



#JOINSIGTAU

 **SIG TAU**
FRATERNITY

BUILDING A HIGH FUNCTIONING RECRUITMENT COMMITTEE

The duty of recruitment should not just fall on the director of recruitment. While we encourage our chapters to all take chapter growth as a team effort, having a strong recruitment committee is a key component to successful recruitment. Not only can a committee assist with the many tasks of the recruitment process, but it also serves a great training/shadowing opportunity for future directors of recruitment, and it gets more members actively involved in the process.

WHEN BUILDING A RECRUITMENT COMMITTEE:

- Aim for 10–20% of the chapter’s active membership.
- Include both newer initiates and upperclassmen.
- Future director of recruitment candidates.
- Director of finance and/or finance committee members.
- Other officers included: Academic Coordinator, Diversity Coordinator, Newsletter Coordinator, Recruitment Coordinator, Retention Coordinator, Social Media Coordinator and Website Coordinator.

TEN WAYS TO MAXIMIZE YOUR RECRUITMENT COMMITTEE:

1. Meet at least once a month throughout the year to ensure chapter growth and recruitment strategies are discussed with frequency and intentionality. Check out this resource to help guide your [committee meetings](#).
2. The committee should serve as a sounding board for members to collaborate on recruitment strategies, broaden insights, and share constructive feedback on how to improve from prior efforts.
3. Work with the recruitment committee to create SMART goals prior to the beginning of each semester and/or academic year. These goals can include HQ recruitment goals, personal growth benchmarks, associate class cumulative GPAs, growth amongst specific student populations, etc.
4. Formulate the chapter’s recruitment budget based on upcoming goals and financial needs. Use input from the director of finance to help properly plan.
5. Establish specific roles and responsibilities for each member of the committee based on their strengths. For example, if someone is a marketing major, they can manage the creation and distribution of content for the recruitment period.
6. The committee should plan and facilitate at least two chapter-wide workshops a year to help members strengthen their recruitment skills.
7. Create and produce recruitment-related content and marketing materials to promote upcoming recruitment opportunities, membership experiences, chapter events, activities, etc.
8. Delegate the planning and facilitation of engagement activities with potential new members to members of your committee. This includes assigning specific potential new members to each committee members and/or assigning certain tasks to each member to successfully execute a recruitment event (food, entertainment, sign-ins, etc.).
9. Actively manage and update the chapter’s names-list of potential new members on a regular basis to ensure proper tracking of relationships and stages each person falls into in the recruitment process.
10. At the conclusion of each semester, collect feedback from the most recent associate class, evaluate efforts, and optimize recruitment practices for future recruitment periods.