



**PHI DELTA THETA**  
*Become the greatest version of yourself*

## A HIGH FUNCTIONING RECRUITMENT COMMITTEE

### **BASIC FUNCTION:**

Having a strong recruitment committee is a key component to successful recruitment. Not only can a committee assist with the many tasks of the recruitment process, but it also serves a great training/shadowing opportunity for future recruitment chairmen and gets more members actively involved in the recruitment process.

### **BUILDING A RECRUITMENT COMMITTEE:**

- Aim for 10–20 percent of the chapter
- Newer initiates and upperclassmen
- Future recruitment chairman candidates
- Phikeia educator and/or education committee members
- Treasurer and/or finance committee members
- Communications chairman, public relations chairman, marketing chairman, and/or webmaster

### **10 THINGS TO FOCUS ON WITH YOUR RECRUITMENT COMMITTEE:**

1. Meet at least once a month throughout the year to ensure chapter growth and recruitment strategies are consistently discussed. Check out this resource to help [guide your upcoming meetings](#).
  2. The committee should serve as a think-tank for members to collaborate on recruitment strategies, broaden insights, and share constructive feedback on how to improve from prior efforts.
  3. Work with the recruitment committee to create SMART goals prior to the beginning of each semester and/or academic year. These goals can include size benchmarks, Phikeia class cumulative GPAs, growth amongst specific student populations, etc.
  4. Formulate the chapter's recruitment budget based on upcoming goals and projects financial needs.
  5. Establish specific roles and responsibilities for each member of the committee based on their strengths. For example, if someone is a marketing major, they can manage the creation and distribution of recruitment content and materials.
  6. The committee should plan and facilitate at least two chapter-wide workshops a year to help members strengthen their recruitment skills.
  7. Create and produce recruitment-related content and marketing materials to promote upcoming recruitment opportunities, membership experiences, chapter events, activities, etc.
  8. Delegate the planning and facilitation of engagement activities with potential new members to members of your committee. This includes assigning specific potential new members to each committee members and/or assigning certain tasks to each member to successfully execute a recruitment event (food, entertainment, sign-ins, etc.).
  9. Actively manage and update the chapter's names-list of potential new members on a regular basis to ensure proper tracking of relationships and stages each person falls into in the recruitment process.
  10. At the conclusion of each semester, collect feedback, evaluate efforts, and optimize recruitment practices for future recruitment periods.
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