



RECRUITMENT ADVISER

BASIC FUNCTION:

The responsibility of the recruitment adviser is to oversee the activities of the chapter's recruitment program. This adviser works directly with the chapter's recruitment chairman and recruitment committee to ensure that the chapter is strategically planned for upcoming recruitment seasons and consistently builds relationships with potential new members.

10 THINGS TO FOCUS ON AS RECRUITMENT ADVISER:

1. Meet with the recruitment chairman and committee at the beginning of each semester and during the summer to review **expectations of the position, alignment of the committee**, review **recruitment resources**, and set goals for the upcoming semester.
2. Review the chapter's past recruitment performance with the recruitment chairman and committee to assist with developing recruitment goals. Items to consider are the number of new members recruited the previous year, the current chapter size, the number of members graduating, and the recruitment challenge number.
3. Help build the chapter's **recruitment plan** that includes goals, marketing techniques, recruitment technology, **target audiences, lead generation**, recruitment education opportunities for members, parent outreach, budgets, calendar building and events, and chapter-wide involvement.
4. Review the chapter's new member recruitment selection process to ensure they properly qualify and extend based on a **values-based membership selection criterion**.
5. Review the chapter's **digital presence** (website/social media) and other marketing materials (handouts, t-shirts, etc.) to ensure effective promotion of the chapter—in a way that aligns with the values of Phi Delta Theta. Encourage the chapter to lead potential new members to **futurephidelt.org** or their chapter-specific website to learn more about Phi Delta Theta and express interest.
6. Encourage the recruitment chairman to attend and/or schedule a recruitment workshop for the chapter to educate themselves on today's best practices further. In addition, utilize GHQ resources designated to enhance the execution of the chapter's recruitment by participating in the recruitment classroom, attending conferences, and **scheduling coaching calls**.
7. Facilitate communication with the chapter's alumni to obtain **potential new member referrals**.
8. Ensure the chapter is familiar with and utilizes the recruitment CRM tool within myPhiDelt to effectively track relationships with potential new members throughout the recruitment process.
9. Review and discuss the rules and policies of the Fraternity and university with the chapter on a reoccurring basis and before all formal recruitment processes to ensure all events and activities provide a safe and rewarding experience.
10. Promote the **surveying of the chapter's newest members** to gather feedback about the current recruitment process and how to improve it.

VIEW MORE RESOURCES AT:

<https://phideltatheta.org/members/resources/chapter-officers/recruitment/>
