

COURSE ONE: RECRUITMENT EDUCATION

CREATING A VISION

SESSION TIME LENGTH: 60 MINUTES

Objectives:

- Develop a vision for the future of the chapter.
- Identify strategies that recruitment can help achieve the vision.
- Recognize that individuals join for people not events.
- Identify three ways chapter members can recruit individuals based on the vision.

Materials:

- Flip chart or white board and markers

DEVELOPING A VISION

20 MIN ACTIVITY

Recruitment is the life blood of the organization. Without new members, the Fraternity will cease to exist. However, membership in Delta Tau Delta isn't for everyone. Before a chapter can recruit a man to join, we must first identify the vision for the chapter.

Recruitment is one of the most effective ways to influence the culture of your chapter. If your membership struggles academically and you need to increase the GPA to a 2.75, how could recruitment help us achieve this goal?

Instruct participants to close their eyes. Read the following questions slowly, providing participants time to reflect on their answers.

- Imagine, what does your chapter look like in five years?
- What accomplishments have the men achieved?
- How are they perceived by your campus community?
- How are they perceived by the International Fraternity?
- How many men are in the chapter?
- What role did you play to get them there?
- Will it still be around when your children go to college?

In your Life of Excellence Manual there is a section to record your thoughts to the following questions:

- 1.) What will the chapter be known for on campus?
- 2.) What will the chapter excel at in five years?
- 3.) How does the chapter demonstrate the mission and values of Delta Tau Delta?
- 4.) How many members will there be?
- 5.) What qualities will the members possess?

After 10 minutes allow the members to share some of what they recorded. The facilitator can record comments on a flip chart if available.

Processing questions:

- Do you believe we have the potential to fulfill this vision?
- Is it possible to achieve this in five years? Why or why not?
- What will it take to achieve this?
- How can recruitment influence this vision?

CREATING THAT VISION

30 MINUTES

Depending on the size of the group, break participants into teams of 3 to 4 people. If the new member class is larger than 30, break into teams of 5 or 6 people.

You have compiled some great thoughts about where the chapter can be in five years. It sounds like the kind of chapter most men would want to join. Do you agree?

How do we communicate this vision to a potential new member?

In the next five minutes, each of the teams will work to create a vision statement based on what you have heard. In case you are not familiar with a vision statement, it is a one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work.

Facilitator can share a few examples or write them a flip chart if available.

- Habitat for Humanity: A world where everyone has a decent place to live.
- Goodwill: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.
- Special Olympics: To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.

Facilitator should provide enough time for each team to develop the vision statement and then quickly share with the group.

Processing questions:

- Why is it important for us to have collective vision for the chapter before recruitment?
- What do we usually tell men when they ask why we've joined Delta Tau Delta?
- How would men react if we started sharing our vision before they have a chance to ask that question?

WHY DID YOU JOIN?

10 MINUTES

People join fraternities for a number of reasons. Sometimes it's because they were introduced to it by a friend; sometimes it's because their father or grandfather is a member, maybe you just connected with one of the members. Take some time to reflect on why you joined the Fraternity.

Facilitator should have participants partner up with someone and discuss the following questions.

- How did you hear about Delts?
- Who introduced you to the Fraternity?
- What stood out to you about the group?
- When did you know you wanted to join?
- What ultimately caused you to join the Fraternity?

Processing questions:

- Do you see any common themes amongst your answers?
- What does this tell us about our chapter? What does it tell us about our recruitment?
- Was it events or relationships that recruited you?
- Did the chapter deliver on promises they made during the recruitment process? If no, how does that impact our membership? How does that impact future recruitment?
- How can we use our vision in recruitment?

People join people. Recruitment is simply building relationships and providing an opportunity for men to meet others in the Fraternity. This exercise also provides a great opportunity to learn about the selling points for the chapter.

CLOSING

5 MINUTES

Facilitator should conclude the session by asking 3 – 5 participants to share something new that they learned about recruitment.

Thank participants for attending the first recruitment education workshop. Remind participants about the date, time and location of the next workshop.