

The 10 Minute Guide to IFC Recruitment

It is your responsibility to oversee the IFC's promotion of the entire fraternity community and support of the member fraternity recruitment chairs. Fraternity recruitment is a process of making friends. This is a natural process that can be done seven days a week, 365 days a year when fraternity members are willing to actively meet men on campus.

Responsibilities:

The specific responsibilities of the IFC Vice President of Recruitment may include the following:

- Chairs the IFC Recruitment Committee
- Develops a budget and timeline for IFC recruitment efforts
- Develops recruitment workshops for member fraternities
- Responsible for the production of promotional materials to target all new and non-fraternity men
- Upholds the IFC Recruitment Policy and ensures no restrictive policies are placed on new member recruitment
- Provides advice and support to member fraternity recruitment officers
- Maintains communication with campus officials and alumni regarding recruitment
- Maintains the IFC new member interest list
- Utilizes technology (social media, fraternityinfo.com) in recruitment/ marketing efforts

IFC Recruitment Committee

Fraternities will make a greater interfraternal effort if they feel a sense of ownership in the process. A goal of the IFC Vice President of Recruitment should be the inclusion of at least one member from every fraternity on the recruitment committee or its subcommittees. The more voices brought to the conversation, the better.

IFC Recruitment Events

Interactive events will allow member fraternities the opportunity to meet potential members face to face. The following elements are important to consider:

- Placement of events in a high traffic location at peak times such as the student union during classes and the residence halls during dinner
- Flyers at these events should contain information about each member fraternity's recruitment activities and their contact information for the recruitment chair
- Provide recruitment resources to member fraternity officers
- Communicate with resident assistants about the event to enable them to be more knowledgeable resources for students on their floors
- Use of one table per member fraternity with four or five fraternity representatives present
- Fraternity members should be in front of the table ready to actively approach men as they arrive
- Fraternity members should follow-up with the men they meet during the event by email or phone and then in person
- If fraternity members are meeting men during an IFC recruitment event, they should be promoting a 'Go Greek' attitude during the event

The IFC should also continue its campaign to educate and involve all non-affiliated students in a variety of ways once they arrive on campus. Possible programs for **IFC sponsorship** include:

- Assistance in moving students into the residence halls
- Sporting tournaments where non-affiliated students are placed on teams with members from different fraternities
- Campus and community tours
- Community service opportunities- on or off campus
- Parent receptions to welcome and thank parents of prospective members
- Movie nights
- Study sessions
- University events for first or transfer year students
- Involvement in orientation and welcome week programs

IFC Recruitment Policies

Member fraternities should understand that a values-based recruitment process is one that occurs in the open and allows for complete transparency in freedom to join. Recruitment regulations should be kept to a minimum and should only include:

- No restrictions on issuing invitations to membership
- Recruitment activities without alcohol
- Predetermined sanctions for member fraternities violating dry recruitment
- Exclusion of sexist or demeaning activities toward women and minorities
- Good taste in all recruitment activities

Extending Bids

The IFC should adopt an open bidding policy that allows member fraternities the right to extend bids to interested men at any time. Open recruitment has the following benefits:

- Potential members who accept bids can simultaneously become recruiters for the chapter.
- Potential members receive feedback before the recruitment period concludes.

Alcohol and Drug Free Recruitment

Membership recruitment should never involve the serving of alcoholic beverages or the use of drugs. The advantages of dry recruitment include:

- Less expensive since no money is being spent on alcohol
- Attracts a higher quality of men to the recruitment process
- Higher retention rate of new members because of more realistic expectations
- Better public relations among parents, faculty and campus officials
- Decreased liability and risk for the fraternity and its members
- Membership selection is based upon the ideals of fraternity life
- Compliance with NIC Standards and inter/national fraternity risk management policies

Enforcement of Alcohol-free Recruitment:

Once an entirely dry recruitment program is implemented, consistent enforcement is crucial to gain the respect and compliance of member fraternities. Appropriate sanctions for violations of the dry recruitment policy include:

- Member fraternity social suspension for a period of time
- Coordination of alcohol programming for the member fraternity or the entire fraternity community

Women in Recruitment:

Women should not be a part of the recruitment process. Women should not serve as hosts, servers, or actual recruiters as these responsibilities should be performed roles by fraternity members themselves. Moreover, the NIC supports the National Panhellenic Conference's (NPC) Unanimous Agreement restricting sorority women from participating in men's recruitment activities.

Recruitment Clinics

The IFC can assist its member fraternities by coordinating recruitment clinics throughout the year. Topics for clinics include:

- Five step process of recruitment
 1. Meet him
 2. Make him a friend
 3. Introduce him to your friends
 4. Introduce him to the fraternity
 5. Ask him to join
- Successful recruitment events without alcohol
- Interaction with the IFC
- Conversation techniques
- Effective membership selection techniques
- Legacies and alumni recommendations
- Use of potential member interviews
- Member fraternity motivation
- Delegation of responsibilities within a member fraternity
- Recruitment timelines
- Recruitment committees
- Recruitment budgets
- Alumni involvement
- Effective contact after the recruitment period
- Bid presentation
- Record keeping during recruitment

New Student Orientation

The vast majority of new first year students and transfer students participate in campus orientation activities in the summer months or the week before fall term classes begin. IFC involvement during orientation may take the following forms:

- Utilizing social networking tools to provide a central point of communication about the benefits of fraternity membership
- Sponsorship of an interest session on fraternity life
- IFC display or information table in the student union, bookstore, or other visible locations
- Involvement of fraternity members as student orientation leaders
- Volunteering to assist with first year student move in and/or Orientation activities
- Clean houses and freshly mowed lawns during orientation
- Welcome banners prominently displayed around campus and at fraternity houses

Recruitment Communications

High quality informational items focusing on the fraternity community rather than individual member fraternities is imperative for a successful recruitment program.