



DELTA UPSILON

INTERNATIONAL FRATERNITY

PARENT ENGAGEMENT DURING VIRTUAL RECRUITMENT

Parent engagement during virtual recruitment will be a key component to the chapter's/colony's success. The VP Recruitment and Recruitment Committee need to make sure they are prepared to engage parents in a positive and effective way. It is important that the chapter/colony builds a strong relationship and trusted partnership with parents. This will be even more so the case now as it relates to the health and safety of their son, the financial expectations of the chapter/colony, and the overall expectations the chapter/colony has for their son. Good ways that the chapter/colony should be engaging parents during virtual recruitment include:

- Create a chapter/colony parent packet that includes all the information the parent should know about the chapter/colony (overview of the chapter/colony, financial expectations, expectations of living the house, alumni/advisor support, etc.) It is important to provide parents with as much information as possible from the start, as well as to keep parents informed through the process.
- Have the Chapter/Colony President, VP Recruitment and/or an advisor/alumnus record a video directed at parents that provides them information on the chapter/colony. Answer any frequently asked questions that parents typically ask and reinforce the commitment DU and your chapter/colony has to keep their son safe and healthy. This can be sent to parents via email, as well as posted on social media platforms.
- The President, VP Recruitment and/or alumni/advisors need to be open to having phone calls or virtual meetings with parents to address questions they may have. Be prepared to answer questions centered around chapter/colony expectations, health/safety, the associate member process, finances, and housing (if applicable). It is always a good reminder that parents are going to be concerned, now more than ever, about their son's well-being, so this a good way for the chapter to reassure them and build a positive relationship.