

BALANCED MAN SCHOLARSHIP GUIDE

SigEp



BALANCED MAN SCHOLARSHIP GUIDE

The Balanced Man Scholarship (BMS) allows SigEp to identify and recognize men who embody the fraternity's values and ideals. When used effectively, the BMS can be your chapter's most valuable tool for identifying and recruiting great students, strong leaders and well-rounded individuals.

This guide will help you understand and implement the Balanced Man Scholarship. It is intended to provide a comprehensive overview of the necessary steps and best practices to effectively implement the scholarship. It should be used in conjunction with the BMS project plan (spreadsheet) and template scholarship materials, which are also available from your regional director or SigEp's director of growth. These resources can be used to plan a BMS in the summer, fall, or spring, depending on your recruitment schedule. This guide will help you:

- **Create a plan including the necessary steps to prepare and successfully execute the BMS, from start to finish.**
- **Educate, train and delegate tasks to BMS and recruitment committee members.**
- **Significantly improve the quantity and quality of men you recruit through the BMS.**

While anyone can use this document to better understand the Balanced Man Scholarship, it is geared towards helping the Balanced Man Scholarship chairman, the Balanced Man Scholarship committee, the vice president of recruitment, and the volunteers who support the Balanced Man Scholarship.

For additional assistance, please contact your regional director or SigEp's director of growth at zac.gillman@sigep.net.

TABLE OF CONTENTS

INTRODUCTION **4**

History
Scholarship Framework

STAGE ONE: PREPARE FOR SCHOLARSHIP **7**

Committee Structure
Budgeting for Scholarship

STAGE TWO: MARKET APPLICATION **17**

Marketing Strategies
Reviewing Applications

STAGE THREE: INTERVIEW APPLICANTS **22**

Scheduling Interviews
Interview Questions
Selecting Finalists

STAGE FOUR: RECOGNIZE APPLICANTS **30**

Scheduling the Awards Banquet
Securing a Keynote Speaker
Seating Arrangements

STAGE FIVE: RECRUIT APPLICANTS **36**

Six Steps of Recruitment
Inviting Applicants to Chapter Events

CONCLUSION **40**

Additional Resources

INTRODUCTION

HISTORY

Before looking at the Balanced Man Scholarship as it exists today, it is important to understand why and how it began. The Balanced Man Scholarship originated in 1990 at our Ohio Theta Chapter at the University of Cincinnati to attract men of Sound Mind and Sound Body, while rewarding them for espousing the ideals of the fraternity. It has been the foundation for Ohio Theta's recruitment program ever since. Today, over 140 chapters use the Balanced Man Scholarship to identify the best candidates to join SigEp.

When done correctly, the Balanced Man Scholarship can make your chapter the most sought-after student organization on campus. Awarding a scholarship based on the ideals of Sound Mind and Sound Body will attract applicants who lead balanced lives. The interview allows for unparalleled access to high-caliber students who embody the fraternity's ideals. The information you learn about each candidate will allow you to objectively assess their past performance, which is the best predictor of their future performance. The BMS allows chapters to better filter a larger quantity of high-quality potential new members which will significantly improve chapter operations.

The scholarship also provides the opportunity to dispel fraternity stereotypes and build a better reputation for SigEp – one based on the values of our fraternity and the achievement of our members. A properly-run BMS will create a positive perception of SigEp for scholarship applicants, their parents, faculty, administrators and the campus community. Furthermore, recruiting men who are attracted to SigEp for the right reasons, such as our commitment to Building Balanced Men, will lead to a more cohesive, driven, and successful chapter.

SCHOLARSHIP FRAMEWORK

The process of implementing the Balanced Man Scholarship can be broken down into a five-stage framework. The diagram below depicts the five stages of implementing the BMS. Stage one should begin eight to 10 months before the awards banquet and stage five can extend into the future indefinitely with the use of year-round recruitment. The five stages are outlined as:



There are many resources available to help you implement and execute the Balanced Man Scholarship. Your regional director can provide you with many template resources to modify and use throughout the entire process. These resources include, but are not limited to:

- **BMS guide**
- **BMS project plan**
- **Template marketing materials (flyers and emails)**
- **Interview guide and evaluation rubric**
- **Sample awards certificate**
- **Banquet script**

If you need any additional assistance, please contact your regional director or SigEp's director of growth at zac.gillman@sigep.net.

**STAGE ONE:
PREPARE FOR SCHOLARSHIP**

STAGE ONE: PREPARE FOR SCHOLARSHIP



Preparation is critical to the success of the BMS. Implementing the BMS is a year-round process. Once the awards banquet is complete and applicants have been recruited, planning for next year's BMS should begin. The more time and effort you invest in the first stage of the BMS, the easier the following stages will be, allowing you more time to focus on the purpose of the scholarship: recruiting the applicants.

SCHOLARSHIP LEADERSHIP

BALANCED MAN SCHOLARSHIP CHAIRMAN

The BMS chairman is a vital position that should be filled by a capable, ambitious individual who is familiar with the recruitment process. He should be organized, well-respected and results-oriented. The BMS chairman may be elected or appointed. The primary responsibilities of the BMS chairman are:

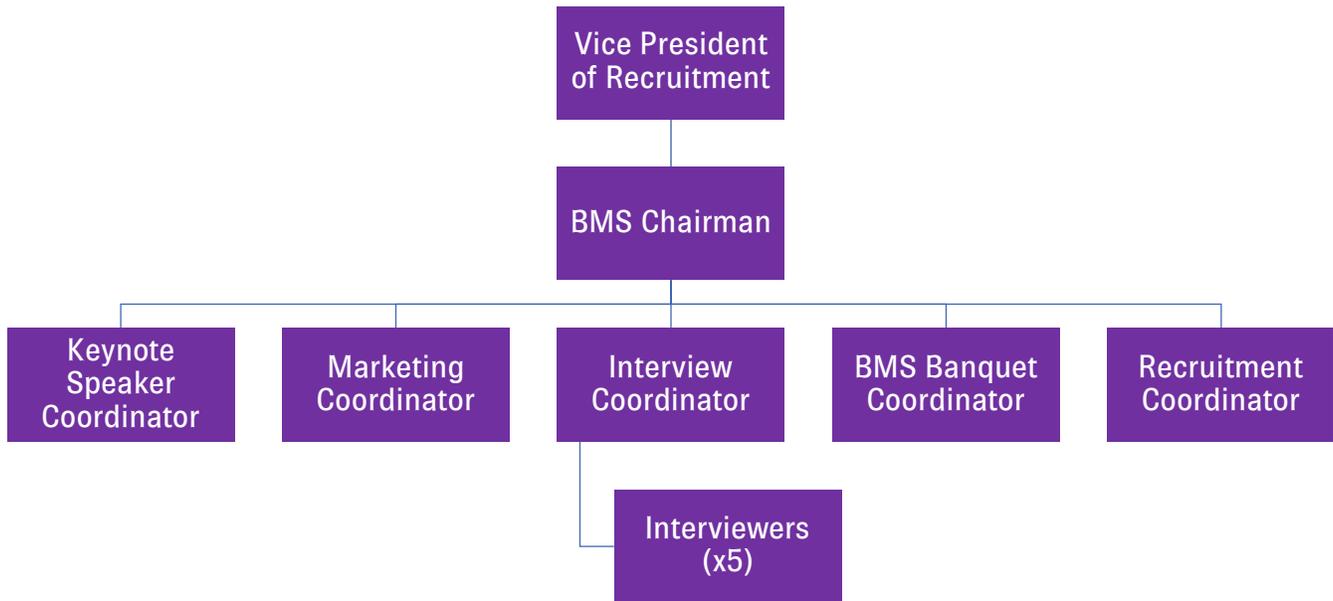
- Create a timeline and develop a plan for the BMS.
- Select a BMS committee to implement the scholarship.
- Communicate with incoming students to drive applications for the scholarship.
- Train the interview committee to ensure an impactful interview process
- Facilitate an interview process for all qualified applicants.
- Oversee the planning and execution of a Balanced Man Scholarship banquet.
- Ensure top candidates are included on the vice president of recruitment's potential new member list.
- Set and work to achieve SMART goals (specific, measurable, achievable, relevant, and timely).

VICE PRESIDENT OF RECRUITMENT

The vice president of recruitment's duty is to drive chapter excellence through new member recruitment. He is responsible for the chapter's overall recruitment performance, which the BMS should play a large role. The vice president of recruitment is responsible for coaching and supporting the BMS chairman while holding him accountable for his performance and recruiting applicants. The vice president of recruitment should not serve as the BMS chairman. The two roles are too much work for one man and over-involving the vice president of recruitment can jeopardize the integrity of the scholarship.

BALANCED MAN SCHOLARSHIP COMMITTEE

To accomplish everything that should be done for a successful BMS, the chairman will need the help of several other chapter members. In many chapters, this can be a cross-functional committee that includes chapter officers or members involved on other committees. In larger chapters, the BMS chairman may have his own committee. The specific roles of committee members can vary from chapter to chapter. Below are common roles on the BMS committee:



KEYNOTE SPEAKER COORDINATOR

The keynote speaker coordinator is responsible for identifying, recruiting, and communicating with the keynote speaker. This should be the RLC chairman, sound mind coordinator, or another member capable of properly representing the fraternity to potential speakers.

MARKETING COORDINATOR

The marketing coordinator is responsible for the creation and marketing of the scholarship application and related materials (cover letter, online marketing, mailing, etc.). This should be the vice president of communications or another member with advanced written communication skills and attention to detail.

INTERVIEW COORDINATOR

The interview coordinator is responsible for developing and implementing the interview plan including recruiting/training interviewers, delegating interviews, and confirming interview completion. This should be a member who is organized and delegates responsibility well.

AWARDS BANQUET PLANNER

The awards banquet planner is responsible for planning and overseeing the BMS awards banquet including reserving a venue, inviting guests, creating a script, ordering certificates, sending thank-you notes, and coordinating banquet arrangements. This should be the vice president of programming, a member of his committee, or another member with event planning experience.

RECRUITMENT COORDINATOR

The recruitment coordinator is responsible for ensuring that qualified applicants become potential new members in the chapter's recruitment process. This includes providing opportunities for applicants to acclimate to campus and meet members. This should be the vice president of recruitment or a member of the recruitment committee.

VOLUNTEERS

Volunteers help the BMS chairman and committee fulfill their responsibilities and maintain continuity from year to year. They are the key to the long-term success of the BMS. The key volunteers and their respective roles are outlined below



BMS MENTOR

The BMS mentor is a volunteer whose sole responsibility is to educate, guide and support the BMS chairman and his committee as they implement the scholarship. They meet regularly with the BMS chairman, provide advice when problems arise, and hold the chairman and committee accountable for meeting deadlines. It is vital that the BMS mentor understands all aspects of the chapter's BMS. Additionally, they help the leaders continuously improve the scholarship and provide continuity from year to year.

RECRUITMENT MENTORS

Recruitment mentors ensure that the BMS is the centerpiece of the chapter's recruitment strategy. Their primary responsibilities when it comes to the BMS are to understand how the scholarship should be run, support the BMS mentor, and explain the BMS to the chapter, alumni, faculty, and administration.

AVC OFFICERS AND DIRECTORS

The Alumni and Volunteer Corporation is responsible for all alumni, volunteer and donor cultivation efforts. As it relates to the BMS, the vice president of relations should cultivate both volunteers and donors to support the BMS. For more information on this role, please refer to the AVC resources section of the SigEp website.

ASSESS PAST RESULTS

As soon as the new BMS chairman is chosen, he should meet with the outgoing BMS chairman and BMS mentor to complete the assessment on the second tab of the *Balanced Man Scholarship Project Plan* workbook. The assessment is intended to capture the goals, results, and practices of your chapter's BMS from year to year. This document should serve as a framework for the transition from one chairman to the next and track improvement over time and set future goals.

ESTABLISH TIMELINE

The BMS is easily implemented when broken into specific steps with deadlines. The *Balanced Man Scholarship Project Plan* is a workbook designed to serve as a timeline, to-do list, and best-practices database - all in one place. This resource also includes a goal-tracking dashboard, assessment data, and the BMS budget. It is intended to be used by BMS chairmen and committee members to stay organized and ahead of deadlines.

The project plan spreadsheet is organized according to the five-stage framework, with each stage broken down into specific tasks. For each task, there is a timeframe for completion, a deadline (which can be selected from a drop-down menu of dates within the timeframe for each task), notes about the task, supporting resources, and the status of each task.

Using the chapter calendar and availability of your committee members, work with the BMS mentor to set a deadline for each task in the project plan. Revisit these deadlines as each stage begins, but hold yourself and your committee accountable for meeting deadlines.

The BMS committee should continually reference and update the *Balanced Man Scholarship Project Plan*, marking items complete as appropriate and adding to the notes for each task. A Google spreadsheet version of the project plan is available from your regional director.

FUNDING THE BMS

There are several sources of funding for the BMS. The most common sources of funding are below:

CHAPTER BUDGET

Chapter funds should be used to pay for some of the expenses associated with the scholarship. Remember, if the scholarship is successfully implemented, you will see a return on investment.

CHAPTER SCHOLARSHIP FUND WITH THE SIGEP EDUCATIONAL FOUNDATION

Each chapter has a fund through the Foundation that can be used for the BMS. For more information and resources on chapter scholarship funds please refer to the Foundation's website: <http://sigep.org/about/who-we-are/foundation/giving-opportunities/chapter-scholarships/>

ALUMNI VOLUNTEER CORPORATION BUDGET

Many AVCs will fund a portion of the BMS if they are able to do so. Speak with your AVC President or Treasurer and submit a written request at a monthly AVC meeting well in advance of needing the funds.

FUNDRAISING

Many chapters use fundraising events, such as a golf tournament, to help cover BMS costs.

PARENTS CLUB BUDGET

In some cases, a chapter's parents club may be able to support the BMS financially through their budget, fundraising efforts, or donations. Parents should be invited to the banquet regardless of existence of a parents club or its ability to contribute.

ALUMNI DONATIONS

Often, donors get excited about giving to a specific program, such as the BMS. Donations to the BMS may be tax-deductible if made through the SigEp Educational Foundation. Speak with your AVC President for more information. Be sure to send personalized invitations and thank-you notes to all donors.

ESTABLISH BUDGET

Work with the vice president of finance, BMS mentor, Alumni Volunteer Corporation, and BMS committee to create a budget for the scholarship. A budget template is included in the third sheet of the *Balanced Man Scholarship Project Plan*. Edit the template to reflect the specific line items of your chapter's scholarship. The best place to start when creating a budget is with the previous year's budget.

If this is the first year your chapter has conducted a Balanced Man Scholarship, find price quotes for each line item of the template budget or ask your regional director for an example from another chapter.

RETURN ON INVESTMENT

The Balanced Man Scholarship is an investment in the chapter's future. The investment delivers returns if even one additional new member joins the chapter. If only five new applicants join the chapter, the scholarship can literally pay for itself in one year.

Consider the following example. If a chapter spends \$5,000 on the BMS and recruits five applicants who pay \$1,000 in dues each year, the scholarship has paid for itself. The next three years of dues from these five men will generate a margin of \$15,000.

BMS COST	
APPLICATIONS COST	- \$1,000.00
BANQUET COST	- \$1,000.00
SCHOLARSHIPS COST	- \$3,000.00
TOTAL BMS COST	- \$5,000.00

BMS RETURN ON INVESTMENT	
DUES OF ONE MEMBER FOR ONE YEAR (\$500/SEMESTER)	\$1,000.00
# OF NEW MEMBERS RECRUITED THROUGH BMS	X 5
CHAPTER REVENUE FROM BMS (<i>FIVE NEW MEMBERS RECRUITED</i>)	\$5,000.00

Recruiting the best and brightest men on campus pays dividends far greater than just the financial aspect. Members who are recruited through a values-based recruitment process are more likely to stay engaged in the fraternity throughout all their entire college experience.

SCHOLARSHIP MATERIALS

WHO IS ELIGIBLE?

Eligibility requirements for the scholarship should meet or exceed the minimum standards for membership in your chapter. These include being male, being a full-time student at your institution, and exceeding your chapter's minimum GPA.

SCHOLARSHIP APPLICATION

There are several methods for creating and collecting applications. The most efficient method to collect applications is to utilize an online form and direct all applicants to the online application. The form can be linked to a spreadsheet, which will automatically populate with application data, streamlining the application collection process. This not only saves the committee time and effort opening and organizing hardcopy mail or emails, but also eliminates the possibility of applications being lost in the mail.

Make your application simple and easy to complete. Avoid requiring essays, letters of recommendation, photographs and transcripts as they can deter applicants. Ask for enough information that you can objectively determine if a candidate meets the minimum requirements and decide which interviewer to pair him with. Typically, this is basic biographical information and summaries of his involvement, leadership roles, community service, and work experience.

BMS LETTERS AND EMAILS

If you are doing a hardcopy mailing, you will need to develop a professional letter explaining what the scholarship is, why you are offering it, who is eligible and how to apply. If you are distributing the scholarship by email, you will want to send an email with the same information. The content of these communications will vary depending on the details of your chapter's scholarship and the intended recipient (see Stage Two: Market Application). The message, however, should remain the same: we are a values-based organization offering scholarships to reward men who exemplify our values. In these initial communications, you should focus on the scholarship, not SigEp. You will have an opportunity to talk about SigEp later in the process. Be sure to mention that applicants are not required join or affiliate with SigEp in any way to be eligible for the scholarship.

FLYERS

Flyers, where permissible, can be effective marketing tools as well. Your flyer should attract the attention of a passerby and contain only essential information about the scholarship. These can be used on campus and can be given to high school counselors to display in high schools.

OBTAIN CONTACT INFORMATION FOR SCHOLARSHIP MARKETING

The process and difficulty of obtaining contact information for scholarship marketing can vary from one institution to the next. The office of fraternity and sorority life, or its equivalent on your campus, may be able to point you in the right direction. Student contact information is typically found in the financial aid, admissions or registrar's office. Be prepared to explain the scholarship and present the materials you wish to mail when requesting this information. When possible, ask that the list of contact information be restricted to male, full-time incoming students who meet the minimum GPA for the scholarship. Additionally, a list of feeder high schools for your institution can be found online or in the same offices as contact information.

PREPARE FOR THE BMS AWARDS BANQUET

Preparation for the BMS awards banquet should begin at least six months in advance. The key tasks to complete early on are securing a keynote speaker and reserving an awards banquet venue. For detailed information on awards banquet planning, see Stage Four: Recognize Applicants.

SELECT AND TRAIN INTERVIEWERS

The BMS chairman and interview coordinator should recruit and train interviewers well in advance of the banquet. Interviewers should be dependable members with interpersonal competence. They should be trained not only to interview candidates, but also to recruit them. If interviews will occur during the summer, you should train interviewers prior to the end of the spring term. If interviews will occur during the school year, you should train interviewers just before or just after the term begins.

To maximize the effectiveness of your interviewer training, seek assistance from your BMS mentor and regional director and use the information in Stage Three: Interview Applicants.

FREQUENTLY ASKED QUESTIONS

How do we select a BMS chairman?

The selection process varies from chapter to chapter. In some cases, the BMS chairman is elected by the chapter, in others he is appointed by the vice president of recruitment or the executive committee. If elections do not occur for some time after the awards banquet, have the candidates for the position work together on the early stages of planning the next BMS.

What if we cannot get the contact information of incoming freshmen?

If your college/university's information management policy does not allow them to release contact information to you and they will not conduct the mailing for you, simply focus on the other marketing strategies outlined in stage two, specifically working with high school counselors.

What if the chapter doesn't want to do the BMS because scholarship recipients don't join SigEp?

If the scholarship recipients don't join, but several others do, you are still seeing a significant return on investment. The purpose of the BMS is to gain exposure to the best men on campus and recruit as many qualified applicants as you can.

STAGE TWO: MARKET APPLICATION

STAGE TWO: MARKET APPLICATION



Preparation is critical to the success of the BMS. Implementing the BMS is a year-round process. Once the awards banquet is complete and applicants have been recruited, planning for next year's BMS should begin. The more time and effort you invest in the first stage of the BMS, the easier the following stages will be, allowing you more time to focus on the purpose of the scholarship: recruiting the applicants.

Stage two is your first opportunity to make an impression on potential applicants. Your success in this stage will determine the applicant pool you have for the remainder of the scholarship process. The more effective your marketing strategy is, the more applicants you will have to recruit.

DESIRED OUTCOMES: STAGE TWO

- As many potential applicants as possible encounter information about the BMS at least once before the application deadline.
- The number of applications received exceeds the chapter's application goal.
- Applicants and parents are impressed by the professional appearance of the marketing materials, identify with the ideals the scholarship rewards, and are curious about SigEp.

MARKETING STRATEGIES

There are many strategies for distributing information about the scholarship to potential applicants. The most successful chapters employ many, if not all, of the strategies outlined below:

DIRECT MAIL

Direct mail sends a hard copy of your BMS letter and application to the home mailbox of every incoming male student who meets the eligibility requirements for your scholarship. Typically, this creates the most professional impression of the scholarship and the fraternity. Many chapters find it effective to leverage parents by addressing the scholarship information “(candidate name) and Family” each potential applicant.

You can often hire a local mailing service that will print, prepare and send your mail. SigEp Headquarters can also print and mail these for you, often times at a discounted rate. For more information or to request a price quote, contact SigEp’s director of growth at zac.gillman@sigep.net.

EMAIL

Email marketing can be an easier option that allows you to send deadline reminders. Along with direct mail, it is one of the most effective marketing strategies for the BMS. The downside of email marketing is that your message can be easily deleted, marked as spam, or simply overlooked. This method also requires that you are able to obtain email addresses for potential applicants.

HIGH SCHOOL GUIDANCE COUNSELORS

High school counselors can be incredibly helpful. It’s their job to help high school seniors find scholarships like ours. It may be more efficient to work with counselors from the top 50-100 feeder high schools for your institution. You may have to do some research initially to find the list of schools and contact information for their counseling offices, but this information rarely changes from year-to-year, so it can be re-used in the future. Contact counselors by mail or email and request that they display a flyer and inform students about the BMS. Additionally, always follow up with a phone call to ensure that the counselor received their materials. The most successful chapters schedule an in-person meeting with as many counselors as possible to establish a relationship.

CAMPUS MAIL

Campus mail can often be used to send scholarship materials to potential applicants at their on-campus addresses. Typically, this can be arranged through the housing or campus mail office. This can be an effective strategy for chapters that run the BMS in the spring at institutions where the majority of freshmen live on-campus.

ONLINE MARKETING

Many students use the internet to find scholarship information. Posting your scholarship on your chapter, office of financial aid, and office of fraternity and sorority life websites as well as scholarship search engines (ex. fastweb.com and scholarships.com) can make the scholarship easy to find.

SOCIAL MEDIA MARKETING

Many chapters also use their social media accounts, and those of their members, to advertise for the scholarship. You can post on or create “Class of _____” Facebook pages for your institution or announce the scholarship on your own page and have members re-tweet or share it. While social media can generate applications, you should not rely on it as your primary marketing strategy.

PERSONAL CONNECTIONS

Some of the best applications come from the personal connections of chapter members. Many have friends, family members, or high school acquaintances that are eligible to apply for the scholarship. Members can use their connections with high school teachers, counselors, coaches, and community leaders to find even more applicants from their home towns.

REFERRALS

Use the personal connections of those you know, such as alumni, sorority women and faculty by asking them to refer potential applicants and provide their contact information to you.

ON-CAMPUS ADVERTISING

On-campus advertising can be effective for chapters planning to run the BMS in the spring or that have student orientation on campus prior to the application deadline. Posting or distributing flyers, where allowed, can reach a lot of potential applicants in a short period of time. Some chapters advertise with the campus newspaper or radio station. Note: make sure that all on-campus marketing and solicitation is compliant with both campus and IFC policies, particularly those regarding new student orientation.

STUDENT AND COMMUNITY ORGANIZATIONS

Reach out to service groups, Boy Scout troops, religious groups and other values-based organizations in the community. If you have a spring BMS, reach out to student organizations on campus and ask them to forward an email to their members or allow you to speak at one of their meetings or practices.

FREQUENTLY ASKED QUESTIONS

What do we do if we aren't getting enough applications?

Try using more of the marketing strategies listed in this section. You can extend the application deadline if you need to.

What do we do if our university doesn't allow us access to a list of incoming freshmen?

This is not uncommon. Many universities have strict privacy policies surrounding information of their students. If you've effectively explained the purpose and intent of the Balanced Man Scholarship, as well as provided sample marketing materials for relevant individuals to review, and still have made no progress, you should consider trying the other marketing strategies listed in this section. Often times, joining "Class of 20__" Facebook groups are an effective alternative if you cannot receive a list of incoming freshmen.

**STAGE THREE:
INTERVIEW APPLICANTS**

STAGE THREE: INTERVIEW APPLICANTS



The interview is one of the most critical parts of the Balanced Man Scholarship process. Joining the fraternity is never a requirement to be considered for the scholarship and the degree of your integrity and professionalism surrounding the BMS will determine how many applicants join your chapter. If you conduct yourself appropriately and follow this guide, your conversion ratio from interviews to new members will increase dramatically.

The biggest key to the interview process is to **keep SigEp separate**. During all of our marketing and promotions, we set a clear expectation that joining SigEp is not a requirement to receiving the scholarship. Therefore, you receive applicants who aren't necessarily interested in joining a fraternity. So, if you walked into the scholarship interview and started asking questions about Greek life, the fraternity experience, or our cardinal principles, applicants might be immediately turned off. Remember, this is not an interview to join SigEp. The purpose of the interview is to learn more about the applicant's values, upbringing, and personal drive.

Once you know enough about what an individual is looking for in their college experience, you'll be able to tailor your recruitment pitch. If they are not a good fit to receive the scholarship, they won't be an ideal candidate to join the fraternity either.

DESIRED OUTCOMES: STAGE THREE

- The interviewer can complete an accurate assessment of the applicant's merit as a candidate for the scholarship and as a potential new member.
- The interviewer knows enough about the applicant to connect him with members who can successfully recruit him.
- The applicant is interested in SigEp and wants more information.

REVIEWING APPLICATIONS

BMS committee members should review applications as they are received. This will lighten the post-deadline workload and allow you to reach out to applicants shortly after you receive their application. Good news — you do not have to and should not try to interview every applicant. Whether you receive 40 applications or 400, it is up to you to decide who you want to interview based on the quality of your applicant pool.

When you receive an application, you should:

- Read the application.
- Score each application so that top applicants can be identified early.
- Identify, eliminate, and notify ineligible applicants.
- Contact qualified applicants, preferably by phone, to let them know you have received their applications. Ask if they have any questions about the scholarship or the transition to college. Let them know that a committee member will contact them to schedule an interview.

Be sure that the interview coordinator assigns top applicants to the most talented interviewer with similar interests. You should plan to interview every applicant who meets SigEp's minimum standards for membership. Doing so will ensure that you do not miss out on any applicants who may be worthy of consideration, but do not stand out on paper for one reason or another.

SCHEDULING INTERVIEWS

There are two options for selecting a location to conduct first round interviews. Many chapters will have different experiences for each strategy based on their resources, manpower, campus culture and IFC policies. The interview coordinator should work with the BMS chairman and regional director to create an interview plan that best suits the chapter.

In-home or Hometown Interviews

Meet the applicant and his parents in their home for the interview. Much like a recruiting visit from a college football coach, this method can add a personal touch to the scholarship by impressing the parents and learning about the applicant's family. It also requires more coordination, particularly if your school attracts students from across the country. You will need to coordinate the efforts of interviewers who live in the areas that send the most students to your campus. Alternatively, you can meet the applicant at a coffee shop in his hometown.

On/Near Campus Interviews

Meet the applicant in the student union or a coffee shop near campus. This can be convenient for the interview team and the applicant, particularly if you can interview him while he is in town for new student orientation or if your school attracts mostly local students. This is the logical option for deferred recruitment chapters.

Under no circumstances, no matter how nice or organized it may be, should you conduct first round interviews in fraternity house. Conducting an interview in a chapter house can be intimidating for applicants and distracts from the ultimate goal of building a genuine person-to-person relationship.

You should choose a neutral site with an upbeat and welcoming environment. A local coffee shop or student union is a great environment that sets the interviewee at ease and will likely make him more comfortable.

PREPARING FOR INTERVIEW

WHAT TO WEAR

It takes seven seconds to form a first impression. Your appearance at BMS interviews will create a first impression not only of yourself, but of the fraternity and of Greek life at your college/university. Be sure to dress appropriately. Business casual attire is usually the most appropriate, but be prepared to tailor your attire to the environment and room that you're hosting the interview. Tell the applicant how you will be dressed and say that he may wear whatever he feels most comfortable in. Make note of applicants who exceed expectations.

PRE-INTERVIEW

- Call the applicant 24-48 hours prior to the interview to confirm and remind them of the date, time and location of the interview.
- Review the candidate's application. Make note of any interesting or ambiguous information.
- Be prepared and bring something to take notes on.
- Make sure you're clean shaven, have showered and are presentable.
- Set an expectation for attire and look sharp. Business casual attire is recommended.

CONDUCTING THE INTERVIEW

Throughout the interview, you should try to relate to the applicant's experiences and interests with your own experiences with SigEp. Remember to be tactful and subtle with this. The experiences you relay about yourself and SigEp dictate the applicant's perception and impression of the SigEp. There are two types of questions you can ask:

OPEN-ENDED QUESTIONS

Open-ended questions usually start with "tell me about a time when you..." or "why did you choose..." and the responses usually require more than just one word. These questions put the interviewee at ease and help them become more comfortable speaking to the interviewers.

CLOSED-ENDED QUESTIONS

If you can answer a question with a simple "yes" or "no," it's probably a closed-ended question. These types of questions rarely provide substance to the conversation and do not give you much insight to their background or personal values.

In order to ease the interviewee into answering questions about their personal values, background and upbringing, you should begin with easy open-ended questions. After the ice is broken and the conversation is moving along, you can move into more thought-provoking questions. This will help identify the top candidates from your applicant pool.

The number of questions you ask and the amount of time you spend during an interview will vary from candidate to candidate. We recommend asking 6-10 questions over a period of 30-60 minutes. Here are the best questions you should ask during an initial scholarship interview:

Beginning

- Why did you choose (insert college/university) for school?
- What are you going to miss most about high school?
- "Tell me your story?" Describe yourself in two minutes or less

Questions About College

- What has been your favorite part about (insert university) so far?
- What are you looking forward to the most about going to college?
- What kind of legacy do you want to leave at (insert university)?

Thought-Provoking Questions

- What's been your greatest challenge so far? What do you think will be your greatest challenge in college?
- We believe in continuous development – in what area do you feel that you have the greatest opportunity to improve?
- What experience have you had that you've grown the most from?

MORE INTERVIEW QUESTIONS

Questions about high school

- What do Sound Mind and Sound Body mean to you and how do you exhibit it in your life?
- What advice would you give to a student planning to begin high school in the fall?
- What is the most important thing that you will take with you from your high school years?
- What past accomplishment are you most proud of?
- Describe yourself in two minutes or less.
- Why did you choose your major? What do you plan to do after college?
- What was the activity in high school that defined you the most? What changed you the most?
- What did you do in high school that prepared you for college?
- What accomplishments are you most proud of?

Questions about college and character

- Why did you choose to attend _____ (college/university)?
- In the transition to college, what are you most excited about?
- What do you see as your biggest challenge in college?
- What legacy do you want to leave at _____ (college/university)?
- You were very active in high school. What do you plan on getting involved with at _____ (college/university)?
- Over the next two years, where do you see yourself getting involved in the community?
- What part of college are you most looking forward to? What part scares you the most?
- The Balanced Man Scholarship is based on (chapter specific criteria) Which of these main criteria describes you the best, and which could you improve upon?
- How would you describe your leadership style and give an example of a time when you used that in a leadership role?
- Describe a time when you failed. What did you learn?
- What motivates you?
- What are your goals for your college career and, more specifically, what are your goals for your first year of college?

Thought-provoking Questions

- Do you see yourself as a leader or a follower?
- How do you respond to criticism?
- Who has had the greatest impact on your life?
- How would you describe yourself to others?
- What qualities do you think are valuable in a friend?
- Where do you see yourself in 25 years?
- Do you prefer to work by yourself or in a group?
- If you could be someone else for a day, who would you be?
- Is there anything that you would like to improve about yourself?
- How would you define a balanced man?
- Why should you be the winner of the Balanced Man Scholarship?
- What is your greatest accomplishment? Why?

FOLLOW-UP BEST PRACTICES

A professional and timely follow-up will leave a great impression. It's may not be realistic to send a handwritten thank you note to each person you interview, but sending one to ideal candidates will prove to have a great return on your investment of time.

If you choose not to send a handwritten follow-up, an email is also appropriate. If they take the time to go through the interview process, you should send them a thank you email.

Whether you choose to pursue recruiting the candidate to become a new member for SigEp or not, you should always strive to leave a positive lasting impression. You never know which candidates know each other or know other people who might be interested in joining SigEp. Even if they are not the ideal candidate for the scholarship or fraternity, being respectful will help you develop a good reputation for the chapter and scholarship process.

SELECTING FINALISTS

Once all first-round interviews are complete and all evaluation forms turned in, the BMS committee should meet with the vice president of recruitment, BMS mentor, chapter counselor, and faculty fellow to discuss and choose finalists. Interviewers should be given time to present their finalist suggestions to the group and field questions.

High performing chapters have over 40 finalists at their banquet each year. If you don't have the funds for that large of a banquet, you will have to find additional funding or decrease the size of your finalist pool to your top 15-20 candidates.

Once the group has agreed on the finalists, the interviewers should notify the non-finalists as soon as possible, preferably by phone. This is also a good opportunity to invite them to recruitment events, if desired. The BMS chairman and interview coordinator should call the finalists, congratulate them on being selected as a finalist, explain the finalist interview and awards banquet, and schedule the final interview. The awards banquet planner should send banquet invitations to both the finalist and his parents.

FREQUENTLY ASKED QUESTIONS

What if we don't have enough interviewers to interview every applicant who meets our minimum standards for membership?

If this is the case, you have two options. You may either recruit and train more chapter members to be interviewers or you can cut the bottom 10-20 percent of applicants before the interview round. Be aware that the less applicants you interview, the smaller your potential new member list becomes.

What if we are unable to do in-person interviews during the summer?

Due to chapter size and/or the geographic location of some applicants, some chapters running the BMS in the fall have little choice but to do first-round interviews by phone. While significantly less effective than an in-person interview, phone interviews are better than no contact at all. Alternatively, you may be able to arrange several days of in-person interviews in the time between the arrivals of incoming students and the first day of class.

Who should be a scholarship finalist?

Ideally, every applicant you want to recruit should be a finalist. After all, the longer they are involved in the scholarship process, the more opportunities you have to interact with them. This also allows you to maximize the recruitment potential of the BMS awards banquet.

**STAGE FOUR:
RECOGNIZE APPLICANTS**

STAGE FOUR: RECOGNIZE APPLICANTS



An awards banquet is the best opportunity to recognize scholarship finalists while showcasing the accomplishments and values of the fraternity. No other fraternity has the opportunity to have this many potential new members and their parents all in one place. When done properly, it can make a lasting positive impression on those in attendance, particularly the parents of potential new members.

DESIRED OUTCOMES: STAGE FOUR

- The committee member in charge of the banquet executes a successful awards banquet with all finalists, their parents, faculty, administrators, volunteers, and at least 80 percent of the chapter in attendance.
- All those in attendance experience a positive impression of SigEp.
- Finalists want to join SigEp.

THE SCHOLARSHIP BANQUET

SCHEDULING THE AWARDS BANQUET AND RESERVING A VENUE

Begin planning for the awards banquet six to eight months in advance - consider the dates, times, and venues available.

Ideally, the awards banquet will take place between two days and two weeks prior to the beginning of formal recruitment or, if your campus does not have formal recruitment, within the first three weeks of classes. If it is to be effective, the awards banquet should occur prior to the beginning of formal recruitment. This allows for a clear distinction between the scholarship and formal recruitment. If local IFC bylaws or university restrictions pose a challenge to this, discuss it with your regional director.

Decide what time of day and day of the week is best for your banquet. Consider class schedules, your chapter schedule, time commitments of members and, most importantly, the schedules of your guests (parents, faculty, staff, finalists, and alumni). Whether you choose a weekday evening, weekend evening or weekend brunch, be sure that your choice will maximize attendance.

Finally, you should find an appropriate venue for the awards banquet. In most cases, an on-campus banquet room is the best option. It will be a convenient location for finalists, members, and university guests. Registered student organizations can often reserve on-campus rooms at a significant discount. Make sure the room is the right size for your anticipated attendance. Discuss meal and setup options with the venue. A plated meal is the most appropriate and effective way to serve food at this type of banquet. Alcohol should not be served or consumed during, prior to, or after the banquet - even by those who are of age.

FINDING AND SECURING A KEYNOTE SPEAKER

Secure a keynote speaker six to eight months prior to the banquet. The best speakers tend to be very busy people, so you will need to get onto their schedule long in advance. Start by making a list of possible speakers. People to consider include prominent members of the university or local community, notable alumni of the university, successful SigEp alumni, sports coaches, faculty, or people with an engaging story to tell. The speaker doesn't need to be a SigEp, but they should be able to speak about something relevant to the balanced man ideal.

Be prepared to explain SigEp and the Balanced Man Scholarship to your potential speaker if he or she is not already familiar with it. It may take some work to convince a high-profile individual that your banquet, scholarship, and organization are worth their time.

INVITING GUESTS

Send invitations to distinguished guests three to four months before the banquet. Within the limits of your venue and budget, you should include as many members of the university community as possible. This includes faculty members, fraternity and sorority life staff, the dean of students, the president or chancellor of the college/university, parents of members, your regional director, the district governor and alumni who volunteer with the chapter. A separate batch of invitations will have to be sent out to each finalist and his parents once the finalists are chosen.

Invitations should be printed on formal invitation cards and either hand-delivered or sent by mail. In the case of university staff, it may be helpful to include a brief letter describing the purpose of the scholarship. Indicate on the invitation that attire for the event is coat and tie.

BANQUET TICKETING

There are costs and benefits that should be considered when deciding who, if anyone, is required to purchase a ticket to your banquet and how much it should be. Requiring tickets can increase revenue and provide a more accurate count of those who will attend. On the other hand, associating a cost with the banquet could lower attendance. The only two groups you should ever consider requiring to purchase tickets are undergraduate members and alumni. Finalists, parents, volunteers, faculty, administrators, and other distinguished guests should be invited for free.

Also, don't forget to inform the chapter of the date, time, location, and dress code for the awards banquet well in advance. If there is a cost for members to attend (typically this is under \$15), be sure to make the payment deadline at least one month prior to the banquet. It may be easiest to collect this payment along with chapter dues.

AWARDS BANQUET SCRIPT

Complete the awards banquet script two to four weeks prior to the banquet. The script should include all remarks to be made by the master of ceremonies and all other speakers, aside from the keynote speaker. This will ensure that all presenters have prepared their remarks in advance and give you the opportunity to rehearse the script to ensure seamless execution.

Your script should include welcome remarks, an invocation, a description of the scholarship and how it relates to the fraternity's ideals, recognition of finalists and scholarship recipients, recognition of chapter members, and closing remarks. Divide the speaking roles between the BMS chairman, BMS committee, chapter president, AVC president, faculty fellow and/or chapter counselor. A sample banquet script can be found in Appendix E. Be sure to review the remarks to ensure they are concise and not repetitive. Rehearsing the script is essential. Invite experienced public speakers to critique your rehearsal.

AWARDS AND RECOGNITION

There are several groups of people you should recognize at the awards banquet. In the welcoming remarks, recognize and thank all of the parents and volunteers in attendance. Also recognize and thank, by name and title, each of the faculty and staff members in attendance.

The main group you are there to recognize is the finalists. Take the time to recognize each finalist, individually, prepare a brief biography for each, listing their top accomplishments. They will be grateful for the recognition and the group's accomplishments should impress everyone at the banquet, including the finalists. Framed certificates or plaques should be presented to the scholarship recipients. Printed certificates or gift certificates should be presented to the other finalists. Do not send anyone home empty-handed. Note: Do not announce scholarship recipients in advance.

Finally, take the opportunity to recognize chapter members at the awards banquet. Presenting awards such as outstanding freshman/sophomore/junior/senior, highest GPA, Sound Mind, Sound Body, most improved GPA, etc. will make exemplary members feel appreciated. More importantly, this will showcase the accomplishments of the best and brightest chapter members for the finalists and other guests – which will make them more likely to join. If there are funds available, make scholarships part of these awards.

FINAL BANQUET ARRANGEMENTS

Begin finalizing banquet arrangements two to four weeks in advance. Follow up on any outstanding RSVPs by phone. Remind chapter members of the date, time, location, and dress code for the banquet. Confirm the banquet details with your keynote speaker and get a biography to read in their introduction. Once you have a final head count for members and guests, confirm it with the venue to ensure there are an appropriate number of place settings. Next, use your RSVP list to make a seating chart for the event. Sit finalists and their families with members, alumni, and faculty who share their interests. Sit a chapter member between each finalist and his parents. Be sure to play to the strengths of your best recruiters.

Print a program for the event, a seating chart, the banquet script, and name placards for place settings. Have a check-in table outside of the banquet room where BMS committee members will greet guests and chapter members and guide them to their seats.

Many chapters choose to add a personal touch to this event. Some best practices include:

- Add SigEp decorations to the banquet facility. Place a table near the entrance with awards, trophies, and pictures. Other ideas include a podium sign, centerpieces, a recent composite, a SigEp flag, etc. Be sure your decorations are in good taste and not tacky or overstated.
- Educate your guests on SigEp. Include a chapter “fact sheet” at each place setting boasting the accomplishments of the chapter. Play a slideshow during the banquet displaying appropriate pictures of brothers and fun facts about SigEp.
- Make your guests feel welcome. Include a rose at the place setting of each female guest.

Instruct members to arrive at least 30 minutes early for the banquet. Arrive with your committee at least 60 minutes in advance to set up and rehearse the banquet script.

BANQUET FOLLOW-UP

Some chapters choose to invite finalists and their families to tour the chapter house after the banquet. This can be another opportunity to impress a finalist and his family, provided the chapter facility is presentable.

Following the banquet, send hand-written thank you notes to the parents, faculty, staff, and alumni who attended the banquet as well as the venue and keynote speaker. Make sure that you have paid all bills for the event and have given the scholarship recipients their checks. Collaborate with the BMS committee and BMS mentor to take notes on what went well and what could have been done better. Save these notes for the next banquet planner. Ensure that members who sat with finalists send notes about their conversation to the vice president of recruitment.

FREQUENTLY ASKED QUESTIONS

What do we do if we don't have sufficient funds to host an awards banquet?

You have two options: secure more funds or cut costs. To find more funds, look for extra money in the chapter and AVC budgets – this money can be replenished once BMS recruits begin paying dues. Alternatively, you can charge a small fee for members to attend the awards banquet to defray the cost. To cut costs, it is appropriate, but not ideal, to change the banquet into a small reception with hors d'oeuvres or a morning reception with coffee and bagels.

Can we invite dates to the awards banquet?

Including dates or other undergraduate women will not only distract the members, but will also distract the finalists and confuse the message of what the fraternity is about. It will increase the cost of the banquet and could make it awkward for finalists who are there with their parents. The BMS banquet is not a social event.

Is the awards banquet a recruitment event?

Technically, no; practically, yes. The awards banquet is just that – an awards banquet for a scholarship. On most campuses, this does not fit the definition of a recruitment event. It should not be scheduled during formal recruitment to avoid this confusion. You should, however, take this and every other opportunity to build relationships with potential new members and their families.

STAGE FIVE: RECRUIT APPLICANTS

STAGE FIVE: RECRUIT APPLICANTS



Recruiting applicants to join the chapter is the most critical component of the Balanced Man Scholarship. In fact, it is the primary objective of the scholarship. While categorized as the fifth stage because it continues after the other stages of the BMS are complete, recruiting starts the moment you begin your marketing efforts. It is essential that every interaction with an applicant is treated as an opportunity to increase his interest in SigEp. The BMS chairman and recruitment coordinator should make certain that these opportunities are taken advantage of.

THE SIX STEPS OF RECRUITMENT

1. Build a potential new member list
2. Introduce yourself
3. Make a friend
4. Introduce him to your friends
5. Introduce him to the fraternity
6. Ask him to join

MAINTAINING SCHOLARSHIP INTEGRITY

It is also critical that members use discretion and tact in promoting the fraternity during the BMS process to avoid compromising the legitimacy of the scholarship. As with any other recruit, you should take the time to make the applicant your friend before trying to pitch him on SigEp. In most cases, it's better to get him to start the fraternity conversation. Talking about SigEp too soon or too often can cheapen your interactions with the applicant and make him think the scholarship is a scam. Note: The BMS is a bona fide scholarship that enables us to meet the best men on campus. It's logical for us to recruit these men once we've met them.

HELPING APPLICANTS ACCLIMATE TO COLLEGE

One of the best ways to recruit a BMS applicant, or anyone else for that matter, is to get them to like you. One of the best ways to get a person to like you is to take a genuine interest in that person and add value to their life when you interact with them. With most BMS applicants being incoming or recently arrived freshmen, you have a tremendous opportunity to add value to their experience by helping them successfully transition to college.

For most people, transition to college is an uncertain and overwhelming time in their life. Advice from successful college men can make a new student's transition more manageable and enjoyable. The recruitment coordinator should plan and facilitate events and opportunities for chapter members to help applicants acclimate to college. Examples of these are:

- Helping applicants move into their residence halls.
- Give applicants a tour of campus, the off-campus area, or an interesting place nearby.
- Help applicants find classes, buy books, or otherwise prepare for the academic year ahead.
- Introduce applicants to faculty members.
- Introduce applicants to members and alumni who share their major or career interest.
- Introduce applicants to members in other student organizations the applicant is interested in.
- Introduce the applicant to SigEp alumni in the career field the applicant is interested in.
- Host a barbeque for applicants to welcome them to campus.
- Casually spend time with applicants and answer their questions about college life.

INVITING APPLICANTS TO CHAPTER EVENTS

A great way to get applicants more interested and familiar with SigEp is to invite them to chapter events (both events specifically scheduled for BMS applicants and normal chapter events). These events should provide a relaxed environment for applicants to meet chapter members and provide an example of how the fraternity lives its values. Example of good events to invite applicants to include:

- Balanced Man Program programming
- Service and philanthropy events
- Local sporting events (collegiate, minor-league, or professional)
- Intramural games

Note: You should always avoid recruiting with any other events that involve alcohol. Doing so will attract men who want the stereotypical fraternity experience and who have no desire to make meaningful contributions to the chapter. Having alcohol present at any event associated with fraternity recruitment is a direct violation of SigEp's Risk Management policies.

INVITE APPLICANTS TO RECRUITMENT EVENTS

If the BMS awards banquet is appropriately scheduled, formal recruitment should begin no more than two weeks after the banquet, which allows for a seamless transition. The key is to take the initiative to get applicants to recruitment events. The best way to do so is to invite them to the events, either in person or by phone.

FREQUENTLY ASKED QUESTIONS

What do we do if our finalists are over-qualified or too busy to be in SigEp?

There is no such thing as over-qualified for SigEp. It is rare that a potential new member is actually too busy to fit SigEp into his schedule – if he wants to. The key here is to show the applicants, particularly the ones who are already involved, how SigEp can still add value to their life. It may also help to break down the time commitment and introduce them to a member who balances several commitments while still being engaged with the fraternity.

What if someone questions the legitimacy of the BMS?

First, this is usually a good sign that you or your interviewers are not using sufficient tact and discretion in conducting the BMS. If someone questions the legitimacy of the BMS, it may be helpful to reassure them that you are an officially recognized organization at your college/university offering a bona fide scholarship. Point out that applicants are not required to join or affiliate with SigEp to be eligible to the scholarship. Provide examples of past recipients who have not joined SigEp. Finally, you can put their concerns to rest by acknowledging that sometimes the men we meet through the scholarship are or become interested in joining SigEp, in which case we are happy to provide them with more information about the organization.

CONCLUSION

CONCLUSION

High performing chapters typically yield at least one new member for every ten applicants. If you work to improve your chapter's BMS each year, you should see an increase in the number and quality of men recruited through the BMS over time. Refer to this guide and the accompanying resources throughout the year to refresh your memory and answer questions. If you have any further questions, consult your regional director or SigEp's director of growth.

Successfully implementing the Balanced Man Scholarship is a long-term investment in your chapter's future. When done well, the scholarship will recruit some of the best men on your campus who, in turn, will improve the chapter and recruit even more high-quality men. Successful implementation of the BMS can be one of the quickest ways to make your chapter one of the strongest fraternities on your campus and one of the best SigEp chapters in the country.

SUPPORTING DOCUMENTS

Interview Evaluation Rubric

DECISION:	INTERVIEW CHARACTERISTICS:	TOTAL SCORE:
Ideal Candidate	<ul style="list-style-type: none"> • Stellar written application • Great poise, appropriate attire, strong eye-contact • Displays outstanding balance of sound mind and sound body • Detailed and specific answers to questions • Appears to have many leadership qualities • Appears to embrace and live SigEp's values • Candidate is professional when responding • Very clear and concise manner of speaking • Above-average maturity 	17-20 points
Good Candidate	<ul style="list-style-type: none"> • Thorough written application • Decent poise, appropriate attire, good eye-contact • Displays some balance of sound mind and sound body • Specific answers to questions • Appears to have some leadership potential • Appears to somewhat embrace SigEp's values • Candidate is usually professional when responding • Clear manner of speaking • Noticeable maturity 	14-16 points
Fair Candidate	<ul style="list-style-type: none"> • Application is organized, but shows little involvement • Not enough poise, somewhat appropriate attire, some eye-contact • Balance of sound mind and sound body is not convincing • Specific answers to some questions, others too general • Appears to be a hard worker, but not necessarily a leader • Appears to align with some of SigEp's values • Candidate attempts to be professional when responding • Somewhat articulate • Some maturity evident 	11-13 points
Unacceptable Candidate	<ul style="list-style-type: none"> • Application feels incomplete and/or has many errors • No poise, dress too casual or inappropriate, poor eye contact • Shows no balance of sound mind and sound body • Answers to questions are not convincing, relevant, or sufficient • Does not appear to possess leadership skills • Does not appear to embrace SigEp's values • Candidate is not professional when responding • Inarticulate; unable to communicate effectively • Interviewee needs to be more mature 	10 points or below

Scholarship Candidate Name: _____ Date: _____

Interviewers: _____

1 2 3 4 5
 far below standard below standard meets standard above standard far above standards

CATEGORY:	COMMENTS:	SCORE:
APPLICATION: <ul style="list-style-type: none"> • Was the application submitted on time? • Is application free of grammatical and spelling errors? • Is application professional and neat? • Does application display clear examples of leadership characteristics? • Did the candidate appear to be aligned with SigEp’s values of virtue, diligence, and brotherly love in his application? 		1 2 3 4 5
APPEARANCE AND POISE: <ul style="list-style-type: none"> • Was the candidate on time? • Is the candidate dressed appropriately? • Does the candidate maintain good eye-contact and posture? • Does the candidate appear confident? • Does the interview avoid distracting mannerisms and phrases (“um”, tapping, restlessness, etc.)? 		1 2 3 4 5
INTERVIEW: <ul style="list-style-type: none"> • Does the candidate answer each question clearly? • Does candidate appear prepared and knowledgeable about the scholarship process or fraternity? • Does the candidate reference items in their application? • Does the candidate appear to give honest and straightforward responses? • Does the candidate come across as someone who can work well with others? 		1 2 3 4 5
SIGEP-SPECIFIC QUESTIONS: <ul style="list-style-type: none"> • Did this candidate appear to understand and embrace the concept of Sound Mind? • Did this candidate appear to understand and embrace the concept of Sound Body? • Did this candidate appear to embrace the ideals of continuous development in their personal lives? • Did the candidate appear to understand and embrace SigEp’s values of virtue, diligence and brotherly love? • Does the candidate appear to possess leadership potential? 		1 2 3 4 5
TOTAL POINTS:		

EMAIL: Incoming Freshman

Dear incoming (college/university name) student,

Congratulations on your acceptance to (college/university name).

Based on your outstanding academic performance in high school, I am pleased to inform you that you are eligible to apply for SigEp's Balanced Man Scholarship. SigEp is offering (# of scholarships), one-time scholarships in the amounts of (scholarship amounts) at (college/university name).

Sigma Phi Epsilon annually awards over \$220,000 to the best freshmen males at over 200 campuses across the country through the Balanced Man Scholarship. As a nonprofit organization, our mission is Building Balanced Men, and through this scholarship we honor and reward men who exemplify our ideals — the qualities of Sound Mind and Sound Body.

To qualify for the Balanced Man Scholarship, you must submit an application by (application deadline) and enrolled full-time, at (college/university name) for the (semester/quarter) term. The scholarship application takes 15 minutes to apply – apply online at (link to online application). Applicants have no obligation to join or affiliate with SigEp to be eligible for the scholarship.

Should you have any questions concerning the Balanced Man Scholarship or the transition to (college/university name), please contact me at (BMS chairman contact info). Thank you and good luck!

Sincerely,

(chairman name)

Balanced Man Scholarship Chairman
(college/university name)

LETTER: Incoming Freshman and Parents

(Full Name) & Family
(Address)
(City), (State) (Zip Code)

(Date)

Dear (Last name) Family,

Congratulations on your son's acceptance to (college/university name) in (city)! Let me be among the first to congratulate (incoming freshman's first name) and welcome him to the (college/university mascot) family.

(Incoming freshman's first name) – as an incoming freshman and high-performing high school student, I invite you to apply for the Balanced Man Scholarship offered by Sigma Phi Epsilon.

Sigma Phi Epsilon annually awards over \$220,000 to the best freshmen males at over 200 campuses across the country through the Balanced Man Scholarship. As a nonprofit organization, our mission is Building Balanced Men, and through this scholarship we honor and reward men who exemplify our ideals — the qualities of Sound Mind and Sound Body.

At (college/university name), SigEp is awarding (dollar amount awarded) in Balanced Man Scholarships this fall. To apply for one of these awards, please go to (scholarship application link). You must submit the online application no later than (deadline).

Please note that the application and scholarship do not require membership in our organization. I encourage you to take 15 minutes now to complete the application.

Should any of you have any questions about the Balanced Man Scholarship or Sigma Phi Epsilon, please do not hesitate to contact the scholarship committee at (Email Address). We look forward to reading your application.

Sincerely,

(chairman name)

Balanced Man Scholarship Chairman
(college/university name)

EMAIL: High School Guidance Counselors

Dear (guidance counselor's name),

The (college/university name) chapter of Sigma Phi Epsilon is offering (number of scholarships) one-time scholarships in the amounts of (scholarship amounts) to incoming freshmen men for the (academic year) academic year.

As a valued partner in education, we need your help in getting the word out about these scholarships. Will you please pass this information along to the graduating male seniors at (high school name) High School?

Sigma Phi Epsilon annually awards over \$220,000 to the incoming college freshmen males at over 200 campuses across the country through the Balanced Man Scholarship. As a nonprofit organization, our mission is Building Balanced Men, and through this scholarship we honor and reward men who exemplify our ideals — the qualities of Sound Mind and Sound Body.

To qualify for the Balanced Man Scholarship, incoming students must submit an application by (application deadline) and be enrolled full-time at (college/university name) for the (semester/quarter) term. Applicants can apply online at: (application link)

Enclosed is an informational flyer about the scholarship and several copies of a letter to graduating seniors explaining the scholarship and how to apply. I would greatly appreciate it if you would post the flyer and distribute the letter to any young man planning on attending (college/university name) this fall.

Applicants have no obligation to join or affiliate with SigEp to be eligible for the scholarship.

Should you or your students have any questions concerning the Balanced Man Scholarship or the transition to (college/university name), please contact me at (BMS chairman contact information). Thank you for your time and assistance.

Sincerely,

(chairman name)

Balanced Man Scholarship Chairman
(college/university name)

Interview Evaluation Workbook

Scholarship Candidate Name _____ Date _____

Interviewers

1	2	3	4	5
No. Interviewer	Name	Phone Number	Address	No. Interviewer
CATEGORY		COMMENTS	SCORE	
APPLICATION:				
<ul style="list-style-type: none"> Was the application submitted on time? Is applicant's level of professional and leadership involvement? Is application professional and neat? Does applicant display clear awareness of leadership involvement? Does the candidate express interest in being involved in another member in Sigma Xi or SigEp? 			1 2 3 4 5	
APPEARANCE AND POISE:				
<ul style="list-style-type: none"> Was the candidate on time? Is the candidate dressed appropriately? Does the candidate appear neat and professional and confident? Does the candidate appear confident? Does the interview avoid delaying transportation and personal "off" topics, hobbies, etc.? 			1 2 3 4 5	
INTERVIEW:				
<ul style="list-style-type: none"> Does the candidate answer each question clearly? Does candidate appear interested and knowledgeable about the scholarship process or leadership? Does the candidate reference terms in their application? Does the candidate appear to give honest and thoughtful responses? Does the candidate come across as someone who can work well with others? 			1 2 3 4 5	
SIG-EP-SPECIFIC QUESTIONS:				
<ul style="list-style-type: none"> Do you agree to accept to understand and embrace the mission of SigEp? Did this candidate appear to understand and embrace the mission of SigEp? Do you think this candidate is someone who has the potential for continuous development in their personal life? Do the candidate appear to understand the history of leadership and involvement? Does the candidate appear to possess leadership potential? 			1 2 3 4 5	
TOTAL POINTS				

The interview evaluation workbook allows the entire interview committee to evaluate and review applicants on a consistent grading rubric. It evaluates candidates on their application, poise and potential to be a contributing member to SigEp and the community.

Other Resources



From finalist certificates, banquet scripts and template emails, there are a lot of resources available for you to use throughout the Balanced Man Scholarship process. Contact your regional director or SigEp's director of growth for more assistance.

For all of these resources and additional support in implementing and executing the Balanced Man Scholarship, please contact your regional director or SigEp's director of growth at zac.gillman@sigep.net.

SigEp

Sigma Phi Epsilon Fraternity
310 South Boulevard
Richmond, VA 23220

© Sigma Phi Epsilon 2017