



THE RECRUITMENT ADVISER

BASIC FUNCTION:

The responsibility of the recruitment adviser is to oversee the activities of the chapter's recruitment program. This adviser works directly with the chapter's recruitment chairman and recruitment committee.

10 THINGS TO FOCUS ON AS RECRUITMENT ADVISER:

1. Meet with the recruitment chairman at the beginning of each semester and during the summer to review expectations of the position and set membership recruitment goals for the chapter.
2. Reference and review the chapter's **recruitment trend chart** with the recruitment chairman to assist with the development of recruitment goals. When developing those goals, also take into consideration the average chapter size for fraternities on campus and determine the number of members that the chapter will graduate at the end of the year.
3. Review the new member recruitment section of the chapter's bylaws and, if not in place or updated, work with the chapter to develop and vote in a **values-based selection process** to utilize when considering individuals for membership.
4. Help build the chapter's recruitment plan that includes goals, marketing techniques and technologies, target audiences, recruitment education opportunities, parent outreach, budgets, calendar building and events, chapter expectations, and structures (committees/teams).
5. Review that the chapter's digital presence (website/social media) and other marketing materials (handouts, t-shirts, etc.) are effectively promoting the chapter—in a way that is in alignment with the values of Phi Delta Theta. Encourage the chapter to lead potential new members to **futurephidelt.org** to learn more about Phi Delta Theta and express their interest by filling out the online form.
6. Encourage the recruitment chairman to schedule a recruitment workshop for the chapter, attend the region's province retreat, and utilize campus and GHQ resources designed to enhance the execution of the chapter's recruitment plan.
7. Facilitate communication with the chapter's alumni to obtain potential **new member referrals**.
8. Become familiar with and utilize **ChapterBuilder** (a customer relationship management tool) to bring efficiency to the chapter's recruitment efforts.
9. Review and discuss the rules and policies of the Fraternity and university with the chapter on a recurring basis and before all formal recruitment processes.
10. Promote the **surveying of the chapter's newest members** to gather feedback about the current recruitment process and how to improve it.

VIEW MORE RESOURCES AT:

<https://www.phideltatheta.org/members/resources/volunteer-officers/recruitment-adviser/>



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