



# DELTA TAU DELTA

Recruitment Practices



Excellence in Recruitment  
Epsilon Zeta 2019

## **Criteria for 200**

The chapter host events during a “formal” recruitment period.

- See the Spring and Fall 2019 recruitment schedules on pages 9 and 12 of this document.
- The Sections highlighted in yellow satisfy are events coordinated during SHSU’s formal recruitment process.
- Formal recruitment at SHSU is one week a semester. The week involves recruits travelling from Fraternity recruitment site to fraternity recruitment site. For Epsilon Zeta they travel to the Delt Shelter. This process is repeated for three nights Tuesday-Thursday. Friday night each chapter has a formal bidding session where they decide who they want to give rush bids too.

## **Criteria for 400**

The chapter hosts events during a “formal” recruitment period and outside of a “formal” recruitment period.

- Epsilon Zeta hosted 16 events during Spring 2019 outside of formal recruitment.
- Epsilon Zeta hosted 9 events during Fall 2019 outside of formal recruitment.
- Reference the Spring 2019 Recruitment schedule on pages 5-8, and the Fall 2019 on pages 12-13 of this document.

## **Criteria for 600**

In addition to the 400 level requirement, the chapter documents monthly recruitment activities.

- See the Spring Summer and Fall 2019 recruitment schedules on pages 5-13 of this document.
- Monthly Recruitment committee meetings occurred on these dates:
  - 11/02/2018
  - 12/04/2018
  - 01/22/2019
  - 02/16/2019
  - 03/12/2019
  - 04/27/2019
  - 05/05/2019
  - 06/13/2019 & 06/27/2019
  - 07/10/2019 & 07/24/2019
  - 08/25/2019
  - 09/06/2019
  - 10/24/2019
- See examples of monthly recruitment committee minutes on pages 14-16 of this document.
- Highlighted are the months, below that will be the events schedule during the month.

- Epsilon Zeta completed 54 Recruitment events for the FAAR year. This equates to 3 or more events per month. While there was not an event during every single month of the year, the events were scheduled to when the student populations would be most capable of participation in such events and to not interfere with peak academic season.

### **Criteria for 800**

In addition to the 600 level requirement, the chapter develops a recruitment committee which meets at least monthly.

- Monthly Recruitment committee meetings occurred on these dates:
  - 11/02/2018
  - 12/04/2018
  - 01/22/2019
  - 02/16/2019
  - 03/12/2019
  - 04/27/2019
  - 05/05/2019
  - 06/13/2019 & 06/27/2019
  - 07/10/2019 & 07/24/2019
  - 08/25/2019
  - 09/06/2019
  - 10/24/2019
- See examples of monthly recruitment committee minutes on pages 14-16 of this document.

### **Criteria for 1000**

In addition to the 800 level requirement, the chapter develops recruitment teams beyond the recruitment committee and can demonstrate goals for each team.

- Below are the recruitment teams created by the recruitment committee, each team was put together to appeal to a certain group of recruits. The goals for the teams are listed below.

## **Recruitment Teams**

### **Green Team**

**Goals:** This group are members with various athletic backgrounds designed to appeal to the athletic recruits. A goal for this team is to recruit 3 potentials with the same background.

**Members:**

Dawson Platt (Football)  
Chris Gunnels (Basketball)  
Austin Evans (Golf)  
Cameron Dobson (Bodybuilding)  
Aaron Arcos (Golf)  
Gage Grant (SwimTeam)

### **Purple Team**

**Goals:** This group was composed of members who are highly social. This groups goal is to seek out the recruits who seem shy and become a friend to them ultimately getting them to rush Delta Tau Delta.

**Members:**

Craig Cox  
Rudy Arias  
Chase Polit  
James Ard  
Lincoln Dunham  
Samuel Smart  
Sam Janney

### **Orange Team**

**Goals:** This group is geared to relate to recruits who are “country”, background in FFA, Welding, Fishing, Hunting. This groups goal is to find two stand out men who fit the standards of Delta Tau Delta.

**Members:**

Josh Perrin  
Matthew Sewel  
Garrett Gonzales  
Jake Johnson  
Tyler South  
Charles Turrbiarte

### **Blue Team**

**Goals:** This group are the highly involved members of the chapter. These men show excellence in attendance to nearly every event. Their goal is to find recruits who are looking to be highly active in the organization they choose to join.

**Members:**

Dylan Dingle  
Austin Latta  
Philip Neesham  
Alex Broussard

Brady Smith

## **Red Team**

**Goals:** This group was designed for members with a high amount of Delt knowledge, this group seeks out the recruits interested in learning a lot about the chapter before making their decision.

### **Members:**

Eric Stanley  
Devin Dickerson  
Juan Fernandez  
Daniel Campos  
Matthew Peacock  
John Carlton  
Edgar Banegas

## **Spring 2019 Recruitment Schedule**

\*\*\*\*At Every Chapter Meeting Recruitment Chair will provide instructions for social media blasts and coordinated social media posts\*\*\*\*

Committee meetings every tuesday @6 starting 1/15

### **January:**

Jan. 14- Dinner with (100) Recruits/ Open house

Time- 6

Who is invited: everyone mandatory

Cost: Free

Jan. 15-Tuesday - Names list calling/Meeting

Names list run through

Schedule confirmation

Jan. 16- Wednesday- Campus letters/get to know the Brothers

- All day on campus

- Members in between class

Jan. 17 - Thursday - Move in Bonfire

- Time: 8:30
- Location: Shelter
- Who is Invited: Everyone
- Who is Needed: Entire Chapter
- Scope: Gets recruits to house to increase interactions
- Cost/ other Logistics: Need wood pallets/ Everyone bring their own Food and Beverage

Jan. 20 - Sunday: Football playoff watch party

- Time: 12
- Location: Shelter
- Who is invited: Everyone
- Who is needed: Entire Chapter
- Scope: Get recruits and members into a good talking environment
- Cost/Other Logistics: Snacks/Beverage provided

Jan. 21 - Monday - Priority recruits lunch/dinner

- Time: When available
- Cost- \$30

Jan. 22 - Tuesday- Committee Meeting

Jan. 24 - Thursday- House Football/Basketball games

-Time: 4

-Location: Shelter

-Everyone invited

Jan. 25 - Friday - BBQ

- Time: 6:00
- Location: Shelter/Potentially by pool depending on weather
- Who is invited:Everyone
- Who is needed: Entire Chapter Mandatory
- Scope:Create interactions between members/potentials
- Cost/Other Logistics: ~\$300
- Who is in charge of setting up/getting potentials there: Cameron/James

Jan. 26-27: Saturday/Sunday - Hangout Days lunch/ followed by hanging at the house

- Time: TBA
- Location: Shelter
- Who is invited: Top recruits/Everyone
- Scope: Get potentials to talk more with members and build relations.
- Cost/Other Logistics: Food (\$50)
- Who is in charge of setting up/getting potentials there: Cameron

**Jan. 28 - Monday - Call Names List** (Recruitment Committee Activity)

- Scope: See where the potentials heads are at and who needs to be worked on
- Who Is responsible: Recruitment Committee will divide it up



Jan. 29 - Tuesday - Committee Meeting

- Time: 6:00 pm
- Names List Audit
- Figure out who needs to submit scholarships

Jan. 30 -Wednesday - Take priority recruits out to eat

- Scope: One on one interactions
- Cost/Other Logistics: ~\$35
- Who is in charge of setting up/getting potentials there: Cameron/James

Jan. 31 -Thursday - Dinner @Humps

- Time: 6:00 pm
- Location: Humps
- Who Is invited: Up to 5 top recruits
- Who Is needed: as many members available
- Scope: Get comfortable with recruits
- Cost: \$100

Feb. 1 - Friday - Call priority guys

- Scope: To ensure that they are 100% Delt
- Who Is responsible: Cameron

Feb. 3- Sunday - SUPERBOWL

- Time: 4
- Location: Shelter
- Who is invited: Best recruits

- Who is needed: all members
- Scope: Get closer connections with some members and top potentials
- Cost/Other Logistics: snacks drinks \$100
- Who is in charge of setting up/getting potentials there: Cameron/James

### Feb. 7<sup>th</sup> – Thursday – Bonfire

Time: 8:30

- Location: Shelter
- Who is invited: Everyone
- Who is needed: Entire Chapter Mandatory
- Scope: Last chance for interactions with potentials before pref night
- Cost/Other Logistics: Need Wood pallets; Everyone bring your own food/beverage

Who is in charge of setting up/getting potentials there: Cameron

### Feb. 8<sup>th</sup> – Friday- Pref Night

#### OTHER EVENTS

- Community Service
- Video Games @Shelter
- Hangout @pool (Vary by weather)
- Outside Game day (Corn Hole/Washers/Can Jam/Ham Schlogin)
- Ravens Nest Driving Range
- Taking 1-2 out to lunch x3 or x4 times
- Bonfires
- Intramural Games
- Rockets Game with Top recruit

#### • Summer Recruitment 2019

#### ORIENTATION DATES:

- Thursday June 6<sup>th</sup>– Friday June 7<sup>th</sup>
- Thursday June 13<sup>th</sup>–Friday June 14<sup>th</sup>
- Thursday June 20<sup>th</sup>–Friday June 21<sup>st</sup>
- Thursday June 27<sup>th</sup>–Friday June 28<sup>th</sup>
- Thursday July 11<sup>th</sup>–Friday July 12<sup>th</sup>
- Thursday July 18<sup>th</sup>–Friday July 19<sup>th</sup>
- Thursday July 25<sup>th</sup>–Friday July 26<sup>th</sup>
- Times: TBA
- Members Needed: Cameron Dobson and James Ard or Phillip Neesham

- Location Huntsville

Saturdays @Sam: Dates and Times TBA

Saturday, May 11th – End of School hangout at the shelter

- Purpose: To get to know recruit on a personal level with members
- Cost: ~\$40
- Location: Shelter
- Time: 12pm
- Available Recruitment Committee Members: All available
- Fair Weather Activity Options: Basketball, BBQ, Cornhole
- Foul Weather Activity Options: Poker, Card games, Watch a game

Tuesday, May 20th - Take Recruit To Eat

- Purpose: To get to know recruit on a personal level
- Cost: ~\$20
- Location: Huntsville if possible, or use members in their area
- Available Recruitment Committee Members: Cameron Dobson, others available
- Fair Weather Activity Options: (Top Golf, Driving Range, Batting Cages, etc.)
- Foul Weather Activity Options: (Bite to Eat, Bowling, Laser Tag, Kat Klub, etc.)

Friday, May 24th – Villas Pool Day and Volleyball

- Purpose: To get to know recruit on a personal level
- Cost: \$30 Cook
- Location: Villas Apartments
- Members Available: All Available
- Fair Weather Activity Options: (Top Golf, Driving Range, Batting Cages, etc.)

## **June:**

**Saturday, June 8th - Call Spring '19 Deferrals** (recruitment committee activity)

- Purpose: Check in with recruits that couldn't rush last semester and make sure they are eligible or what needs to be done

Tuesday, June 18th - Take Recruit To Eat

- Purpose: To get to know recruit on a personal level
- Cost: ~\$20
- Location: Huntsville if possible, or use members in their area
- Members Available: Cameron Dobson, Dillon Angle
- Fair Weather Activity Options: (Top Golf, Driving Range, Batting Cages, etc.)

Saturday, June 28th- Cookout to celebrate July 4th

- Purpose- Encourage new potentials to bring friends to shelter to meet Delts.
- Cost: ~ \$80
- Location: Shelter
- Available Recruitment Committee Members: Cameron Dobson, all others available

## **July:**

### **July 4<sup>th</sup> - Complete Calendar from Move in Until Bid Day**

Tuesday, July 9th - Take Recruit To Eat

- Purpose: To get to know recruit on a personal level
- Cost: ~\$20
- Location: Huntsville if possible, or use members in the area
- Available Recruitment Committee Members: Cameron Dobson
- Fair Weather Activity Options: (Top Golf, Driving Range, Batting Cages, etc.)
- Foul Weather Activity Options: (Bite to Eat, Bowling, Laser Tag, Kat Klub, etc.)

Tuesday, July 16th - Take Recruit To Eat

- Purpose: To get to know recruit on a personal level
- Cost: ~\$20
- Location: Huntsville if possible, or use members in the area
- Available Recruitment Committee Members: Cameron Dobson others available
- Fair Weather Activity Options: (Top Golf, Driving Range, Batting Cages, etc.)
- Foul Weather Activity Options: (Bite to Eat, Bowling, Laser Tag, Kat Klub, etc.)

Saturday, July 20th – Bonfire/Poker

- Location: Shelter
- Time: 9:00
- Purpose: Get to know potentials met at previous passports
- Cost: ~50 for beverages and food
- Available Recruitment Committee Members: Cameron Dobson, James Ard, Phillip Neesham

Tuesday July 24th - Take Recruits To Dinner @HUMPS

- Purpose: To get to know recruits on a personal level
- Cost: ~\$30
- Location: Huntsville if possible, or use members in their area
- Available Recruitment Committee Members: Cameron Dobson and any available member

Saturday, July 27th - Call Full Names list

- Purpose: Check in with all recruits and see where their heads are at and who needs convincing
- Committee Members: Cameron Dobson, Philip Neesham, Sam Smart, James Ard, Dillon Dingle

## **August:**

Tuesday, August 6th - Astros Game?

- Location - Houston
- Time: 7:10 pm
- Purpose: Lock priority recruits, one or two
- Cost: Funded by Advisor???

- Committee Members: Cameron Dobson
- Targeted Recruits: Highly involved in other orgs before, strong academically, leadership potential
- For Astros Games to be funded:
  - How will the potential new member add value to the chapter
  - Why is the potential new member an above average/high caliber candidate
  - What is the potential new member's interest level (ideally, on the fence or package deal)

### **Fall 2019 Recruitment Schedule**

August 17th - Residence Halls Open/ Freshmen Move in

- Members help recruits move in and freshmen

August 18<sup>th</sup>- Back to School Bonfire

- Bring new guys out as a welcome to Sam Houston
- Cost- FREE (pallets)

August 19<sup>th</sup>- August 23<sup>rd</sup> -Take recruits out to lunch or dinner as often as available

- Members will take recruits out to lunch

August 23<sup>rd</sup> 24<sup>th</sup>- Open House

- Allow recruits of interest to see the shelter and get to know about the fraternity and brothers

August 26<sup>th</sup> -August 30<sup>th</sup>- Priority Recruit 1 on 1's

- Take best most on the fence guys out or to delt house

August 31<sup>st</sup>- Pool Day/ Cookout

- Members hangout at local pool with all recruits and grill

September 2<sup>nd</sup>- September 6<sup>th</sup> Top priority recruit lunches

September 5<sup>th</sup>- Take top priority recruits to HUMPS

September 7<sup>th</sup>- Final open house before Formal Rush week

**SEPTEMBER 10<sup>TH</sup> - SEPTEMBER 13<sup>TH</sup> FORMAL RUSH WEEK**



shsu\_delts

Delta Tau Delta - Epsilon Zeta Chapter



# DELTA TAU DELTA

August 18th-  
back to school  
cookout  
6:00pm

August 23rd-  
top golf (invite only)

August 24th-  
open house  
6:00pm

August 31st-  
pool  
day  
with delts

September 5th-  
dinner at  
humps  
(invite only)

September 6th-  
astros  
game  
(invite only)

September 7th-  
final  
open house  
6:00pm

September 8th-  
football  
watch party

## FALL '19 RUSH!

287 BEARKAT BOULEVARD

For more info contact Cameron Dobson (832) 405-3025



## **Recruitment Committee meeting minutes:**

Date: 11/02/2018

Start Time: 6:00PM

Attendance:

Cameron Dobson (Recruitment Chair)

James Ard

Dylan Dingle

Austin Latta

Philip Neesham

Wesley Moyar

1. What is the Purpose of the Recruitment Committee?

Support the coordination of chapter growth by assisting the director of recruitment to identify and add men who uphold our values to the chapter. (Long Version)

Help the recruitment chair to plan and execute. (Short version)

2. What is a chapter growth goal?

- A ideal chapter size after calculating the number of men graduating or leaving the chapter due to suspensions, expulsions, transfers, or otherwise leaving the chapter for uncontrollable circumstances.

3. How do we establish a chapter growth goal, and a goal for adding numbers of potential new members? (Desired Chapter Size should be a range and not a set number i.e. 50 to 55 men or 55 to 60 men, not just 55 or 60 by its self )

Desired Chapter Size = Current Chapter Size - Men Leaving Chapter + Growth Goal (Or Desired Chapter Size - Current Chapter Size + Men Leaving Chapter = Growth Goal)

Number of recruitment referrals needed to achieve growth goal:

10 x Growth Goal = Number of referrals needed

4. SWOT Analysis

Strengths

1. Shelter - Proximity to Campus/Quality and Clean Structure
2. Youthful chapter with good access to underclassmen looking to join a student org
3. Proactive communication from the membership
4. Good retention of membership (well better than normal shsu students)
5. good at setting up a devoted early following of men
6. Good organization involvement (campus outreach)
7. scholarships provide good data on quality of men, their level of interest, and prior commitment

Weaknesses

1. Poor programming at events: not a set schedule, not enough coordinated activities
2. 'Kitchen Crew' -> we could better educate and find ways to engage the men who are not extroverts or super sociable (have them read good guys/ 'How to win friends and influence people' by dale carnegie)

Opportunities

1. IFC open houses help bring guys to our shelter, we have a relative good venue vs the rest of IFC
2. Campus Outreach
3. Involved Brothers on Campus (Edgar/Zach Hutson)

4. Getting brothers as part of the visitor center
5. getting brothers to be orientation leaders
6. Non-greek IM sports teams
7. recruiting from varsity and club sports
8. Better utilize sweethearts (Identify men dating sorority women who are not greek; identify men coming from the same high schools as sorority women)
9. high school pipelines (Send scholarship to guidance counselors from schools that send many men to SHSU)
10. Alumni (Use news letters/social media to seek referrals)
11. Professors ( Give referral cards out at the Faculty and Staff Appreciation Dinner; Invite Doug Kreinke to a recruitment meeting)
12. Utilize philanthropy events as a gate to talk to potentials - easier to approach someone and invite to dog days versus "hey wanna rush delt?"

#### Threats

1. Risk Management
2. Other fraternities may try and tarnish our reputation
3. Be wary of recruiting men who dropped other fraternities ( Not a hard no, but need to do due diligence: contact the chapter they dropped, speak with friends/girls of the individual; ask the individual directly why they dropped)
4. Perception of Women's Organizations (Need to have a comprehensive strategy that engages all women's organization and doesn't act snobby or elitist to chapters we don't normally interact with; i.e. we could better participate in events with chapters we haven't in the past)

Adjournment: 7:14 PM

### **Recruitment Committee Meeting 1/22/19**

Meeting started at 6:03PM

Attendance:

Cameron Dobson (Recruitment Chair)

James Ard

Dylan Dingle

Austin Latta

Philip Neesham

Wesley Moyar

- Formal recruitment starts Tuesday, Feb the 5th and ends Friday, Feb the 8th. Bid Day is Saturday, Feb the 9th.
- Feb. 6<sup>th</sup> - House visit #1; Feb. 7<sup>th</sup> – House visit #2; Feb 8<sup>th</sup> – House visit #3. 6-9 PM every day. HOUSE VISITS ARE MANDATORY
- Thursday, Jan the 24<sup>th</sup> - Football/basketball at the house. 4 PM
- Friday, Jan the 25<sup>th</sup> – BBQ at the house. 3 PM
- Tuesday, Jan the 29<sup>th</sup> - Bonfire.



- Figured out who the more serious potentials are opposed from those on the fence.
- High potential names list- Eric Yarbrough, Adam Fuller, Trace Darnell, Evin Hawkins, Chase Jones, Garrett Cowen, Jace Garrison, Jeremy.
- Recruitment week presentation- Cameron, James, Brady, . Need to present more pictures, trophies visuals, etc.

Meeting Adjourned: 6:48 PM

Date: April 27<sup>th</sup> 2019

Start time: 5:30PM

Attendance:

Cameron Dobson (Recruitment Chair)

James Ard

Dylan Dingle

Austin Latta

Philip Neesham

Wesley Moyar

Estimated Chapter Size Start of Fall 2019:  
48

Estimated Graduates By End of 2019:  
3

Recruitment Chairman's Ideal Chapter Size for End of Fall 2019: (Growth Goal)  
60 to 70 Men

Required Pledge Class Size:  
15 - 25

Referral Goal  
150 - 250 Potential New Member Referrals

# of Passports to Sam: 7

Referral Goal at Passports: 15  
Total Estimated Passport Referrals: 105  
Total 400 and Below on Names List: 102  
Can we get another ~50 referrals from other sources?

Adjournment: 6:02 PM