



ESTABLISHING A VISION FOR RECRUITMENT

A vision is a reality of what you want your chapter to be at some point in the future, based on your goals and aspirations. Having a shared vision will provide your chapter with a clear focus, help guide decisions, and motivate your members to work together.



WHY

Why is recruitment important for your chapter?



SUCCESS

How would you define recruitment success for your chapter?



ACT

What actions must your chapter take to ensure successful recruitment?

ACTING ON A VISION

To motivate your chapter members around a shared purpose

To set recruitment goals for the upcoming year or term

To drive decisions you make related to the recruitment process

To ensure you have a clear direction for the students you want to recruit