



REIMAGINING RECRUITMENT

Due to the COVID-19 pandemic, the landscape of college campuses has the potential of looking much different than previous years. Utilize this document to identify areas that your chapter can innovate new practices or enhance current ones for the potential campus scenarios and affected recruitment efforts on your campus this fall and beyond.

Scenario 1—no return to campus: classes continue to be 100 percent online with no students or faculty permitted to return to campus. All traditional life opportunities and activities are canceled. Meaning no on-campus housing or dining, no athletic events, no welcome weeks, no traditional Greek recruitment.

Scenario 2—delayed return to campus: students begin returning to campus gradually throughout the fall semester or all at once during a later time in the semester. Some incoming students may have even decided to take a gap year. Traditional campus life opportunities and events are either canceled and/or have later start date than previous years.

Scenario 3—socially distant campus life: students return to campus, but social distancing guidelines continue. Large gatherings are prohibited. Limits and regulations affect the traditional campus life, including class sizes, campus and social events, philanthropy events, and recruitment activities.

ELIMINATE

Which key factors of your chapter's traditional recruitment process will no longer be applicable or effective this fall?

1. _____
2. _____
3. _____
4. _____

REDUCE

On which key factors of your chapter's traditional recruitment process should you spend less time/money/resources on?

1. _____
2. _____
3. _____
4. _____

RAISE

On which key factors of your chapter's traditional recruitment process do you need to spend more time focusing on?

1. _____
2. _____
3. _____
4. _____

CREATE

What does your chapter need to create and/or integrate into your recruitment processes to be successful?

1. _____
2. _____
3. _____
4. _____