

PLINNING



### VICE PRESIDENT OF RECRUITMENT 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.

#### 2020 Carlson Leadership Academy 1 Vice President of Recruitment

### **Expectations:**

What are you looking to get out of this weekend?

What topics do you want to make sure we cover?

### **Optimal Size Planning Sheet**

Each chapter has an ideal size that it should be. Optimal size is not an exact number, but rather a strategically calculated range. This number is based on a number of different figures and characteristics of your campus and chapter. It's going to vary from campus to campus and some factors can have a greater effect on the chapter's optimal size than others. Ultimately, you know what for your chapter and you should be involved in the planning of their chapter's size this semester and in the distant future.

SigEp Chapter Statistics	
Average SigEp Chapter Size	67
Largest SigEp Chapter	214
Average Buchanan Cup Chapter Size	103
Average Learning Community Accredited Chapter Size	84

Factors to Consider When Determining Optimal Size
Number of Undergraduates at College/University
Number of Male Students
All Campus Average (GPA)
Enrollment Trend (Is the school growing?)
Number of Fraternities
Largest Fraternity Size
Largest Sorority Size
Average Chapter Size on Campus
Current Rank Amongst Fraternities for Size
Facility Capacity (if applicable)
Average Fraternity Size at Similar Schools
Average annual number of expelled/resigned members (approximate)
Is year-round recruitment allowed on campus?

### **Optimal Chapter Range (#)**

# Recruitment Goals: Spring 2020 and Fall 2020

### Purpose

The purpose of this document is to have clear and written recruitment goals that are tangible. These recruitment goals will allow the recruitment committee to have goals that they can achieve throughout the year.

Sprir	ng 2020 Goals
Total new members	
New members through formal	
recruitment	
New members through BMS	
New members through 365	
New member GPA	

Fall	2020 Goals
Total new members	
New members through formal recruitment	
New members through BMS	
New members through 365	
New member GPA	

#### 2020 Carlson Leadership Academy 4 Vice President of Recruitment

### **Recruitment Standards:**

Describe the ideal SigEp:

What characteristics does the ideal SigEp have?

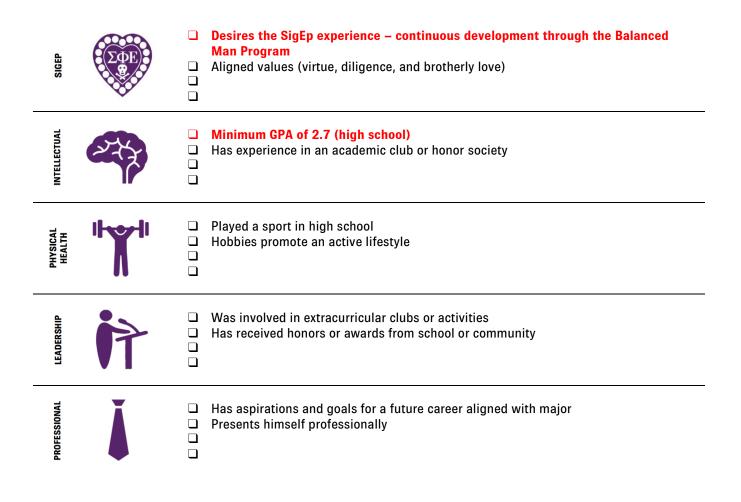
What should our recruitment standards be?

What are the non-negotiable standards?

# RECRUITMENT **STANDARDS**

Recruitment standards are the most effective way to ensure that the chapter maintains high expectations for membership through changes in leadership and chapter membership. Standards bring consistency. The template below provides five areas of recruitment standards, related to the five areas of development for the Balanced Man Program, with sample standards in each category that can be tailored. Blank spaces are provided for additional standards to be added.

To be eligible to receive an invitation to join Sigma Phi Epsilon, a potential new member should meet all of the required standards (highlighted in red) and should meet at least one standard from each of the five areas listed.



### **Building Your Potential New Member List (PNML):**

What do you track on your PNML?

When do you use your PNML?

Who should have access to the PNML?

### **Growing Your Potential New Member List:**

Where do you find potential new members to grow your names list?

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 2022 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?

- \_\_\_\_\_
- •
- •
- \_\_\_\_\_
- •
- \_\_\_\_\_
- •
- •
- •

# **Recruitment Committee:**

Who should be on your recruitment committee? Ideally, about 10% of your total chapter size should be on the recruitment committee.

Name	Phone Number	Email Address

What expectations do you have of your recruitment committee?

- a. Attend meetings on [DAY] at [TIME] in [LOCATION]. Provide a valid excuse at least 24 hours in advance if not able
- b. Bring a pen and something to take notes with
- c. Provide an update on all PNMs you are responsible for
- d.
- e.
- f.

### **Sample Recruitment Committee Meeting Agenda:**

The recruitment committee should be meeting on a weekly or biweekly basis throughout the entire semester. Their job is not done when formal "rush" is finished. Great SigEp chapters recruit 365 days a year and are constantly building their personal networks. Therefore, the recruitment committee should continue to meet.

- a. Opening
- b. Roll call
- c. Review notes/minutes from last committee meeting
- d. Updates to the PNML
  - i. Adding/removing names
  - ii. Updating personal information
  - iii. Discussing level of interest
  - iv. Last contact and next steps
  - v. Assigning prospects to committee/chapter members
- e. Upcoming chapter events/functions
  - i. Things the chapter is already doing (development, service/philanthropy, other programming)
  - ii. How upcoming events can be used for recruitment
  - iii. Which prospects to invite
  - iv. How to get prospects to attend events
- f. Review of the recruitment plan
  - i. Review and update recruitment committee goals
  - ii. Upcoming recruitment events (ones planned specifically for recruitment)
  - iii. Review recruitment budget and expenditures, adjust as necessary
- g. Prepare report for chapter meeting
- h. Review action items for all committee members
- i. Closing

### **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 activity or 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 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.

Once you've looked at the university calendar, you should begin planning your events for recruitment. Below is a sample template for how to plan our your semester.

Compile all of these dates/events into a master recruitment calendar. Work with the VP of Programming to get this all on the chapter calendar.

#### **UNIVERSITY RECRUITMENT EVENTS**

Event	Date	Location
Fall Recruitment Open House	9/1/2020	Student Union

#### **MAJOR BALANCED MAN SCHOLARSHIP DATES**

Event	Date	Location	Owner
BMS Banquet	9/15/2020	University Club	James

#### **CHAPTER EVENTS TO DOUBLE AS RECRUITMENT EVENTS**

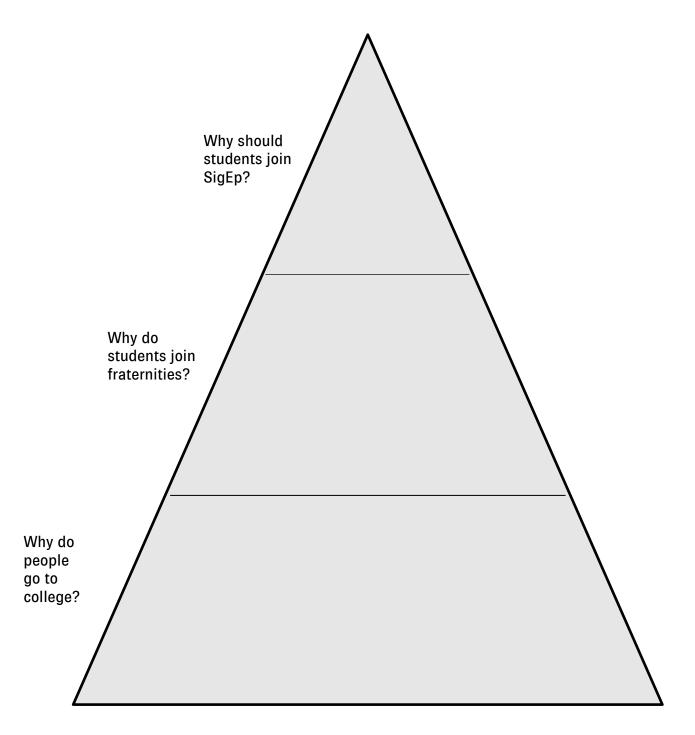
Event	Date	Location	Area of Development
Big Brother/Big Sisters Info Session	9/10/2020	Chapter House	Personal Development

#### CHAPTER RECRUITMENT EVENTS

Event	Date	Expected Cost	Owner
Speaker event – starting off college right	9/2/2020	\$50 for food/drink	Patrick

### "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).

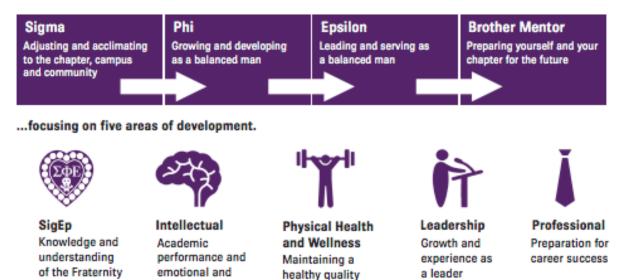
The Balanced Man Program is the centerpiece of the SigEp chapter experience and provides the experience that today's student needs to be successful during and after college. The Balanced Man Program is a nonpledging, non-hazing, four-year, personal, academic, leadership and professional skills development experience. Here is how the Balanced Man Program accomplishes those ideals:

The program is founded on five philosophical tenets...

cultural growth

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

of life

# 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.

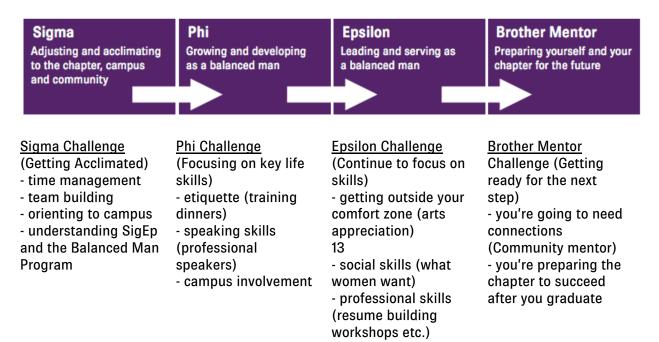
- 1. SigEp was founded at the University of Richmond in 1901.
- 2. SigEp is one of the nation's largest fraternities with close to 14,000 undergraduates on campus.
- 3. SigEp has one of the highest GPAs of any fraternity at 3.2.

#### 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	<ul> <li>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?</li> <li>Have you heard about the Balanced Man Scholarship we're offering?</li> <li>We can set up a payment plan for youwould that be helpful?</li> <li>A portion of your dues go towards leadership events like Carlson Leadership Academy and the Ruck Leadership Institute. Can I tell you more about those opportunities?</li> </ul>	
2.	l don't have time	<ul> <li>How much time do you think it takes to be in a fraternity? Can you give 3-4 hours per week to the fraternity?</li> <li>What else are you involved in on campus? We've got brothers involved in that too!</li> <li>Can I introduce you to? He has a full-time job, is a full-time student and still manages a great GPA.</li> </ul>	
3.	I already have friendswhy do I need to pay for more in SigEp?	<ul> <li>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.</li> <li>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?</li> <li>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?</li> </ul>	

4.	l need to focus on my academics	<ul> <li>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</li> <li>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?</li> <li>The Balanced Man Scholarship rewards freshmen who have demonstrated academic excellence. Are you interested in applying?</li> <li>Can I introduce you to someone in your major? He may be able to help you study for your next exam.</li> </ul>
5.	My significant other doesn't want me to join	<ul> <li>What are his/her concerns?</li> <li>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?</li> <li>Would your significant other be open to speaking to my significant other? Maybe that would ease their worries?</li> </ul>
6.	My parents are nervous about me being in a fraternity	<ul> <li>What are their concerns?</li> <li>Have you told them about the Balanced Man Program?</li> <li>Can I connect your parents with our Faculty Fellow/Chapter Counselor/AVC President?</li> <li>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?</li> </ul>
7.	l'd like to wait until next semester	<ul> <li>What is going to change between now and then?</li> <li>Can I show you what we have left on the calendar for this semester? We still have several events that you might find beneficial.</li> <li>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?</li> </ul>
8.	l don't drink aren't fraternities all about alcohol?	<ul> <li>There are many brothers who don't drink. Do you think that is an expectation to be in our fraternity?</li> <li>Have you heard about our substance-free chapter house?</li> <li>Most of our events do not include alcohol (for example, chapter meals, RLC speakers, alumni networking events, professional development seminars, etc.). Did you know that?</li> </ul>
9.	Don't all fraternities haze?	<ul> <li>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.</li> <li>Check out the Balanced Man Program app and you can see everything we do in the Sigma Challenge.</li> <li>Can I introduce you to one of our newest members? He can tell you all about his experience so far.</li> </ul>

### Values-Based Recruitment:

1. In your own terms, what is values-based recruitment?

2. What strategies do we use to implement values-based recruitment?

3. As a chapter, where do we struggle with implementing values-based recruitment the most?

### Year Round Recruitment:

1. What is year-round recruitment?

2. Why is recruiting year-round more successful than limiting recruitment to certain times of the year?

3. What are some strategies for year-round recruitment?

### **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.

### **Conversation Framework:**



- 1. Start by asking what they know or what they have heard
- 2. Explain the history and "why" of the policy
- 3. Share what it is and what it is not
  - a. Dry facility, not dry fraternity
- 4. Explain features and benefits of the policy
- 5. Share personal anecdotes throughout conversation
- 6. "I like the substance-free house because I know I can study here at any time without being interrupted"

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

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 advantage and 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 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	<i>"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."</i> <i>"Our alumni have said being in SigEp helped them find a well-paying job because they prepared themselves for a life after college."</i>	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	<i>"When we say we're different from the average fraternity, we mean it." "Want a tour?"</i>	Years of parties in a facility tend to take a toll on the building, so a well- maintained structure stands out in comparison and is far more desirable to both residents and guests. SigEp is built on being different and having a facility that is different shows that SigEp walks the walk.
Clean facilities attract non- chapter members and donors	"We have 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 parents' events 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	"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?"	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 engagementall of which offer further competitive advantages in recruitment.

### **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
<ul> <li>Select BMS Chairman and committee</li> <li>Establish a timeline and budget</li> <li>Reserve awards banquet venue, secure keynote speaker and finalize all banquet logistics</li> </ul>	<ul> <li>Create an online application form</li> <li>Send application to high school guidance counselors</li> <li>Review applications and identify top candidates</li> </ul>	<ul> <li>Train interview team how to conduct interviews</li> <li>Conduct in-person or at-home interviews for those who qualify</li> <li>Select finalists and invite them to awards banquet</li> </ul>	<ul> <li>Invite parents, faculty, and university administration to banquet</li> <li>Create and practice the awards program script</li> <li>Present awards certificate to all finalists and winners</li> </ul>	<ul> <li>Help applicants acclimate to campus</li> <li>Invite applicants to chapter events and introduce them to brothers</li> <li>Add applicants to the potential new member list</li> </ul>

#### 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 your 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.

### **Balanced Man Scholarship:**

Best ways to prepare for the scholarship:

How to fund the BMS:

Pro tips for marketing the BMS:

Best practices for interviews:

Pro tips for planning a BMS banquet:

Recruitment strategies within the BMS:

Tips for recruiting finalists and applicants after the banquet:



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

at patrick.githens@sigep.net.

# Chapter Sites Support

No cost associated with this service

# chapter.sigep.org/bms

# Direct Mail

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

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SigEp States Ni Zanis	POSTAGE
S5,000 BALANCED MAN SCHOLARSHIP	AREA
DEADLINE JULY 15, 2017	
Each your, Das Florida No chapter of Signa Pet Spolen works ELINE to Revealing freedowse at PEL As a stationt	
with success in another and out water industry. I'm building you to apply for tigEgly Enhanced Man Scholarship by water of outward to	
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SHC must apply by July 10, 2021 to be considered. If you have any guestions, their there is email as a scholar-bilguiplagmant. Takin forward to reaching our application.	
Encords	
Thomas R. Julia, Ph.D. Italianovi Man Scholarship Committee	



# Email Campaigns

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

SigEp	Balanced Man Scholarship
Zachary,	
University. The schola	ing the Balanced Man Scholarship to incoming freatmen at Rider eships will be awarded to motivated and driven men who have a in academice, athletice and community involvement.
scholarships this year	sey Zeta chapter of Sigma Phi Epsilon is awarding \$1,000 in . We imite you to apply for one of our scholamhips at a note that the application and scholamhip do not require gantation.
The application deal sigep.org/rider1	dline is October 15, 2017 — take the 15 minutes to apply now at
	questions about the Balanced Man Bicholanship or Sigma Phy It healtate to contact me directly at <u>orthological</u> We look forward ation!
Janah Bot	
Isaiah Britt, Ridor '18 Balancard Man Schola	anhio Chairman

#### SigEp Balanced Man Scholarship

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Zachariah, McLaughlin Zacharah Weisaught, Wegina Tach 20

# **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



### SMART goals and action planning

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?

#### 2020 Carlson Leadership Academy 31 Vice President of Recruitment

### **SMART** goals and action planning

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

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

### SMART goal:

Deadline	Task	Owner	Who is involved?

NOTES	

NOTES	

NOTES	

NOTES	



# VICE PRESIDENT OF RECRUITMENT OFFICER GUIDE



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# **INTRODUCTION**

Congratulations on being elected the Vice President of Recruitment! You have a huge opportunity and responsibility to build the future of your chapter through its membership.

Your team, in this case, the chapter, is only as good as the players it has. Good recruitment gives chapters a competitive advantage in both the quality of its members and the size of the chapter. This is the quickest way to transform your chapter. Great recruitment eliminates problems and creates new and exciting opportunities for all brothers.

The brothers you recruit will directly impact you, your brothers and your chapter. They will also affect how your chapter is perceived. Recruiting good, talented men makes a chapter look good, which also makes you look good. Recruiting people who don't reflect our values can give an embarrassing reputation to a chapter and its members.

Recruitment also directly affects your chapter operations and your exposure to risk. Recruiting good men reduces your liability and ensures your chapter environment is safe and healthy. Recruiting without standards, or recruiting men who don't share our beliefs and values, can have negative consequences for your brothers and your chapter's culture. Men who want to join a stereotypical fraternity experience, or who want to enjoy the stereotypical parts of the fraternity experience, will be more likely to not follow the chapter's member safety protocol, haze new members and otherwise put the chapter and its members in danger.

# The Ideal

The ideal Vice President of Recruitment leads and manages a large-scale effort to continuously find the top talent on campus. This talent is found from sources like the <u>Balanced Man</u> <u>Scholarship</u> (BMS), student organizations and referrals from brothers.

Once the talent is identified, the committee must assess each potential new member through both objective criteria (GPA, campus involvement and athletics) and values-based criteria (what the student wants out of a fraternity experience, how the student behaves, and his beliefs toward hazing and other destructive behaviors).

Throughout the ideal recruitment process, potential members are recruited through building genuine relationships and good question-asking, not through superficial methods or flashy events. The more genuine our relationships are, the more assured we can be that this member is a good fit for SigEp, and vice versa.

## Impact

Through your work to put this ideal recruitment scenario into place, your chapter will have a distinct advantage over other fraternities. Your chapter will be looking for a different type of guy and in different places on campus from other fraternities, reducing your competition. You'll also be recruiting on a different timeframe, leaving other fraternities to make decisions quickly because of their self-imposed deadlines, while ensuring that we're making the right choices.

In addition, by recruiting men through conversations about SigEp's values, you'll see more participation and enthusiasm from your members, so long as your chapter provides a values-based experience that is identical to the one it sells.

# **Purpose of this Guide**

This officer guide can help you make the most out of your time in office and ensure you and your chapter see the impact outlined above. By breaking down your role into audiences, objectives, tools and tasks, you'll realize the opportunities you have to make an impact in your chapter, on campus and beyond.

Should you have questions or need support, contact your regional director.

# PEOPLE

# Introduction

Understanding your role as Vice President of Recruitment is a responsibility you have to ensure the impact and growth of the chapter. You are not the only or the primary recruiter, but you oversee the large and involved effort of identifying and recruiting the highest caliber men on your campus. Additionally, your job is to ensure that the chapter is actively using the core components of recruitment to effectively facilitate and execute its recruitment efforts.

# **Your Job Description**

To be successful during your term in office you must first understand the key roles and responsibilities as outlined below.

# **Key Roles:**

**Chairman** of the recruitment committee.

**Coordinator** for all recruitment training, education and core components.

Strategist for chapter growth and talent acquisition.

Curator of potential new member list.

**Liaison** between chapter and Headquarters staff/university/volunteers for all recruitment topics.

# Key Responsibilities:

- Review this Officer Guide and develop a list/action plan of what needs to be executed, changed or improved.
- Set and work to achieve SMART goals.
- Organize the recruitment committee and meet weekly as a team.
- Meet with each member of the recruitment committee and ensure he understands the expectations of his position.
- Align the chapter under a shared recruitment vision and goal.
- Develop and execute a recruitment strategy using values-based recruitment and yearround activities.

- Set and uphold high recruitment standards that take a prospect's values under consideration.
- Oversee the implementation of the Balanced Man Scholarship.
- Coordinate chapter recruitment skills training.

The quality of chapter communications will greatly increase when you implement these priorities and responsibilities.

## Audiences

In your role as an executive officer you will have the opportunity to interact with many different "audiences." These are individuals or groups that you will work with on a consistent basis throughout your term in office. Because of this, you should start by understanding your key audiences, and how they ideally interact with the chapter's recruitment.

## **The Chapter**

Keeping your chapter informed of upcoming chapter recruitment interactions, deadlines and goals keeps everyone on the same page and helps the chapter run smoothly.

## **Recruitment Committee**

You should appoint and manage your committee throughout the course of the academic year and should have weekly meetings and regular check-ins with each member of the committee.

## Fraternity & Sorority Life Office

Each campus has recruitment policies. The fraternity and sorority life office can help you understand your campus recruitment policies so the chapter isn't in danger of violating any rules. This office can also help point you in the right direction for reserving campus space or registering chapter recruitment interactions, and getting support for marketing the Balanced Man Scholarship.

## **Potential New Members**

For potential new members, you are the face of the chapter's recruitment. Many of them will reach out to you to ask questions and understand the recruitment process.

## **Vice President of Programming**

The vice president of programming is the head event planner for the chapter. Communicate your desired chapter recruitment interactions dates and logistics with the vice president of programming to avoid scheduling conflicts. You can also ask the programming committee for help with organizing venue, transportation and food for these types of interactions.

## **Vice President of Finance**

The vice president of finance manages the chapter's funding. Make sure you're clearly communicating with the vice president of finance so that you understand how much money is available to you, and to make sure you don't overdraw your specific budget. You should also be communicating with this vice president before the semester begins to let him know how much money you plan on needing for recruitment and the BMS.

### **Vice President of Member Development**

Once members are recruited, the vice president of member development is responsible for their development experience through the Balanced Man Program. Make sure he understands the timeline to bring in new members and key information on the new members so he can tailor the development program to meet their needs.

### **Recruitment Mentor**

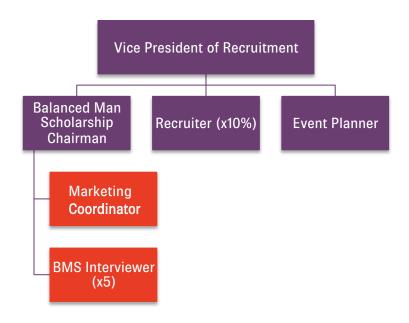
The recruitment mentor is a volunteer specifically designated to help you out in your role. Set SMART goals with your mentor every semester. Keep a consistent weekly interaction to follow up on progress against these goals.

## **Regional Director**

The regional director is specifically trained to help all of his chapters with recruitment. You should communicate your recruitment goal to your regional director, discuss the chapter's optimal size, register new members, and get his feedback on your recruitment strategy and goals. The regional director is there to answer all recruitment questions, and if he can't, he can point you in the right direction.

# **Committee Structure**

Managing recruitment for a chapter cannot be done alone. One of your first steps as the Vice President of Recruitment should be to appoint a recruitment committee.



Though filling every chairman position is optional, Vice Presidents of Recruitment are often most effective when they successfully leverage other team members to achieve chapter goals. To the extent possible, resist the urge to do everything yourself, and instead pull from the talent in your chapter to help find high caliber men on campus and make them SigEps.

Here are some recommended committee positions:

**Balanced Man Scholarship Chairman**: The Balanced Man Scholarship is SigEp's most effective recruitment tool. Your BMS chairman should create and manage the entire execution of the scholarship, and ensure the successful transition of BMS candidates to the recruitment process.

**Balanced Man Scholarship Interviewer:** The BMS interviewer is a member of the BMS committee. These people serve as the main points of contact for BMS applicants. They conduct interviews to assess the quality of the applicants, and also are in charge of managing the transition from applicant to candidate for membership.

**Events Planner**: Recruitment should primarily be composed of one-on-one relationship building and conversation, but chapter interactions and bringing people together are a helpful supplement for candidates to begin to really see themselves as

members of the chapter. The events planner is in charge of organizing and executing interactions for Balanced Man Scholarship applicants, such as speaker events, applicant "meet and greets," and the Balanced Man Scholarship awards banquet. Outside of the BMS, the events planner should also be organizing opportunities for potential new members to bring friends and other acquaintances for small-scale personal interactions such as pick-up sports or information sessions.

**Marketing Coordinator**: The marketing coordinator works with the vice president of communication to ensure that the Balanced Man Scholarship is advertised to local high schools and around the student body. This person ensures that SigEp has a consistent and aligned brand with students, and that potential new members know when there are opportunities to come meet brothers or to apply for the scholarship.

**Recruiters**: Ten to fifteen percent of your chapter's membership should be serving as recruiters. These men divide up potential new members (PNMs) on the chapter's list and build one-on-one relationships with them. Recruiters are prepared with a consistent pitch and report back on progress with each of their assigned PNMs at each weekly meeting.

The committee's main responsibility is to recruit a quantity of quality men. It is necessary that they are trained and prepared to make confident decisions for the chapter based on the new members they decide to bring in. Every member in the chapter will play some role in building relationships and helping potential new members decide to join, but the Vice President of Recruitment and his committee are ultimately responsible for recruitment success.

# **SKILLS AND CONCEPTS**

# Introduction

The following sections outline the most important skills and concepts that will be necessary for you in your role as the Vice President of Recruitment:

# **Important Concepts**

## Values-Based Recruitment

### Why it's important:

- Recruiting values-based men is the best way to positively impact your chapter.
- Men with strong values will make smart and safe decisions that improve your chapter.
- Values-based men improve the people and organizations around them, strengthening your chapter's fraternal bond and operations.
- Men of strong integrity provide stability and a moral compass in an ever-changing and temptation-filled college environment.

### How to develop a values-based recruitment culture:

- Establish a recruitment philosophy that's aligned with SigEp's values and focused on promoting the Balanced Man Program.
- Set membership standards that objectively assess a potential new member's commitment to Virtue, Diligence and Brotherly Love.
- Develop a written recruitment plan that outlines strategies to proactively and consistently recruit the highest quality men on campus that embody SigEp's values and are committed to a different kind of fraternity experience.
- Cultivate a chapter brand that is consistent with SigEp's mission and values.
- Ensure that alcohol and drugs are not part of the recruitment process and any interactions with potential new members.
- Engage volunteers to provide day-to-day implementation support and long-term continuity.

#### Strategies to use:

- Balanced Man Scholarship—Identify, attract and evaluate the top talent on campus by using SigEp's best recruitment tool.
- Balanced Man Program—Utilize non-alcoholic programming to attract like-minded individuals and promote the values and benefits of SigEp.
- Marketing—Promote the values, benefits and successes of SigEp through social media and other marketing mediums.
- Membership Applications—Create and implement applications that objectively assess a potential new member against your chapter's recruitment standards.
- Membership Interviews—Ask potential new members to articulate their values, previous experience and collegiate aspirations.

## **The Six Steps of Recruitment**

#### Why it's important:

- These are the skills used to bring potential new members to the chapter
- See the **Six Steps of Recruitment Guide** for a detailed overview of this process.

## **Year-Round Recruitment**

#### Why it's important:

Year-round recruitment separate SigEp from other fraternities. It attracts unconventional talent that doesn't usually come out for "rush" or formal recruitment. Most other fraternities will only recruit from this pool, so we have an advantage.

#### **Explanation:**

This is easier if we have a developed potential new member list. Use the **Template Potential New Member List** for a sample. Each week, members should be adding potential new members to the list, and members of the committee should be meeting and moving potential new members through the six-step process. Weekly chapter interactions throughout the year are also helpful to attract talent and give members a chance to invite their friends to a low-pressure environment to get to know brothers.

## **Recruitment Standards**

#### Why it's important:

Recruitment standards allow your chapter to recruit better men, improving the chapter and reducing risk.

#### **Explanation:**

1. Setting standards

- a. Identify all of the different categories that a brother should excel in (academics, athletics, values, involvement, etc.).
- b. Consider the following:
  - i. Sound Mind (GPA).
  - ii. Sound Body (playing a sport, doesn't abuse alcohol/drugs, follows a fitness routine or healthy diet).
  - iii. Involvement (community service, student organizations)
  - iv. Soft Skills (handshake, eye contact, body language, conversation skills).
  - v. Work ethic/passion (awards, honors, scholarships).
  - vi. Values (Desires a SigEp experience, lives with Virtue, Diligence and Brotherly Love).

2. Implementing standards

Define what we're looking for in this area and set benchmarks. Make the benchmarks objective, so the committee can easily decide whether or not somebody meets our standards. Use your regional director and the **Recruitment Standards Template** for support in creating and implementing these standards.

## **Balanced Man Scholarship**

#### Why it's important:

The Balanced Man Scholarship is SigEp's most effective recruitment tool. It casts a great image for the Fraternity to parents, students and the university, while giving your chapter access to top talent around campus.



## Six Steps of Recruitment

#### **Explanation:**

Manage your BMS chairman and his committee. Utilize SigEp's BMS resources (listed below), work with your regional director, and plan an extended timeline to make sure the process and event are successful (eight months is recommended).

#### **Resources:**

Balanced Man Scholarship Guide Balanced Man Scholarship Project Plan

**Balanced Man Scholarship Interview Guide** 

**Balanced Man Scholarship Interview Workbook** 

Sample Marketing Communications (<u>Incoming student letter</u>, <u>high school</u> guidance counselor letter, parents letter)

**Sample Banquet Script** 

**Sample Interview Assessment Sheet** 

Sample Marketing Flyer

## **Balanced Man Program**

#### Why it's important:

The Balanced Man Program (BMP) is SigEp's core product. As the person responsible for communicating the value of SigEp and recruiting aligned members, the recruitment committee needs to understand and be able to articulate the BMP as well as the member development committee.

#### **Explanation:**

Understand the BMP from online resources, training from regional director and leadership events. Work with your recruitment committee to structure a pitch about the value of the BMP and practice explaining what it is and why it's beneficial to PNMs.

#### **Resources:**

**Balanced Man Program Guide** 

## **Important Skills**

## **Creating a Recruitment Plan**

**Role**: Strategist for chapter growth and talent acquisition.

**Responsibility**: Develop and execute a recruitment strategy using values-based recruitment and year-round activities.

**Purpose**: One skill that's important for any college student is the ability to plan ahead. Every college student is busy, especially when you join campus organizations like fraternities and more. So planning ahead makes sure nothing slips through the cracks and gets forgotten. Instead of constantly coming up with recruitment interaction ideas and goals on the fly, let's practice setting up a detailed recruitment plan. **Why**:

• Allows you to think long-term—even months ahead of time.

- Writing it down means you can share it with the rest of the chapter.
- Writing down steps makes it easier to delegate specific assignments to members of your cabinet (or anyone else who wants to help out).

How: Utilize the SigEp Recruitment Plan Template.

### **Organizing a Recruitment workshop**

**Role**: Coordinator for all recruitment training and education.

*Responsibility*: Coordinate chapter recruitment skills training. **Purpose**: Everyone represents SigEp to potential new members, and everyone should know the basics of recruiting. There are volunteers and Headquarters staff members who can help facilitate recruitment training for all members. It just needs to be put together.

**Platforms to consider**: Talk with your regional director or identify a volunteer to hold a recruitment workshop. Organize the workshop on the chapter's calendar with the vice president of programming and executive board for all chapter members.

### Recruiting

**Role**: All members of chapter, especially the recruitment committee.

**Responsibility**: Organize the recruitment committee and teams.

**Purpose**: The vice president of recruitment must be able to lead by example and be able to recruit new members to the chapter

Platforms to consider: <u>Six Steps of Recruitment Guide, Recruitment Interactions,</u> <u>Recruitment Standards Template</u>

## **Setting Recruitment Goals**

**Role**: Strategist for chapter growth and talent acquisition.

**Responsibility**: Set and work to achieve SMART goals.

**Purpose**: Your chapter's optimal size plays a critical role in our goal setting. Each chapter has a different range that can be considered optimal based on campus and community factors. Identifying and agreeing on the chapter's optimal size, then creating a multi-year growth plan to achieve and maintain that size will bring thought and intent to setting goals.

# PLANNING

# Introduction

Proper planning is essential for all chapter leaders. This section provides an outline and initial steps for what you will need to do to plan your year as the vice president of recruitment.

# **First Steps**

Below is a list of the first steps a vice president of recruitment should take in the position. Remember, they do not have to be completed in this exact order, but all should be done in a timely manner after being elected.

- Review this officer guide and the supporting resources for your position.
- Attend the officer transition retreat.
- Read the <u>Balanced Man Program Guide</u> to ensure complete understanding.
- Introduce yourself to the IFC president and director of fraternity and sorority life. Review campus policies with them.
- Select a recruitment committee, particularly appointing a BMS chairman.
- Ensure the committee understands expectations for their given position.
- Set up weekly meeting time with committee.
- Help your BMS Chairmen select and train his committee.
- Schedule a call or meeting with your regional director to discuss your position and goals.
- Meet and set goals with your recruitment mentor.
- Create or get familiar with the potential new member list (PNML).
- Organize a recruitment workshop with your regional director and/or recruitment mentor if their schedule allows.

# A Year in the Life

As the Vice President of Recruitment you have many things to keep on your radar throughout the year. Your duties include organization of the recruitment committee and process. If you possess these talents and you complete the following action items each week, you will be a great Vice President of Recruitment.

Here is a snapshot that can serve as a reminder and help you frame when specific tasks are completed over the course of an academic year.

Task	Timeline
Elections	Late November
Study committee structure and appoint committee members.	Early December
Review your office guide and supporting resources.	Early December
Meet with previous Vice President of Recruitment and begin individual	Early December
transition.	
Attend executive board transition retreat.	Mid-December
Using the chapter and university calendar, create a recruitment calendar.	Mid-December
Distribute calendar for recruitment events happening from January-June.	Winter break
Set and review goals with each committee member.	Winter break
Plan out BMS project plan with BMS chairman.	Late January
Attend Carlson Leadership Academy.	February
Meet weekly with recruitment committee to go over status updates on	Weekly
potential new members.	
Attend weekly chapter meetings and report on all activities within your	Weekly
committee.	
Distribute recruitment interaction schedule for July-August.	Mid-June
Distribute calendar for recruitment interactions for September-December.	Mid-August
Meet and begin preparing possible successors.	Continuously
Meet with next Vice President of Recruitment and begin individual	Early December
transition.	
Attend executive transition retreat with new officers.	Mid-December

# CONCLUSION

## Summary

The role of the Vice President of Recruitment is one of the most integral to the chapter experience, and has the largest impact on a chapter's success or failure, because a chapter is nothing but a collection of its members. To be successful you must stay organized, plan in advance, select a strong committee and work effectively with them, and ensure that the chapter's vision for the ideal member aligns with the philosophy that is embodied by our Ritual and Founder's vision.

## **Additional Resources**

In addition to this document, you have a host of other resources at your disposal to help guide you during your time as the Vice President of Recruitment. Below is a list of these that you should take time to research and understand:

## **SigEp Recruitment Plan Template**

Planning is the key to success. This template will allow you to map out recruitment strategy, standards, growth targets and training materials so that this process is easy to follow for your committee and future officers.

## **Balanced Man Program Guide**

The Balanced Man Program is the core of the SigEp experience. Use this guide to familiarize yourself and your committee with the program so you can communicate what SigEp has to offer to potential new members.

## **Balanced Man Scholarship Guide**

The Balanced Man Scholarship is the best recruiting tool in the fraternity world. It's a large-scale project that can return massive dividends for your chapter if done well. This guide lays out the purpose and process of a well-run scholarship so you can improve the BMS at your chapter.

## **Balanced Man Scholarship Project Plan**

The Balanced Man Scholarship is a complex project that spans from six-eight months if done well. This project plan ensures that all action items and tasks are recorded and that there is a clear schedule to follow. This will make your scholarship as organized and effective as possible.

### **Balanced Man Scholarship Interview Guide | Interview Workbook**

The interview is likely the first face-to-face interaction with SigEp of BMS applicants. While it's our opportunity to evaluate the applicants, it's also a great chance to communicate SigEp's value to the applicant. This interview guide and workbook will help your BMS committee have effective interviews that assess the talent of the applicants, while letting them know what opportunities exist within SigEp.

# Sample Marketing Communications (<u>Incoming student letter</u>, high school guidance counselor letter, parents letter)

There's no need to reinvent the wheel. Use these letters to distribute to the intended audience to communicate the intent of the scholarship, build excitement, and tell potential applicants how to apply.

#### **Sample Banquet Script**

The BMS banquet is a great opportunity to showcase the best of SigEp to potential new members, university administrators, faculty and parents. This banquet script allows a BMS committee to hit on messages that will impress all of these different guests at this event and build more excitement for SigEp.

### **Sample Marketing Flyer**

Let the campus know about SigEp and this revolutionary scholarship! Post these flyers on campus so that eligible students can learn how to apply for the BMS.

### **Six Steps of Recruitment Guide**

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

### **Recruitment Interaction Ideas**

While personal interactions are key, chapter interactions are a great way to get potential new members to begin to see themselves as part of the chapter, and to build relationships with other PNMs so they can all join together. This list will help you organize group activities that reinforce SigEp's brand as a "different" kind of Fraternity.

### **Recruitment Standards Template**

Setting standards and expectations for new members is a critical component of ensuring only the best men join the chapter. You can use this template for your chapter and recruitment committee to set the minimum standards of membership to ensure you are recruiting the right type of member.

## **Template Potential New Member List**

The first step to successful recruitment is a well-maintained and organized potential new member list. This list is the dashboard that the whole chapter, especially the recruitment committee, should use to keep track of who we're trying to get to join SigEp. Use this template list as a suggested way to structure the list that will drive your chapter's recruitment success.



Planning is the best way to set a chapter and committee up for success. This recruitment plan template provides a way to strategically think through the long-term vision for the chapter, boil that down into specific goals, organize the recruitment committee, and record standards and calendar events. Examples are provided for each section, but it's up to you to fill in based on your chapter and goals.

## **1. RECRUITMENT GOAL**

- a. Confirm the chapter's **optimal size**
- b. Identify this semester's recruitment goal to ensure it maintains or advanced the chapter to reaching its optimal size

## **2. RECRUITMENT COMMITTEE ROSTER**

a. Recruitment Committee should be 10-15% of chapter size

Name	Phone Number	Email Address

## **3. RECRUITMENT COMMITTEE EXPECTATIONS**

- a. Attend meetings on [DAY] at [TIME] in [LOCATION]. Provide a valid excuse at least 24 hours in advance if not able
- b. Bring a pen and something to take notes with
- c. Provide an update on all PNMs you are responsible for
- d.
- e.
- f.

## **4. RECRUITMENT COMMITTEE GOALS**

- a. Recruitment committee goals should be SMART. Some suggested goals are included below to be added to.
  - i. Add [Recruitment goal \*10] names to your potential new member list
  - ii. Receive [75% of PNML goal] from Balanced Man Scholarship
  - iii. Attain [20% of PNML goal] from \_\_\_\_\_ student organizations
  - iv. Attain [5% of PNML goal] from professors
  - v. Recruit members with an average GPA of [at least above the ACA]
  - vi. \_\_\_\_\_
  - vii. \_\_\_\_\_
  - viii. \_\_\_\_\_
  - ix. \_\_\_\_\_
  - X. \_\_\_\_\_

## **5. SAMPLE RECRUITMENT COMMITTEE AGENDA**

- a. Opening
- b. Roll call
- c. Review notes/minutes from last committee meeting
- d. Updates to the PNML
  - i. Adding/removing names
  - ii. Updating personal information
  - iii. Discussing level of interest
  - iv. Last contact and next steps
  - v. Assigning prospects to committee/chapter members
- e. Upcoming chapter activities
  - i. Things the chapter is already doing (development, service/philanthropy, other programming)
  - ii. How upcoming events can be used for recruitment interactions
  - iii. Which prospects to invite
  - iv. How to get prospects to attend events
- f. Review of the recruitment plan
  - i. Review and update recruitment committee goals
  - ii. Upcoming recruitment events (ones planned specifically for recruitment)
  - iii. Review recruitment budget and expenditures, adjust as necessary
- g. Prepare report for chapter meeting
- h. Review action items for all committee members
- i. Closing

## **6. POTENTIAL NEW MEMBER LIST**

a. Sources of Names

Source	Target Number
Balanced Man Scholarship	
Student Organization presentations	
Brother referrals	
Professor referrals	

## 7. RECRUITMENT STANDARDS

	3.0 GPA	
Sound Mind		
	Played a sport (varsity, club, high	
	school)	
Sound Pody	Has a fitness routine or diet	
Sound Body	Doesn't abuse alcohol or drugs	
	Community Service Involvement	
Involvement	Student Organizations/Clubs	
mvorvement		
	Handshake/Eye Contact	
	Good Conversation	
Soft Skills	Body Language	
	Scholarships	
	Honors	
Work Ethic/Passion	Awards	
Values	Lives with VDBL	
T utuos		

He wants SigEp's experience (BMP)

## **8. RECRUITMENT PLANNING CALENDAR**

- a. Compile all of these dates/events into a master recruitment calendar. Work with the VP of Programming to get this all on the chapter calendar.
- b. University Recruitment Events

Event	Date	Location
Fall Recruitment Open	9/1/2016	Student Union
House		

#### c. Major Balanced Man Scholarship Dates

Event	Date	Location	Owner
BMS Banquet	9/15/2016	University Club	James

d. Chapter events to double as recruitment events

Event	Date	Location	Area of Development
<b>Big Brother/Big</b>	9/10/2016	Chapter House	Personal
Sisters Info			Development
Session			

### e. Chapter Recruitment Events

Event	Date	Expected Cost	Owner
Speaker event – starting off college right	9/2/2016	\$50 for food/drink	Patrick



Recruitment standards are the most effective way to ensure that the chapter maintains high expectations for membership through changes in leadership and chapter membership. Standards bring consistency. The template below provides six areas of recruitment standards, with sample standards in each category that can be tailored. Blank spaces are provided for additional standards to be added.

To be eligible to receive an invitation to join Sigma Phi Epsilon, a potential new member must meet all of the required standards (highlighted in red) and must have at least one standard met from each of the six areas listed.

	3.0 GPA	
Sound Mind		
	Played a sport (varsity, club, high school)	
	Has a fitness routine or diet	
Sound Body	Doesn't abuse alcohol or drugs	
	Community Service Involvement	
Involvement	Student Organizations/Clubs	
	Handshake/Eye Contact	
Soft Skills	Good Conversation	
	Body Language	

Scholarships	
L.	
Honors	
Awards	
ives with VDBL	
He wants SigEp's experience (BMP)	

# SigEp SIX STEPS OF RECRUITMENT GUIDE

## **INTRODUCTION**

Recruitment is all about relationships. The Six Steps of Recruitment have been used to help chapters improve their recruitment performance for decades. Use this guide to 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**. This resource will specifically address how these steps relate and apply to the year-round recruitment process, the Balanced Man Scholarship and formal recruitment periods.

## **Using the Recruitment Guide**

The *Six Steps of Recruitment Guide* contains in depth descriptions of each step in the recruitment process. It will also provide suggested activities to facilitate with the recruitment committee or chapter paired with outcomes the activities should achieve. The Six Steps of Recruitment Guide will follow the following structure:

## Step Overview

This section will cover the purpose of each step and how it impacts the recruitment and relationship building process.

## **Example Activities**

This will contain activities and discussions to have with recruitment committees and the chapter as well as outcomes of those activities and discussions

## Year-round Recruitment Impact

• This section will illustrate the impact or relationship to year-round recruitment.

## Balanced Man Scholarship Impact

• This section will illustrate the impact or relationship to the Balanced Man Scholarship. Members of the BMS Committee should be familiar and well versed in the 6 Steps of Recruitment because they apply though out the entire scholarship process and timeline

## Formal Recruitment Impact

• This section will illustrate the impact or relationship to the formal recruitment period

## WHY RECRUITMENT?

As a chapter member, and especially one who is working with recruitment, it is crucial to understand why recruitment is an important part of a strong chapter. Recruitment has the biggest direct impact on chapter culture and determining whether a chapter is more likely to succeed or fail. Some other reasons why recruitment is important are laid out in this section.

- Without recruitment, there is no chapter
- Recruitment is the easiest way to change a chapter (GOOD or BAD!)
- Objectively and subjectively better men will challenge current members and the chapter to continuously improve thereby improving the quality of the chapter and experience of its members
- Recruitment drives our chapter's economic engine and gives us resources to operate and deliver the SigEp experience
- Recruiting values-based men who align with our Cardinal Principles of Virtue, Diligence and Brotherly Love as well as the Balanced Man ideals of Sound Mind and Sound Body will ensure we accomplish the mission intended by our founders
  - Men with strong values and integrity make smart decisions in an ever-changing temptation-filled environment
  - Recruiting values based men is the best way to positively impact your chapter
- "The goal is not to do business with everyone who wants what we have. The goal is to do business with those who believe in what we believe." Simon Sinek, *Start With Why*

## THE SIX STEPS OF RECRUTIMENT

**Overview of the Six Steps of Recruitment** 

- 1. MAKE A LIST (PNML)
- 2. INTRODUCE YOURSELF
- **3. MAKE A FRIEND**
- 4. INTRODUCE HIM TO YOUR FRIENDS
- 5. TALK ABOUT SIGEP
- 6. ASK HIM TO JOIN

## **STEP ONE – MAKE A LIST (PNML)**

The Potential New Member List (PNML) is an important first piece of the recruitment process to establish. The PNML acts as the "funnel" for the recruitment process. It provides organization to our recruitment and evaluation process of potential new members (PNM's). The PNML captures important information, tracks and assesses experiences in sound mind, sound body, involvement, soft skills, work ethic/passion and alignment to our values as well as other relevant pieces of information about the PNM's relationship to our members and SigEp.

The recruitment committee is responsible for updating the PNML. If you know an interested member, give his name and contact information to a member of the recruitment committee.

## **ACTIVITY: THE RULE OF TEN**

Begin with one row ten x's or stick figures. Explain that they represent ten PNMs on the PNML. Walk through each stage of the recruitment process explaining how nine of the ten will exit the process by not answering the phone not coming to events, not meeting our standards, etc. while drawing additional lines of x's with less in each row until one remains. Explain that this is a marketing/sales concept and discuss what this means for recruitment: our list must be 10x the size of our goal.

**\*OUTCOME:** Chapter identifies the need for a PNML 10x the size of our recruitment goal!

## **DISCUSSION: Where do we find PNMs?**

How do we find enough men to make a 200-400 man PNML? Make a list on a flipchart with responses from participants.

**\*OUTCOME:** Chapter identifies opportunities to fill the PNML year-round through members' personal networks, the Balanced Man Scholarship, the formal recruitment period, other student organizations, recommendations etc.

## Year-round Recruitment Impact

• Each week, members should be adding potential new members to the list, and members of the committee should be meeting and moving potential new members through the six step process.

## **Balanced Man Scholarship Impact**

• The BMS is our best opportunity to fill the PNML with high quality PNM's. Tip: Assess past goals, results and practices of the BMS. Determine greatest areas of opportunity and highest returns on investment through a Keep, Stop Start activity with the BMS Chairman. This will ensure the BMS continually contributes quality leads to our PNML

## Formal Recruitment Impact

• Defined, objective criteria help us define our ideal new member, help us capitalize on formal recruitment and prevent us from extending membership to members who don't meet our standards or align with our values and philosophy. See "Setting Standards" section in VPR Guide for more information to track on the PNML

## **STEP TWO – INTRODUCE YOURSELF**

It takes roughly 7 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.

People join people. Potential new members will join SigEp for the men that are already involved. This means that if we want to attract the most qualified men that align with our values, we need to leave great first impressions that reflect the very best of SigEp and it's values.

## **ACTIVITY: The Perfect Handshake**

A good handshake plays a huge role in first impressions. Demonstrate the perfect handshake, narrating these steps:

- 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.

Have participants get up and practice the perfect handshake by introducing themselves to five other participants in the room.

**\*OUTCOME:** Members are confident in how they approach and introduce themselves to PNM's

## **ACTIVITY: The Three A's of First Impressions:**

Draw three A's on a flipchart, explaining that each represents a key ingredient to a successful first impression. Ask the participants to guess what each stands for, writing the words out once they guess correctly, then explain each.

## Appearance

• Well dressed, clean cut, smiling, open body language

## Attitude

• Friendly, excited, happy, welcoming, non-judgmental

## Action

- Greeting people, introducing yourself, working the room, introducing PNMs to other members, no bro huddles
- Also, what we do as individuals and as an organization on campus, how we act in class, what organizations we're in, how we treat people, etc.

**\*OUTCOME:** Members understand the components of a first impression

## Year-round Recruitment Impact

• Every person you interact with outside of SigEp has the possibility of becoming a PNM. Your first impression is a tremendous opportunity to define SigEp

## Balanced Man Scholarship Impact

• First impressions tremendously impact the interview process in the BMS.

## Formal Recruitment Impact

• In a formal recruitment setting, first impressions are important. Potential new members are looking at many different fraternity options and making their decisions quickly. Start off your relationship on the right foot, and you're in a good place. If you have to make up for a bad first impression, you'll likely lose him to another chapter.

## **STEP THREE – MAKE A FRIEND**

The next step is to build a relationship with the PNM. The best way to get to know someone is by talking about their favorite topic in the world: themselves. We drive these conversations by asking quality open-ended questions. We have two ears and one mouth, use them proportionally. Asking quality open ended questions helps you gain a deeper understanding of the PNM and allows you to better learn their character and values. This information is important in determining if they will be a great fit for SigEp.

Your ability to be curious and ask great questions and learn about PNM's shows you care about them and will set SigEp apart in recruitment. Building a genuine relationship during the recruitment process is the most critical contributor to success. Be *interested and interesting*.

## ACTIVITY: The Five F's

(Use the same method as the thee A's) To make initial conversations both easy and meaningful, ask open ended questions in these five categories:

- Family
- Future
- Firsts
- Favorites
- Fun

These categories will get PNMs talking about themselves which, again, gets them to feel connected with us and gives us useful information about them.

**\*OUTCOME:** Members have an easy bank of questions to use when needed or applicable

## **ACTIVITY: QUESTION PRACTICE**

Have participants stand and pair up with someone in the room (cannot be someone immediately next to them). Explain that the two are to have a conversation with one partner (the recruiter) only asking questions. After 2 minutes, instruct them to switch roles and allow the conversation to go on for another two minutes. Point out that with practice, this becomes a habit and makes for easy conversations with PNMs.

**\*OUTCOME:** Members are comfortable asking open-ended questions and are able to create genuine and deep connections with PNM's. Members are able to use this information to evaluate PNM's in the recruitment process and connect to other member's in the chapter

## Year-round Recruitment Impact

• Recruitment is all about friendships. If we have genuine relationships with people, we have many more opportunities throughout the year to invite them to events, to spend time with brothers, and to join the chapter.

## **Balanced Man Scholarship Impact**

• The BMS interview and BMS banquets are huge opportunities to build relationships with applicants and connect them with brothers with similar interests.

## Formal Recruitment Impact

• People join people. When PNMs are deciding what chapters to visit again, they're going to think about who they connected with the best. If we build real friendships, they're more likely to come back to SigEp.

## **STEP FOUR – INTRODUCE HIM TO YOUR FRIENDS**

Once you've built a genuine relationship with a PNM, the next step is to take action, introduce him to other members and make them feel connected to you and the fraternity. This can happen casually at a recruitment or chapter event or you could set up interactions between the PNM and other members. Be sure to introduce him to members with similar interests, hobbies, majors, career paths, backgrounds etc. Also, be sure that he meets several members of the recruitment committee.

## **ACTIVITY – Brainstorm Recruitment Interactions**

Group committee and/or chapter members into small groups (3-5). Have members identify events and environments that would reinforce SigEp's positive brand and values, and where PNMs can be easily introduced to other people in the chapter. Think along the lines of the six areas of development in the BMP (SigEp, Intellectual, Physical Health & Wellness, Leadership, Professional)

**\*Outcome:** Members identify different strategic opportunities to connect PNM's with members

## Year-round Recruitment Impact

• This step should be natural. If a genuine relationship is built, it should be easy to connect the PNM to other brother's in the chapter, especially if the benefit and interests are mutual. This captures the ideal spirit of networking. Connecting great people with great people for their mutual benefit.

## **Balanced Man Scholarship Impact**

• This step should impact our BMS interview strategy with who we pair to applicants. This should impact our banquet seating strategy by how we arrange the banquet seating.

## Formal Recruitment Impact

• Strategic conversations before and after formal recruitment events about connecting PNM's to members will maximize the opportunities in formal recruitment

## **STEP FIVE – TALK ABOUT SIGEP**

After building a genuine relationship with potential new members and after connecting them with other friends with similar interests, SigEp will present itself as a natural talking point as it has likely impacted a large part of your life and college experience.

The way we talk about SigEp is important because we define the PNM's expectations for membership by the way we talk about SigEp and how we pitch it to them. We have to put ourselves in the shoes of the PNM and think about his needs as a college student/man. Once we understand his needs, we can determine the aspects of SigEp that will be the most appealing and have the greatest impact. Here is a basic framework for how to pitch SigEp to a PNM:

## **OVERVIEW OF THE SIGEP PITCH**

- i. Ask Questions What do they want/need?
  - 1. Ex: "What do you want out of college/life/Greek Life?"
  - 2. Ex: "What interests you about fraternities?"
  - 3. Ex: "What do you know about fraternities?"
- ii. BMP
  - 1. Mission: Building Balanced Men
  - 2. Single-tier membership, no pledging, no hazing
  - 3. Equal rights and responsibilities
  - 4. Continuous development 4 challenges
  - 5. Development activities specific to your chapter
  - 6. Mentoring
- iii. Big Picture
  - 1. National Fraternity Facts
  - 2. Leadership Events (Carlson, Ruck, Tragos, Life After College)
  - 3. Most Innovative Fraternity of Firsts
- iv. Chapter Specifics
  - 1. Commitments (dues, time, grades, participation)

- 2. Chapter specific events, leadership on campus, ect.
- v. Ask Questions (*INCEPTION*)
  - 1. Ex: "What do you like most about SigEp?"
  - 2. Ex: "How would you benefit from being a member?"
  - 3. Ex: "What can you add to the chapter?"
  - 4. The key is to get *him* to tell *you* why he should be a SigEp so that it is "his idea" that's Inception.

## ACTIVITY – The SigEp Pyramid

Begin this activity without explanation. Draw a three-level pyramid on a flipchart. Ask participants what attracts students to your university. Fill the bottom level with their responses. Next, ask what attracts students to Greek life. Fill in the next level with these responses (make sure that they cover brotherhood, functions, intramurals, and other things that they would be tempted to sell a PNM on. Finally, ask participants what attracts students to SigEp, with the caveat that they cannot use any of the reasons from the first two levels. Explain that these things are our product differentiation factors and we should focus on them in the recruitment process, as opposed to the things in the bottom two levels.

**\*Outcome:** Members understand what differentiates SigEp from other student organizations and Greek Life

## **ACTIVITY** – Practice the Pitch

Have chapter members pair off again to practice the pitch with one member role playing as a PNM. Explain that they will each get four minutes to run through the pitch, although this would normally take longer than that.

**\*Outcome:** Each member can customize their SigEp pitch based on an individual PNM's interest

## Year-round Recruitment Impact

• Every member is an ambassador for our organization. Everyone should be comfortable giving an elevator pitch about SigEp because you never know when you'll encounter incredible talent.

## **Balanced Man Scholarship Impact**

• In many cases, you have one chance during the Balanced Man Scholarship interview to deliver a pitch and get someone really interested in SigEp. Having this skill mastered will allow you to convert a large number of applicants into potential new members.

## **Formal Recruitment Impact**

• Formal recruitment comes with a short attention span. It's crucial to be able to get to know someone enough to understand what they value, and deliver a pitch about the organization to keep SigEp at the top of their list.

## **STEP SIX – ASK HIM TO JOIN**

Before we ask anyone to join, it is important to understand and handle any questions or concerns they have. Doing so ensures that everyone we invite to join will do so. A simple method for doing so is:

- Ask for objections
  - "Hypothetically, if you were to get a bid, is there anything that might stop you from joining?"

Ask clarifying questions

- "Why don't your parents want you to join a fraternity?"
- Paraphrase their objection to make sure you have it right.

Feel, Felt, Found

• "I know how you feel... I (or one of the brothers) felt the same way... What I/he found was..."

Isolate & Repeat

• If x weren't a problem, is there anything else that would get in the way of you joining?"

## **COMMON OBJECTIONS & RESPONSES**

- Dues/Money
  - "Brother X can get you a job at Y"
  - Talk about how much it actually costs (many PNMs don't know)
  - Talk about return on investment SigEp will increase your earning potential Stereotypes
    - Show him how we don't fit the "frat boy" stereotype

Hazing

• We don't

"I don't drink"

- We have/have had brothers who don't drink, substance-free facilities Commitment/Time
  - Talk about what the minimum requirements actually are
- SigEp can be a resource for time (help from brothers, learning time mgmt, ect.) Parents
  - Connect with a brother's parents, AVC member, ect.
  - Ask if he has talked to his parents about the benefits of SigEp
  - Typically parents have a specific objection (hazing, time, ect) that you will want to handle

My significant other doesn't want me to join

- Significant others like coming around SigEp, going to formal, ect.
- Significant others make friends with other significant others

## **Year-round Recruitment Impact**

• In year-round recruitment, there isn't the urgency of a "bid day" or another decision point. Chapter members have to master the skill of asking members to join so that they can create the urgency.

## **Balanced Man Scholarship Impact**

• Most of the time, invitations to join will happen outside of the formal scholarship process. However, the work of explaining SigEp and the values will help to address potential objections before they even become an issue.

## **Formal Recruitment Impact**

• Know where you stand before offering a bid. Have intentional and direct conversations about membership. The worst place to be is to offer someone a bid without knowing what they think or feel about SigEp. Ask them!

## **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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