



# DELTA UPSILON

## INTERNATIONAL FRATERNITY

### VIRTUAL SUMMER RECRUITMENT

#### RECRUITMENT COMMITTEE

- The chapter/associate chapter should continue to have consistent Recruitment Committee meetings via Zoom, Skype, Google Hangout, etc. Ideally, these would happen on the same day and time every week.
- Recruitment Committee meetings should go over recruitment tactics, updates on PNM status and how the committee plans to continue to virtually engage with PNMs & build PNM Names List.
  - In the meetings, the VP Recruitment and/or Recruitment Committee Chairman should pose the following questions:
    - How are we going to virtually interact with the PNMs on our Names List this week to help assist us in building relationships?
    - What virtual events do we have planned or should we plan that will assist us in engaging with PNMs on our Names List?
    - What have we done virtually that has been successful in building relationships with PNMs? What have we done virtually that has not been successful?
    - Do our virtual events reflect the Delta Upsilon values? If not, how can they?
- The Recruitment Committee should also have conversations on how to identify high-quality PNMs that align with the chapter and DU values without having in-person interactions. The Recruitment Committee should ask how that chapter/associate chapter is evaluating its interactions and conversations with PNMs to ensure that they are the right fit to join our chapter/associate chapter?
  - The Recruitment Committee should create a list of questions/criteria that it is asking/looking for while virtually engaging with PNMs.

#### SUMMER RECRUITMENT PLAN & GOALS

- It is important, now more than ever, that the chapter/associate chapter's summer recruitment plan and goals are looked at closely and revised accordingly. Unfortunately, there may be a handful of events planned that will need to be either canceled or adjusted to fit into virtual recruitment (Ex. Lunches/Dinners with PNMs, Top Golf, etc.).
- The chapter/associate chapter's summer recruitment plan needs to be developed to ensure that there is constant virtual engagement with PNMs (texting, Facetiming, playing video games) while also being flexible to ensure necessary changes to the plan if/when challenges arise.
- The chapter/associate chapter's summer recruitment goals also need to be revisited to see if changes, updates or additions are needed. Questions to consider while revisiting summer recruitment goals include:
  - Do our current summer recruitment goals set the chapter/associate chapter up to have a successful virtual recruitment?
  - Do any of our goals need to be updated, changed or added to now that we are recruiting virtually?
  - What do we need to be doing to ensure that our goals are being met and that we have a successful virtual recruitment?

#### BUILDING & MAINTAINING A PNM NAMES LIST

- Although you are unable to have in-person, face-to-face interaction, building and maintaining a PNM Names List will be crucial to a successful virtual summer recruitment, just like it would be during a normal summer recruitment.
- Chapters/associate chapters should continue to get PNM referrals through their normal avenues (member referrals, alumni referrals, list from the IFC/University, etc.) but should also start to think of other creative ways to obtain referrals that will build their names list. These may include:

- Asking current PNMs for a list of friends that may also be interested in DU
- Asking friends not in the chapter/associate chapter for referrals (Utilize non-DU friend groups)
- Sending an email out asking for PNM referrals to all DU alumni within a certain radius of campus (IHQ can help in this process. Just ask!)
- Purchase paid ads on Instagram, Facebook, Snapchat, etc. that can target a key demographic of student. (Keep in mind, your recruitment budget may not be getting used as heavily for events or dinners, so there will more than likely be money to spend.)
- The VP Recruitment and Recruitment Committee need to ensure they are maintaining the Names List weekly, if not daily. This will allow for the committee to know exactly how many PNMs are on the names list, where each PNM is at in the process, and if the committee needs to work on building/adding to the list.

## PNM OUTREACH & ENGAGEMENT

- Virtually connecting with and engaging PNMs during summer recruitment is going to look and feel different, but it is far from impossible. A good thing to remember is that the chapter/associate chapter, at some level, already virtually engages with PNMs whether it be over text, Snapchat, Instagram, etc. The chapter/associate chapter needs to continue to engage PNMs in this way but also begin to outreach and engage PNMs in different ways. Examples of ways to effectively outreach and engage PNMs:
  - Send personalized individual text messages to PNMs to gauge their interest and to start building a relationship
    - DO NOT group message PNMs to begin. It will be not be effective, and it will not allow for the chapter to build meaningful relationships.
  - Follow and interact with PNMs on social media. Be consistent in your posting, even more now than before. Show the PNM that even though everything is virtual, that the chapter/associate chapter members are still doing things together.
    - If a PNM follows the chapter on social media, make sure to follow back and send them a personalized DM. This is a great way to start a relationship and add a PNM to the Names List.
    - Tag PNMs in chapter Instagram stories or challenge PNMs to Instagram or TikTok challenges (Make sure members are participating in these, as well, and that the challenges are in line with DU Principles and Loss Prevention Policies.)
  - Invite PNMs to chapter/associate chapter gaming sessions, virtual Netflix movie nights, chapter/associate chapter hangouts, etc. This is a great way for the PNM to engage with the chapter and for the chapter to engage with the PNM.
  - Have an involved alumnus give a PNM a phone call or set up a virtual meeting for a group of PNMs and alumni to interact and talk. Alumni involvement and support is a big component to the experience and shows PNMs that alumni are involved will be supportive of them.
  - Have brothers create short “Brother Profile” videos where the brother records a himself answering a question that PNMs typically ask. (Ex. What is your favorite DU memory or why did you join DU?) Post these to social media and make sure to tag PNMs!
  - Create opportunities where PNMs can interact with each other. A lot of times, in addition to meeting current members, PNMs may also want to meet other PNMs so providing them opportunities to do so is a great way to keep PNMs engaged

## HOUSING

- Housing may be a large component of the member experience, so it will be important for the chapter/associate chapter to ensure PNMs are informed about housing expectations, along with providing the PNMs with a good understanding of the housing experience. Ways the chapter/associate chapter can talk about housing expectations and provide a good understanding of the housing experience may include:
  - Providing an information sheet that overviews house information.

- Information sheets should include information regarding housing cost, meal plans, sleeping arrangements, etc. (This will also be important to send to parents.)
  - If possible, create a virtual tour of the chapter/associate chapter house that can be shared with PNMs and parents.
  - Send PNMs pictures of the chapter/associate chapter house along with descriptions of fun things members do in each room/space. (Goal is to help them visualize themselves living there and having a positive experience.)
  - Create an FAQ sheet that can be sent to PNMs and parents.
  - Have brothers create videos or write testimonies about their favorite part of living in the house. These can be shared on social media, talked about during virtual recruitment activities, etc.
  - Provide contact information to the PNMs and parents of the Chapter/Associate Chapter Housing Corporation (or similar entity) so that a PNM and/or parent can reach out if they have specific questions of concerns.
- It is also vital that the VP Recruitment and/or Recruitment Committee talks to each PNM about the Substance-free Housing Policy and that information is provided to both PNMs and parents regarding the policy. If the chapter received the SFH waiver, ensure that the PNMs and parents understand what that does and does not entail for the chapter. Chapters will be notified in July if they received the waiver or not.

#### PARENT ENGAGEMENT

- Parent engagement during virtual summer recruitment will also be a key component. The VP Recruitment and Recruitment Committee need to make sure they are prepared to engage parents in a positive and effective way. This will be even more important as it relates to the health and safety of their son, the financial expectations for their son, and the overall expectations for their son. Good ways that the chapter could be engaging parents during virtual summer recruitment:
  - Create a chapter/associate chapter parent packet that includes all the information the parent should know about the chapter/associate chapter (overview of the chapter/associate chapter, financial expectations, expectations of living in the house, alumni/advisor support, etc.) It is important to provide parents with as much information as possible from the start as well as building a strong, positive relationship.
  - Have the Chapter/Associate Chapter President, VP Recruitment and/or an advisor/alumnus record a video directed at parents that provides them information on the chapter, answers any frequently asked questions that parents typically ask, and reinforces the commitment to keep their son safe and healthy.
  - Be open to having phone calls or virtual meetings with parents to address questions they may have. (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.)

#### BID EXTENSION

- Bid extension during a virtual summer recruitment is clearly going to look different than what it would during a normal summer recruitment for the simple fact that you are unable to present a bid in person to a PNM. Here are ways that chapter can still extend bids virtually to PNMs:
  - Extend the bid via a video chat. Whether that be Zoom, Skype, Facetime or some other platform, it is important that the bid extension is done during a time when you can see the PNM and the PNM can see you. (Remember, this is a memorable moment for a PNM, so do everything you can to make that special.)
  - Once the bid is extended, mail the bid to the member's home so that he physically receives the bid. With the bid, you can include a letter from the Chapter/Associate Chapter President and/or

- VP Recruitment, letter from the advisors/alumni, a welcome packet or even some chapter swag if you have any. Make receiving the bid exciting and memorable for the PNM.
- If your chapter/associate chapter requires PNMs to sign their bid card, there are plenty of free online tools that can help you create the bid into a PDF that can be sent to the PNM via email for them to sign, or you can have them sign the bid card they receive in the mail and send a picture of it to the chapter.
  - Make sure the chapter/associate chapter highlights PNMs who have accepted bids. Post a picture of them on social media along with a short bio. This is another great way to engage PNMs.
  - If there are any traditions that the chapter/associate chapter has for when they extend bids or when a PNM accepts their bid, the Recruitment Committee should have a conversation about if that tradition can be done virtually or adjusted in a way so it can be done virtually. (Reminder that all traditions need to reflect Delta Upsilon's Four Founding Principles and follow Loss Prevention Policy.)