



# RECRUITMENT COACHING PROGRAM

**T**he Recruitment Coaching Program is a strategy implemented in 2014 as a component of Phi Delt 2020 to assist chapters in growth and recruitment. By participating in the Recruitment Coaching Program, chapters are able to more effectively run a quality-based, year-round, dynamic recruitment program that leads to long-term success on campus.

## CHAPTER SELECTION PROCESS

Chapters are selected to participate in the Recruitment Coaching Program based on an algorithm that provides a rating of all chapters based on the following metrics:

- Φ **Growth Potential** – Difference in chapter size and campus average for fraternities
- Φ **3-Year Growth Rate** – Measures overall recruitment culture within a chapter
- Φ **1-Year Growth Rate** – Measures current recruitment momentum

## WHAT IS PROVIDED

- Φ Bi-weekly coaching calls with Recruitment Coach
- Φ Recruitment focused Leadership Consultant visits
- Φ Social media lead generation ads
- Φ Access to Chapter Builder names-list tool
- Φ Recruitment, placement, and education of local Recruitment Advisers

Your chapter has been selected to be in the Coaching Program during the 2018-19 academic year. We are excited to assist your chapter in its recruitment effort. For more information or questions, contact Jim Rosencrans at [jrosencrans@phideltatheta.org](mailto:jrosencrans@phideltatheta.org).

## CHAPTER EXPECTATIONS

### Commitment:

- Φ To improve current recruitment culture
- Φ To achieve a vision of strategic growth

### Participation:

- Φ Bi-weekly coaching calls with Recruitment Coach
- Φ Communication and participation in Slack
- Φ Complete weekly recruitment tasks & challenges
- Φ Usage of Chapter Builder to track potential members

## TESTIMONIALS

*“The coaching program was useful because it provided us with perspectives we didn’t previously have. As rush chairs, we’ve only seen recruitment within our own chapter, so having someone who is able to provide us with ideas and insights that we may have never considered because of our narrower perspective was helpful with making us think outside the box”.*

Φ **Texas Nu – Texas A&M**

*“The recruitment coaching program is a helpful tool in keeping me accountable when it comes to completing the goals I set for myself. My recruitment coach offers necessary critical feedback paired with words of encouragement. The best example I have is when my coach provided feedback simply stating that he likes an idea, or he doesn’t. My brothers at KY Iota often tell me what I want to hear when it comes to feedback, but my coach always offered the crucial feedback that I need to hear”.*

Φ **Kentucky Iota - Louisville**



# PHI DELTA THETA