



Recruitment

OFFICER GUIDE



advocate - collaborate - educate



Congratulations!

You have been chosen by the representative of your Interfraternity Council to represent the fraternity community for the upcoming year. Becoming the IFC Vice President of Recruitment is a duty not to be taken lightly, and is one that should be met with great responsibility, patience, and diligence. As the IFC Vice President of 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 and 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.

This guide was created by the North-American Interfraternity Conference (NIC) with the intention of providing you with the materials you will need to be a successful IFC officer. The NIC was founded in 1909 and is the trade association that represents 75 International and National men's fraternities. The NIC serves to advocate the needs of its member fraternities through enrichment of the fraternity experience, advancement and growth of the fraternity community, and enhancement of the educational mission of the host institutions. The NIC is also committed to enhancing the benefits of fraternity membership through its relationship with Interfraternity Councils.

While this guide was intended to be used in conjunction with the Interfraternity Council, the information in this guide is meant to be fully inclusive of the fraternity communities led by the Inter-Greek Councils and can be easily shared with NPC, NPHC, NALFO, NMGC, NAPA, and other organizations. This type of interfraternal cooperation will increase the likelihood of successful implementation and maintain positive relations between all elements of the fraternity community.

For further information, you can visit www.nicindy.org or use the contact information that is located in the appendix of this guide.



IFC's relationship with the NIC

The NIC has a storied history of collaboration with Interfraternity Councils to offer its expertise and guidance in ensuring operational success. Given its unique position within the industry, the NIC has a responsibility to utilize its collective knowledge and experience to connect with councils in order to assist in their development of optimal operations and effective educational opportunities. The hope of the NIC is that our efforts to raise each local fraternity community will collectively raise the global fraternity community.

At any host institution where two or more NIC Member Fraternities have established undergraduate member fraternities, an Interfraternity Council (IFC) shall be established which will be chartered by the NIC. An IFC will be composed of all undergraduate member fraternities of NIC Member Fraternities present at a host institution.

What can IFC expect from the NIC?

The NIC will provide staff, resources, and services to assist Interfraternity Councils in instituting optimal operations, officer competencies, and best practices. The NIC will provide IFCs with an IFC Resource Manual and will assist IFCs in reviewing and establishing model governing documents that are in accordance with NIC Standards and policies and do not infringe upon the sovereignty of Member Fraternities and their member fraternities.



How will the NIC help campus IFCs?

The NIC assists councils by providing increased training and resources for IFC Executive Board officers and IFC Representatives. This support focuses on the individual development and skills of officers, as well as providing training and resources designed to advance the role of the Interfraternity Council as the primary advocate, governance and educational body for the fraternity experience within a campus and local community.

Through better interactions with IFCs, the NIC will be able to work with IFCs and host institutions to:

- Develop optimal IFC operations through dedicated staff (Coordinators of IFC Services) and volunteer positions (Regional Advocates) responsive to IFC operational needs, advocacy concerns, and policy inquiries from students and/or host institutions;
- Deliver base-level training, education, and ongoing services for all IFCs and IFC officers;
- Provide guidance and support in constitution/bylaws/policy changes, recruitment processes, and officer transitions;
- Develop resources and tools to assist IFCs with recruitment, marketing, and public relations to augment interest in joining fraternity, to better educate the potential recruit and his parents, and to promote fraternity on campus;
- Assist IFCs in crisis intervention and response, brand management, and values-based decision-making;
- Offer guidance in identifying and preempting impending issues concerning campus relationship statements, recognition agreements, and indemnification clauses;
- Provide all IFCs with IFC best practices, NIC Standards education, and other generally accepted industry policies established by the NIC;
- Provide host institutions with highly qualified volunteers who have close proximity, local expertise, and institutional knowledge; and
- Establish formal reporting mechanisms for campus data and statistical information to better track industry information and trends for use by IFCs.



Vice President of Recruitment Responsibilities

The IFC Vice President of Recruitment is one of the busiest members of the IFC and must often juggle several different tasks to successfully implement a quality recruitment effort. The individual in this position must continually keep accurate records and train a successor to consistently improve the quality of the IFC recruitment program. The successes and failures of the IFC recruitment officer must be documented and shared during the officer transition period.

The specific responsibilities of the IFC marketing/recruitment officer 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 of the production of promotional materials to all new and non-fraternity men
- Upholds the IFC Recruitment Policy and ensures no restrictive policies are placed on new member recruitment
- Provide advice and support to member fraternity recruitment officers
- Maintains communication with campus officials and alumni
- Maintains the IFC new member interest list
- Utilizes technology (social media, fraternityinfo.com) in recruitment/marketing efforts

IFC Recruitment Committee:

For a smoothly implemented recruitment period, the IFC needs cooperation from all member fraternities. 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. These individuals will become a vital link to the member fraternities in communicating IFC's goals and strategy.



IFC Recruitment Events

Interactive events will allow member fraternities the opportunity to meet potential members face to face. The personal interaction not only assists the member fraternity in making membership selection decisions but also helps the potential member begin to get an idea of where he might be most comfortable. Member fraternities should involve their best recruiters at the table. These men should know after their conversation whether the member fraternity would like to actively pursue the individual for membership. Potential members will also have the opportunity to meet fraternity men from IFC member fraternities and can best determine the organizations in which they desire membership.

For these **interactive events** 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, and then can follow up individually with men whom they have gotten contact information for after the event to discuss member fraternity recruitment events



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.

The goal should be high visibility of fraternity men and quality interaction with potential members. If freshman and transfer students meet fraternity men in an informal setting where their recruitment is not being emphasized, they will be more inclined to later participate in IFC and member fraternity recruitment activities. Actually meeting and getting to know the fraternity members personalize the fraternity experience and creates a stronger first impression.

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
- Parent receptions to welcome and thank parents of prospective members
- Movie nights
- Study sessions



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 activities and freedom to join. With that being said, recruitment regulations should be kept to a minimum and should only restrict member fraternities in the areas of alcohol, good taste in event selection, noise, and litter. Recruitment rules that attempt to overly restrict recruitment and are unenforceable do not work and can become the single greatest public relations disaster for the IFC.

Most recruitment regulations are the result of faculty and administration concerns for the welfare of students. The IFC can resolve many of these issues in a proactive manner by including faculty and campus officials in the planning process for recruitment efforts and soliciting their feedback for potential members and recruitment programs. Topics for recruitment regulations generally 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

If the IFC is having trouble communicating the importance of any of these regulations, you can contact the NIC office. NIC Staff contact information is located in the appendix of this guide.



Member Fraternity Recruitment:

Recruitment schedules vary widely depending on the needs and resources of the fraternity members. Some member fraternities may plan their recruitment events around lunch and afternoon sports. Other member fraternities may plan their recruitment events around dinner and evening activities. Highly organized member fraternities might plan their recruitment events at various times of the day spanning several days of the week to make it easier for potential members to participate. Special activities such as community service projects or a recreation outing can be planned in advance and communicated to potential members during each interaction with a member fraternity member.

Any combination of these activities could work for any group because successful new member recruitment efforts are a result of motivation of the fraternity members. Their desire to recruit quality men into the fraternity will drive a successful effort, not what the IFC believes to be in their best interests. This also makes it easier for fraternity members to meet and become better acquainted with the men they met during recruitment activities because the relationship has been a more personal one.

Following up with prospective members should be done in person as soon as possible after the initial interaction between them and the fraternity. Hard sell tactics will not work with most potential members at this stage. Expect the potential member to have legitimate questions and concerns about fraternity membership and be ready to give him intelligent and sincere answers. Invite the potential member to another recruitment function or informal gathering of fraternity members to provide him with more exposure to the opportunities of fraternity life. The potential member should be picked up and escorted to the event by fraternity members to demonstrate their genuine interest in him participating. Persistence is key when developing a relationship with prospective members of the fraternity.



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. You may have some member fraternities that will immediately claim that such a practice is unfair and favors the larger member fraternities on campus. This is not true. Recruitment is nothing more than making friends. Once that friendship reaches a point where a member fraternity would like to extend an invitation to membership their freedom to do so should not be infringed.

Open recruitment has the following benefits:

- Potential members who accept bids can simultaneously become recruiters for the member fraternity before the conclusion of the recruitment period. These individuals have tremendous influence with their friends, residence hall peers, and roommates. Their fresh perspective will compliment the other recruitment efforts of the member fraternity. This factor alone should be evidence enough to institutionalize an open bidding format.
- Potential members receive feedback before the recruitment period concludes. Potential members who receive bids realize that certain member fraternities want them to become a member. Potential members who do not receive bids realize that they need to continue visiting or revisiting member fraternities if they desire a bid. Nothing is more damaging to a potential member than to go through the entire recruitment process, concentrate on one or two member fraternities, and then not receive a bid. With open bidding, potential members quickly learn the logistics of recruitment and are able to redirect personal recruitment efforts if necessary.

Rather than waiting and being surprised, member fraternities receive feedback on the overall success of their recruitment efforts during the concentrated recruitment period. If bids are being extended and accepted, the member fraternity knows it is doing well. If bids are extended and not accepted, the member fraternity will realize its recruitment efforts are insufficient and can adjust accordingly before the final recruitment results are disappointing.



Alcohol-free Recruitment:

Membership recruitment should never involve the serving of alcoholic beverages. Fraternity men have realized that alcohol has no place in fraternity recruiting and have shifted the emphasis away from drinking toward activities that are more constructive and values-based. For dry recruitment to be successfully implemented, the IFC must develop a support structure that promotes quality interactions between fraternity members and potential members and shifts any emphasis on alcohol onto values-based activities.

The **advantages of a 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
- Membership selection is based upon the ideals of fraternity life
- Compliance with NIC Standards and inter/national fraternity risk management policies



Dry recruitment does demand more creativity and effort, but it also attracts a higher quality of men seeking fraternity affiliation for more than an avenue for excessive drinking. The IFC should provide member fraternities with a list of ideas for recruitment events and activities that do not promote the use of alcohol. Recruitment activities should be simple and inexpensive events which allow potential members and fraternity members to personally interact and get to know each other. Some ideas include:

- Community service outings
- Career nights with alumni
- Study breaks
- Athletic events and tournaments
- Attempting to break a world record
- Alumni barbecues
- Open lunches and dinners
- Video/games nights
- Spectator sports on campus
- Camping or hiking trip
- Sports trivia nights
- Talent nights
- Casino nights
- Miniature golf
- Comedy nights
- Outdoor challenge courses

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. IFCs who have communicated the minimum punishments for violations of dry recruitment prior to the beginning of the recruitment periods will command much more respect than IFCs who ignore the violations.

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. By holding IFC recruitment clinics in which social conversation skills are addressed, fraternity men can more easily and confidently converse with potential members during the fraternity recruitment period.

Recruitment Registration Forms and Fees:

To encourage more men to look at the fraternity community, a recruitment registration form should not be used and fees should not be charged. The rationale behind this is to make fraternity consideration as easy as possible for the prospective new member. With the exception of collecting information that will be used to verify membership eligibility at the member fraternity level, the IFC and/or the campus should not create barriers that inhibit students from looking at fraternity life if they are not yet sure that they wish to join. Registration forms and fees do just that. No other student organization on campus assesses individual fees to look at their membership opportunities. Fraternities need to realize that they are similar in this regard.

If the IFC depends on money from recruitment registration fees to supplement the IFC budget, a more appropriate method would be to assess member fraternities an affiliation fee per new member. The IFC still receives money from recruitment efforts but not at the expense of potential members.



Recruitment Clinics

The IFC can assist in standards compliance of its member fraternities by coordinating recruitment and standards clinics throughout the year. These opportunities should be treated as a time to train member fraternity leaders how to take the information back to their fellow fraternity members for additional brotherhood development. Field consultants from inter/national fraternity headquarters may be able to assist if speakers or facilitators are not readily available. These consultants, along with the professional staff from the NIC are available to provide additional material related to NIC standards compliance.

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

Clinics may be tailored for recruitment chairs only or may be open to all fraternity members. An evaluation should be done following each recruitment period to assess member fraternity strengths and weaknesses. Recruitment clinics should then be held in the one or two months immediately preceding concentrated recruitment periods to improve member skills and increase their confidence levels. An IFC goal should be the continued sophistication of member fraternity recruiting skills to improve recruitment results throughout the fraternity community.



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. The IFC needs to be organized and visible during these programs to promote fraternity life and create a positive first impression of fraternities.

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



Orientation Interest Sessions:

Many student organizations and campus departments seek time during the orientation program to promote themselves to students.

Fraternity representatives must present an organized proposal to the orientation coordinator describing the benefits of joining a fraternity during orientation and must make a commitment to participate in all sessions of the program. Securing a time block for an interest session on the fraternity community should be done in conjunction with the other governing councils to promote fraternity in general.

An IFC program during new student orientation might include:

- Welcome and introductions of presenters
- Short speeches by different individuals on the merits of fraternity membership
- Short personal accounts of positive fraternity experiences
- Involvement by other governing council leaders
- Explanation of recruitment process and membership fees
- Explanation of time demands
- Explanation of relationship between fraternities and sororities and the campus community
- Questions and answers
- Promotional materials exclusively for parents
- Utilization of fraternityinfo.com as a clearing house of information about the fraternity experience

If an individual interest session time slot cannot be secured, the IFC should pursue involvement in student life or campus activities in which fraternities and other student leadership opportunities will be discussed.

Campus Orientation Committee Involvement:

As orientation programs have grown in popularity, campus orientation committees have become increasingly more active and respected organizations on campus.

Orientation programs offer tremendous opportunities to promote the fraternity experience. The IFC needs to have a positive working relationship with the coordinating committee. A member of the IFC executive board should be involved in the institutional orientation committee to provide a fraternity perspective and secure Fraternity life promotion programs for new students. If none of the IFC officers have experience with new student orientation, it would be wise to identify a fraternity leader who may have been previously involved as an orientation leader and understands the program to be the IFC liaison.



Recruitment Communications

High quality informational items focusing on the fraternity community rather than individual member fraternities is imperative for a successful recruitment program. The number of incoming students who are first generation college students continues to rise. Typically, these students have parents who never attended college and know little or nothing about fraternal organizations. These students need accurate information on fraternity membership and should be exposed to positive role models in the fraternity community. To sell individual fraternity member fraternities to prospective members, they must first be sold on the overall fraternity experience. Recruitment publications that focus on individual member fraternities rather than the fraternity community often confuse the potential member or cast unrealistic first impressions about the member fraternities.

Communications to Prospective Members:

A recruitment communication that is sent out over the summer to new first year students is a great way to get them thinking about joining the fraternity community. A recruitment communication should accurately portray the total concept of fraternity membership. Most incoming students and parents think of fraternities merely as social clubs and do not understand the opportunities that exist within individual member fraternities and the fraternity community. Consider emphasizing the following points in your mailing:

- Leadership development
- Group involvement
- Academic assistance and recognition
- Athletic participation
- Community involvement
- Community service and philanthropy
- Supportive and lifelong friendships
- Responsible social interaction

A summer communication does not need to be elaborate and can leverage technology to keep the mailing simple and inexpensive while driving traffic to an up to date IFC web and social media presence. These recruitment communications should emphasize the fraternity experience in general rather than recruitment for any member fraternity.

Consider checking out www.fraternityinfo.com for mailing materials, as well as the NIC website, www.nicindy.org, for further information.



Prospective Member Website:

With the use of technology, launching a prospective member website may be beneficial in getting out all the relevant information about fraternities and fraternity recruitment. Including a link on a recruitment mailing will give the potential member an open invitation to learn more about fraternities on your campus. Consider the following to be explained on the website:

- Definitions of recruitment/intake, bid, pledge/new member/neophyte, initiation, social, and any other words commonly used by fraternity members
- Emphasis on the opportunity to meet fellow students without an obligation to join
- Dates of concentrated recruitment activities – not member fraternity activities
- Time commitment necessary to participate in recruitment activities
- Process by which students can acquaint themselves with fraternity members
- Names and telephone numbers for IFC or member fraternity officers who can answer questions and address concerns
- Process by which a student receives an invitation to membership in a fraternity
- Scholarship requirements for being initiated
- Availability of fraternity housing opportunities
- Potential to network with alumni



Communications to Parents:

Information on the fraternity community and fraternity recruitment should be provided to the parents of incoming freshman and transfer students in a targeted format different from the information sent to prospective potential members. Parents play a large role in the decision of many students to join a fraternity. Some openly encourage it, others are indifferent, and some are against the idea. The IFC needs to provide them with the accurate information needed to reach an informed decision. This initial communication should address specific parental questions and concerns relating to the following:

- Time commitment of involvement
- Scholarship requirements for membership
- Academic support within the member fraternity
- New member programming
- Member fraternity governance structure
- Explanation of the recruitment process
- Campus contact names and phone numbers
- All applicable fees
- Alcohol and hazing policies
- Alumni supervision
- Role and relationship of the IFC
- Relationship between fraternities and the campus
- Parental involvement opportunities

Communication to Non-affiliated Students:

Just as new students represent a potential market for fraternity recruitment, returning students are also strong candidates for membership. Students joining fraternities after their freshman year tend to be more committed members than those joining as freshman because they have observed campus life for a year and made a conscious decision to pursue fraternity membership. Additionally, transfer students are a major population that is sometimes overlooked.

Returning students might be harder to impress by elaborate communications or publicity. Returning men might already know current fraternity members or which groups on campus offer what they are looking for in a fraternity experience. Information from the IFC on the fraternity community and recruitment process could be the final incentive needed to convince returning students to participate in recruitment activities.



Once Students Arrive on Campus:

The IFC should provide highly visible publicity on the fraternity community and recruitment process at the beginning of the school year to reinforce the message of other IFC publications. Once students arrive or return to the campus, the IFC needs to be organized and ready to welcome them. An effective public relations campaign began with the initial summer communications. The IFC has cultivated interest in fraternities for several months and needs to continue to as the concentrated recruitment period approaches.

a quick note on IFC promotional materials....

Before you get started creating a promotional items for recruitment you want to make sure that image you are promoting is appropriate. Pictures of fraternity members drinking or references to party themes emphasizing alcohol will not sell the fraternity community to most parents or students who are serious about a meaningful college experience. The merits of the fraternity life should be the focus of the publication. Pictures of members studying together, playing intramural sports, participating in on campus event, or volunteering time on a community service project are all appropriate for publications.



Recruitment Research

Research on men joining or not joining fraternities should be conducted locally and then used as a basis for evaluating and improving IFC and member fraternity recruitment efforts. A simple evaluation should assess all aspects of recruitment, including:

- Use of recruitment communications
- Campus contacts and use of promotions
- Recruitment structure
- Bidding process
- Information on fees
- Parental concerns
- Academic concerns
- Time concerns

A yes/no format with additional comments will produce the most useful results. The following questions are examples for a recruitment survey:

1. Did you participate in any recruitment activities?
2. Did you know men who were already members of a fraternity?
3. Did you receive the IFC mailing during the summer?
4. Did it adequately explain the fraternity community and recruitment process?
5. Did you receive adequate information on membership costs?
6. Did these costs negatively influence your decision to join or not join a fraternity?
7. Were your parents supportive of your decision to participate in fraternity recruitment?
8. Did your decision about fraternity membership affecting academic performance negatively influence your decision to join or not to join a fraternity?

Overall responses should be tabulated and shared with IFC member fraternities. The IFC should spend time properly processing the information with the IFC Recruitment Committee and individual recruitment chairs. This will allow for continual evaluation and improvement of the recruitment structure and practices. If a higher percentage of students who did not join cited academic concerns or costs, both the IFC and member fraternities should adjust their recruitment programs accordingly to further emphasize scholarship efforts and costs effectiveness.



NIC Standards – Member Fraternities

The leadership of the North-American Interfraternity Conferences member fraternities passed a set of standards that will propel fraternities to be who we say we are. These standards (most commonly referred to as the NIC standards) call upon fraternity and campus leadership to create some changes to today's fraternity and asks each member to live up to the highest standards of fraternity membership.

These standards are a true partnership opportunity between fraternities and campus communities to raise the bar for the fraternity experience. The 21st century fraternity will be upon the solid values of each fraternity and will be a beacon of leadership within the campus educational environment. The standards embrace the common principles shared by all of our organizations. Academic success, service and philanthropy within our community, leadership development, and social skill development are the cornerstones of the standards. IFC plays a critical role in creating partnerships within the campus community and moving the Fraternity community forward.

The following are the NIC Standards for Member Fraternities; these standards should be discussed during each IFC Executive Board meeting and practiced by the fraternity community. The standards that are listed in bold apply to your position as the Vice President of Recruitment directly.



NIC Standards - Member Fraternities

- All members are insured with liability coverage
- Risk management policies address alcohol use, fire safety, hazing and sexual assault/abuse
- Language that allows for immediate member fraternity emergency, temporary suspension by the fraternity
- **Agree to and support:**
 - **Open expansion policies and practices**
 - **Open recruitment practices**
 - **Alcohol-free rush/recruitment events**
 - **Alcohol-free new member/pledge/associate member programs**
 - **Maximum 12 week new member programs**
- **Support academic success by:**
 - Member fraternity annual cumulative GPA at 2.5 or above campus all men's GPA
 - **New members with 2.3 GPA or higher (2.25 after the first semester)**
- **Little Sister/Women's auxiliary groups are prohibited**
- Each member will communicate its values through its ritual at least annually
- Each member organization will communicate the importance of its undergraduate members participating in educational programs (whether campus, national fraternity, or independently lead) covering any of the following:
 - Academic achievement
 - Alcohol consumption
 - Career preparation
 - Civic engagement
 - Hazing
 - Leadership development
 - Sexual assault awareness/prevention
 - Values and ethics

Report the following data to the NIC by November 1st of each year:

- **Number of pledges & new members**
- **Number of men initiated**
- **Number of active undergraduates**
- **Number of chapters opened and size at chartering**
- **Number of chapters closed and reason**
- **Number of active chapters**
- Number of members involved in campus leadership positions
- Number of community service hours
- Number of dollars raised for a charitable cause



NIC Standards - Host Institutions

The following are the NIC Standards that are recommend to host institutions as practices that can assist in elevating the fraternity community. The NIC recognizes that there is no ability to compel any institution to follow these, however, through the relationship that exists between the NIC, its members, and host institutions, the conference and its members will advocate for the following. As a leader of the interfraternal community, you should discuss these standards with your IFC Advisor and other appropriate campus professionals such as your Dean of Students or Vice President of Student Affairs.

NIC Standards for Campuses

- **No NIC member organization is prohibited from selecting undergraduates for the purpose of establishing a member fraternity on the campus**
- **The host institution IFC may not deter expansion by withholding membership in the IFC of any NIC member organization**
- **Host institutions/IFC will not prohibit NIC member fraternities from recruiting on campus**
- Host Institutions:
 - **Support open recruitment and will not prohibit men from participating in recruitment activities and joining an NIC member group**
 - Provide a for-credit leadership class for new members
 - Encourage Faculty advisors for member fraternities with incentives
 - Provide member fraternity, Greek Community, and campus demographic information to requesting groups
 - Provide impartial judicial process with right of appeal to member groups
 - Work to reestablish a five-day academic week
 - Provide financial management, property, and account collections support
- Campus programming designed to inhibit/prevent problem behaviors (such as alcohol abuse or sexual assault) will not single out Greek organizations from other campus organizations for mandatory participation
- Campuses are asked to provide the following data:
 - Campus, all men's Greek, and member fraternity GPA by semester
 - Number of men pledged to all member fraternities in an academic year
 - Number of men initiated into all member fraternities in an academic year
 - Percentage of fraternity men compared to total number of men on campus
 - Total number of member fraternities closed/opened in an academic year
 - Total number of Greek-life full-time professionals on each campus



Open IFC Recruitment Program

An **open IFC recruitment program** might consist of the following:

- IFC communications during the summer to all non-affiliated men
- IFC participating in new student orientation programs promoting fraternity life
- IFC hosted events three or more times throughout the year to allow member fraternities to meet prospective new members
- Recruitment activities sponsored by individual member fraternities

The primary goal of the IFC should be to provide the support structure necessary for member fraternities to carry out successful recruiting efforts on their own.

A note on open recruitment...

Open recruitment allows prospective members to visit the member fraternities of their choice and builds upon the free enterprise philosophy. Through research, we know that a man joins a fraternity based on a connection with the men in the member fraternity, i.e. his friends. While a formalized process may succeed in showing a man all the groups on campus the process fails miserably in allowing a man to make his decisions based on his values.

Through a variety of formats, the IFC can produce an open recruitment program which allows all member fraternities to succeed if they want to succeed. Actively promoting involvement opportunities to potential members and building a structure which encourages potential member and fraternity member interaction will give member fraternities a strong foundation to build upon. Potential members will visit the member fraternities they are interested in, enjoy the recruitment activities, and most likely commit to a fraternal experience.



Appendix

Sample Expansion Policy

Section I. Expansion Philosophy

In accordance with the North-American Interfraternity Conference's Position on Open Expansion, the IFC at [college/university] believes the best interests of higher education and of the fraternity movement are served through the establishment of new chapters that provide a fraternal experience for an increasing number of college men. Expansion gives men more choices; it brings new influence and direction to a campus fraternal community; it provides new leadership and renewed motivation. To that end, the Member Fraternities of the IFC:

- A. Will not prohibit an inter/national organization from selecting undergraduates for the purpose of establishing a chapter on the campus; and
- B. Will not deter expansion by withholding membership in the IFC for any inter/national member organization.

Section II. Expansion Processes

There are several routes for an expansion to occur, including:

- A. Open Invitation to Colonize: In the event the IFC wishes to seek expansion opportunities, a formal invitation shall be sent to inter/national organizations requesting Letters of Intent. The IFC President shall contact the North-American Interfraternity Conference (NIC) for assistance with communicating with inter/national organizations. If multiple inter/national organizations submit Letters of Intent, the IFC President will coordinate with the inter/national organizations and the NIC to establish an agreeable timeline for expansion.
- B. Inter/national Fraternity Colonization: If an inter/national fraternity petitions to join the IFC, a Letter of Intent shall be sent to the IFC President.
- C. Student Interest Group Colonization: A group of enrolled students at [college/university] may choose to form a chapter that is affiliated with an inter/national organization and may seek membership in the IFC as a result of that affiliation. The group of interested students shall submit a Letter of Intent that includes a Letter of Endorsement from the inter/national organization.



Section III. Letter of Intent

A Letter of Intent shall consist of information pertinent to educating the fraternity community on the inter/national organization, including:

- A. Overview of the Fraternity's History, Mission, and Values;
- B. Summary of the Colonization Plan, including: outline of the colonization timeline, inter/national and/or local support, and contact information; and
- C. Statement of agreement with the Minimum Expectations as stated in Article III, Section III and the NIC Standards as stated in Article III, Section VI of the IFC Constitution.

Upon receipt of the Letter of Intent, the IFC President shall notify the IFC General Body of the inter/national fraternity's intent and the process by which the inter/national organization intends to colonize. Following NIC Standards, the IFC General Body shall grant the organization Associate Membership.

Section IV. Granting of Associate Member Status

Associate Membership grants the Member Fraternity all rights, privileges, and responsibilities under the IFC Constitution and By-Laws, except that it does not have voting privileges, cannot hold IFC Executive Board positions, nor have an IFC Judicial Committee Justice.

Section V. Granting of Full Member Status

Upon chartering with its inter/national organization, the Associate Member Fraternity shall become a full member of the IFC with all rights privileges and responsibilities under the IFC Constitution and Bylaws.

Section VI. Recruitment Philosophy

The IFC supports open recruitment and believes a man shall be free to join a Member Fraternity at a time that is mutually beneficial to both himself and the Member Fraternity. To this end, the IFC shall not establish policies that inhibit men from participating in recruitment activities and joining Member Fraternities.

Section VII. Membership GPA Requirements

Any Potential New Member shall meet the following GPA requirement in order to be accepted as a New Member by any Member Fraternity:

- A. a minimum high school GPA of 2.3 for first semester freshmen; or
- B. a minimum college GPA:
 - 1. of 2.25; or
 - 2. at/or above the institution's all-men's average.

**Section VIII. IFC Sponsored Recruitment**

Under the guidance of the IFC Vice President of Recruitment, the IFC shall designate periods of time during each [semester/quarter/term] when the IFC will assist Member Fraternities by advertising their recruitment events, hosting campus-wide recruitment events, and educating Potential New Members on the fraternity community.

The IFC Vice President of Recruitment shall solicit and maintain a Potential New Member Roster, which shall be a roster of men interested in fraternity recruitment, and shall make that list available to each Member Fraternity.

Section IX. Year-Round Recruitment

Member fraternities are encouraged to participate in year-round recruitment and shall establish recruitment practices and timelines as determined to best serve that Member Fraternity.

Section X. Member Fraternity Recruitment

Each Member Fraternity shall develop recruitment events, materials, and activities that are:

- A. Values-based;
- B. Alcohol-free and illegal substance-free;
- C. Generally in good taste;
- D. Not derogatory, degrading, or slanderous; and
- E. In support of the National Panhellenic Conference's Unanimous Agreement on the participation of undergraduate Panhellenic women in men's recruitment.

Section XI. Bidding

Each Member Fraternity shall reserve the right to extend or retract a bid utilizing a process and timeline as determined by that Member Fraternity.

Each Potential New Member shall reserve the right to accept or decline any bid at any time without any penalty or pressure placed upon the Potential New Member.

Section XII. Report of New Members

Each Member Fraternity shall submit a New Member Roster to the IFC Vice President of Recruitment within one week of pledging any New Member.

Section XIII. New Member Disassociation / De-pledging

A New Member shall reserve the right to disassociate / de-pledge from the new member process of any Member Fraternity at any time and may accept a bid from another Member Fraternity at any time following that disassociation / de-pledging.

Each Member Fraternity shall submit an updated New Member Roster to the IFC Vice President of Recruitment within one week of any New Member disassociating / de-pledging.

Section XIV. Comity

No Member Fraternity shall initiate communication with a New Member or Member of another Member Fraternity about disassociation / de-pledging in order to become a New Member or Member of their own Member Fraternity.