



# DELTA UPSILON

## INTERNATIONAL FRATERNITY

### RECRUITMENT COMMITTEE DURING VIRTUAL RECRUITMENT

A Recruitment Committee is an essential group of members that can be of great resource to the VP Recruitment when planning and executing recruitment efforts. When away from campus (like during COVID-19 campus closures), Recruitment Committees should continue meeting virtually (via Zoom, Skype, Group FaceTime, Google Hangout, etc.) to discuss recruitment efforts and tactics, and plan what the remainder of the semester will look like for the chapter/associate chapter. Additionally, for those groups that rely heavily on summer recruitment, continuous prepping at this time is crucial to ensure they are ready to execute their plan(s).

#### BEST PRACTICES/TIPS

1. Ensure that the Recruitment Committee meets on a weekly basis. (Ideally, this meeting will take place on the same day and time each week)
  - Utilizing the questions later in this document for Recruitment Committee meetings can be useful to spend your time discussing important aspects and goals of recruitment.
2. Divide up the tasks that the Committee wants to accomplish every week.
  - Who compiles an additional list of names; who does the actual outreach (text/email/direct message); who sets up time(s) for one-on-one meetings and other virtual activities (Zoom/Skype/Google Hangout sessions, video game tournaments, virtual movie nights, etc.); which members are to stay in contact with certain PNMs
3. Get the rest of the chapter/associate chapter and alumni involved!
  - What are some ways that the members can get involved in the recruitment process?
  - How can alumni assist us in the recruitment process?
    - What about our chapter/associate chapter advisors?
    - Reference other recruitment resource documents found on Delta Upsilon's website
4. Review Recruitment Plans
  - With recruitment being virtual, it is extremely important to adjust recruitment plans and review recruitment goals to ensure that plans and goals are feasible and attainable.
    - Committee should ask how recruitment plans will be affected and what adjustments need to be made now that recruitment is virtual?
5. Review additional recruitment resources material provided by Delta Upsilon
  - Documents found on website include but are not limited to: Virtual Summer Recruitment, Virtual Recruitment Activities, Virtual Potential New Member Outreach and Engagement, Virtual Bid Extension and more.
6. Sign up for a Recruitment Coaching Session with a DU Staff member.
  - Designed for the VP of Recruitment, Recruitment Committee and/or Recruitment Advisor(s) the opportunity to spend 1-on-1 time with a DU Staff member discussing chapter/associate chapter recruitment plans and goals
  - Request a Recruitment Coaching Session: <https://deltaupsilon.wufoo.com/forms/q1tpggeu182ft62/>
7. Communicate with each other and ask questions when something is unclear.
  - Now is a time when communication is extremely important now that in-person communication can no longer take place. Talk with each other!
  - If you need further clarification on an aspect of recruitment, reach out to the chapter/associate chapter staff liaison!

## RECRUITMENT COMMITTEE MEETING QUESTIONS TO DISCUSS

1. How will we continue to meet and interact with as many potential new members this week?
  - Recruitment Committees should continue to work with their Names List and contact any potential new members they had previously been in contact with, as well as those who they were planning to do outreach to.
  - Spend some time editing your Names List by adding new contact information for potential new members you are interested in reaching out to.
    - Include referrals from initiated members, referrals from potential new members you are already in contact with, referrals from friend groups, etc.
2. How will we intentionally build relationships with our potential new members this week?
  - Recruitment Committees should spend time establishing a plan of action for how they want to build relationships with these individuals
  - Host virtual events (i.e., video game tournaments, Netflix Party via Chrome, broadcasting virtual sporting game, normal virtual hang out, etc.). These events can be set up with potential new members, as well as have initiated members participate.
  - One-on-one meetings via Zoom, Skype, Google Hangout, etc. should still be conducted to build a closer relationship with potential new members.
  - Continuous outreach and keeping potential new members engaged are important during this time
  - Additional questions to consider:
    - What have we seen that has worked when interacting and building relationships with our potential new members?
    - What have we seen that has not worked and how could we improve on those efforts?
    - How can we encourage all members of our chapter/associate chapter to participate in this process of interacting with our potential new members?
3. How will we evaluate talent and select the right members for our chapter/associate chapter this week?
  - Spend time evaluating how potential new members interact during one-on-one meetings, as well as in a bigger virtual setting with more members present.
  - Recruitment Committees should also create a list of criteria they are looking for when interacting with potential new members.
  - Additional questions to consider:
    - Does this potential new member exemplify our Fraternity's values and Principles?
    - Does this potential new member have special characteristics and talents that can benefit our Fraternity?
    - With the talents and values this potential new member possesses, how can Delta Upsilon play a role in building off those?
4. How can we ensure that all our recruitment activities reflect our values this week?
  - These recruitment activities should exemplify who Delta Upsilon is and what we value (think of our *Building Better Men* mission!)
  - It is expected that each interaction chapters/associate chapters have with their potential new members is appropriate and that they are treated with respect
5. How will we end the recruitment process with the right potential new members this week?
  - Recruitment Committees should discuss ways to end the recruitment process by extending bid cards virtually.
    - Bids may be extended via Skype/Zoom/FaceTime, as well as through email or mail.
    - If your chapter/associate chapter has potential new members sign their bid cards once they accept the membership invitation, there are online tools you may utilize for free where you are permitted to upload a PDF file of the bid card and send it to the potential new member via email to sign.
  - Set a time for other members of the chapter/associate chapter to welcome the new member(s), such as a small brotherhood event or one of the virtual events listed above.

- It is important to have the new members get involved as much as they can during this time since in-person events or operations are not taking place now.