

Recruitment Officer Resource



IFC

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Congratulations!

You have been chosen by the representatives of your Interfraternity Council to lead recruitment efforts for your fraternity community for the upcoming year.

Becoming the IFC Recruitment Officer is a duty not to be taken lightly and is one that should be met with great responsibility, patience, and diligence. As the IFC Recruitment officer it is your responsibility to oversee the IFC's growth of membership in a fraternity generally, promote the entire fraternity community and support 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, online or in person, when fraternity members are willing to actively engage potential members.

IFC's Relationship with the North American Interfraternity Conference (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 chapters, an Interfraternity Council (IFC) shall be established, which will be chartered by the NIC. The NIC will:

- Provide staff, resources, and services to assist Interfraternity Councils in instituting optimal operations, officer competencies, and best practices;
- Provide 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 chapters;
- Deliver training, education, and ongoing services for all IFCs and IFC officers;
- Assist IFCs in crisis intervention and response, brand management, and values-based decision-making;
- Provide guidance and support in constitution/bylaws/policy changes, recruitment processes and officer transitions;
- Assist IFCs in implementing the IFC Standard Operating Procedures to help an IFC anticipate and address critical operational needs, while serving its member chapters and advocating for the fraternity experience.

Fast Five for the IFC Recruitment Officer

Much of your role of the IFC Recruitment officer can be divided into different categories. Here are the NIC's *Fast Five* expectations for your time in this position.

1.	<p>Recruitment Process</p> <ul style="list-style-type: none">• The IFC will work with member chapters to establish a recruitment process that meets the needs of chapters and potential new members, as well as provides opportunities for interested men to learn about the fraternity experience.<ul style="list-style-type: none">○ As part of the NIC Campus Support Model, we provide recruitment software in partnership with TechniPhi.
2.	<p>Recruitment Policies</p> <ul style="list-style-type: none">• The IFC should not restrict the ability of chapters to distribute bids outside of any designated recruitment period. As the NIC Standard on student choice states:<ul style="list-style-type: none">○ Any male student should be free to join a fraternity when he determines it is in his best interest.○ All fraternities should be free to determine when they wish to extend an invitation to join to a male student.• Recruitment and new member activities must be consistent with NIC Guidelines on Alcohol & Drugs.
3.	<p>Marketing, Promotion and Communication</p> <ul style="list-style-type: none">• The IFC should focus on fostering interest in joining fraternities, marketing to incoming students and potential new members.• 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.<ul style="list-style-type: none">○ 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.• 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.<ul style="list-style-type: none">○ It should accurately portray the total concept of fraternity membership. Most incoming students and parents do not understand the opportunities that exist within individual member fraternities and the fraternity community.• Just as new students represent a potential market for fraternity recruitment, returning students are also strong candidates for membership.

	<ul style="list-style-type: none"> ○ 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.
4.	Recruitment Workshops <ul style="list-style-type: none"> ● The IFC can assist in standards compliance of its member fraternities by coordinating recruitment and standards workshops throughout the year. ● Workshops may be tailored for recruitment chairs only or may be open to all fraternity members. ● An IFC goal should be the continued sophistication of member fraternity recruiting skills to improve recruitment results throughout the fraternity community.
5.	Recruitment Events <ul style="list-style-type: none"> ● 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. ● 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.

Tips for a Successful Officer Transition

An officer transition meeting/retreat needs to take place following Executive Board Elections and prior to installation.

You should focus on these points during the transition:

- All projects during the past year
- Projects that are pending for the coming year, and the progress made on those projects
- Identification of campus and local contacts
- Explanation of budgetary procedures and reimbursements
- Communication with member fraternities and IFC representatives
- Communication with other council counterparts
- IFC Advisor resources and campus facility use guidelines
- Relationships with campus and local media
- IFC officer duties and committee activities
- Tips for success/identification of areas in need of improvement

Make sure to ask all questions that you may have. You can find a resource to help you with officer transitions at nicfraternity.org/ifc-officer-manuals.

Goal Setting

Use the chart below to map out the problems your IFC is facing.

You should identify the problems, identify the causes behind them, and decide the level of urgency each problem presents: You will only be successful if you are completely honest.

What Problem Needs to Be Addressed?	Primary Causes of this Problem?	What Barriers Exist in Solving This Problem?	Is This Problem Urgent?
Problem 1:			
Problem 2:			
Problem 3:			
Problem 4:			
Problem 5:			

Now identify **3 commitments** your officers can make to help your IFC overcome these problems.

Problem	Officer(s)	Commitments
Problem 1:		1. 2. 3.
Problem 2:		1: 2: 3:
Problem 3:		1: 2: 3:
Problem 4:		1: 2: 3:
Problem 5:		1: 2: 3:

Finally, develop 5 goals that will help you to solve or address the problems listed above. Make sure your goals are **specific, measurable, attainable, relevant, and timely**.

Goal	How Will You Track the Progress?	When is the Deadline?	Who is Responsible?
Goal 1:			
Goal 2:			

Goal 3:			
Goal 4:			
Goal 5:			

Now that you have created your five goals for your term, make sure you are communicating these goals to the rest of the IFC. Utilize them to help you in achieving these goals. Don't be afraid to adjust goals or add new goals as the term goes on—things change! A marker of a great leader lies in their flexibility and adaptability. Stay true to your vision and utilize goals to achieve it.

Reflection

Utilize the blank space below to sketch out your hopes for your term. This can be a checklist, paragraph, drawing, anything that you might be able to refer back to for inspiration.

Helpful Resources

NIC Staff

Contact the NIC for all of your resource and educational needs, campus community development issues and questions about implementing the SOP.

- Complete staff list can be found at nicfraternity.org/staff
- Email campus@nicfraternity.org

Interfraternity Council Standard Operating Procedures

The mission of an Interfraternity Council (IFC) is to foster a healthy and vibrant fraternity community. The IFC Standard Operating Procedures (SOP) provide structure and support - a baseline for policies and practices - for IFCs to operate in accordance with NIC Standards, endorsed by all minter/national member fraternities of the NIC.

Categories in the SOP include:

- Academic Enrichment
- Accountability
- Finances
- Governance
- Health and Safety
- Public Relations
- Recruitment
- Reporting
- Responsible Growth

Read the full the SOP here: nicfraternity.org/ifcsop