

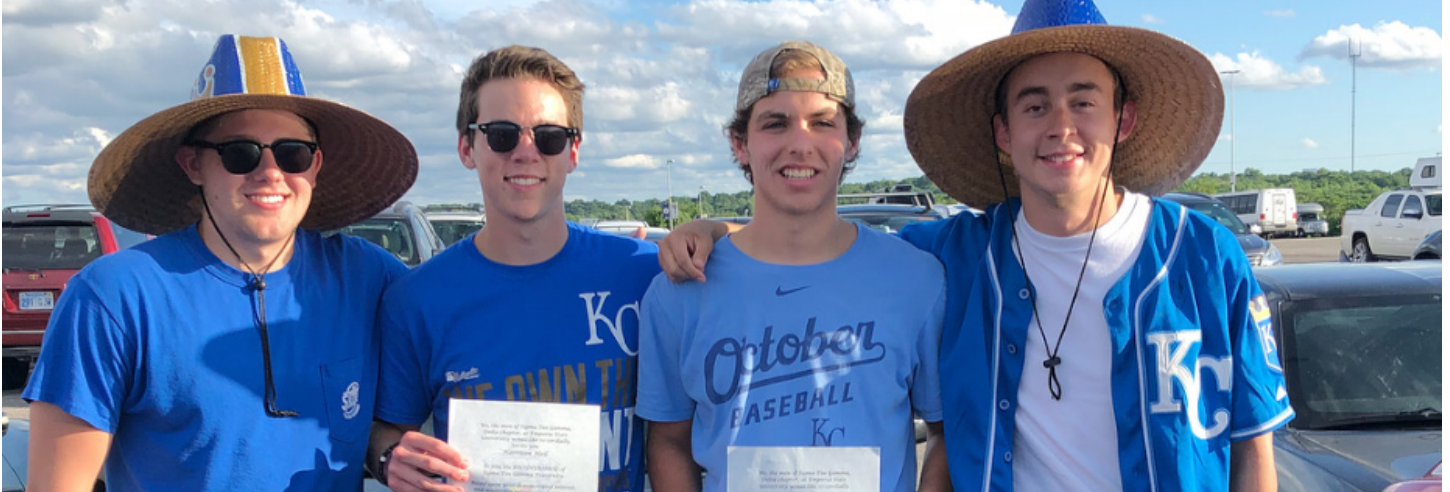
SAGA MONTHLY

SIGMA TAU GAMMA FRATERNITY

SUCCESSFUL SUMMER RECRUITMENT EFFORTS SPURRED BY... GEOGRAPHY?

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While most were soaking up the summer sun, many chapters and chapter leaders were hard at work, recruiting the next generation of noble men. Two chapters, the Delta Chapter at Emporia State and the Beta Chi Chapter of Nebraska at Kearney, saw successful summer efforts that are giving them the edge entering fall recruitment.

Having learned lessons from the last two summers, Director of Recruitment Javier Torres, Nebraska at Kearney, changed the strategy this summer.

"The last two years we experimented, and this year we changed the way we set up events," Torres said. "We planned events around new student enrollment days, where they can mark if they are interested in joining Greek life."

After attending Webb Academy, Director of Recruitment Tyler Parker, Emporia State, promised himself that the Delta Chapter would have successful summer recruitment.

Both Torres and Parker indicated that geography was a key factor that they used to their advantage this summer.

"Webb Academy was huge and taught me so much. I learned people join because of people, not because of a house or a reputation," Parker said.

"We had brothers that lived near larger population areas meet potential new members, sit down with them over a meal and get to know them. By going to them, it showed that we were genuinely interested, [that we] heard what they wanted out of the fraternity experience, and



relayed why Sig Tau aligns with what they want," Torres said.

Parker echoed similar sentiments.

"Geographically, we had guys placed around the state that could easily meet with potential new members. We didn't give a sales pitch; being able to sit down and get to know these guys and to show them you care is needed."

As of August 23, Nebraska at Kearney had nine bids signed, and Emporia State had 20 bids signed.

THREE THINGS TO KNOW ABOUT SIG TAU THIS MONTH

1

EXPANSION

Expansion efforts are currently underway at the University of Alabama at Birmingham and Kent State University.

2

WPN HOUSING

WPN Housing Staff wrapped up travel to all WPN chapters to help facilitate move-in and to educate members on what it means to have a chapter property as part of the WPN Housing family.

3

EXECUTIVE CABINET

Executive Cabinet members recently received an online survey conducted by Headquarters to accurately measure the health of the organization at the undergraduate level.



SAGA MONTHLY

1

SIGTAU.ORG

RECRUITMENT & GROWTH COORDINATORS OFFER ADVICE FOR FALL RECRUITMENT

Recruitment & Growth Coordinators Michael Priolo, Buffalo, and Alex Hart, Nebraska at Kearney, are both passionate about Sig Tau and want to see our brotherhood continue to grow. Here are their three pieces of recruitment advice heading into the fall semester.



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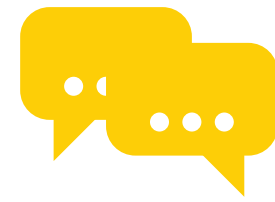
MICHAEL PRIOLO
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1

BE ORGANIZED AND HAVE A PLAN

You should plan all aspects of recruitment for the entire semester and document it. Schedule when you will be doing initial calls or messages, one on one meetings, individual events, extending bids, etc. Your schedule should include dates, times, locations, and objectives for each event.



2

KNOW YOUR MESSAGE

Your chapter should discuss and understand the key points that you will focus on when you are communicating with potential new members.



3

EVALUATE YOUR EFFORTS

After each event, you should evaluate how the event went and if you met your objectives. Then at the end of the semester, you should also evaluate how recruitment went overall and if you met your goals.

AS OUR BROTHERHOOD GROWS, WPN HOUSING COMPANY GROWS

This summer, WPN National Housing Company saw a lot of change. Along with the onboarding of a new Director of WPN Housing Operations and the transition to having a dedicated Associate Director of WPN Housing Operations, the opening of the new Sig Tau Headquarters, four new properties joined the WPN family.

The Delta Alpha Chapter at East Carolina, the Zeta Alpha Chapter at Arizona State, the Zeta Pi Chapter at Arizona, and the Epsilon Phi Chapter at Alabama all moved into their humble abodes this fall.



“It has been a busy and exciting summer for WPN National Housing Company with the additions to staff, and onboarding of four chapter properties and the Headquarters facility,” Chief Operating Officer and Interim Chief Executive Officer Vanessa Ryan said. “The services that WPN staff provide are such an important link in support of the Fraternity’s membership.”



In total, over 200 members have moved into 12 different WPN chapter facilities this fall.