

# RECRUITMENT RESOURCES

## Virtual recruitment tips:

- If your campus is participating in virtual recruitment, think about the following tips to effectively use video conferencing:
  - Ask members to look presentable on Zoom.
  - Consider using one of the Phi Sig Zoom backgrounds, available on Phi Sigma Kappa's social media accounts. This will help your local chapter stand out, as well as allow the associate members to remember the organization.
  - Have members "rename" themselves on Zoom to "first name-Phi Sig," especially if a virtual background is not possible.
  - For a more fun virtual event, consider hosting virtual video game tournaments or trivia games on House Party to get to know potential associate members.

## Hybrid recruitment tips:

- If your campus is participating in a hybrid recruitment and allows small, in-person gatherings, think about the following tips to conduct recruitment:
  - Hold one-on-one recruitment meetings or small group events with brothers and potential associate members, such as getting coffee or eating in a dining hall on campus.
  - Utilize dead time such as walking to and from class and/or standing in line at the campus bookstore to get to know associate members.
  - See above tips for virtual recruitment practices that can also be utilized for any parts of your recruitment process that are virtual.

## General recruitment tips:

- Follow campus guidelines and policies:
  - First and foremost, you should do everything in your power to keep yourself, your brothers, and potential associate members safe.
  - Wear a mask and practice social distancing policies per your area's regulations.
  - Off campus and unregistered or non-sanctioned events are going to be the breeding ground of COVID-19. You do not want your recruitment event to be the reason why your campus shuts down again. At the national level, nobody wants Phi Sig in the [news](#) for this reason.
- Be flexible:
  - This is new for all of us; so be agile and patient as your campus, International Headquarters, and your adviser all figure out plans together.
  - With uncertainty comes unpredictability. Businesses and campus operations could start closing again, people could lose power due to a thunderstorm during your virtual event, or technology could fail us. Take a deep breath and make a plan B.
- Create your chapter's digital presence:
  - Make sure your chapter's social media accounts and/or website are up-to-date and active.
  - Showcase the best of your brotherhood—brotherhood events, successful philanthropy initiatives, or how you stayed connected this past spring/summer, during the pandemic.
- Follow regular Fraternity and campus policies:
  - You can find more information on Phi Sig's risk management policies [here](#).
  - Ask your campus fraternity and sorority adviser for their policies, if you are unfamiliar.

- Utilize [ChapterBuilder](#):
  - All Phi Sig chapters have full access to ChapterBuilder. ChapterBuilder helps chapters keep recruitment efforts organized, lets members communicate effectively with potential associate members and collaborate with the entire recruitment team.

### Build a recruitment committee:

Below, Senior Growth Specialist Trevor Hartley, describes the ideal recruitment committee from his experience working with and visiting Phi Sig chapters across the country.

- **Leader:** this person was likely already your local chapter's Recruitment Chairman. He is great at inspiring people to recruit and very capable of organizing and planning events. He also is great at delegating work which will help give guidance to the rest of the committee.
- **Tech Savvy:** This individual is becoming more and more important on a recruitment committee because with so many schools moving toward virtual recruitment, a strong social media presence could help make a big difference in recruitment this semester. This individual will be tasked with not only maintaining a good image for the chapter on social media, but he can find new potential associate members and begin reaching out to them over social media such as Instagram, Facebook and Twitter.
- **People Person:** The people person on a recruitment committee plays a huge role in moving potential associate members through the process into becoming an associate member. The people person could talk to a brick wall for hours to find out their hobbies and interests and maybe even pique their interest into joining a fraternity sooner rather than later.
- **Mr. Inductor:** Last but not least, the final piece to the puzzle is someone with a lot of experience in the Fraternity who can tell some amazing stories and help any potential associate member make the decision to seal the deal and accept their bid. Contrary to the name of this role, this person does not have to be the Chapter Inductor, but for some chapters, the Inductor may be the perfect person for the job. This role does not have a very specific task at hand, but they are always available to help wherever help is needed. Although, they do have the special skill of welcoming potential associate members by extending them a bid and getting them fired up to be a Phi Sig.

### Additional resources:

- [Virtual Recruitment Best Practices by LaunchPoint](#)
- [Phired Up Resources](#)
  - [Phired Up Digital Recruitment Blog](#)
- [NIC Think Tank Discussions](#)
  - There are many Think Tank topics, including a few focused on recruitment, all in response to the COVID-19 pandemic.
- [AFLV and PhiredUp's Endure Report](#)