



RECRUITMENT SKILLS Participant Guide



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(NAME)

(CHAPTER)

HOW TO MAXIMIZE YOUR TIME AT CARLSON

AT CARLSON:

- **Meet brothers from different chapters.** Go out of your way to sit with members that are not from your chapter to build your SigEp network.
- **Be vocal in small group sessions.** You come from a far different chapter experience than everyone else in your track and your ideas and best practices can be very helpful to others, if you voice them.
- **Be an active listener.** Just as you have ideas that can be helpful to others, they have plenty of experiences and information that will be useful for you to take back to your own chapter.
- **Come prepared to every session.** The better prepared that you are going into each session, the more equipped you will be to participate and you will leave with more takeaways that can be implemented back at your chapter.
- Write down everything that you can. There is a lot of information that is imparted upon you throughout the weekend and it is easy to forget some important details if you do not write things down. When you go back to your chapter, your notes will help guide you in your post-Carlson planning.

AFTER CARLSON:

- Review the goals that you set in your session with the rest of your executive board and volunteers. This opens the conversation about the direction of your chapter and allows you to align your goals to those of the chapter as a whole (in addition to your fellow officers).
- **Create your action plan for carrying out your goals.** In doing this, you will be laying out the roadmap to achieve your goals with the rest of your executive board and your chapter. You probably started this within your track while at Carlson; spend time refining and finalizing when you return home.
- **Build momentum with your chapter.** At your next chapter meeting, have all the brothers who attended Carlson present to the other members about what was learned and the goals that were set for the chapter. It is important to get their feedback and, ultimately, their buy-in to the vision in order to accomplish these goals.
- Keep your relationships strong. Stay in touch with your facilitators and the brothers you met at Carlson and utilize them as a resource in the planning and execution of your goals.

2020 Carlson Leadership Academy Substance-Free Policy

We are fortunate to have opportunities such as the Carlson Leadership Academy made possible through the hard work of our undergraduates and volunteers, and the generosity of our Sigma Phi Epsilon Educational Foundation.

When such opportunities exist, Sigma Phi Epsilon must strive to make the most of it. As such, we expect the very best from everyone throughout the weekend. From the Creed of Sigma Phi Epsilon, artfully crafted by Past Grand President Oscar E. Draper '28-29, we affirm:

That the word **Virtue** is an inclusive term; that it is not enough that I be merely passively virtuous: I must be positive on virtue's behalf. Therefore, I will stand aggressively for honesty in all walks of life, and I will speak cleanly, play cleanly, and live cleanly. Whenever I can, I will oppose lawlessness and vice.

Unless I succeed in being **Diligent**, I cannot be a good fraternity member. Believing that my fraternity can be no greater than any of its members, I shall strive to make it so high and so worthy that men will consider it an honor and privilege to belong to it, and will strive to be admitted to it.

That **Brotherly Love** must be given in order to be received, and that it cannot exist without the triumph of the principles of **Virtue** and **Diligence**, for these are essential parts of it.

Brother Draper went on to say that the role of the citizen is vital to that of a Sigma Phi Epsilon. I believe that obedience to the laws of my community and my country is essential to good citizenship; that the laws and rules of my fraternity and my chapter are intended to regulate the actions of its members, one with another, and that without fidelity to those laws and rules I cannot be a good citizen and a worthy member of Sigma Phi Epsilon.

From Brother Draper's thoughts and those of legendary college coach, Lou Holtz, we find three essential tenets for this weekend:

- The 'Do Right' Rule. You know the difference between right and wrong.
- **Commit to Excellence**. Do your best every time.
- **The Golden Rule**. Treat others the way you wish to be treated.

Rules of engagement:

- 1. The Carlson Leadership Academy is substance-free for all undergraduates from arrival on Friday until the close of ceremonies on Saturday evening. Throughout the program, all local, state and federal laws apply.
- 2. Substances, including all illegal and illicit substances, alcohol, marijuana, or controlled substances without an appropriate prescription issued to the user by a licensed professional, are not permitted in any undergraduate hotel rooms through the duration of the program. Throughout the program, all local, state and federal laws apply.

Introductions & Expectations

Expectations:

What are you looking to get out of this weekend?

What topics do you want to make sure we cover?

The Six Steps of Recruitment:

Recruitment is all about relationships. The Six Steps of Recruitment have been used to help chapters improve their recruitment performance for decades. Use this one page guide to help familiarize yourself with the six steps and teach the rest of your chapter how to effectively get the best guys to join your chapter.

The Six Steps of Recruitment happen continuously throughout the entire recruitment process. There is no hard and fast science to their application. The six steps drill down on the basic principles and art of building relationships. The number one priority of recruitment should be to genuinely care about the men you meet.

The six steps are as follows:

- <u>Build a potential new member list (PNML</u>) create a spreadsheet of all potential candidates for membership and track notes and progress through the recruitment process
- 2. <u>Introduce yourself</u> make a good first impression by saying your name, giving a firm handshake, having a genuine smile and making eye contact
- **3.** <u>Make a friend</u> build a genuine relationship with the potential new member by asking questions about his transition to college, family, friends, hobbies and passions
- 4. <u>Introduce to others</u> facilitate an introduction between the candidate and other brothers with like-minded interests and histories
- 5. <u>Introduce to SigEp</u> hold off on bringing SigEp into the conversation until you are confident that you have built a strong relationship with the candidate, then bring up the idea of joining
- 6. <u>Ask him to join</u> once you're confident that the candidate's character represents the values of SigEp, ask him to join the fraternity and overcome any objections he may have

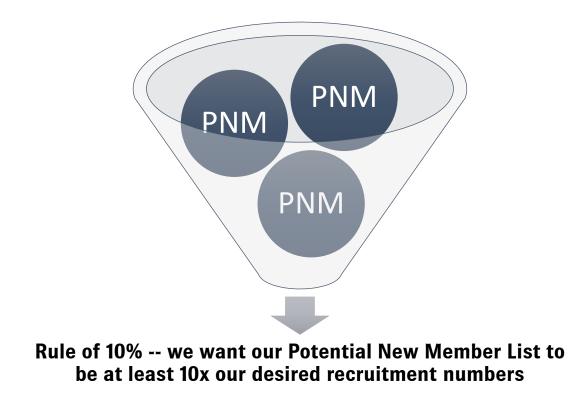


The Six Steps of Recruitment are applicable to any type of recruitment – formal, informal, yearround, deferred, etc.

Growing Your Potential New Member List:

Where do you find potential new members to grow your names list? Additionally, who can you market the Balanced Man Scholarship to?

What type of students should you be looking for? (example: honors, ROTC, upperclassman, etc.)



Places and Ways:

Add everyone you can think of to your names list. Now is not the time to discuss whether they are qualified or not. The larger your list, the more successful you will become at recruiting more high-quality new members. To grow your list, use these strategies below:

Add every man who are:

- Leaders on campus
- Service-oriented
- Friends from high school
- Driven
- Spiritual

Think of people that:

- Make you laugh
- Frequent the library or lab
- Sit with you during meals
- Sit next to you in classes
- Hold a leadership position on campus
- Go home on the weekends
- Never leave their residence halls
- Did not get accepted into another fraternity
- Travelled abroad

Find names from:

- Balanced Man Scholarship applications
- Your cell phone
- Facebook groups (ex. Class of 2023 Your University)
- Student directories online
- Listserv or email distribution lists
- List of incoming freshmen
- List of transfer students
- Rosters from other student
 organizations

Add those from:

- Your residence hall or apartment complex
- An intramural sports team you played on
- Your other student organizations outside of SigEp
- Freshman orientation groups
- Jobs on campus
- The gym or recreation center

Don't forget to add:

- Upperclassman
- Commuter students
- Adult/non-traditional students
- Community leaders
- ROTC cadets
- International students

Where else should you look?

- •
- _____
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- •

First Impressions:

It takes roughly ______ seconds to form a first impression. Once that first impression is formed, it takes roughly 7 minutes to change that initial impression. Therefore, it is critical to prepare our members to leave strong, positive impressions with the potential new members they interact with.

The keys to a perfect handshake are:

- 1. Make eye contact and square your body.
- 2. Gesture your arm forward to initiate the greeting.
- 3. Extend your right hand to meet the other person's right hand.
- 4. Point your thumb upward toward the other person's arm and extend your arm at a slight downward angle.
- 5. Wrap your hand around the other person's hand when your thumb joints come together.
- 6. Grasp the hand firmly and squeeze gently once. Remember that limp handshakes are a big turnoff, as are bone-crushing grasps.
- 7. Hold the handshake for two to three seconds.
- 8. Pump your hand up and down one to three times to convey sincerity.



The Three A's:

A	 		
A	 		
A			

Making Friends:

Throughout the recruitment process, our goal is to build a genuine relationship with the potential new member. In order to do that, we have to get to know him and what he is interested in. We do that by asking questions. What types of questions should we be asking? (circle one):

Open-Ended Questions Close-Ended Questions

If you ever get hung up in the conversation, remember the five F's of conversation. They can help jog your memory on appropriate topics that you can ask about.

The Five F's of Conversation:

- Family
- Future
- Firsts
- Favorites
- Fun
- 1. What questions do you think would be beneficial to ask the potential new member during the recruitment process?

2. What are you hoping to learn about a PNM throughout the interview?

Recruitment Activities:

Ideally, SigEp recruitment is more of a personal interaction, like two friends going to lunch or dinner. However, many universities still require you to put on large-scale recruitment activities. When you assess the return on investment of time and money, you'll realize that many small-scale interactions have a greater return than large-scale recruitment events.

Regardless, all of our recruitment interactions should be alcohol-free. Having alcohol at any interaction associated with recruitment is a direct violation of SigEp's and your campus's risk management policy.

To help you think of the best recruitment activities, answer these questions below:

1. What recruitment activities do you see successful on your campus?

2. What low-cost, values-based recruitment activities can you think of? Remember, we aren't trying to impress PNMs by showing them all the cool things we have (t-shirts, sunglasses, big house, etc.). Instead, we should show them who we are as people and what we value.

3. Based on your conversations with other attendees at Carlson, what are some recruitment activities ideas you'd like to implement?

REMEMBER: Anything and everything can be a recruitment interaction. Utilize chapter meetings and events that are already on your calendar or already happening on campus.

Example Recruitment Activities:

The ideal SigEp recruitment interactions should showcase the value men will receive while progressing through the Balanced Man Program. When recruitment interactions are centered on components of the Balanced Man Program's areas of development, they provide value to both brothers and potential new members.

SigEp & Campus Community

These activities give potential new members the opportunity to meet brothers and learn about the history of the American college fraternity, what makes SigEp different and how we are committed to the campus community.

- Campus-Sponsored Activities Any campus-sponsored activity can be turned into a recruitment interaction. Attend these as a chapter and invite potential new members to join you!
- Balanced Man Scholarship Showcase Special reception for Balanced Man Scholarship applicants.
- Alumni Meet & Greet Showcases the depth of alumni involvement and how SigEp is a lifelong commitment.
- Attend Sporting Events Showcases how SigEp supports the campus community.
- The American College Fraternity Showcase Change the perception of the American college fraternity experience. Bring in an alumni/HQ staff member or professor to talk about the history of fraternities.

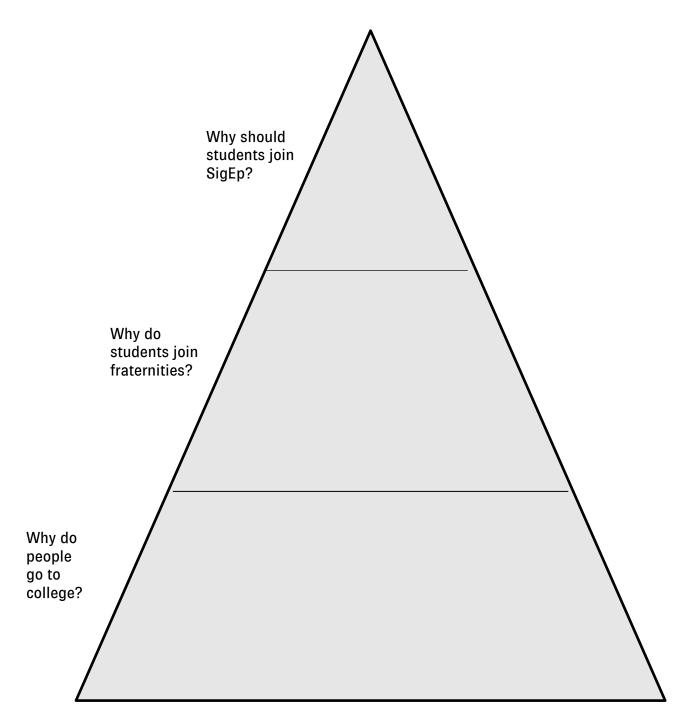
Intellectual

Intellectual development activities give potential new members the chance to meet brothers and see firsthand their commitment to the pursuit of a sound mind. These interaction ideas help illustrate the ways they will be pushed to embody the sound mind ideal.

- Service Event Plan a volunteer service day and invite potential members to join.
- Speaker Series on Campus Host a series of speakers on educational topics for potential new members to get a taste of the development available in the chapter.
- Dress for Success Invite a local menswear store to give a demonstration on how to dress for professional/formal occasions, and how to shop for formal wear.

"The SigEp Recruitment Pyramid"

Picture yourself as an incoming freshman. You're walking down a row of information tables at the organizational fair during the first week of school. Every fraternity is telling you why you should join their organization. They're all saying the same thing — alumni networking, brotherhood, sorority relationships, etc. You're exhausted, but SigEp is the last fraternity in the aisle. What is SigEp going to be promoting?



THE BALANCED MAN PROGRAM

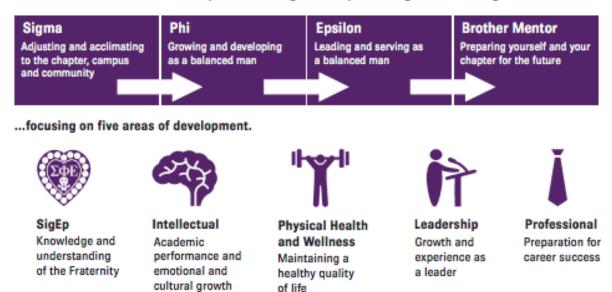
Ninety percent of college takes place outside of the classroom. It's in this part of the college experience — the unplanned, unstructured hours — that students discover their passions and plan their futures. For our brothers, much of this time is spent with their chapters — it's where they build close bonds of friendship and learn how to communicate and work with others, to lead, and to speak in front of a crowd. Our brothers accomplish all of this through the Balanced Man Program (BMP).

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. The Balanced Man Program is a nonpledging, non-hazing, four-year, personal, academic, leadership and professional skills development experience.Here is how the Balanced Man Program accomplishes those ideals:

The program is founded on five philosophical tenets...

Equal rights and responsibilites - Full membership upon joining Continuous Development - Growing throughout life Accountability - Committing to SigEp's high standards Living the Ritual - Incorporating SigEp's values into everyday life Mentoring - Maximizing growth through guidance and support

... and takes the form of four self-paced challenges that span throughout the college career....



To learn more about the Balanced Man Program, visit SigEp online at sigep.org/bmp

SigEp Elevator Pitch:

Often, you only have a few moments to clearly communicate the value SigEp has to offer a potential member, parent, or alumnus. Having a prepared answer that completely and concisely describes Sigma Phi Epsilon will prepare you for success in recruitment.

The Opening – 3 Questions

Before you begin to pile information on potential members, always start with three questions. These questions will help you tailor your conversation in a direction that is meaningful to the recruit.

- 1. What are you involved in?
- 2. What has your experience with fraternities been like?
- 3. What do you know about SigEp?

Fast Facts-An Introduction to SigEp

Based upon the answer to question 3, you'll need to provide a basic snapshot of SigEp success.

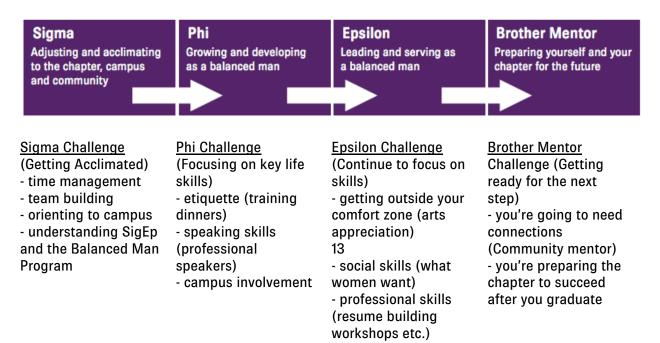
- 1. SigEp was founded at the University of Richmond in 1901.
- 2. SigEp is one of the nation's largest fraternity with close to 14,000 undergraduates on campus
- 3. SigEp has one of the the highest GPAs of any fraternity at 3.2

SigEp's Competitive Advantage – The Balanced Man Program

- The BMP is our means to be different from the typical frat boy
- No pledging, no hazing
- Continuous development based on life skills
- Focused on your living your best life with a Sound Mind and Sound Body (reference ancient Greek philosophy – SigEp is based on wisdom that has withstood the test 2,700 years)

SigEp Elevator Pitch continued on next page...

What does SigEp do?





SigEp Knowledge and understanding of the Fraternity



Intellectual Academic performance and emotional and cultural growth



Physical Health and Wellness Maintaining a healthy quality of life



Leadership Growth and experience as a leader



Professional Preparation for career success

What do you think?

- How could you see this benefiting you?
- Is this something you could potentially see yourself doing?
- What sounds most interesting to you?

Close to another touch point

- You said you need to talk to your parents. Can we catch up next week after you've done that?
- Why don't you come meet some of the other guys who are looking at joining? We have an event on Thursday that I can bring you to.

Overcoming Objections:

The best potential new members are balanced men who are involved on campus and in their community. They may not think they have time for a fraternity experience, and they may not know what makes SigEp different. Having an open and honest conversation about the objections potential new members have to joining is an important step to making them feel comfortable accepting your invitation to SigEp. Below are two tactics to help potential new members overcome their own objections:

Isolating Objections

Ask, "if _____ was no longer an issue, would you be able to join?"

- If their response is "Yes", then you help them overcome their objection
- If their response is "No", then you need to identify what their actual objection is

Feel, Felt, Found, Find

- 1. I understand how you <u>feel</u>...
- 2. I <u>felt</u> the same way...
- 3. What I found was...
- 4. I think you'll <u>find</u>...

Use this framework when you know their sole objection and want to overcome it.

Here are common objections potential new members have and several responses to each to begin a conversation and overcome those objections.

		Overcoming Objections Guide
1.	l can't afford it	 How much do you think it costs to be in the fraternity? Can I show you exactly how much it costs and what you're investing in? Have you heard about the Balanced Man Scholarship we're offering? We can set up a payment plan for youwould that be helpful? A portion of your dues goes towards leadership events like Carlson Leadership Academy and the Ruck Leadership Institute. Can I tell you more about those opportunities?
2.	l don't have time	 How much time do you think it takes to be in a fraternity? Can you give 3-4 hours per week to the fraternity? What else are you involved in on campus? We've got brothers involved in that too! Can I introduce you to? He has a full-time job, is a full-time student and still manages a great GPA.

3.	l already have friendswh y do I need to pay for more in SigEp?	 Think of your fraternity dues more as an investment in your future. You pay each semester and gain access to leadership programs, a multi-million-dollar network, and a lifetime of personal growth. Most student organizations require some type of membership fee. Can I show you exactly what you'll be paying for and what you're going to get out of this experience? Everyone in our chapter also has friends outside the fraternity. How could your life be different if your best friends were also values-based and driven individuals like SigEps?
4.	l need to focus on my academics	 That's why we're interested in you! We all take academics seriously. We have a minimum GPA standard of for membership. Last semester, our cumulative GPA as a chapter was Over the next few years, you'll spend about 90% of your time outside of the classroom. How are you going to maximize that time to become an even better person? The Balanced Man Scholarship rewards freshmen who have demonstrated academic excellence. Are you interested in applying? Can I introduce you to someone in your major? He may be able to help you study for your next exam.
5.	My significant other doesn't want me to join	 What are his/her concerns? We have a lot of events that you can include your significant other in. Would he/she be interested in meeting more of the brothers at these events? Would your significant other be open to speaking to my significant other? Maybe that would ease their worries?
6.	My parents are nervous about me being in a fraternity	 What are their concerns? Have you told them about the Balanced Man Program? Can I connect your parents with our Faculty Fellow/Chapter Counselor/AVC President? My parents were the same way until they learned more about the Fraternity. Can I connect your parents with mine so they can talk about their concerns?
7.	l'd like to wait until next semester	 What is going to change between now and then? Can I show you what we have left on the calendar for this semester? We still have several events that you might find beneficial. If your concern is because it's late in the semester, we can prorate your dues so you're not paying for events you didn't get to participate in. Would that help?
8.	l don't drink aren't fraternities	 There are many brothers who don't drink. Do you think that is an expectation to be in our fraternity? Have you heard about our substance-free chapter house? Most of our events do not include alcohol (for example, chapter meals,

all about alcohol?	RLC speakers, alumni networking events, professional development seminars, etc.). Did you know that?
9. Don't all fraternities haze?	 Have you heard about our Balanced Man Program yet? SigEp was one of the first fraternities to ban pledging and hazing. Instead of hazing, we have a four-year system of development. Check out the Balanced Man Program app and you can see everything we do in the Sigma Challenge. Can I introduce you to one of our newest members? He can tell you all about his experience so far.

Substance-Free Facilities Recruitment Pitch

Policy Summary: At Conclave in 2015, the Grand Chapter passed a resolution asking the National Board of Directors to explore the possibility of substance-free facilities. After reviewing the results of that exploration, the Grand Chapter passed at the 2017 Conclave <u>Resolution #2</u>. The resolution mandates that by August 1, 2018, all common spaces of chapter facilities will be substance-free, and by August 1, 2020, all SigEp chapter facilities will be completely substance-free. Significantly, the resolution does <u>not</u> prevent chapters from having social functions. Chapters can still use third party vendors and host BYOB events outside of chapter facilities.

<u>Changes to Recruitment:</u> On many campuses, a substance-free chapter facility is a differentiating factor. When explained properly, that differentiating factor is often a competitive advantage in recruitment. In fact, SigEp chapters that have some level of substance-free facilities policy have a higher average membership (by 17 members) and recruited 37% more members in a semester than housed chapters without any substance-free facility policy.

Selling Points	<u>Benefits to a</u> Potential New Member	<u>Rationale</u>
Different than typical fraternity houses	"We tend to attract the kind of guy who wants more than a drinking club out of his fraternity." "When we say we're different from the average fraternity, we mean it. Have you heard about our Balanced Man Program?"	According to a recent study, the vast majority of students entering college today do not want to join Greek life. In other words, harmful stereotypes about fraternities as drinking clubs harm recruitment, and a differentiating factor can be a huge competitive advantageand an opportunity to talk about what SigEp focuses on.
No parties in the chapter house	<i>"Our brothers really like that they have a guaranteed great place to study."</i> <i>"Joining SigEp will help you get what you want out of college."</i>	Students go to college to develop personally and professionally. Some fraternity facilities house brothers in environments that harm rather than help those goals by forcing

The table below shows how to describe the benefits of a substance-free facility to a potential new member considering joining SigEp.

		brothers to go elsewhere to study during partiesbut a substance-free facility provides a very conducive environment for doing what students go to college to do.
Social events held outside the chapter facility	<i>"We have a lot of our events at off-campus venues and our guests feel much safer than they do at stereotypical fraternity parties."</i> <i>"After our parties, we have a great, clean house to come back to and don't need to spend hours cleaning up."</i>	Having a substance-free chapter facility means that social events involving alcohol will be held off- site, often at third-party venues that are safer, take on more legal liability, and are more fun for brothers of all ages than typical fraternity house parties.
Quieter facility is conducive to holding internships	"We have brothers working internships in business/finance/politics who live in the chapter house because they can get sleep for their jobs and see all their brothers after work." "Our alumni have said being in SigEp helped them find a well- paying job because they prepared themselves for a life after college."	Chapter members with prestigious internships want to live in places where they are surrounded by fellow high performers.
Clean facilities help a chapter stand out in recruitment	"When we say we're different from the average fraternity, we mean it." "Want a tour?"	Years of parties in a facility tend to take a toll on the building's structure, so a well-maintained structure stands out in comparison and is far more desirable to both residents and guests. SigEp is built on being differentand having a facility that is different shows that SigEp walks the walk.

Clean facilities attract non- chapter members and donors	"We have multiple faculty fellows who hold office hours in the house because they feel comfortable here." "Our friends and significant others love spending time here / studying here because they feel comfortable and safe." "We have regular moms' brunches / dads' cookouts here because we're proud to show off our house."	A substance-free facility will almost certainly be cleaner and smell nicer than a facility regularly used for parties. A clean house is more desirable for hosting faculty, friends, and parents.
(If applicable) SigEp Learning Community accreditation	<i>"Our chapter is a SigEp Learning Communitywhich means that we're one of the best SigEp chapters in the country when it comes to faculty engagement, alumni involvement, and more. Have you heard about our learning community?"</i>	Chapters with substance- free facilities are in a much better position to achieve LC accreditation, which pushes chapters to pursue faculty engagement, dedicated academic space, and alumni engagement all of which offer further competitive advantages in recruitment.

The Balanced Man Scholarship:

Because of ever-growing negative perceptions and stereotypes surrounding fraternities, fewer people are joining our organization each year. In fact, less than 11% of incoming freshmen indicate a desire to join a fraternity when entering college. Our brothers have no formal opportunities to interact with the remaining 89% of incoming freshmen. Additionally, the cost to attend higher education institutions continues to rise. The average college student graduates with over \$26,000 worth of student loan debt. The Balanced Man Scholarship is a tool that attracts high-quality students while helping offset the rising costs of higher education.

Awarding a scholarship based on the ideals of Sound Mind and Sound Body will attract applicants who lead balanced lives. These applicants become an incredibly qualified pool of potential new members. Further, 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. A properly run BMS will create a positive perception of SigEp for scholarship applicants, their parents, faculty, administrators and the campus community.

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Prepare for	Market	Interview	Recognize	Recruit
Scholarship	Application	Applicants	Applicants	Applicants
 Select BMS Chairman and committee Establish a timeline and budget Reserve awards banquet venue, secure keynote speaker and finalize all banquet logistics 	 Create an online application form Send application to high school guidance counselors Review applications and identify top candidates 	 Train interview team how to conduct interviews Conduct in-person or at-home interviews for those who qualify Select finalists and invite them to awards banquet 	 Invite parents, faculty, and university administration to banquet Create and practice the awards program script Present awards certificate to all finalists and winners 	 Help applicants acclimate to campus Invite applicants to chapter events and introduce them to brothers Add applicants to the potential new member list

The Balanced Man Scholarship follows a simple five-stage process:

There are several resources that can help chapters implement and execute the Balanced Man Scholarship. Utilize the Regional Director or SigEp's recruitment services team to support the chapter's Balanced Man Scholarship efforts.

To learn more about the Balanced Man Scholarship, visit sigep.org/bms.

SAMPLE TIMELINE FOR BMS

November – Select a Balanced Man Scholarship chairman. Evaluate the most recent BMS and identify areas for improvement.

January – Finalize a BMS budget and specific timeline for the next year.

February – Finalize all hard copy or electronic application and solicitation materials.

April – Email the application to incoming students. Send it from a customized email address such as MySchoolSigEpBMS@gmail.com. The application should be available online and must be very easy to complete. Asking for difficult or time-consuming items like essays and transcripts is the biggest obstacle to having many candidates to interview. Set a preferred deadline for 30 days after the application is sent, but also have a final deadline that allows you to send multiple email reminders.

May – Reserve a banquet location. Recruit a keynote speaker. Send invitation letters to special guests and speakers.

June – Select and notify first round semi-finalists.

August – Conduct an interview with every applicant that reaches your minimum GPA requirement. Meeting as many applicants as possible is a critical way to use the scholarship for recruitment purposes. Host the meetings in the first two weeks of the school year, before freshmen start getting busy. Some chapters conduct interviews in the students' homes over the summer, which can be effective but difficult to organize.

Mid August - Another crucial, often-missed step is the process of becoming friends with applicants. This step can't be skipped as you push BMS applicants through the Six Steps of Recruitment. Host a BBQ to welcome all applicants to campus, or invite them to chapter Sound Mind and Sound Body events. Get to know them as friends, and introduce them to SigEp before the awards banquet.

Late August – Host the banquet and award scholarships before the university's formal recruitment occurs. Invite the finalists' parents to attend, so they see how great SigEp is and encourage their son to join.

Fall semester – Follow up with candidates and recruit them to join SigEp.

Interview Skills

Example Interview Questions:

Questions about high school

- 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?
- 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?



SigEp headquarters offers marketing assistance for your Balanced Man Scholarship. For additional examples and information, please contact Recruitment Services Manager, Pat Githens at pat.githens@sigep.net.

Chapter Sites Support

chapter.sigep.org/bms

No cost associated with this service **Written Plan**:

Direct Mail

Customized letter or postcard to students' permanent home address costs approximately \$0.50 per piece

SigEp States No Reads	POSTAGE
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Stage 1: Preparation



Email Campaigns

Template emails sent from our professional email system no cost associated with this service

SigEp	Balanced Man Scholarship
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scholarships this year	sey Zeta chapter of Sigma PN: Epelion is awarding \$1,000 in We invite you to apply for one of our scholarships at a role that the application and scholarship do not require garitation.
The application deal	fline is October 15, 2017 — take the 15 minutes to apply now at
	questions about the Balanced Man Scholarship or Sigma Phi inestate to contact me directly at <u>presidence cou</u> . We look forward ation!
Janah Bot	
Isalah Britt, Rider '18 Balanced Man Schola	inhio Chairman

SigEp Balanced Man Scholarship

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On-Campus Advertising

Custom flyers or business cards printed with your custom redirect link (sigep.org/chapter) with printing: costs vary design file only: no costs





Social Media Accounts

Custom graphics sized with appropriate dimensions for Facebook, Twitter, Instagram and Google Forms no costs associated with this service



BMS Chairman	
BMS Committee	

Banquet Date	
Total Budget	

Application Link	
Open Date	
Close Date	

Stage 2: Marketing

Marketing Strategies	() Direct physical mail Direct email Post in 'class of' Facebook page Guidance Counselors	()Orientation / Move-in day Social Media Ads Info fair Other (describe)
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Stage 3: Interviews

Interview Dates	
Interview Training & Plans	

Stage 4: Recognize Applicants

Banquet Speaker	
<u>Banquet Plans</u> (example invitation)	

Stage 5: Recruit

|--|--|

BALANCED MAN SCHOLARSHIP INTERVIEW GUIDE



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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Interview Evaluation Rubric Interview Evaluation Workbook

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!"



"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!

Email Follow Up Example:

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.

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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:



"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.

Email Follow Up Example:

> 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.

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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	 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	 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	 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	 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 	10 points or below

 Inarticulate; unable to communicate effectively Interviewee needs to be more mature 	

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Scholarship Candidate Name:				Date:	
Interviewers:					
1 far below standard	2 below standard	3 meets standard	4 above standard	5 far above standards	

CATEGORY:	COMMENTS:	SCORE:
 APPLICATION: 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? 		$ \begin{array}{c} 1 \\ 2 \\ 3 \\ 4 \\ 5 \end{array} $
 APPEARANCE AND POISE: 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.)? 		$ \begin{array}{c} 1 \\ 2 \\ 3 \\ 4 \\ 5 \end{array} $
 INTERVIEW: 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? 		$ \begin{array}{c} 1 \\ 2 \\ 3 \\ 4 \\ 5 \end{array} $

 SIGEP-SPECIFIC QUESTIONS: 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? 		$ \begin{array}{c} 1 \\ 2 \\ 3 \\ 4 \\ 5 \end{array} $
	TOTAL POINTS:	



Sigma Phi Epsilon Fraternity 310 S. Arthur Ashe Boulevard Richmond, VA 23220

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Use this worksheet to document your SMART goal(s) and corresponding action plan.

Deadline	Task	Owner	Who is involved?

Use this worksheet to document your SMART goal(s) and corresponding action plan.

Deadline	Task	Owner	Who is involved?

Use this worksheet to document your SMART goal(s) and corresponding action plan.

Deadline	Task	Owner	Who is involved?

SMART goals and action planning Use this worksheet to document your SMART goal(s) and corresponding action plan.

Deadline	Task	Owner	Who is involved?

Use this worksheet to document your SMART goal(s) and corresponding action plan.

Deadline	Task	Owner	Who is involved?

NOTES	

NOTES	

NOTES	

NOTES	

MEMBER ACCIDENT PROTECTION PROGRAM

A benefit of membership of the Sigma Phi Epsilon Fraternity

What is the Member Accident Protection Program?

The member accident protection program of the fraternity is a benefit of membership. The program is intended to compliment the health insurance of every undergraduate member of the Fraternity for injuries as a result of accident. The premium for this program is paid by the Fraternity and the program may be cancelled or changed at the sole discretion of the Fraternity at any time. The information provided is for informational purposes only and is not intended to replace the insurance contract. For specific information regarding any claim, please contact Holmes Murphy.

Who is an insured person under the member accident program?

All eligible undergraduate members of the fraternity are insured for covered injuries that are incurred while the policy is in force and occur while:

- The member is in good standing with the Fraternity. Membership will be verified with SigEp. Therefore, it is
 important that new members are reported in a timely manner and that all dues and insurance fees have
 been paid; and
- The member is enrolled as a student at an institution of higher learning where there is an undergraduate chapter. If a covered injury occurs during the holiday or summer break, then the eligible member must have been enrolled in school as a student during the prior school term and be continuing in school the following term.

What protection is provided?

The following limits of protection are provided;

- \$10,000 accident medical expense and/or dental accident injury maximum
- \$5,000 accidental dismemberment and/or accidental death benefit
- 52 week benefit period
- \$0 deductible

How are benefits paid?

- Additional benefits will be paid only when the eligible medical expense is not recoverable from any other insurance policy, service contract or workers' compensation policy. This policy will reimburse deductibles and co-pays of health insurance programs.
- Benefits for any one accident shall not exceed, in the aggregate, the medical expense maximum.
- In the absence of any other applicable coverage, this coverage is primary.

What is accidental dismemberment?

When, because of covered injuries, the Insured sustains any of the following losses within 52 weeks after the date of the accident, the Company will pay benefits for loss of:

Paraplegic or greater.....100%

Two or more members......100%

One member......50%

Member is defined as hand, foot or sight of eye. The percentage shown is applied to the accidental dismemberment principal sum. Loss means severance of the limb at or above the joint and total and irrecoverable loss of the entire sight. Loss must occur within 52 weeks after the date of the accident. Only one of the amounts (the largest applicable) will be paid for any one accident.

What is accidental death?

The Company will pay the accidental death principal sum when a covered injury results in the Insured's death. Death must occur within 52 weeks of the covered accident. If accidental dismemberment benefits have been paid for a loss resulting from the same accident, the accident death benefit will not be payable. To receive benefits, loss must be independent of sickness and all other causes.

What are the exclusions on this policy?

The policy does not cover loss nor provide benefits for:

- Sickness or disease, in any form;
- Infections except pyogenic or bacterial infections caused wholly by a covered injury;
- Fighting (unless an innocent victim);
- Injury due to participation in a riot;
- Injuries due to intramural tackle football, hockey or rugby. All other intramural activities are covered;
- All intercollegiate sport participation including off season conditioning;
- Injuries resulting from the use of any illicit drug and/or narcotic unless administered upon the advice of a physician;
- Claims occurring while parachuting or hang-gliding;
- Suicide, attempted suicide or intentionally self-inflicted injury;
- Injury resulting from any declared or undeclared war;
- Injury while in the armed forces of any country;
- Cosmetic surgery;
- Hernia in any form;
- Expenses for treatment on or to the teeth, except for treatment resulting from injury to natural teeth;
- Eyeglasses, hearing aids, and examination for the prescription or fitting there of;
- Loss resulting from air travel, except as a fare-paying passenger on a commercial airline;
- Treatment provided in a government hospital unless the Insured is legally obligated to pay such charges;
- Injury covered by any workers' compensation or occupational disease law;
- Expenses covered by any other policy.

Important notes:

- The Member Accident Protection Program is NOT a substitute for health insurance. It provides NO protection for sickness or illness. Every member of the Fraternity must be certain that they obtain health insurance coverage from their parents or another source.
- > Coverage applies to United States students only. Coverage does not apply in Canada.
- Policy requires reporting within 180 days. A delay in reporting can cause your claim to be denied or have your benefit payments delayed.



To whom are claims reported?

Holmes Murphy 13810 FNB Parkway Suite 300 Omaha, NE 68154

(800) 736-4327 Fax: (800) 328-0522 <u>fraternityclaims@holmesmurphy.com</u> www.holmesmurphyfraternal.com

When you call to report a claim you will need to reference that you are reporting this claim as a member of the fraternity program and provide the name of the fraternity and the university/college at which you are a member.



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Ruck was a mind-changing experience. It's one thing to sit in a classroom and be told what leadership is. It is another to learn what leadership is, to experience it and to discuss it with men who are like-minded, full of potential and invested in the same goal of improving themselves.



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