contacts is to take advantage of campus volunteer and paid positions, such as: resident advisors, campus tour guides, orientation leaders, hosting high school seniors visiting campus, club/organization officers, etc. Encourage as many members as possible to apply for such positions. The more ways you can make contact with incoming freshmen, the better.

THINGS TO DO

Year Round Recruitment

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter recruits year-round (not just during the first month(s) of the term or during formal recruitment periods).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has written recruitment program for the entire year (including summer, if summer recruitment is permitted by the IFC).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Regardless of whether the campus has formal, deferred, or open recruitment, chapter uses a year-round one-on-one approach by inviting prospective members to chapter functions and/or dinners.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has an allotted budget for full-year recruitment, not just for the beginning of the term or for formal rush.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter uses a summer recruitment, if it is permitted or sends summer mailings/brochures to incoming freshmen and/or other prospective members on the chapter recruitment list.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter includes recruitment in activities they already do such as intramurals, sorority mixers, dinners, etc.

Focus on the Details

Recruitment is a seven-days-a-week, 365-days-a-year activity. It does not end after the first month of the term or after formal rush week is over. Your prospects are out there every day -- you should be, too!

Even in a formal, structured rush, the one-on-one approach is possible. Don't restrict yourself to the men who sign up for rush. Go out and find good men who haven't signed up and invite them to your rush event. If registering for rush is required, then help prospects sign up. Theta Xi will still have an advantage since it was you who found them and got them interested in the Greek system. Even if you are not permitted to hold recruitment events outside of the formal rush dates, you can always "talk up" Theta Xi with prospective members and invite them to come by on an informal basis to meet the members. In this way, you can make any and every chapter event a recruitment event. When formal rush comes around again, you'll already have an "in" with certain prospective members.

Chapters with a deferred recruitment (first semester freshmen prohibited from affiliating) should view this system as an opportunity to rush prospective members for a whole semester before they join. Even though you can't bid them, you can always invite first-semester freshmen to chapter events or dinner. No one can make a rule that you can't make friends with first semester freshmen. Deferred recruitment also gives you a chance to focus on transfer students and upperclassmen for fall. Begin recruiting for Spring in the Fall and for Fall in the Spring.

If your campus has an open recruitment system, great! The only limits on the chapter are within its members' imaginations. Use all your options.

All chapters should, if permitted, summer recruit. Summer recruitment allows you to "get a leg up" on chapters that start their recruitment at the beginning of the Fall semester. Summer recruitment entails mailing letters, postcards, and using your chapter website, which sell the Greek system and Theta Xi to incoming freshmen and other prospects. Usually a few major cities or areas from which a large portion of your membership is drawn are targeted for the mailing. The mailings are followed up by phone contact and then personal visits. Hot prospects are then invited to summer recruitment events hosted in target cities, at an alumnus' home, or at the chapter house.

At the very minimum, every chapter must establish a written recruitment program for the entire year. Find a system that works well for your chapter and put it into writing so that future members do not constantly "reinvent the wheel."

THINGS TO DO

Screening Potentials in Formal Rush

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All potential members are asked to fill out biographical data forms, which ask about extracurricular activities and interests.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Members take notes (but not in front of rushees) on interests of hot potentials at rush events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Members are instructed to ask certain questions of rushees, such as: "What are your goals in college and after college?"
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	After recruitment events, chapter meets as a group to discuss the merits of each potential.

Focus on the Details

Every Theta Xi chapter should establish minimum standards for extending bids to potentials. These standards should be established by the membership and should be in written form. Standards should include a minimum GPA and might include involvement in extracurricular activities, personality and attitude, among others. In order to evaluate new members, the chapter should ensure that all interested potential members fill out biographical data forms, which include space to list GPA's, outside interests/activities/hobbies, leadership experience and references. Members should keep notes during rush of particularly good prospects. A suggestion is for members to keep a 3X5 card in their pockets to make notes during recruitment events (do NOT make notes in the presence of potential members, however!).

Members should ask specific questions, such as: "What are your goals in college and after college? What are your interests? Are you involved in any campus activities/organizations? What are you looking for in a fraternity?" The members should meet as a group after recruitment events and talk about the merits of the various potential members interested in the chapter. Some standards may be "waved" in lieu of other particularly strong attributes of potential members.

THINGS TO DO

Alumni Recommendations

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter includes a clip-and-mail section for alumni recommendations in its alumni newsletter.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	At least one month in advance of its next major recruitment period, chapter sends an alumni mailing asking for recommendations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Designated members personally ask alumni for recommendations during each major alumni event.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alumni are promptly informed of action taken on their recommendations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sends thank-you notes to all alumni providing recommendations.

Focus on the Details

Many chapters see their alumni as a source of money or advice, but few see them as a potential recruitment resource. Older alumni may have children who will be attending your college. Sons are potential members and daughters can provide recommendations of male friends. Alumni might also recommend children of close friends, family or job acquaintances, young men who have worked for them, or attended their courses, if you have alumni on the faculty. The chapter should take every opportunity to solicit alumni recommendations. The chapter should include a clip-and-mail section for recommendations in its alumni newsletter. A mailing asking for recommendations should be sent to alumni well in advance of each major rush period, as well. During alumni events, such as Founders' Day and Homecoming, chapter members should personally ask alumni in attendance whether they have any recommendations.

VERY IMPORTANT: When alumni do provide recommendations, the chapter should promptly inform them of the action taken on their recommendations. If the chapter did not offer a recommendation a bid, explain why. Regardless of whether the man was offered a bid, though, the chapter should send a personal thank-you note to the alumnus who recommended him.

THINGS TO DO

Proper Files & Notebooks

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A recruitment notebook is maintained in a three-ring binder, which is passed on from chairman to chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Surplus recruitment materials are kept on file.
Chapter recruitment notebook contains the following:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Calendars
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Objectives/Events
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Advertising
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mailings
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Workshops Ideas/Examples
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Retreats
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	General Recruitment Information
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goals

Focus on the Details

The Recruitment Chairman must maintain a notebook so that successful programs are continued and failures are not repeated. The first section of the notebook should contain any other recruitment guides from outside sources. The remainder of the notebook sections should include: goals and objectives, recruitment calendars, advertising, workshop outlines, recruitment retreat guide/agenda, general recruitment information, a "victory list" (the top 10 selling points of your chapter as determined by the membership), and whatever else each Recruitment Chairman decides to add. Files should be maintained for surplus materials. A general description of items to be maintained in each section follows:

GOALS: The recruitment goals of the chapter for this year and years past, and the actual number of initiations performed each year. This should give future chairmen an idea of what numbers to set for future growth. Posting a graph of past growth and planned future growth would present a nice visual goal for the chapter members.

CALENDARS: Past and present calendars of recruitment events, meetings, retreats and activities.

OBJECTIVES/EVENTS: Written descriptions of each recruitment event/activity and the materials necessary for facilitation.

ADVERTISING: Copies of all past and present recruitment advertisements, brochures, business cards, etc., and a list of names and numbers to contact at specific businesses: sponsors, newspapers, radio stations, etc.

MAILINGS: Samples of recommendation solicitation letters to alumni; summer recruitment letters and postcards; letters to potential members and their parents, etc.

WORKSHOPS: From *More Good Men* (Theta Xi's guide to membership recruitment) and *Alpha Nine*

RETREATS: From *Alpha Nine* and the "Recruitment Retreats" section of *Theta Xi Guide for Chapter Retreats*.

GENERAL INFORMATION: Statistics about the fraternity system nationwide, famous fraternity men, campus rush statistics, hints and suggestions, etc.

THINGS TO DO

Alumni Initiates

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	As a part of its Recruitment/Alumni Relations program, the chapter actively seeks out men to become Honorary Alumni Initiates.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	In the past two years, the chapter has initiated at least two honorary alumni.

Focus on the Details

Alumni initiation is a resource that can prove invaluable. The chapter may initiate as an honorary alumnus any man who:

- is not a member of another general social fraternity;
- has been approved by the general chapter membership; and
- has paid the \$40 alumnus initiation fee.

Particularly useful people to initiate as alumni are:

- Campus faculty advisor(s).
- Members' fathers.
- Campus administrators who have helped the chapter.
- Local community leaders/businessmen involved with the chapter.
- Local/national celebrity who has come in contact with the chapter.
- Dedicated, loyal chapter employee (cook, resident advisor)

If the chapter has a small (or non-existent) local alumni base because it is new or is in a remote location, it is especially important to seek out men to become alumni initiates. In particular, faculty/administration members and members' fathers are a good start. For new chapters with no alumni or very young alumni, fathers can be initiated to give credibility and experience to an alumni association or corporation. For chapters in need of a local alumnus to act as an advisor, faculty/administration members should be sought out for initiation. Even chapters with strong local alumni base should take the opportunity to initiate faculty members, fathers, local businessmen, etc. for better public relations. The chapter can only benefit by strengthening its alumni base. Many of Theta Xi's most active and dedicated members were never undergraduate members.

THINGS TO DO

Legacies

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter seeks out legacies through alumni recommendations.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	When it receives recommendations, chapter specially invites legacies to rush events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All legacy recommendations are acknowledged with thank-you notes and follow-up contact with Theta Xi family members.
Chapter has written standards for legacies including:			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	If a legacy is not extended a bid, his Theta Xi relatives are contacted first and a full explanation given.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Minimum requirements for <u>not</u> bidding a legacy, such as a unanimous "No" vote.

Focus on the Details

Although Theta Xi chapters are not bound by the *Constitution and By-Laws* to associate legacies, they are bound by the obligation of Brotherhood to give them special consideration. Instead of "proving" himself worthy of a bid, a legacy should have to prove himself undeserving of a bid. Consider that he already has a loyalty to the Fraternity before he has associated, and at least some knowledge of "fraternity." Keep in mind that he may be coming from two or three generations of Theta Xi, perhaps all from your chapter. Sometimes, if the legacy is not terribly impressive, members will not want to bid him, citing possible "damage" to the chapter. But, really, how much damage can one-man do? If he is truly interested and dedicated to the idea of being a Theta Xi, then it is important to look at his "substance" rather than "style."

If, after careful consideration, you decide not to bid a legacy, you should contact the members of his family who are Theta Xi and explain your reasons -- BEFORE telling him. To do less is a slap in the face to his family and damages the relationship between that family and Theta Xi. Remember, your consideration should be for the long-term. His family may have supported Theta Xi for many years and will continue to do so, unless deeply offended. Your chapter may wish to establish criteria for not bidding legacies, such as a required unanimous "no" vote or falling well below chapter minimum standards for associating.

THINGS TO DO

Chapter House Appearance

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter house is kept clean year-round, not only during and just prior to recruitment periods/events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Special cleanup and repair efforts are made well in advance (at least two weeks) of rush.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	An all-day all-house cleanup party is scheduled on a weekend prior to major recruitment periods.

Focus on the Details

Nothing can shape an impression of your chapter in a potential's mind more quickly than chapter house appearance. Even though yours may not be one of the top physical structures on campus, the pride (or lack of pride) you show in its appearance, especially during recruitment, can greatly affect your recruitment results. If the house has that "partied in" look and you do manage to attract potentials, they won't be quality members; most will just want to party. Besides, chapters, which promote an "animal house" image, are asking for tragedy; their days are numbered. During recruitment (and preferably year-round), the chapter house should be looking its best. The walls should be clean or freshly painted; floors waxed, swept or vacuumed; tables clean and polished; trash picked up; grounds free of litter, lawn cut and landscaping manicured; members' rooms neat; bathrooms and kitchen thoroughly cleaned and scrubbed; and any broken windows, doors, etc. repaired.

A chapter housed in a beautiful structure with a trashed-out inside will have more trouble recruiting than a chapter in a clean, well-maintained house with a plain-looking facade. You can tell a potential that the members take pride in the house, but all he has to do is look around to see if you are telling the truth. The chapter should begin preparing the house for recruitment at least two weeks in advance. An all-house cleanup party should be scheduled on a weekend or a week prior. Obviously, the chapter should keep the house in the best possible shape year-round. Potentials will know if recruitment is the only time the house is clean, when they see members scramble like crazy for weeks before recruitment events are to get the place looking presentable.

THINGS TO DO

Recruitment Retreat/Workshop

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter schedules recruitment retreats/workshops once each term.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has role-playing sessions during the retreat.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Recruitment/sales techniques are discussed during the retreat.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Recruitment schedule is reviewed/calendars distributed during the retreat.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Follow-up and follow-through are covered from "closing the sale" to "Big Brothers" responsibilities.

Focus on the Details

The first step in preparing the chapter for recruitment is to schedule a recruitment retreat one or two weeks prior to the beginning of each term. The purpose of the retreat is to educate members on fraternities and the "game of recruitment": how to talk about Theta Xi, how to elicit conversation and practice sales techniques. Following is a sample agenda for a recruitment retreat:

- I. Introduction
 - A. Review recruitment goals
 - B. Review recruitment schedule and distribute calendars/list of events
- II. Facts and Figures
 - A. Decide chapter's top 10 selling points
 - B. Distribute facts sheets
 1. General information on fraternity system, history
 2. General information on the college/university
 3. Information on Theta Xi
 4. Information on your chapter
- III. Recruitment presentation
 - A. Discussion on chapter values
 - B. Speech on sales techniques by Recruitment Chairman or alumnus
- IV. Role playing: have members volunteer to play potential and member, and have chapter analyze and evaluate "chapter member's" answers to "potential's" questions.
- V. Conclusion
 - A. Brothers' responsibilities
 1. Set up/Clean up/Show up
 2. Proper attire
 - B. Follow up and follow through
 1. Closing the sale
 2. Bidding
 3. "Big Brothers" responsibilities to new associates

IMPORTANT: Have fun! Schedule breaks every hour or so and have food and refreshments available. Schedule an activity afterwards. During the retreat, try to have as much member interaction as possible. Avoid lecturing when you can. Remember, if requested early enough, Fraternity Headquarters staff can facilitate the retreat with/for you.

THINGS TO DO

Retention

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The chapter retains (ratio of members associated to those actually initiated) at least 90% per year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	The chapter actively works to maintain a strong retention rate with its associate members through a positive membership education period, involvement in chapter activities, and appropriate length association period.

Focus on the Details

Just as crucial as obtaining new members are keeping them. A high retention rate comes from good chapter programming. Most associate members are lost due to four factors: poor grades, hazing, a poorly organized associate member education program, and/or promises or statements made during recruitment that are untrue. Thus, if retention is a problem in your chapter, you should first examine the scholarship, membership education programs, and recruitment techniques. Your associate member program must be free of hazing, and should not have an activities schedule so rigorous that associate members rarely find time to study. Also, enforce your minimum GPA standards and recruit members who have already established high academic standings. Check new members' scholastic progress regularly. A chapter with good programming should be able to maintain at least a 90 percent retention rate.

THINGS TO DO

Chapter Size

Currently Do It	Will Do It	Done...
<input type="radio"/>	<input type="radio"/>	The chapter membership is at least equal to the campus average.
<input type="radio"/>	<input type="radio"/>	The chapter selects recruitment goals that are intended to put the membership level at minimum 10 percent higher than the campus average.
<input type="radio"/>	<input type="radio"/>	Chapter has a written growth plan if its membership is below the campus average or a written plan to maintain optimum membership if it is at or above the campus average.

Focus on the Details

History has shown us that the most stable, successful chapters on our roll are those that maintain a membership at or above the campus average. The worst thing a weak chapter can do is get into the "we're small because we want to be" mindset. Smaller chapters rationalize their inability to effectively recruit with statements like:

- "We went for quality, not quantity."
- "Heck, we could have taken 30 people, but we'd rather keep our tight brotherhood. The Alpha's have 80 men, but half of them don't even know each other."

If smaller chapters spent half as much time organizing and planning their recruitment events and programming, as defending their failure to produce, they could fill their house, increase the social budget and field more intramural teams and members wouldn't have to perform "double duty." If your chapter has a membership considerably lower than the campus average, it must establish a written growth plan.

If your membership is above the campus average, the chapter should have a written plan to keep its membership at an optimum size. You might develop a four-year plan based on current chapter demographics (the number of members in each class: juniors, seniors, etc.) and your average retention rate. For example, if you have 18 seniors graduating next year, you will want to recruit 18 this year, plus the average lost to attrition, and so on for each class.

THINGS TO DO

Chapter Demographics

Currently Do It	Will Do It	Done...
<input type="radio"/>	<input type="radio"/>	The chapter strives to have all four of its membership classes total less than 15 percent of the total membership.

Focus on the Details

One indicator of stable chapters is an even distribution of membership in each class. Not less than 15 percent of your total membership should be in any one class. Adhering to this thought process helps to avoid large numbers of members graduating at one time.