



DELTA UPSILON

INTERNATIONAL FRATERNITY

RECRUITMENT SCHOLARSHIP SELECTION BEST PRACTICES

STRENGTHEN THE CHAPTER'S RECRUITMENT PIPELINE BY BUILDING RELATIONSHIPS WITH EACH SCHOLARSHIP APPLICANT

Recruitment scholarships serve a dual purpose: Provide financial assistance to a worthy student and build the chapter's recruitment pipeline with new names and contact information. Ensuring the scholarship committee (or recruitment committee) follows up with each applicant in a professional and brotherly manner will not only bring in more potential recruitment prospects, but it will also strengthen the chapter's overall reputation among all who apply—regardless of who ends up joining DU. Oftentimes, our best members are those who initially didn't think fraternities were for them, and this scholarship process is a great way to introduce potential members to the Fraternity and show them that their values and goal are in line with those of the DU chapter.

ESTABLISH A COMMITTEE FOR SELECTING THE SCHOLARSHIP RECIPIENT

The chapter needs to establish a committee that is tasked with selecting the scholarship recipient. The committee should be no smaller than three individuals and ideally consist of a combination of the VP Recruitment, members of the Recruitment Committee, Executive Board members, and at least one advisor/alumnus. The committee should also appoint a chairperson who will oversee and lead the committee in the selection process. It is the committee's job to review all applications, conduct interviews (if that is part of the selection process), select the scholarship recipient and communicate decisions to all applicants.

Example of a Recruitment Scholarship Selection Committee:

Vice President of Recruitment (Chairperson)

Recruitment Chair

VP Membership Education

Recruitment Advisor

Alumni President or Advisory Board Chair

ESTABLISH CRITERIA FOR SELECTING THE SCHOLARSHIP RECIPIENT

To have a successful program, the chapter needs to establish criteria it will use to guide the decision process in addition to what achievements and characteristics will help determine the scholarship recipient. Common criteria may include past/current leadership positions, high school or college GPA, extracurricular activities, service hours performed, and moral character. Criteria needs to be clearly communicated and be the center of the scholarship selection process. Seeing as Delta Upsilon is a merit-based organization, criteria and selection of the scholarship recipient should be based off merit and merit alone.

ESTABLISH A SCHOLARSHIP APPLICATION PROCESS

The chapter will also need to establish the application process for the scholarship. This process needs to include when the application is due; where applicants can submit their application; when scholarship decisions will be made; and any other things applicants may need to do, submit and provide to successfully apply for the scholarship. This may include applicants needing to provide a resume, cover letter or supporting documents. The application/submission process can be done via a Google form, other online system or by written/printed documents. Establishing an application process may also include the Recruitment Scholarship Committee conducting interviews with applicants, which will need to be communicated to applicants prior to them applying to for the scholarship.

ESTABLISH A SCHOLARSHIP APPLICATION TIMELINE

The chapter will need to establish a timeline for the scholarship process. The process needs to include when the scholarship will be available to applicants, when the scholarship is due and when decisions from the scholarship committee are to be made.