



# Sigma Chi

2023-2024 RECRUITMENT GUIDE



# THE CRITERIA FOR MEMBERSHIP...

The Jordan Standard is the minimum standard of consideration for membership into Sigma Chi. Provided by Founder Isaac M. Jordan, MIAMI (OHIO) 1857, it is a guidepost by which to assess potential new members.

Men who demonstrate the qualities described in 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; seeks academic excellence; is considerate of others in his thoughts and actions.

### **With Ambitious Purposes...**

— Does his best in all he endeavors; leads, is energetic, has a great vision, is responsible; distinguishes himself from his peers through his actions.

### **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.



# INDIVIDUAL ROLES

Each brother plays an important role in determining the success of his chapter's recruitment.

Each member should 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. Doing so requires effort, innovation and creativity from undergraduate chapter members. Sigma Chi presents opportunities to our new members that are unrivaled in the Greek-letter world.

## **A Lifelong Commitment**

More than 365,000 men have been initiated into Sigma Chi. Our Fraternity has the most robust alumni presence in the Greek-letter world with 122 alumni groups, 112 alumni chapters and more than 63,000 Life Loyal members.

## **Leadership Opportunities and Growth**

With the Sigma Chi Leadership Institute's announcement of MSA-CESS Accreditation, Sigma Chi became the first and only Greek-letter organization able to provide a pathway to leadership education. (See next page for more information)

## **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.\*

# THERE'S A DIFFERENCE

In 2022, Sigma Chi Leadership Institute earned academic accreditation from the Middle States Association Commissions on Elementary and Secondary Schools. Here's what you, and potential new members, need to know about the Sigma Chi Leadership Institute (SCLI).

## ICYMI

Sigma Chi Leadership Institute is the first and only fraternal-affiliated organization to earn accreditation by an accrediting agency recognized by the U.S. Department of Education! As a result, Sigma Chi has become the first fraternity to offer members critical leadership skills through the revolutionary Transformational Leader program, developed by its own accredited institution, SCLI.

## ABOUT SCLI

Sigma Chi Leadership Institute is a 501c(3) organization. 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.



**“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.”**

## REAL-WORLD RESULTS

ACCORDING TO A SURVEY OF RECENT GRADUATES SINCE 2016:

81%

Of Fraternity alumni said that Sigma Chi programming contributed to their professional success

83%

Of Fraternity alumni said that Sigma Chi programming contributed to their professional success

70%

of Fraternity alumni said that their participation in programs contributed to growth in their job or career

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

Currently, six certificates are being deployed to Sigma Chi members: the Foundational Leadership Certificate, the True North Leadership Certificate, the Values-Based Leadership Certificate, the Servant Leadership Certificate, the Enduring Leadership Certificate and the Distance Leadership Certificate.

# SOCIAL MEDIA INSIGHTS

## TO ENHANCE YOUR RECRUITMENT AND DEVELOP YOUR BRAND

*you know*

SOCIAL MEDIA IS ANY FORM OF ONLINE COMMUNICATION THAT IS USED TO CREATE COMMUNITY AND SHARE INFORMATION, OPINIONS, IDEAS AND PERSONAL MESSAGES.



SOCIAL MEDIA CAN BE USED AS A TOOL TO BUILD YOUR CHAPTER'S BRAND, ENHANCE YOUR RECRUITMENT EFFORTS AND IMPROVE YOUR CAMPUS COMMUNITY

*but did you know?*



### WHO IS OUR AUDIENCE?

While prospective new members make up our primary audience, we must remember that our audience also includes alumni, advisors, campus community members, other Greek-letter chapters and parents. It is important that our social media pages portray positive images so these individuals and groups better understand why they can, and should, **expect more from Sigma Chi.**



### HOW ARE WE PERCEIVED?

Our social media profiles reflect our image. Our image reflects our brotherhood. Our brotherhood reflects our values. If we are posting pictures of our brothers drinking and at parties, we reflect a negative image. How do you want to be viewed by campus partners and the Greek-letter community? How are you using social media to build your chapter's brand?



### WHAT ABOUT RECRUITMENT?

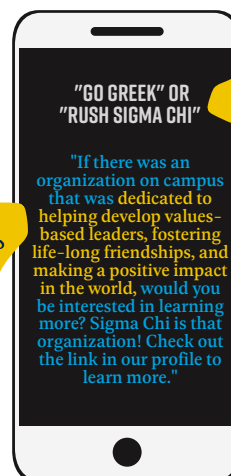
Chapters' recruitment efforts rely heavily on social media interactions. Prospective members are looking at your profiles.

- Make sure you have recruitment information readily available via social media.
- Double check that links associated with your accounts are working and updated.
- Assign a brother to check your chapter's social media profiles to ensure questions are being answered.



### WHAT SHOULD WE BE POSTING?

- Focus on posting images and messages that reflect the values we share as a brotherhood.
- Highlight the positive efforts of our members.
- Pay attention to the tone and style of your posts.
- Before posting, ask yourself:
  - "How would someone outside the chapter receive and perceive this post?"
  - "Does this accurately reflect our Fraternity values?"
  - When in doubt, DON'T post it!
- Keep your bios clean and simple.
- Avoid using your chapter letters, as prospective new members are unlikely to know what they mean. Stick with Sigma Chi and the name of your school instead.



## WHY DOES IT MATTER?

BECAUSE YOUR BRAND REFLECTS YOUR IMAGE. YOUR IMAGE REFLECTS PERCEPTION, AND PERCEPTION CAN SHAPE REALITY. WHAT DO YOU REALLY WANT TO SHARE WITH POTENTIAL NEW MEMBERS? REMEMBER TO CONSIDER HOW YOUR POSTS REFLECT THE VALUE OF TRUE BROTHERHOOD WITH SIGMA CHI.

# USING SOCIAL MEDIA AS A TOOL

You should be using your chapter's social media accounts to publicize your chapter, the Fraternity and the ways you are building your 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.

## SOCIAL MEDIA TIPS

- 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, and include all of the content and sites you're driving content to.

## THE MOST SUCCESSFUL CHAPTERS USE INSTAGRAM AND OTHER TOOLS

- Follow school-based hashtags, class of 2027 accounts and freshman roommate finders.
- Send an email to your chapter alumni to see if they know any Sigma Chi legacies attending your institution that you should meet.
- Ask your Greek-letter life advisor if they know of any students who are interested in joining Sigma Chi.
- 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, recruitment video links, etc.
- Use Canva for photo templates when photoshop or illustrator is not a resource available within the chapter. Visit [canva.com](https://canva.com) to create an account and [sigmachi.org/recruitment-kit](https://sigmachi.org/recruitment-kit) to access our easy-to-edit designs.
- Direct message recruits and offer recommendations for the best gyms, places to get food, teachers or classes.
- Don't make generic posts that say "Rush Sigma Chi" or "Go Greek." Challenge them to think more about Greek-letter 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 going through recruitment or thinking about Greek-letter life.

## RESOURCES

- Chapter building resources are highly effective in documenting potential new members and makes the bidding process significantly more effective and time-saving.
- Offering a recruitment scholarship for potential new members to apply is influential. It can be a big or small amount based on your chapter's resources.
- The chapter must work with its recruitment chairman. It is his job to lead, not to do it all himself. The chairman can also assemble a team if need be to help with events or other tasks.

# MAKE AN IMPACT... NOW

With new challenges comes 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 (Phired Up, 2020).

Most importantly: 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 (Phired Up, 2020).

## **Recruitment, Not Rush**

- Follow the Mission 365 recruitment training program process.
- Practice the teachings of Mission 365 and begin to get to know people and bring in only the best potential Sigma Chi members.

## **Focus on Values**

Being a Sigma Chi member means that you have agreed to live in accordance to a set of values. These values, and The Jordan Standard, need to be held at the heart of your recruitment decisions (Phired Up, 2020).

## **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.

## **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.