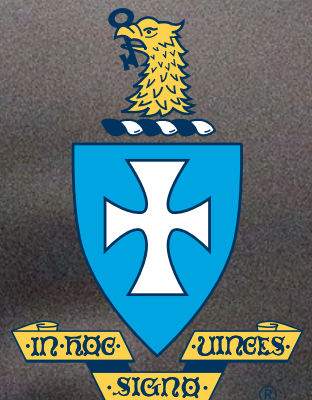


Sigma Chi

FALL 2020 RECRUITMENT GUIDE





RECRUITMENT IN A RAPIDLY CHANGING WORLD

Due to the COVID-19 pandemic, along with an important period of social change within the United States and Canada, Sigma Chi and the Sigma Chi Leadership Institute have developed the following guide and best practices to navigating formal recruitment during a period of uncertainty within our campus communities.

Sigma Chi relies on recruiting new members to perpetuate the organization's teachings and principles. For some campuses, recruitment may take a more digital approach as college and university administrators make decisions regarding on-campus learning and activities. Other campuses may return to normal or have a postponed on-campus start to their fall semester, providing a similar recruitment cycle for chapters.

This guide is designed to provide you with the best current information and tips for building your next pledge class.

THE CRITERIA FOR MEMBERSHIP...

The Jordan Standard is the minimum standard of consideration for membership into Sigma Chi, which was provided by Founder Isaac M. Jordan, **MIAMI (OHIO) 1857**.

The Jordan Standard does not define Sigma Chi but a mere guideline that holds as true in 2020 as it did decades ago.

Young men who demonstrate the qualities outlined by *The Jordan Standard* are more likely to strive toward and succeed in fulfilling our fraternal goals and obligations.

The Jordan Standard

The confidence of the Founders of Sigma Chi was based upon a belief that the principles which they professed and the ideal of the Fraternity which they sought were but imperfectly realized in the organizations by which they were surrounded.

The standard with which the Fraternity started was declared by Isaac M. Jordan to be that of admitting no man to membership in Sigma Chi who is not believed to be:

A Man of Good Character.....

– Displays the traits described in the Jordan Standard; is ethical, respected, humble and honest.

A Student of Fair Ability.....

– Displays intelligence; thinks and acts with common sense.

With Ambitious Purposes.....

– Does his best in all he endeavors; leads, is energetic, has a great vision, is responsible.

A Congenial Disposition.....

– Is friendly, courteous and easy to engage in conversation; shows compassion and respect for others.

Possessed of Good Morals.....

– Knows the difference between right and wrong; does the right thing, even when no one watches.

Having a High Sense of Honor.....

– Takes his commitments seriously by keeping promises, showing concern for others and having high self-esteem.

and A Deep Sense of Personal Responsibility

– Takes responsibility for his own actions; doesn't blame others for his failings or those of group.



THEIR SENIOR YEARS WERE ALTERED... HOW WE CAN MAKE A DIFFERENCE?

This fall, incoming freshmen begin their college careers after senior years of high school that were drastically altered due to the COVID-19 pandemic. These young men had no prom and, in many cases, no graduation or ability to say goodbye to their friends. This upcoming recruitment cycle will be unlike any experienced before in the Greek-letter community. You have an opportunity through digital means to make a life-changing interpersonal connection with these young men by showing authentic compassion. Help them discover what Sigma Chi is — a brotherhood to grow, learn and become transformational leaders that shape our future.

Join the freshman class' online connection page on Facebook or your school's app

— Reach out to these individuals, get to know them, find commonalities and provide insights.

Connect with chapter alumni and regional Sigma Chi alumni groups

— Send an email or social media message to discover any Sigma Chi legacies arriving on campus.

Greek Life advisors or personnel

— Check in with your campus officials to see if they know anyone interested in Sigma Chi or Greek-letter life.

INDIVIDUAL ROLES

This year, more than ever, the importance of each brother within the organization is pivotal to the success of recruitment.

Each member needs to build true friendships with potential candidates, gather as much information about the candidates to make informed character assessments, present a positive image of Sigma Chi to each prospect and make recommendations to the chapter using *The Jordan Standard*.



WHAT MAKES SIGMA CHI SPECIAL?

In many cases across our campuses, Sigma Chi chapters will be competing with other Greek-letter organizations to attract promising candidates. This year requires more effort, innovation and creativity. We all may be biased, but Sigma Chi presents opportunities to our new members that are unrivaled in the Greek-letter world.

A Lifelong Commitment

More than 350,000 men have been initiated into Sigma Chi. Our Fraternity has the most robust alumni presence in the Greek-letter world with 129 alumni groups, 117 alumni chapters and more than 40,000 Life Loyal members.

Leadership Opportunities and Growth

With the state of Illinois' recent approval of the Sigma Chi Leadership Institute as a licensed educational institution, Sigma Chi became the first and only Greek-letter organization able to provide certified educational programming to our members beginning in fall 2020. (See next page for more)

Philanthropy and Awareness

Through our partnership with the Huntsman Cancer Institute and other regional charities, our chapters provide more philanthropic dollars than any other Greek-letter organization. We have also partnered with Alpha Delta Pi Sorority to combat issues of hazing on our campuses.

A Foundation for Success

Thanks to the ongoing support of Sigma Chi alumni, the Sigma Chi Foundation provides more academic scholarship and educational program funding for our members than any men's or women's Greek-letter organization.*

* — Pennington & Company, 2019 Greek Fraternity and Sorority Foundation Report

THERE'S A DIFFERENCE.

In 2020, Sigma Chi became the first and only Greek-letter organization to offer its own licensed education to its members. Here's what you, and potential new members, need to know about the Sigma Chi Leadership Institute.

ABOUT SCLI

Sigma Chi Leadership Institute is a 501c(3) organization and the educational institution of the Sigma Chi International Fraternity. SCLI develops and deploys educational and leadership programming to 250 Sigma Chi chapters across North America, covering more than 18,000 members. This training is provided at no cost to Fraternity members.

MISSION STATEMENT

The mission of the Sigma Chi Leadership Institute (SCLI) is to provide high-quality leadership training that complements and enhances the career skills of Sigma Chi Fraternity members and students in the community by expanding their capacity to serve as leaders in any industry.

**SIGMA CHI
LEADERSHIP
INSTITUTE
(SCLI)**

is approved to
operate by the

**Private Business
and Vocational
Schools Division**

of the **Illinois Board
of Higher Education.**

"This provides us a unique value differentiator that separates Sigma Chi from the rest," says 71st Grand Consul Steven Schuyler, ARIZONA 1979.
"This is an example of Sigma Chi's continued thought leadership and a demonstration of progressive thinking on which only Sigma Chi can execute."

The traditional "objections" to joining a fraternity are still going to be there (cost, value, etc) – but they will be superseded by the new objection: "Why should I join a fraternity when we can't have parties and social events?" "Why wouldn't I wait until this thing is over?"

One reason to join Sigma Chi today is validated and authenticated learning and leadership opportunities available only through Sigma Chi Leadership Institute that can leave a lasting and meaningful impact on their lives.

There is a value to Sigma Chi. With the accreditation of the Sigma Chi Leadership Institute, that value to our members only expands.

As part of the initial approval, **five certificates** have been approved for SCLI deployment to Sigma Chi members beginning as early as fall 2020: the overall Transformational Leadership Certificate, the Foundational Leadership Certificate, the Authentic Leadership Certificate, the Values-Based Leadership Certificate and the Distance Leadership Certificate.

By learning through Sigma Chi, you add value to your own resume and potentially earn credits towards your own college degrees along with leadership certification from the organization.

USING SOCIAL MEDIA AS A TOOL

With social events limited due to the COVID-19 pandemic, 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 the ways you are participating in digital brotherhood.

Successful chapters do two things:

1. Meet freshmen and non-Greek men and, most importantly...
2. They become friends with these individuals, welcome them to campus and offer to answer any questions about the school, the surrounding area and more.

- Keep your logos and bios clean and simple
- Don't use your chapter name as it can be confusing to non-Greeks. Use @sigmachi and insert your school name (example: @sigmachifau, @etsusigmachi)
- Highlight your accomplishments
- Utilize Linktree (<https://linktr.ee>) and have a link for recruitment 365 days per year, house all of the content and sites you're driving content to

Most Successful Chapters Use Instagram

- Follow school-based hashtags, class of 2024 accounts and freshman roommate finders.
- Name your account @Sigmachi(school name) as incoming students might not know what EX means or the chapter name.
- Linktree is great to have multiple links on your account at once. This can be for signing up for recruitment, shirt sales, Huntsman fundraising, rush video links, etc.. **Visit:** <https://linktr.ee/>
- Canva for easy to use photo templates when photoshop or illustrator is not a resource available within the chapter. **Visit:** <https://www.canva.com/templates/>
- Direct message new members and offer up the best gyms by campus, places to get food, teachers or classes to take.
- Don't make generic posts that say "Rush Sigma Chi" or "Go Greek." Challenge them to think more about Greek life and the Organization. "If there was an organization on campus that helped to develop values-based leaders, foster life long friendships, and was about making a positive impact on the world would you be interested in learning more?"
- Make posts highlighting brothers by having them talk about their Sigma Chi experience and pursue the other 85% of students that are not rushing or thinking about Greek life.

Resources

- Chapter building resources are highly effective in documenting potential new members and makes the bidding process significantly more effective and time saving. **Recommendation:** <https://phiredup.com/chapterbuilder>
- Offering a recruitment scholarship for potential new members to apply is influential. It can be big or small amount based on chapter resources.
- The chapter must work with the Recruitment Chairman. It is his job to lead, not to do it all himself. The chair can also build out a team if need be to help with events or other tasks.

MAKE AN IMPACT NOW.

With new challenges come the requirement of each of us to adapt and update our thought process as it pertains to recruitment. Along with social media, utilize phone calls, text messages and video calls to have intentional conversations with prospective members.

The biggest key: Focus on the things that make Sigma Chi and your chapter different!

Did your chapter win “Chapter of the Year” on campus? Did you win a Peterson Significant Chapter Award? Do you go above and beyond in terms of community service? Is your chapter above the all men’s GPA average? Your social media marketing, email and video outreach efforts should reflect these things. The social aspects of Greek-letter life are well-known and common everywhere. Sigma Chi chapters should be looking to demonstrate a higher purpose in every scenario.

Maintain 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 who were interested in Sigma Chi. Text them and ask them how they are doing. Practice integrity and authenticity.

Utilize Services Like Zoom

By utilizing digital video services like Zoom, Skype and FaceTime, you can talk with both brothers and potential members, watch movies, play games together and develop a bond. Sigma Chi can also help your chapter set up a Microsoft Teams meeting to include a larger number of people.

Live Our Ritual

In times of crisis, it is especially important to remember our Ritual. Our Ritual remains constant in a time that is unpredictable. While we cannot share our Ritual with potential members, explain to them what a Ritual is, why we live by it and how our ritual differentiates Sigma Chis from others.

Our Future is in Your Hands

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 ensure we are doing everything we can to encourage these young men to take a deep look at our organization.