

**BALANCED MAN
SCHOLARSHIP
INTERVIEW GUIDE**

SigEp



INTERVIEW GUIDE INTRODUCTION

SigEp is dedicated to continuously recruiting, recognizing and developing the most talented men on our campuses. Building genuine relationships is the key to the recruitment process. The Balanced Man Scholarship enables chapters to find the best man on campus, learn more about who they are, evaluate their character and build relationships in a way that's comfortable and valuable.

The interview is the most critical part of the Balanced Man Scholarship, but it is the most commonly overlooked and underprepared part of the process. When our interview committee masters the interview process, chapters can increase the amount of men who are recruited through the BMS and transform the quantity and quality of recruitment.



The purpose of this document is to provide an in-depth look at Balanced Man Scholarship interview best practices and explore the underlying tactics and strategies that can maximize this interaction as an opportunity for recruitment. This script is intended for an in-person interview but the tactics and strategies are translatable and effective in other venues such as phone or Skype interviews.

This document takes a deeper tactical look at the following sections:

- **Setting up the interview**
- **Pre-interview preparation**
- **Introduction**
- **Interview questions and soft selling**
- **Closing, setting the next meeting and following up**

Over 50% of chapters who executed the Balanced Man Scholarship this year indicated that they did not train their interview team, that training was inadequate or that it did not go as well as it could have. BMS chairmen should utilize this guide to train and educate their interview team on these best practices to ensure greater success during the interview process.

This document includes strategies and tactics to implement during the BMS interview. This document is most effective when it's reviewed, discussed and practiced by the Balanced Man Scholarship and recruitment committees.

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BEFORE THE INTERVIEW

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 reviewing the applications to decide who you want to interview, you can automatically disqualify applicants who do not meet agreed-upon minimum standards, such as:

- Do not fully complete the application
- Provided missing or incomplete information
- Submitted the application past the final deadline
- Do not meet a minimum GPA to be associated with a fraternity on campus
- Do not meet the minimum GPA requirement to be part of SigEp
- Has several misspellings, grammar errors, or formatting issues, as this shows a lack of attention to detail

After you remove applicants who do not meet the minimum criteria, divide the applications up evenly amongst the interview team. If you use a service like Google Forms to host your BMS application, you can easily add a column to the application response spreadsheet to assign responsibility to interview committee members.

TYPES OF 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.

SETTING UP THE INTERVIEW

When we contact applicants to schedule an interview, we have an amazing opportunity to set a great first impression. While it is common to communicate with brothers via email or text message, our first contact to our applicants should always be by phone. Making a phone call demonstrates the confidence and professionalism we hope to see in applicants.

Before calling, you should:

- Find a quiet location with little background noise
- Consider the time you are calling and double check which time zone they are in
- Have your call script laid out in front of you
- Open the potential new member list (PNML) and be ready to take notes. He might have questions you don't know the answer to but will need to follow up on later.

COLD CALL SCRIPT

- *“Hi, this is (state your name). May I please speak to (applicant’s name)”*
 - Introduce yourself as (your name), I work with the Balanced Man Scholarship for Sigma Phi Epsilon Fraternity at (school name).
- *“We received your application for the scholarship and we were impressed. I would like to schedule an interview with you for the next round of the scholarship.”*
 - Have a couple of dates that you have planned out already and ask him if any of them work for him. If he doesn't know when he is available, tell him that you will call back to set a date. Set a day and time when you can call back.
- Ask if he has any questions
 - If you can't answer the questions, refer him to the BMS Chairman.
- At the end of the conversation, make sure you repeat your name and give him your number in case he needs to get in touch with you again.
- *“It was great to talk to you, and I look forward to meeting you on (determined date)”*

Many applicants won't pick up the first time you call if they don't recognize the number. If he doesn't pick up, leave a voicemail and send him an immediate follow up email. If he doesn't respond within the next 48 hours, call him back.



**Voicemail
Example:**

“Hi (name of applicant).

This is (name) with Sigma Phi Epsilon and the Balanced Man Scholarship at (college/university). It is (day and time) and my phone number is (phone number). I’m calling because the interview committee was impressed with your application, and we wanted to schedule your interview for the next round of the Balanced Man Scholarship. When you have a moment, please give me a call back so we can set up a day and time for your interview. Again, this is (name) with the Balanced Man Scholarship and my number is (phone number). I look forward to hearing from you soon!”



**Email Follow Up
Example:**

“Hi (name of applicant),

This is (name) with SigEp and the Balanced Man Scholarship at (college/university). I just left you a voicemail to schedule your in-person interview for the Balanced Man Scholarship. When you have a moment, please give me a call back so we can set up a day and time for your interview. I look forward to hearing from you soon!

*Thanks,
(your name)”*

After the call, be sure to note on the PNML whether they picked up or not. If you left a voicemail or sent an email, you should denote that. As you start working your way down a call sheet, it can be easy to mix up names and forget who answered and who you had to leave a voicemail with.

Once you’ve scheduled the interview, put a reminder in your phone’s calendar. Invite the other interview committee members who will be conducting each individual interview and ensure that someone is available to conduct the interview.

PRE-INTERVIEW PREPARATION

1. **Send a Reminder**

You should send a reminder text or call on the day before or morning of the interview to re-confirm the time and location. A small reminder shows them that you care and want them to be successful. It will also ensure that if they can't attend, they will reschedule their interview so you're not sitting around waiting. Let them know what you'll be wearing so they know what to look for.

2. **Review the Scholarship Application**

If you notice anything interesting (a unique sport, a state championship, an interesting club, or something that is regularly mentioned) referenced in the application, highlight or note it and be sure to ask about it during the interview. Each application is going to be different, so you should tailor the interview based on the applicant.

3. **Be Prepared**

Bring the interview evaluation form, applications, and a folder or padfolio to take notes. Have enough pens and paper for each interviewer to take notes.

4. **Personal Hygiene**

It takes only seven seconds for a person to form a first impression. Along with dressing appropriately, make sure the interview committee is prepared to interact in a professional setting. This means each person has showered, groomed their hair and facial hair, and brushed their teeth. You might even consider checking to make sure you don't have any leftover pepper in your teeth from lunch.

5. **Dress for Success**

Unless you set an expectation of attire, some applicants may show up wearing suits, while some may come wearing gym clothes. You should be prepared to dress in business casual attire. Tell your applicants what you'll be wearing so they know that a full suit is not necessary. We want applicants to dress well, but not to the extent that they are uncomfortable during their interview. Business casual means a button-down shirt, dress pants, and dress shoes. The interview committee should match the leather in your belt, watch and shoes. Attention to the smallest details make the biggest difference.

DURING THE INTERVIEW

FIRST IMPRESSIONS

It only takes seven seconds to form a first impression. That means you only have one shot to get it right. If you are sloppy and unprofessional, the applicant may assume this is how you conduct yourself on a regular basis — and you are his only perception of SigEp. However, if you are on time, professionally dressed, and follow these best practices, you'll make a great first impression.

The five keys to a great first impression are:

- 1. Eye Contact**

Maintain eye contact throughout the initial introduction and throughout the conversation.

Looking around the room makes you seem uninterested and rude. Holding your eye contact for at least three seconds at a time helps the speaker know you're actively listening and engaged.

- 2. Smile**

Facial expressions are very important in the first interaction. A strong smile exudes confidence and professionalism.

- 3. Shake Hands**

A firm handshake is one of the most commonly accepted business practices that signifies professionalism and politeness. Don't squeeze the other person's hand so tightly where it is uncomfortable, but don't give them the "dead fish" handshake. Nothing is more distracting than a bad handshake to start an interaction.

- 4. Introduce Yourself**

Clearly state your name and role if this is your first face-to-face interaction. By this point, you've probably had a few interactions via text message, phone or email, but it's always good to put a name with a face with a clear introduction. Say "Hi, are you (their name)? I'm (your name) with the Balanced Man Scholarship. It's nice to meet you"

- 5. Make Them Feel Comfortable**

Avoid long conference room tables. If there are multiple interviewers, don't have them all sit on one side of the table. Open body language will make the applicant feel more comfortable. Feel free to laugh, tell appropriate jokes, and make the interview more informal than they are probably expecting.

Ultimately, making a good first impression won't necessarily seal the deal for you. But a bad first impression could definitely turn off a PNM from wanting to join SigEp.

INTERVIEW AGENDA

After you've made a great first impression, this is the portion of the BMS process where you can really seal the deal. A typical scholarship interview should contain:

1. Small talk
2. Introduction of yourself, interview team
3. Introduction of BMS
4. Ask the scholarship candidate if he has any questions about the scholarship
5. Interview questions...
6. Closing

The goal of the interview is to begin building a relationship. Don't think of this interview process as a typical job interview that you may have participated in before. This interview is much more of an interactive conversation that exists to understand the values and purpose of each applicant.

Beginning the conversation with small talk is a great way to put the applicant at ease. Interesting things you noticed on his scholarship application provide a great way to begin a conversation. Some other potential topics you can begin discussing are hometown, major, career interests, campus involvement, hobbies, community involvement and favorite sports team, among others. Feel free to share some of your own interests, but don't spend a lot of time on yourself. This interview is about them. Remember, as Greek philosopher Epictetus said, "you have two ears and one, so we can listen twice as much as we speak."

"To be interesting, be interested."

-Dale Carnegie, *How to Win Friends and Influence People*

After you've broken the ice and feel that the applicant is ready to begin the interview, you should transition into the more formal section of the interview by introducing the Balanced Man Scholarship.



**Positioning
Statement**

"The Balanced Man Scholarship exists to reward men who exemplify qualities of Sound Mind and Sound Body, as we believe they are essential to leading a balanced life. It's important to note before we begin that, while our fraternity is offering the scholarship, the scholarship and membership in SigEp are separate. Applicants have no obligation to join or affiliate with the fraternity in order to be eligible for the scholarship. Before we dive in, are there any additional questions I can answer or context I can provide?"

If his question is about SigEp, be respectful and briefly answer the question. Leave him wanting more information about the fraternity. That gives you an opportunity to set up a separate conversation solely about SigEp. But remember, this interview is not about SigEp. It's about getting to know the applicant. If he has no questions, move onto the next section.

INTERVIEW QUESTIONS

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 a 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?

ADDITIONAL 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?

CLOSING THE INTERVIEW

After you ask the last question, we need to determine if this is a candidate that we'd consider for membership in SigEp. If not, we can simply ask if he has any other questions about the scholarship. If he is an ideal candidate for the scholarship and fraternity, we should ask if they have any questions about the scholarship or SigEp itself.

If he does have a question about SigEp, remember this is our first contact with this potential new member and many BMS applicants are great candidates for SigEp, so we want to leave a great impression. We should answer their question at a high level. However, we shouldn't spend a lot of time talking about SigEp or push the fraternity on them at all. This interview and interaction is still about the scholarship, not SigEp.

When speaking at a high level about SigEp, you should be prepared to speak about the differentiating factors that make SigEp unique. Those include:

- Building Balanced Men
- SigEp is different
- Balanced Man Program
- Leadership events
- Residential Learning Community (if applicable)
- Statistics (chapter specific and national) — largest national fraternity, campus GPA, etc.
- Chapter highlights
- The reason you joined the chapter

Ultimately, you want to leave them wanting more information. This is not the time for a full pitch.

Finally, you should be prepared to outline the rest of the scholarship selection process. If you're conducting multiple rounds of interviews, tell them when they should expect to be notified. If there are any additional events specifically for finalists or applicants, tell them. At very least, let them know when they should know more about whether they're selected as a finalist. Give them at least two weeks advance notice before the scholarship recognition banquet so they have time to prepare and invite family members.

AFTER THE INTERVIEW

SCHEDULING THE NEXT INTERACTION

If the interviewee responded positively to the possibility of learning more about SigEp, you should arrange another informal interaction outside the interview setting. Offer to help him move into their residence hall, give them a tour of campus or the city, or simply grab a bite to eat.

If he seemed to be very eager to learn more information about SigEp, feel free to send them the Information Guide or Balanced Man Program One Page Guide. These documents can help guide some of your future conversation, especially if he already has some preconceived notion of fraternities. Both documents can be obtained from your regional director.

If he seemed interested, but maybe a little hesitant, don't push any additional information on him. Just schedule an informal interaction and plan to hear him out. If you don't know his objections or what he's looking for, you can't begin to push information on him.

A best practice for scheduling the next interaction is to immediately open your calendar on your phone and schedule the next meeting before the candidate leaves. You can send them reminder texts leading up to the next interaction as well.

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. Here's a great message that you can send an interviewee after the interview:



**Email Follow Up
Example:**

“Hi (name of applicant),

Thank you for taking the time to interview with us. We really enjoyed getting to know you more. I look forward to getting to know you more during your time at (university). We plan to notify all of our applicants by (date) whether they are a finalist/semifinalist for our scholarship. Please reach out if you have any questions or would like additional information about the scholarship or fraternity.

*Thanks,
(scholarship chairman)”*

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.

Who should be a 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.

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.

FINALIST INTERVIEWS

Finalist interviews an additional time is a best practice because it provides another touch-point with the chapter. This gives us one more opportunity to impress the applicant and build a genuine relationship.

Finalist interviews should follow roughly the same outline as applicant interviews only in a more formal setting with more difficult interview questions asked by a two or three-man panel of interviewers, including at least one volunteer.

Finalist interviews should day place in the days or weeks leading up to the awards banquet. The finalist interviewers should be chosen from among the BMS chairman, interview coordinator, BMS mentor, faculty fellow and chapter counselor. The attire for the final interview is formal - both the interviewers and the finalists should wear a coat and tie.

The interview should be conducted in an on-campus conference room and each interviewer should complete another interview evaluation form.

Following the finalist interviews, the finalist interviewers should meet and decide who the award recipients should be. The decisions should be made primarily on merit; however, need may be taken into account as a tie-breaker. The decision should not be made based on who is most likely to join the chapter. The finalist interviewers should submit their recommendations to the larger BMS committee for approval.

CONCLUSION

CONCLUSION

The interview is the most valuable stage in the Balanced Man Scholarship process. If you can make a positive first impression, ask thought-provoking questions and begin to build a genuine relationship with scholarship candidates, you will have a successful BMS process.

The number one thing you should remember throughout the BMS and recruitment process: genuine relationships should be the cornerstone to your recruitment philosophy. Ask quality questions and get to know each candidate on an individual level.

In this guide, we covered a number of topics:

- **Setting up the interview**
- **Pre-interview preparation**
- **Introduction**
- **Interview questions and soft selling**
- **Closing, setting the next meeting and following up**

By now, you should be an expert in the interview stage of the Balanced Man Scholarship process. If you need additional help or resources, please contact your Regional Director or SigEp's Director of Growth.

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
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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:		

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