
MONDAY, JANUARY 4, 2021

 [Zoom Room](#)

Opening Remarks

Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy
Jim Rosencrans, Director of Talent Acquisition

7:00 p.m. EST

General Session Speaker

Fear Free Recruitment: Creating Value for Yourself and Our Fraternity
Dr. Chris Brussalis, General Council President

General Session Speaker

Redefining Your Chapter's Values Proposition
Michael Boulter, Sigma North Province President and Director of Strategy, Maestro

Wrap-Up

Small Group Discussion with Recruitment Committee and Adviser
Jim Rosencrans, Director of Talent Acquisition

TUESDAY, JANUARY 5, 2021

 [Zoom Room](#)

Opening Remarks

Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy

7:00 p.m. EST

General Session Speaker

Generating Leads on Today's College Campus
Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy
Jim Rosencrans, Director of Talent Acquisition

General Session Speaker

Applying Lead Generation Strategies
Phi Delta Theta's Growth Team

Wrap-Up

Small Group Discussion with Recruitment Committee and Adviser
Jim Rosencrans, Director of Talent Acquisition

WEDNESDAY, JANUARY 6, 2021

 [Zoom Room](#)

Opening Remarks

Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy

7:00 p.m. EST

General Session Speaker

Lessons From 2020: How COVID Changed the Recruitment Game
PhiredUp

General Session Speaker

3x3x3: The Dynamic Recruitment Playbook
PhiredUp

Wrap-Up

Small Group Discussion with Recruitment Committee and Adviser
Jim Rosencrans, Director of Talent Acquisition

THURSDAY, JANUARY 7, 2021

 Zoom Room

7:00 p.m. EST

Opening Remarks

Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy

Diversity and Inclusion Update

Moe Stephens, General Council Treasurer

General Session Speaker

Recruiting with Diversity and Inclusion in Mind

Austin Deray, Diversity and Inclusion Commissioner

Moe Stevens, General Council Treasurer

Panel Discussion

How Did Your Chapter Pivot?

Recruitment Chairmen, Recruitment Advisers, Expansion Staff

Moderated by Jim Rosencrans, Director of Talent Acquisition

Wrap-Up

Small Group Discussion with Recruitment Committee and Adviser

Jim Rosencrans, Director of Talent Acquisition

Closing Remarks

Steve Good, Senior Vice President of Growth, Engagement, and Philanthropy

Jim Rosencrans, Director of Talent Acquisition



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