



Fall 2003 BGSU Greek Recruitment Task Force Report

The Greek Recruitment Task Force was commissioned by Greek Affairs to examine the overall Greek recruitment process for fraternities and sororities at BGSU. The group met for four consecutive Mondays in October and was composed of undergraduate students, chapter advisors, Greek Council advisors, Residence Life staff, Marketing and Communications staff and Greek Affairs.

In order to keep the Greek Community focused on recruitment, it is suggested that a similar task force gather annually in the Fall to review this report, survey recruitment activities, and make adjustments, to ensure that there remains a focused plan for recruitment by BGSU Greeks.

An overriding goal of the Greek Community is to move the BGSU Greek Community from 12% to 15% of the undergraduate student population fairly soon (the national average for state schools is 15%). In addition, the group wanted to ensure that students were joining for the right reasons, consistent with our core values of Scholarship, Service, Leadership and Brotherhood/Sisterhood.

The task force concentrated on three specific areas of recruitment:

1.
Opportunities
2.
Message
3.
Communication

The group spent a considerable amount of time examining each area and evaluating how best we could take advantage of each. Below is a listing of each area along with the thoughts of the task force.

Opportunities for Recruitment at BGSU

Below are the opportunities for recruitment at BGSU and the comments the task force has made for each. It should be noted that **Everything we do is recruitment.**

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High School counselor day at BGSU (Nov. 20)

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BGSU brings to campus Ohio High School Counselors for the day

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Need to educate these counselors on Greek Life at BGSU in 2003

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Need to have a display and possibly staff it during the day

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This can pay future dividends since these counselors can have much sway over high school students

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Campus Tour Guides

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These undergrads provide tours of campus through the Admissions Office

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These guides get many questions about the Greek Community

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There is a need to educate each new group of tour guides on the basic Greek facts and values

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Currently about 40% are Greek

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Preview Days (Oct. 18 & Dec. 6)

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This is where 1,000's of high school students and parents come to BGSU to learn about the campus

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Prime opportunity to make a good first impression

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Greeks play a huge role in this event by supplying 100-125 tour guides

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Two Greek houses are on the tours along with residence halls

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Greeks also have a display along with Residence Life in the ballroom

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Need to continue with this program and make sure Greeks are well represented

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Need better display and more PR

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President's day

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Same as Preview Days times 3 (very large)

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OREG

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Summer orientation program where 92% of freshman and 80% of parents attend

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Need a section for students and parents to give broad overview of Greek Community

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Possibly an optional program

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Possibly have program for parents by Greek parents

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Need to encourage more Greeks to be OREG counselors

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Need to train OREG counselors on the basic facts and core values of BGSU Greeks

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Move-In assistance for Fall

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Greeks traditionally have played a big part in this with about 500 Greeks assisting freshman and parents

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Need to have the same t-shirt with our core values to reinforce our message and to not have groups with inappropriate shirts

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Move-In Dinner for the Fall

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Begun last year in fraternity row as a dinner

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Needs to be split up to Mac and Quads where the students and parents are (take the event to the students rather than ask them to come to us)

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Need to coordinate with Res Life to avoid conflicts with hall meetings

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Need to see if timing can be changed to allow parents to eat (maybe make it earlier in the day)

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Meet the Greeks Event Each Semester

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Greek Carnival in fall and similar program in the spring

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Need to have one each semester to kick-off the process to make it easier for students to know where and when to begin the process

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Needs to be big!

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Need to set the date a semester in advance

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Need to have it in the ball room

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Need lots of publicity (ads in the BG News, table tents, post-cards, emails, etc.)

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Need to follow up with IFC to have similar program at Mac and Quads (taking recruitment to the students) the day after the big kick-off

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NPHC/GIB needs to be a part of this program but can also do their traditional program later in semester

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Move the NPHC/GIB event later in the semester to a larger room to accommodate crowds

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Greek RA's

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Those floors with Greek RA's tend to have higher Greek participation

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Greek students can add a lot to the RA position

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Need to have more Greek RA's

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Need to publicize this more

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Need to educate all RA's in fall about basic Greek facts at their RA Training

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Parents

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Very vital constituency

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Parents playing more of a role in the decision to go Greek

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Need to educate since most students are first-generation Greeks

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Need to communicate with them more

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Need to have material that speaks to their needs

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Faculty

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Can be helpful

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Need to educate on BGSU Greeks in 2003 (many have out-of-date information on BGSU Greeks)

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Alumni

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Can be helpful also

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Need to have them recommend good potential new members

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Need to find a way to communicate with alumni (possibly by email)

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University Ambassadors

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Can have positive impact

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Need to have more Greeks at Ambassadors

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Need to educate on BGSU Greeks values and stats

What is our Message and Who is our Audience?

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Overall Message

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Needs to be simple, repeated often, emphasizing our core values

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Need to address the MTV situation head on

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Need to say what we do and don't stand for

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Need testimonials of current members and alumni about what they are getting out of the experience

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Critical to the success of our recruitment since we want the right people joining

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Potential New Members

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Freshman, Returning Freshman, Sophomores -Core Group

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Juniors – Need to pay attention but not a high priority

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Transfer Students – Can work to recruit them.

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Parents

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As mentioned before this is a vital group

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Need to find ways to interact with them more (parent's session at OREG, Move-in Meal, etc.)

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Need to address their needs in our literature (finances, academics, safety, time-commitment, housing requirements, etc.)

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Need to add FAQ's to parents site on the Greek BGSU web site

How do we communicate our Message?

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Brochure

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Need a basic brochure

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Mailed to all freshmen and sophomores by June 1

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Need to have finances included

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Need to have our basic message

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Read by both students and parents

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Used at Preview Days and other events

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Needs to include all Greeks

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Brochure will be read by both students and parents

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Needs to address parents concerns as well

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Post-cards

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Great for announcing things and reminding

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Need to develop one for Winter Break to returning freshman and sophomores

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Need to use for the end of summer to remind students to register

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Emails

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Great as a supplement to printed material

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Email blast to campus about Meet the Greeks

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Email to new students to remind them of events

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Web sites

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The first look a Greek Community

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Need to revamp Greek Affairs site to be consistent with new BGSU look

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Need to have all chapters to have a site by summer.

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WRSA

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Can be helpful

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Monitor (faculty and staff paper)

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Can be used for PR purposes

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Meet the Greeks nights

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Big kick-off event each semester

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Needs to be huge!

Recruitment Time-Line Plan

Spring Recruitment

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Have the on-line system used this past fall for Panhellenic ready to go for IFC & Panhellenic (this is new for IFC but needed)

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Mail post-card to returning freshman and sophomores who are unaffiliated over Winter break to their homes advertising Spring Meet the Greeks

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Meet the Greeks in ballroom Tuesday, January 20th, 8-10 p.m. (second week of the semester)

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Have PowerPoint display going with Greek facts, costs, core values, etc.

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Have snacks and pop

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All 40 groups have a table where they can bring anything and anyone they wish

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Have 3 full-page ads in BG News on 12th, 15th and 20th advertising the event and listing our core values

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Have table tents advertising the event

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Hand out the Fall 2003 Greek Report

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Panhellenic to do Open Houses January 21, 22 with bids due Friday, 23rd (their normal Spring activity)

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IFC to have a Meet the Greeks in Mac on 21st and Quads 22 (food, snacks, PowerPoint, etc. the same), and Open Houses January 26-29, 6-9 p.m. (new for IFC)

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NPHC/GIB to host Meet the Greeks in early February (new for NPHC/GIB to do one for Spring)

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Councils to provide programs for our groups on How to Recruit since our students need to be able to articulate their experiences

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Establish recruitment listproc for new recruitment chairs

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Conduct a focus group for those that joined asking why they joined, what did they like and not like about the process, what they would recommend we do differently, etc.

Fall Recruitment

*

Have the on-line system used this past fall for Panhellenic ready to go for IFC & Panhellenic

*

Mail brochure to incoming freshman and sophomores June 1 advertising Spring Meet the Greeks

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Have OREG program for students and parents

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Have OREG parent program with Greek parents

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Mail post-card to freshman and sophomores to remind them about Fall Recruitment and the Fall Kick-Off meeting

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Meet the Greeks in ballroom second Monday of semester, 8-10 p.m.

*

Have PowerPoint display going with Greek facts, costs, core values, etc.

*

Have snacks and pop

*

All 39 groups have a table where they can bring anything and anyone they wish

*

Have 3 full-page ads in BG News on the week prior and day of event advertising the event and listing our core values

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Post email to various students listserves reminding of this meeting

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Table tents in the dining halls advertising the event

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Have ad on RSA television advertising the event

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Hand out the Spring 2004 Greek Report

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Panhellenic to do usual formal recruitment after kick-off

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IFC to have a Meet the Greeks next two nights in Mac and Quads (food, snacks, PowerPoint, etc. the same) and Open Houses the following week, 6-9 p.m.

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NPHC/GIB to host Meet the Greeks in September

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Conduct a focus group for those that joined asking why they joined, what did they like and not like about the process, what they would recommend we do differently, etc.

Fall Brochure Ideas

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Keep roughly the same size as current brochure

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Have ready to go by June 1

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Use for the following year's Preview Days, High School Counselor Day and President's Day events

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Bigger print, less type

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NPHC pictures need to be not of stepping (or not the only picture of NPHC groups)

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Include a range of finances and explanation of what the money goes to

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When using quotes of students, use their full name, high school and hometown to show where Greeks are coming from

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Get a quote from a parent of a Greek (use hometown also)

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Have some pictures of all Greeks

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Use a caption under each picture where appropriate

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Have some fun pictures

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Need section on academics and what we do to support this

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List some campus leadership positions that Greeks hold to show our involvement

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Make the look consistent with the Greek BGSU web site

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List the web site address more prominently and more often

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Advertise the Meet the Greeks event with dates, times, etc.

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Include a map of our Greek houses and those in Conklin North

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Include some Greek stats (not necessarily the Greek Report, but some hard facts about Greeks such as GPA, service hours, philanthropy, involvement, etc.)

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Have theme pages of our core values with the text and pictures showing how we support those core values