

## 20 Resources that are Elevating the Way Greeks Recruit

*As a follow-up to a Virtual Seminar Series installment from the Association of Fraternity Advisors (June 26, 2007), Phired Up Productions presents these 20 Resources for fraternity/sorority professionals. Research these resources and investigate how they might help you, and the chapters with which you work, achieve limitless recruitment possibilities.*

### 1. Books

*What have you read lately that can be applied to recruitment? There are a lot of books out there that give specific instruction on how to succeed at certain components of recruitment (they just don't all say "recruitment" on the cover).*

- a. Good Guys (Mattson & Orendi)
- b. I Heart Recruitment (Coffey & Gendron)
- c. How to Win Friends and Influence People (Carnegie)
- d. Never Eat Alone (Ferrazzi)
- e. The Networking Survival Guide (Darling)
- f. How to Talk to Anyone (Lowndes)
- g. 100 Ways to Motivate Yourself/Others (Chandler)
- h. Dynamic Recruitment Workbook (Orendi & Mattson)
- i. The Fine Art of Small Talk (Fine)
- j. Good to Great (Collins)
- k. Purple Cow (Godin)

### 2. Professional Recruitment Workshops

*There are a few companies that exist solely to help you with your recruitment needs. Be sure to call upon the experts to offer a consistent outside opinion for achieving recruitment greatness for your chapters.*

- a. Phired Up Productions – Dynamic Recruitment Workshop
  - i. <http://www.phiredup.com/index.php?action=home.services>
- b. CampuSpeak – Recruitment Bootcamp
  - i. <http://www.campuspeak.com/programs/bootcamp/>
- c. RISE Partnerships – GROW program
  - i. <http://www.rise.cc/content/services/pdf/grow.pdf>

### 3. Professional Consulting, Training, & Assessment

*Some companies/groups go beyond training workshops to full scale assessment and consultation. Get an outside opinion on how to make your community GREAT through better recruitment practices.*

- a. NPower – Greek Community Assessments and Program Development
  - i. <http://www.npoweryourself.com/>
- b. T.Jelke Solutions – Fraternity/Sorority Consulting
  - i. <http://www.tjelke.com/>
- c. Phired Up Productions – Performance Consulting for fraternity/sorority chapters
  - i. <http://www.PhiredUp.com>
- d. NPC – Consulting Team Visit
  - i. [http://www.npcwomen.org/college/c\\_consulting.php](http://www.npcwomen.org/college/c_consulting.php)

#### **4. Associations providing leadership, support, and/or communications**

*At meetings and in publications, these associations are displaying the newest and most innovative best practices around the country. Be sure to attend these events whenever possible; seek out the innovators around the country; and be sure to check out the vendors.*

- a. Association of Fraternity Advisors (AFA)
  - i. <http://www.fraternityadvisors.org>
- b. North American Interfraternity Conference (NIC)
  - i. <http://www.nicindy.org>
- c. National Panhellenic Conference (NPC)
  - i. <http://www.npcwomen.org>
- d. National Association of Latino Fraternal Organizations (NALFO)
  - i. <http://www.nalfo.org>
- e. National Pan-Hellenic Council (NPHC)
  - i. <http://www.nphchq.org>
- f. National Multicultural Greek Council
- g. The Leadership Institute
  - i. <http://www.theleadershipinstitute-www.org/>
- h. Fraternity Executives Association (FEA)
  - i. <http://www.fea-inc.org>
- i. Professional Fraternity Executives Association (PFEA)
- j. Professional Fraternity Association (PFA)
  - i. <http://www.profraternity.org>

#### **5. Conferences for networking and recruitment training sessions**

*If you're doing a good job of teaching recruitment to your students, you're definitely teaching about "networking." In order to teach it, you need to practice it. These conferences can be some of the best places to practice your networking and communication skills.*

- a. Mid-American Greek Council Association (MGCA)
  - i. <http://www.mgca.org>
- b. Northeast Greek Leadership Association (NGLA)
  - i. <http://www.ngla.org>
- c. Western Region Greek Association (WRGA)
  - i. <http://www.wrgaonline.org>
- d. Southeast Interfraternity Institute (SEIFC)
  - i. <http://www.seifc.org>
- e. Southeast Panhellenic Conference (SEPC)
- f. Interfraternity Institute (IFI)
  - i. <http://www.fea-inc.org/nav/interfraternityinstitute.shtml>
- g. Inter/National fraternity or sorority sponsored conferences
- h. Association of Fraternity Advisors (AFA) – Fraternity/Sorority Professionals
  - i. <http://www.fraternityadvisors.org>

#### **6. Vendors: Recruitment Products & Services**

*Check out AFA's collection of Associate Members that provide services to support recruitment. Call them, learn more about them, and take advantage of their experience and expertise.*

- a. <http://www.fraternityadvisors.org/Associates.aspx>
  - i. Fund raising
  - ii. Housing
  - iii. Website Development
  - iv. Marketing & Branding
  - v. Research
  - vi. Composites
  - vii. Social Networking
  - viii. Printing & Supplies
  - ix. Promotions
  - x. Speakers, Consultants, and Training

### **7. Values-based programming**

*Work to tie together recruitment education with values orientation. After all, giving the powerful recruitment practices that are taught by some of the resources listed on this Top 20 list to a chapter that isn't rooted in some core values is a dangerous thing!*

- a. Undergraduate Interfraternity Institute (UIFI)
  - i. <http://nicindy.org/programs/UIFI/>
- b. IMPACT
  - i. <http://nicindy.org/programs/impact/>
- c. Future's Quest
  - i. [http://nicindy.org/programs/futures\\_quest/](http://nicindy.org/programs/futures_quest/)
- d. LeaderShape
  - i. <http://www.leadershape.com>
- e. NGLA, Values Institute
  - i. [http://www.ngla.org/about\\_ngla.php](http://www.ngla.org/about_ngla.php)
- f. Inter/national fraternity and sorority headquarters programs

### **8. Social Networking, Blogging, and Discussion Boards**

*Blogs, social networks, discussion boards, on-line communities... Technology has opened up new ways for the fraternity/sorority world to communicate its best recruitment practices. Learn from the best and brightest with just a click of your mouse.*

- a. Facebook
  - i. <http://www.facebook.com/group.php?gid=2217541386>
  - ii. <http://www.facebook.com/group.php?gid=2218056990>
  - iii. Organization specific groups with recruitment discussion topics
- b. MySpace
  - i. <http://groups.myspace.com/PhiredUp>
- c. Greek Specific Social Networking & Discussion Boards
  - i. <http://www.forgreeks.com>
  - ii. <http://www.fraternitylive.com>
  - iii. <http://www.sororitylive.com>
  - iv. <http://www.greekchat.com>

- v. <http://www.igreek.com>
- vi. <http://www.fraternityadvisors.org/PMB/>
- d. Greek Recruitment Blog
  - i. <http://www.phiredup.com/wordpress/>
- e. Student Activities Professionals Blog Site
  - i. <http://www.swiftkick.com>

## 9. On Campus Resources

*Don't forget the resources right outside your door for learning about great recruitment practices. Check out these on campus resources.*

- a. Greek Affairs Office
- b. Interfraternity Council
- c. Panhellenic Council
- d. Multicultural Greek Council/NPHC
- e. Admissions Office (they happen to be great at recruiting incoming freshmen!)
- f. Registrar's Office (great resource for student lists and/or contact information)
- g. Residence Life
- h. Orientation Teams
- i. Student Government (get the money you put into the bucket)
- j. Alumni Office (they have better records for connecting with alumni that you do)
- k. School of Business (great sales and systems change experts)
- l. School of Communications (great resource for interpersonal skills training)
- m. Religious Organizations (on many campuses, they are the best recruiters)

## 10. Data and Trends about Greeks and Incoming Students

*Need data to compute all of this information? Check out these resources that provide solid numbers to support your recruitment education and support services.*

- a. UCLA Survey
  - i. <http://www.gseis.ucla.edu/heri/norms06.php>
- b. EBI Surveys
- c. Chronicle of Higher Education
  - i. <http://chronicle.com>
- d. Center for the First Year Experience
  - i. <http://www.sc.edu/fye>
- e. Center for the Study of the College Fraternity
  - i. <http://www.indiana.edu/~sao/cscfsite>
- f. Higher Education Research Institute
- g. National Survey of Student Engagement
  - i. <http://nsse.iub.edu/index.cfm>
- h. NASPA Knowledge Community
  - i. The College World
- j. AFA – Perspectives magazine, Virtual Seminar Series, & Online Community
  - i. Knowledge Center:  
<http://www.fraternityadvisors.org/KnowledgeCenter.aspx>
- k. National Association for College Admissions Counselors
- l. North American Interfraternal Foundation

- i. <http://www.nif-inc.net/>
- m. National Panhellenic Conference
  - i. <http://www.npcwomen.org>
- n. North American Interfraternity Conference
  - i. <http://www.nicindy.org>
- o. Books
  - i. Generation Me (Twenge)
  - ii. Millennials Rising (Howe & Strauss)
- p. Articles & Publications
  - i. <http://www.educause.edu/ir/library/pdf/erm0342.pdf>
  - ii. [http://www.usatoday.com/news/nation/2006-06-28-generation-next\\_x.htm](http://www.usatoday.com/news/nation/2006-06-28-generation-next_x.htm)
  - iii. <http://abcnews.go.com/Business/CareerManagement/story?id=3188531&page=1&Business=true>
  - iv. <http://people-press.org/reports/display.php3?ReportID=300>
- q. Presentations & Projects
  - i. 9 Presentations from Amanda Yale at Slippery Rock
    - 1. <http://www.sru.edu/pages/8927.asp>
  - ii. Generation Next Project
    - 1. <http://www.pbs.org/newshour/generation-next/index.html>

## 11. Recruitment Support Network

*Don't go it alone. Who is on your recruitment support team? Who are you learning from and working with in your efforts to transform the quality and quantity of members in the chapters that you work with? Build a team.*

- a. Inter/national fraternity or sorority headquarters recruitment supervisor
- b. Inter/national fraternity or sorority Director of Expansion/Extension
- c. Campus Greek Advisor
- d. Association of Fraternity Advisors – support for Fraternity/Sorority Professionals
- e. Previously successful chapter recruitment chairs
- f. NPC Region Director or Release Figure Specialist
- g. Coach: Alumni Advisor responsible for recruitment support at the chapter level
- h. Mentor: Recruitment chair or lead alumni advisor of your organization at another school that has been consistently successful over time
- i. House Corporation President of the chapter facility

## 12. Niche Partnerships

*Some chapters are built to be able to reap the benefits of a strategic partnership (i.e. Alpha Gamma Rho + Future Farmers of America, Inc.). Other chapters can grow into a partnership with a niche organization on their campus or in their community. Help to build these partnerships to see what results might blossom. Be creative.*

- a. Religious organizations, worship centers, high school groups, etc
- b. Academic organizations, societies, high school groups, etc
- c. Professional organizations, centers, high school groups, etc
- d. Cultural organizations, clubs, high school groups, etc
- e. Leadership organizations, clubs, high school groups, etc
- f. Service organizations, clubs, high school groups, etc

- g. Athletic organizations, teams, high school groups, etc

### **13. Recruitment Through Scholarship**

*There is an emerging trend to use scholarship and scholarships to recruit a lot of the best students on campus. Examine this trend and this unique practice to see if it fits with your chapters.*

- a. Examples
  - i. Sigma Phi Epsilon (<http://www.sigep.org>)
  - ii. Beta Theta Pi (<http://www.betathetapi.org>)
  - iii. NPC Alumni Panhellenic groups
- b. Perspectives Magazine Archive
  - i. <http://www.fraternityadvisors.org>
- c. Ask Phired Up Productions for more info ([www.PhiredUp.com](http://www.PhiredUp.com))

### **14. Lessons from “Recruiters” Around Us**

*Don't forget, there are professionals who do recruitment for a living. They're AMAZING resources that often go untapped by undergraduates and fraternity/sorority professionals alike. Give one of these people a call for some helpful advice.*

- a. Interview w/pastor of large congregation
- b. Interview w/admissions director of large freshmen class
- c. Interview w/leading alumni development officer (fund raising)
- d. Interview w/leading alumni relations officer (volunteers)
- e. Interview w/successful sales managers in community
- f. Interview w/military recruiter on campus
- g. Interviews w/presidents or recruitment chairs of successful non-Greek campus organizations

### **15. Organization & Campus – Strong Websites & Web Resources**

*Feel like clicking some links? Check out these organizations' resources from their websites.*

- a. Phi Delta Theta
  - i. <http://www.areyoualeader.com/>
- b. Tau Kappa Epsilon
- c. [http://www.tke.org/member\\_resources/recruitment/](http://www.tke.org/member_resources/recruitment/)
  - i. TEKE Speak ([http://www.tke.org/teke\\_speak/](http://www.tke.org/teke_speak/))
- d. Sigma Phi Epsilon
  - i. <http://www.sigep.org/recruitment/default.asp>
  - ii. <http://www.sigep.org/recruitment/resources.asp>
- e. Lambda Chi Alpha
  - i. <http://www.crossandcrescent.com/2006/03/recruitment-trends/>
  - ii. [http://www.fraternitymanuals.com/index.php?title=Lambda\\_Chi\\_Alpha/Recruitment\\_Chairman](http://www.fraternitymanuals.com/index.php?title=Lambda_Chi_Alpha/Recruitment_Chairman)
- f. Pi Kappa Phi
  - i. <http://www.pikapp.org/whyjoin/flash/class.swf>
- g. Beta Theta Pi
  - i. [http://www.betathetapi.org/index.php?option=com\\_content&task=view&id=121&Itemid=159](http://www.betathetapi.org/index.php?option=com_content&task=view&id=121&Itemid=159)

- ii. [http://betathetapi.org/index.php?option=com\\_content&task=view&id=679&Itemid=328](http://betathetapi.org/index.php?option=com_content&task=view&id=679&Itemid=328)
- h. K-State
  - i. <http://www.k-state.edu/greek/members/bioinfo.htm>
- i. Association of Fraternity Advisors, Knowledge Center
  - i. <http://www.fraternityadvisors.org/KnowledgeCenter.aspx>

### **16. Articles on Recruitment**

*There are a few places that you can read about recruitment! Check out these articles.*

- a. MGCA Connections article on Recruitment, Spring 2007
  - i. <http://phiredup.blogspot.com/2007/01/mgca-article-and-get-ready-for.html>
- b. Phired Up Articles on Recruitment
  - i. <http://www.phiredup.com/index.php?action=home.content&contentid=11>
- c. Dave Westol, "Brother to Brother"
  - i. [http://www.thetachi.org/REPOSITORY/UNMANAGED\\_CONTENT/Rattle/2003/Fall/FromTheExecDirector.pdf](http://www.thetachi.org/REPOSITORY/UNMANAGED_CONTENT/Rattle/2003/Fall/FromTheExecDirector.pdf)
- d. Perspectives Magazine Archive
  - i. <http://www.fraternityadvisors.org>

### **17. Awards and Recognitions**

*Look to the examples set by award winning organizations and communities. Check out awards given at conferences, on campus, and from these organizations.*

- a. NIC Awards
- b. NPC Awards
- c. Inter/National Organization Awards
- d. Greek Community Awards
- e. Chapter Awards

### **18. Partnerships with Service organizations and Philanthropic causes**

*Building a strong partnership with a philanthropic cause could catapult recruitment results if done right. People actually like to be a part of a good cause, if it is meaningful for them, but this seems to be a secondary thought for fraternities/sororities. Use the examples set by these successes to bolster the recruitment efforts of your chapters.*

- a. Pike PUSH
- b. Dance Marathon
- c. Girl Scouts
- d. Relay for Life
- e. Habitat for Humanity

### **19. Return to the ritual book for direction on communicating and living the purpose of the organization.**

### **20. You.**

*Look to your own experience for help, but don't assume that your experience is the best. Learn from what worked, and learn from what didn't. Ask the simple question – why did I*



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*join a fraternity/sorority? It probably has to do with 1 person and some of your own needs being fulfilled. Teach your chapters that.*