



#JOINSIGTAU

 **SIG TAU**
FRATERNITY

TOP TEN PRIORITIES AS DIRECTOR OF RECRUITMENT

The Sigma Tau Gamma brotherhood attracts noble men from all walks of life. The primary responsibility of the Director of Recruitment is to oversee the chapter's recruitment program and attract more members to your chapter. Here are the top ten priorities as Director of Recruitment.

1. Meet with your HQ Liaison at the beginning of each semester and at least once during the summer to review expectations of the position and be informed of membership recruitment goals for the chapter.
2. Become familiar with and utilize [ChapterBuilder](#) to maximize the impact of the chapter's recruitment efforts.
3. As you are developing your recruitment strategy, also take into consideration the average chapter size for other fraternities on campus and determine the number of members that the chapter will graduate at the end of the year.
4. Review the chapter's bylaws and utilize a values-based selection process when considering individuals for membership.
5. Help build the chapter's recruitment plan that includes marketing techniques and technologies, target audiences, recruitment education opportunities, parent outreach, budgets, calendar building and events, chapter expectations, and structures (committees/teams).
6. Review the chapter's digital presence (website/social media) and other marketing materials (handouts, t-shirts, etc.) to ensure they are effectively promoting the chapter in a way that is in alignment with the Principles of Sigma Tau Gamma.
7. Schedule a recruitment workshop for the chapter and utilize campus and HQ resources that can further inspire the execution of the chapter's recruitment plan.
8. Facilitate communication with the chapter's alumni to obtain potential new member referrals.
9. Review and discuss the rules and policies of the Fraternity and university with the chapter on a recurring basis and before all formal recruitment processes.
10. Survey the chapter's newest associate members to gather feedback about the current recruitment process and how it can be improved moving forward.

If you or your chapter would like additional coaching or resources, please contact your HQ Liaison.