



Enhancing Your Balanced Man Program: Recruiting Content Experts

The Balanced Man Program is the centerpiece of the SigEp chapter experience and provides the experience that today's student needs to be successful during and after college. As a Valued Partner in Higher Education®, SigEp utilizes campus resources, community relationships and our extensive alumni base to provide a positive, thought-provoking experience for each member to grow into the man he wants to be. This guide will help development committees recruit and leverage content experts to elevate their chapter experience.

Why recruit content experts?

Having content experts be a part of your Balanced Man Program elevates the legitimacy and value of your programming. Chapters report that when they have content experts scheduled to deliver programming, attendance is often higher and more consistent. *Think*, if the chapter is holding a résumé workshop, who is best to lead that: an undergraduate who has made one résumé in their career or a human resources professional who reads through hundreds of résumés a week?

Build an initial content expert list

Find common topic areas that you explore throughout each challenge in the Balanced Man Program (mental health, bystander intervention, diversity & inclusion, etc.). For each topic area, research potential content experts from your campus, alumni base or community. Here are some helpful tips:

- *Campus-based content experts:*
 - Go to your student affairs/life webpage and find the department most relevant to each topic area. Identify the staff members who work most closely with students or programming.
 - Go to your academic programs/degrees/majors webpage and find the major/department most relevant to each topic area. Identify the faculty member in that department who is most relevant to the topic area (think about classes they teach, books they've written or their dissertation topic).
 - Reach out to your fraternity and sorority life advisor and ask them if they know of experts on campus for each given topic area.
- *Alumni content experts:*
 - Reach out to your alumni and volunteer corporation (AVC) and let them know which topic areas you are interested in having content experts for. Ask them who they know in the alumni base or if they could send out a targeted call for experts in those areas (the more specific the ask from the AVC, the more likely your success).
- *Community-based content experts:*
 - Go to directoryofassociations.com and search the topic area in your state for relevant associations. Go to their webpage and identify staff that focus on community outreach or education.
 - Go to your city chamber of commerce webpage and identify any departments that might have staff or elected officials relevant to your topic area.

Steps for success



Step 1: Develop a schedule for the academic term

In preparing for your semester or quarter, identify the meetings most relevant for each challenge that academic term. Based on the meetings selected, identify which ones would be elevated by an external content expert. (There are likely several topics for which an undergraduate brother is best to lead a meeting).

Step 2: Update the content expert list

Based on your academic term schedule, add to the content expert list based on each challenge's needs. Also, refine and update the list based on the success of facilitators from last term or fresh ideas about who to get involved.

Step 3: Make outreach to potential content experts

Each challenge coordinator should reach out to relevant content experts from the previously created list who would provide value to that academic term's meetings. Challenge coordinators should coordinate amongst themselves if one content expert could present to multiple challenges. If the content expert list has a phone number for the potential content expert, call them and gauge their interest in presenting the given topic to members of the Fraternity. If interested, then identify logistics, including time, place and specific desired outcomes. All content experts should be recruited prior to the beginning of the academic term and updated on the BMP App and the chapter calendar.

***See the outreach template.**

Step 4: Have the meeting

Each challenge coordinator should be prepared to introduce the content expert to the challenge members and follow through on any additional requests of the content expert.

***See the meeting prep checklist.**

Step 5: Follow up with a hand-written thank-you note

You want the content expert you worked with to remain connected and committed to SigEp. The best way to do that is ensure you show your appreciation for their time and expertise. The challenge coordinator, at least, should write a hand-written thank-you note to the content expert.

Helpful tools and templates

Meeting prep checklist

- ✓ Make the ask to be a part of the session.
- ✓ Identify the best time for them to make it (ideally, it is consistent with times of other challenge meetings).
- ✓ Ask if there is anything brothers should do to prepare for the meeting (ex: watch a video, complete a handout, etc.).
- ✓ Ask if they need any materials for the meeting (audio-visual, handouts, etc.).
- ✓ Send a follow-up email after the ask confirming all the details (time/date, your contact information, etc.).
- ✓ Get their bio to introduce them at the meeting.
- ✓ Confirm two weeks in advance.
- ✓ Confirm two days before that they have all the information for the meeting (video link, room # or house address).
- ✓ Send a thank-you note.

Reaching out

When we contact content experts to invite them to a challenge meeting, 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 content experts should be by phone. Making a phone call demonstrates the confidence and professionalism we want to exhibit.

Outreach template

- *“Hi, this is (state your name). Is this (expert’s name)?”*
- *“I am a member of Sigma Phi Epsilon Fraternity at (school name), and I work on our member development program, where we put on programming to expand the knowledge and skills of members in our Fraternity. We are always looking to engage content experts in various topics, and we see you as an expert in (topic area).”*
- *“We are planning a meeting for some of our members on (topic area) and would like to have you join us to (insert your ask: share your expertise, present a program, facilitate a conversation, etc.).”*
 - Have logistics prepared for the meeting. Will it be online or in person? Will it be 30 minutes or an hour? Who will be present? What are your intended outcomes?
 - Have a couple of dates and times that you’d ideally hold the meeting.
 - Ask if they have any questions.
- At the end of the conversation, make sure you repeat your name and let them know you’ll follow up with an email to confirm the time, date and place.
- *“It was great to talk to you and I look forward to you helping our members grow.”*

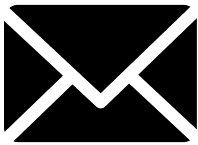


**Voicemail
Example:**

“Hi (name of expert),

This is (name) with Sigma Phi Epsilon at (school name). It is (day and time) and my phone number is (phone number). I’m calling because I work specifically on our member development program. We are always looking to engage content experts in various topics, and we see you as an expert in (topic area). We are planning a meeting for some of our members on (topic area) and would like to have you join us to (insert your ask: share your expertise, present a program, facilitate a conversation, etc).

When you have a moment, please give me a call back so we can discuss in more detail the opportunity for you to share your expertise with us. I look forward to hearing from you soon!”



**Email Follow up
Example:**

“Hi (name of expert),

Thanks for your time on the phone. I am excited for you to work with some of the members of Sigma Phi Epsilon on (topic area). As we discussed, the meeting will take place on (date and time) at/on (physical location or digital platform).

During the meeting, we’d like for you to (include details: length of meeting and specific outcomes).

If you have any questions ahead of your time with SigEp, please let me know. We want to set you up for success. Thank you so much for sharing your expertise with us.

*Best,
(Name)*