



**ALPHA KAPPA PSI**

*The Professional Business Fraternity*

## Recruitment Improvement Plan

*Shaping People, Shaping Business*

Revised 08/14

# | Table of Contents|

---

<b>Recruitment Improvement Plan Objectives</b>   .....	3
<b>Collegiate Chapters</b>   .....	4
Get effective members in effective positions .....	4
Planning recruitment .....	4
Communication .....	4
Marketing and Advertising .....	5
Host a chapter recruitment clinic prior to the recruitment period.....	6
During Recruitment.....	6
Follow-up.....	7
<b>Regional Directors</b>   .....	8
Ways to improve recruitment.....	8
Ways to recruit a regional manager of membership.....	8
Appoint a regional manager of membership .....	8
Ways to set accurate initiate goals.....	9

# | Objective |

---

The purpose of the *Recruitment Improvement Plan* is to provide a basic framework for chapters and regional directors to assist with recruitment. More specific guidelines and tools to assist with recruitment efforts can be found in the [Securing the Future](#) section of the [Road to Brotherhood](#).

# | Collegiate Chapters|

---

## **Get effective members in effective positions**

An effective vice president of membership should be:

- A good communicator in a timely manner
- A good leader
- A good motivator
- Able to delegate
- Able to develop a good rapport with the regional manager(s) of membership
- Able to follow through with a plan
- An experienced member
- Open to new ideas – accept ideas from everyone and think outside of the box
- Organized
- Outgoing
- Resourceful
- Respectful
- Timely

## **Planning recruitment**

- Goals for the following recruitment period should be developed at least three (3) months in advance
- Identify target market
- Develop marketing plan (seek assistance from marketing majors)
- Identify which members can use their knowledge and resources to help with recruitment
- Develop an entire year’s calendar prior to the start of the school year (including summer months)
  - Ideal situation: establish the calendar before summer
  - Take school dates and holidays into consideration
- Assess competition (not just Delta Sigma Pi, but other clubs both within and outside the business school)
- Set a recruitment budget (include in chapter budget)
- Identify what the chapter has to “sell” to potential members

## **Communication**

- Be transparent about expectations and benefits to potential members (i. e. dates, time commitment, fiscal responsibility, etc.)
- Set clear expectations of student members’ responsibilities recruitment efforts (requirements, days, etc.) well in advance
- Communicate recruitment goals with the chapter

## Marketing and Advertising

- Ensure proper permission is obtained to conduct all activities
- Establish a presence at freshmen and new student orientations
  - Summer orientations are a good way to recruit new incoming students
- Create bulletin board packets for resident assistants in resident halls
  - Pictures, information about AKPsi, dates, etc.
- Get AKPsi info into new student pre-orientation mailing packets
- Distribute fliers
  - Campus mailboxes
  - Under resident hall room doors
  - Bulletin boards
  - Car windshields
  - Classrooms
  - Offices: academic advisors, student activities, career center, business school, etc.
  - Anywhere fliers are displayed (library, bathroom stalls, busses)
- Utilize campus radio, TV, and newspaper
- Utilize public access stations and local newspapers (especially for commuter or small schools)
- Work with other student groups for added visibility
- Wear AKPsi apparel as much as possible
- Email students on university Listservs (business students, communication students)
- Utilize reader boards on campus
- Host a professional event open to the campus
- Establish relationships with campus administrators
- Attend school sporting events and create school spirit signs to display with AKPsi on it
- Write AKPsi recruitment announcements on chalk/dry erase boards in the corner and box in with “do not erase” message
- Intramural participation as an AKPsi team
- Hand out AKPsi bottle water in student activity centers or gym
- Participate in homecoming
  - Floats
  - Have members apply for royalty court
- Utilize recruitment materials developed by Heritage Center
- Recruitment T-shirts
  - Purchase online at the [MarketPlace](#)
  - Create your own
- Place fliers or bookmarks in books or in shopping bags at the bookstore
- Table tents with AKPsi events – place on tables in the business school, library, student union, campus food venues
- Sidewalk chalking
- Tree ads – plywood signs leaning on trees
- Coordinate with other groups in business school to host recruitment events
- Have a booth at organization fairs
- Set up recruitment tables in high foot traffic areas

- Distribute memos to all professors about AKPsi recruitment events and ask them to announce it in their classes – send a follow up thank you
- Ask professors to speak about AKPsi for five minutes at the beginning of class
  - Provide talking points for brothers on what to say
  - Put together a quick PowerPoint presentation (>1 minute)
  - Target general business classes for freshmen and sophomores
  - Leave a few fliers at front of class when done
  - Wear AKPsi apparel
  - If possible, have a male and female brother speak together to represent AKPsi as “co-ed”

### **Host a chapter recruitment clinic prior to the recruitment period**

- Communicate goals
  - Break goals down (i.e. In order to meet goals each member will need to bring two (2) prospective members to recruitment events)
- Educate members on their role
- Communicate expectations of brothers (time commitments)
- Create buy-in of continuing the chapter’s legacy – what type of members are we looking for?
- Do’s and Don’ts of recruitment
- Give important information to brothers
  - Pledge requirements (time, fiscal, etc.) – provide in a document
  - Prep for recruitment questions – brothers need to give an honest look of chapter
  - How to handle students’ hesitations
  - Selling points and how to ask students to join
- Practice with each other before speaking with potential members

### **During Recruitment**

- If the chapter does not have set requirements for brothers’ involvement during recruitment, the chapter should consider setting some
- Be transparent with recruits about expectations and benefits of membership
- Encourage recruits to check out other organizations to ensure they are finding the best fit for them
  - recruits will respect AKPsi if they are open to the recruits doing a “product comparison”
- Be respectful of members and other organizations; do not denounce them
- Each member should be on their best behavior; setting the tone for recruits
- Involve professors and campus community
  - Host a faculty reception (breakfast, etc.) to educate them on AKPsi
  - Provide professors with info sheets on AKPsi
- Be open to all types of students, all can join and add value
- Have something to “sell” – what value is the AKPsi experience going to add to the recruit’s life?
- Develop personal contacts with as many recruits as possible
- Give out chapter info sheets to all recruits so they know up front the requirements, fees, etc.
- Do not promise a bid to recruits or any other false promises

## Follow-up

- Follow through on commitments made during recruitment
- Conduct a recruitment analysis and submit to the regional manager(s) of membership
  - Distribute a recruitment survey for brothers and recruitment event attendees
- Document each event and the overall recruitment period with planning guides
  - Provide to new vice president of membership so that he/she can build on success, doesn't have to re-invent the wheel, can continuously improve efforts
- Personally thank each recruitment event attendee for attending events (email or phone call) and ask them to join
- Invite all recruits – phone or email – to the next recruitment event, ask for any questions
- Deliver bids in person or host a bid mingle (lunch, breakfast)
  - It helps to increase acceptance rate
  - It creates a good first impression
- Thank all those involved with recruitment: professors, sponsors, brothers, advisors, staff

# | Regional Directors |

---

## Ways to improve recruitment

- Recruit regional manager(s) of membership
- Establish rapport with regional manager(s) of membership
- Work with regional manager(s) of membership on establishing initiate goals
- Be supportive – encourage chapters and the regional management team
- Review the Membership Tally on a weekly basis
- Empower the regional manager(s) of membership to be the expert on recruitment in the region
- Send chapters notes of encouragement prior to recruitment
- Send out notes of congratulations to the chapters post recruitment
- Create a comparison of chapter membership numbers in the region – similar to the “Race to the Goal”
- Hold in person training for the regional management team in the summer
- Recognize efforts and accomplishments of regional management team members
- Create recruitment buy-in
  - Illustrate how everyone plays a role in membership recruitment
- Encourage regional management team to attend chapter events
  - Create a master calendar for the regional management team with all events for chapters
- Continuously motivate and follow up
- Keep an on-going list of possible volunteers to ask for special ad hoc projects or assistance
- Keep an on-going list of succession management for the regional management team

## Ways to recruit a regional manager of membership

- Review the current position description; does it need to be changed?
- Advertise volunteer opening through email and social media platforms
- Review submissions of the [Volunteer Interest Form](#)
- Project ReConnect can assist with identifying potential volunteers
- Continue to look for ways alumni members in your region can be involved

## Appoint a regional manager of membership

- Provide position description:
  - Responsible for recruitment plans within the region
    - Works with chapters to establish recruitment goals
    - Reviews and approves submitted recruitment plans
  - Monitors regional pledge/initiate numbers for fall and spring
    - Reviews the Membership Tally on a weekly basis to analyze regional membership goal attainment
      - Project which chapters are not going to attain recruitment goals and work toward preventing that situation.
    - Advises accordingly
  - Assesses chapters’ health (great, good, okay, poor) and work with chapters to improve health
  - Establishes contact and rapport with the VP Memberships within the region



- Collects post-recruitment analysis
- Creates regional best practices (successes and failures) document
  - Distributes document to regional VP Memberships, regional management team and Heritage Center
- Ensures recruitment is 365 days a year and the next recruitment is being planned for in advance
- **Recommendation:** Regional manager(s) of membership should be in charge of “x” amount of chapters within the region to prevent overload (typically one regional manager(s) of membership per each 7-8 chapters)

### **Ways to set accurate initiate goals**

- May – chapter works with chapter advisor to set year calendar (including recruitment)
- Chapter proposes following year’s annual initiate goal and submits it to the regional manager(s) of membership
- Regional manager(s) of membership reviews submitted
- Regional manager(s) of membership submits regional initiate goal (broken down by chapters) to regional director in early June
- Regional director proposes regional goal at the Management Team Meeting in July
  - If the proposed goal changes, distribute adjusted goals accordingly to chapters