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APRIL 22, 2020



# Remote Recruitment

*Recruitment Strategies and Tips in Light of Covid-19*



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## Problem Statement

### THE TOP STRATEGIES:

1. General Tips and Tricks
  2. Summer Recruitment
  3. The New Fall Recruitment
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Below are the joint recommendations regarding remote recruitment on behalf of Sigma Chi International Fraternity.

During the current COVID-19 pandemic, the Sigma Chi Fraternity still relies on the recruitment of new members to perpetuate our teaching and principles and our fraternity. In order to continue the recruitment process during this time, and continue recruiting in the Fall 2020 semester, the Sigma Chi Fraternity and Leadership Institute has developed best practices and recommendations for remote recruitment.

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# The Future

Sigma Chi sees at least four possible scenarios happening in Fall 2020:

## Remote Learning

- Nobody goes back to campus in the Fall or there is another wave of outbreak and shutdowns. Student activities continue to happen online until the Spring Semester

## Late Start

- Individuals slowly head back to campus during the fall semester. The semester could start in October or November instead of September.

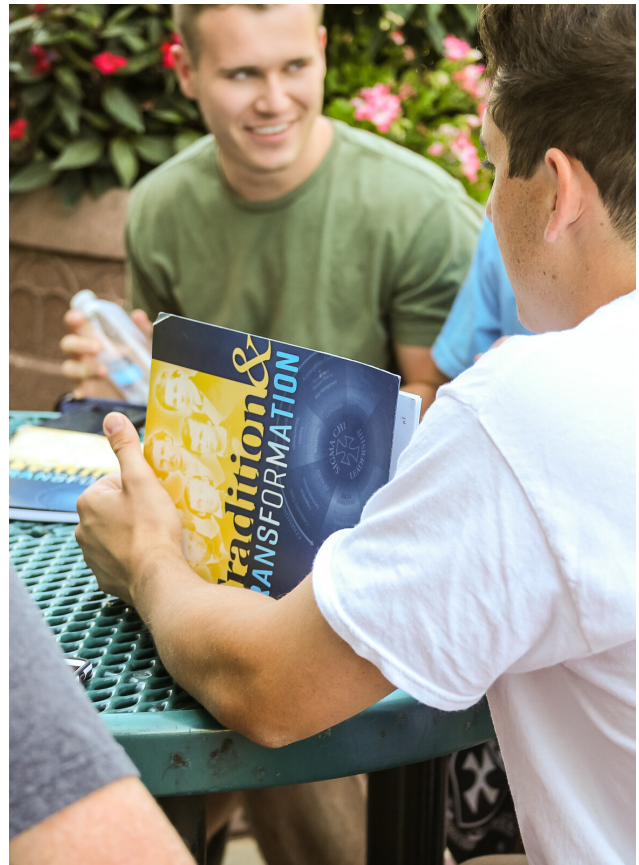
## First Year Students Only

- Only first year students are allowed on campus. Can we recruit with very little face-to-face communication time? Yes!

## Normal

- Return to the same recruitment process, but our potential members are very different due to the pandemic. Their senior year was stolen from them: no prom; no graduation; no day to say goodbye to their friends and have their yearbooks signed. Recruitment shirts, parties, and the like aren't going to attract them. Can we offer what they need?

(Maloney & Kim, 2020)



Focus on being human in the digital world. Anything that seems inauthentic needs to be cut or rethought.

- Join the freshman class' online connection page on Facebook or your school's app.
- Send out an email to your chapter alumni to see if they know any Sigma Chi legacies attending your institution that you should meet.
- Check-in with your Greek Life advisor to see if they know anyone that is interested in Sigma Chi.

## RECRUITMENT Not Rush

- Follow the Mission 365 Process
  - Practice the teachings of Mission 365 and begin to get to know people and bring in only the best potential Sigma Chi members.
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But What If Conversations Sound Forced?

- Your conversations might start to sound more like an interview than a casual session. We can explain what being a Sigma Chi means and have more values-based conversations.

The RITUAL in Recruitment

- Focus on recruiting individuals who desire to better themselves using Sigma Chi's framework of character and leadership education for a lifetime. These are men who will still join even with limited in person opportunities.

You're Going to Make Mistakes, AND THAT'S OKAY!

- This will be your first time recruiting in a different way. You're bound to make a mistake, and that's expected! Mistakes are a great way to learn. Don't be hard on yourself- just move on and do your best.

.(Orendi & Mattson, 2020)



## Summer Recruitment

- The schools who recruit in the summer should be going through a Remote Recruitment: A Distanced Approach to Mission 365 session with a certified facilitator. This session outline techniques a chapter can use to have a positive recruitment experience.
- New challenges will require us to adapt and update our thought process. Utilize phone calls, text messages, and video calls to have intentional conversations with prospective members. Focus on the unique differentiators of your chapter. Did your chapter win "Chapter of the Year" on campus? Did you win a Peterson Award? Do you go above and beyond in terms of community service? Is your chapter above the all men's GPA average?
- Focus on the unique differentiators of Sigma Chi in your video outreach efforts. The social aspects of fraternity life are common everywhere and we are looking to demonstrate a higher purpose in our recruitment efforts. Show your higher purpose in your recruitment videos!



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# The New Fall

## Increase Your Social Media Presence

- People have more time on their hands! This means, more people are going to be spending free time on social media profiles. You should be using your chapter's social media accounts to publicize your chapter, the fraternity, and they ways you are participating in digital brotherhood.

## Keep in Contact with Potential Members

- Were you in the middle of recruitment when your university extended spring break or closed campus? If so, you should still be checking in with the men that were interested in Sigma Chi on campus. Text them and ask them how they are doing. Practice integrity and be vulnerable. This will keep Sigma Chi in their thoughts.

## Utilize Services Like Zoom

- Utilize video services such as Zoom, Skype, and Facetime to talk to brothers and potential members. You can watch movies and play games together. This will allow you to bond during this time. Sigma Chi can also help you set up a Microsoft Teams meeting to include a larger number of people.



# The New Fall

## Live Our Ritual

- In times of crisis especially, it is important to remember the ritual. Our ritual remains constant in a time that is unpredictable, and many can find comfort in it. While we cannot share our ritual with potential members, explaining to them what a ritual is, why we live by it, and why it is important can differentiate Sigma Chi.

## Practice Vulnerability

- Vulnerability, especially now, is important. Brené Brown said, "Vulnerability is the core of shame and fear and our struggle for worthiness, but it appears that it's also the birthplace of joy, of creativity, of belonging, of love". Practice vulnerability and form deep relationships with others during this time.

## Support Your Current Brothers

- We are always members of this great organization. No matter what the future holds, we share the bond of Sigma Chi with so many other men. For our fraternity to sustain into the future, we need to insure we are making more men into Sigma Chi members. The future of the fraternity is in your hands.
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