



# DELTA TAU DELTA

Member Eligibility Standards

Chapter Vision  
Membership Eligibility Standards  
And  
Recruitment



Beta Theta Chapter

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## **Beta Theta Chapter Vision Statement**

The Beta Theta Chapter of Delta Tau Delta seeks to be the best fraternity at The University of the South and one of the best within the Delta Tau Delta International Fraternity. With these goals in mind the chapter has held annually, an alumni/active retreat, in order to set short term and long term goals, and to strategically plan for the future of the chapter. One of the most important aspects of a successful chapter is knowing well, who we are and what we strive for as a chapter. The following vision statement was adopted during the Alumni/Active Retreat on September 30, 2012 and has been reaffirmed each year by the Alumni Council and the Active Chapter:

*The Beta Theta Chapter seeks to define and develop values, within each of its members and in the active Chapter, that lead to life-long success and a life of integrity.*

*The Beta Theta Chapter seeks to be a source of strong and affirming life-long friendships.*

*The Beta Theta Chapter seeks to develop leadership skills and other important life skills within each of its members.*

*The Beta Theta Chapter seeks to provide a healthy balance to the academic demands placed upon its members.*

## Values Based Recruitment

In order to fulfill our vision it is necessary to recruit men of good character that will bring honor to themselves and to the fraternity, men with high goals and a desire to achieve, and who will give back as they will have received. Our **Values Based Recruitment Program** outlines how prospective new members can be identified and recruited to join our fraternity. Before getting into the requirements of the young men we seek to recruit, it is helpful to understand something about the young men who are coming to college, most leaving home for the first time. Understanding the dreams and hopes of the entering freshman can better help us understand just how important the fraternity can be in the life of each new potential member.

### Freshman Seek Three Things

**Every man comes to Sewanee hoping to find great success.** The men who attend The University of the South (Sewanee) are no different. You can be assured that Sewanee freshmen have shown great success in their high school academics and in many extra-curricular activities. Sewanee has a high standard for acceptance, but not every man has developed the independent discipline and fully formed values, necessary to find that success. Without parents and the constancy of a home environment, young men are allowed to make their own choices and chart their own course. A fraternity that supports the values of success can help men reach their full potential and will attract men of value.

**Every man comes to Sewanee looking for a place to belong and a place where he will be affirmed and supported.** They are looking for a group of friends where their achievements will be celebrated, their mistakes forgiven, and where they can find strength to meet the challenges of college life. A fraternity that offers true friendship and brotherhood will attract men who in turn will offer this to others and to the community at large.

**Finally, every man who comes to Sewanee is searching for an identity, independent from their family and parents.** Defining who they are as a person, establishing an adult identity, formulating and solidifying their values and their personal character, finding a purpose in life, all are part of the college experience. Our fraternity can guide men through this process by living the Ritual and offering a supportive group of men of great character and achievement, to help mentor them through their journey

### Membership Eligibility Standards

**Our Chapter believes that the vision of the Beta Theta Chapter and the aspirations of the young men at Sewanee, are one in the same.** For the Chapter to fulfill its vision and fulfill its responsibilities to its members, the chapter must recruit young men who will live fully into the vision and accept the obligations of membership in Delta Tau Delta Fraternity. Only then can the Chapter and its individual members succeed. For this reason the Chapter must clearly define its requirements for membership and the duties that the brothers have for each other and to the Fraternity. The membership requirements must reflect the values of our Beta Theta Chapter the obligations of each Delt member. The following are the Values and Beta Theta Membership Eligibility Standards (MES) required by the Chapter of potential members as agreed upon by the Active Chapter and the Alumni Council of Beta Theta.

## **Value/Obligation**

### **Character/Honor**

## **Membership Eligibility Standard**

The potential member must be a man of character. He must be a man of honor who will uphold the Honor Code and be in the best tradition of a Sewanee Gentleman. Leadership positions in high school or on campus, being an Eagle Scout or a similar achievement, activities with community service, are all indicators of character and honor. In absence of the above, five brothers may vouch for the character of the potential member and attest he is a man of honor and possesses personal discipline.

### **Academic Integrity**

The potential member must have a record of academic achievement, having taken AP classes in high school, having a challenging course load, or by participating in a selective cultural activity. His GPA must be higher than the All Men's Avg. No Bid will be extended with less than 3.0 GPA unless there are extenuating circumstances and the bid approved by the Chapter Advisor.

### **Financial Responsibility**

The potential member must take seriously his financial responsibility to the fraternity. Unless otherwise arranged, all members must be able to pay the annual dues. Based upon the capabilities of the Chapter and in cases of need, an outstanding potential member may be extended a bid and a reduction of dues agreed upon.

### **Commitment/Recruitment**

The potential member should show real interest by attending several rush events, becoming friends with a brother, and by showing openness for friendship in general. They should also show a talent for bringing others to the Delt Shelter and in recruiting friends to join him in his interest for the Delts.

### **Campus Engagement**

The potential member was active in high school sports or activities or is involved in sports or activities at Sewanee.

## **Guidelines for Extending a Bid**

**Character, Academic Integrity, Financial Responsibility, and Commitment/Recruitment** standards are mandatory. Campus engagement is a real plus, but not a disqualifier if the academic load requires the potential member's full attention. It is hoped that the fraternity can help each new member experience the fullness of a college education beyond just the academics. College is meant to be a transformative experience and is more than just one's academics. It's the people you meet and how they challenge and change you, it's the collegiate life of the campus, and it's about exploration.

## Introduction to Recruitment

Any recruitment process of excellence begins with the existing active chapter and its alumni. It begins by having a clear vision of who we are and a clear sense of purpose. The Beta Theta Chapter has both, as you have seen above. It also begins by having a clear and accepted set of MER's, benchmarked for identifying new members. The Beta Theta has long practiced values based recruitment, and has long accepted the MER's explained above. Finally, understanding the psychology of the freshman coming on campus you can fully understand the great value of a fraternity experience for a young man. It can be life changing.

Now it would be helpful to understand the recruiting process from a practical point of view. First, **people don't join fraternities, people join people**. No matter how big your house is or how venerable your history, if a man doesn't form a friendship within the fraternity there will not be a connection. Basic 5 Steps: 1. Meet him, 2. Make him a friend, 3. Introduce him to your friends, 4. Introduce him to the Fraternity, 5. Ask him to join.

**Parties will not recruit people to join the fraternity** or if they do the men you attract will not be the ones you want as members. The social aspects of fraternity life are a given, just don't let it identify you. **You want the same values of the fraternity to show through as reflected in the MER's. Walk the talk!**

### Recruitment Skills

Here are some basic recruitment skills members should practice and become proficient in. You can remember them with the acronym **SPAM; Skills, Product Knowledge, Audience Understanding, and Motivation**. See also page 109 in "A Life of Excellence" for more resources on recruitment.

- S**      **Skills:** Shake hands, make eye contact and don't look away, engage in meaningful conversation (See below for the 5F's).
  
- P**      **Product Knowledge:** Know your fraternity. Know what you are selling...strong brotherhood, strong campus engagement, strong mentorship, strong alumni, top GPA, etc.
  
- A**      **Audience Understanding:** Understand your audience. Know that most men you are recruiting are freshman, away from home for the first time. They are looking for somewhere to belong and that will help them be successful. Be familiar with the three things all freshmen seek found on page 3.
  
- M**      **Motivation:** People will care for you and the fraternity when they know you care for them. Be sincere in your recruitment and fair in your assessments of the freshmen. Live the values that you require in the new members and share them with the new member prospects. You have to show your enthusiasm and share the passion.

## The Five F's Ways to Master Conversation

Having meaningful conversation with new people is a learn skill and one that anyone can become good at with practice and a bit of confidence. Practice the 5 F's below with a member so you are familiar with them and review them often. As a general rule the potential new member should be the first one to bring up the fraternity and not you. Remember recruitment is about making meaningful connections and friendships first and foremost, not trying to sell a product. Do the first and the second will happen.

### Family/Friends, Favorites, Future, Fun, From

**Family & Friends:** Ask about the prospect's family. Do you have siblings? Where did friends go to college? Any family connection to Sewanee? Any fraternity connections?

**Favorites:** What so they like to do? What sports do you like? What are your hobbies? Any Clubs and activities in high school? Favorite class or professor? Favorite food?

**Future:** What brought them to Sewanee? What is their major? What would you like to do at Sewanee? Any AP classes in high school? What do they see themselves doing after school?

**Fun:** What do they like to do for fun?

**From:** Where is home? What's your hometown like? What brought you to Sewanee?

### Preparing a Prospective New Member Names List

All of the questions asked should be used to gather information to help members build upon the conversation to ultimately secure the exchange of information such as name and phone number to add to the prospect list that the recruitment committee is creating. All information should be added to the names list on our Google doc's page. Make a commitment to see them again and/or extend an invitation to meet at some future event or place such as the dining hall, library, or student union.

Name	Hometown	Mobil #	Email	Interests	Facebook Page	Rushing Member	Character	Academics	Financial Integrity	Commitment	Campus Engagement	Extended Bid	Pre-close	Accepted Bid

Yellow:        Extended a bid  
 Green:        Pre-closed  
 Purple:        Accepted bid



## Summer Recruitment

The following are ideas for starting off a successful recruitment campaign before you even return from summer recess:

1. Find out if any men from near your hometown are going to Sewanee next year. – Make an informal contact just to introduce yourself. Follow up.
2. Ask for the data base on all incoming men in the freshman class at Sewanee. Email, write them a letter of call them to welcome them to Sewanee.
3. Talk to friends and family who may have an incoming freshman male

### Recruitment on Campus: *Rush and Formal Recruitment*

SHAKE HANDS, MAKE EYE CONTACT, LEARN NAMES, BE ACTIVE AND VISIBLE

1. When you return to campus spread the word about Delta Tau Delta. Get out on campus and just meet men. Assign members to each dorm. Each member should have a goal for new members and acquire the necessary information on each one for the recruitment spreadsheet. Set a goal for the fraternity of 50 names on a names list, but remember, quality is better than quantity.
2. Plan cookouts for Upper Class Rush until shake day the last Saturday of September and then until Formal Recruitment begins in January for freshman. Invite prospective new members over and introduce them to everyone over a period of time. Be natural and sincere in your offers of friendship. However, merely having a cookout is not going to attract men to come over to the house.
3. Hold weekly small events. Don't try and plan the best event ever, just do things that are meaningful and genuine. Events might include some sports event or activity, community service, hikes or other activity on the Domain, cultural events, seminars, or chapel services. Help the prospective new members discover all that Sewanee has to offer based upon your experience.
4. Have prospective new members fill out a personal information card.
5. Have a serious one on one talk with those prospective new members you are recruiting seriously. Ask them if they have any questions about the fraternity. Explain to them about the obligations of joining a fraternity. Provide them with a Beta Theta Recruitment Brochure. Follow up with them and have other do so too.
6. Pre-close a certain amount of men by a certain date. Try to pre-close those men that have spent considerable amount of time at the house and with brothers around campus. Pre-close those men that the chapter feels match the MES's of the Chapter, who have had three or more brothers speak on their behalf, and especially those men that are choosing between two or more fraternities.  
**Pre-Close Question: If you were to be given a bid from Beta Theta, what would you say? See pages 121-123 "Life of Excellence" for more detail on pre-closing!**

## Formal Recruitment: Rush Week

*Be Professional...the Shelter should look great as should the members!*

### Documents to have at Formal Recruitment:

1. **Personal Information Card. Provide these forms to the prospective new members early on in the recruitment process. During Formal Rush these should be mostly about walk-ins.**
2. **Beta Theta Recruitment Brochure (Attached to this document)**
3. **Grade Release document from Office of Student Life (The Dean has taken care of this for all men signed up for Rush.)**
4. **Delta Tau Delta Handouts from National Headquarters**
5. **Membership Eligibility Standards**

### Rush Schedule

**Sunday** evening is the first night of Formal Rush. Small groups of freshmen will follow an assigned schedule and visit half the fraternities, each for about 30 minutes. All members should be in class dress of coat and tie. Make a point of greeting everyone and don't let anyone be dropped. If you need to talk with another prospect make sure to hand off your man to another member.

**Monday** evening is the second night of Formal Rush and the men who did not come through for house visits will do so tonight.

**Tuesday** evening is reserved for the IFC Rush Week meeting. There are no house visits this evening, but members should stay in close contact with prospects without violating any rush rules on freshman contact.

**Wednesday** evening is return house visits for all men who are seriously looking at becoming a Delt. They must return to be eligible for a bid. Class dress is again required and alumni are encouraged to attend and share the importance of their fraternal experience in Delta Tau Delta with prospective members. Make sure to assign your best men to those freshmen who might be on the bubble.

**Thursday** evening is a formal chapter meeting deciding on which freshmen will be receiving bids and final planning for Shake Day.

**Friday** all fraternities are not allowed to have freshmen in the houses and all parties are closed.

**Saturday** all members will meet at the house to prepare for Shake. Close to noon, members will go to their assigned dorms, shake with any new members who accept our bids, and escort them back to the Delt House for a celebration.

**Monday** evening before the regular chapter meeting a pledging ceremony will welcome all new members into the fraternity.

### Talking about the Expenses of Delta Tau Delta

Given the expense of college, a fraternity can be a hard sell. Help them understand the real life-long value of a fraternal experience and the value added effect it has on the lives of its members.

Life-long friendships  
Solid national network of alumni  
Leadership skills

Culture of achievement and leadership  
Strong support system to help you reach your goals  
Leader in Community Service and Philanthropy