



Recruitment/Intake Task Force Spring 2007

Background Information

The Greek Recruitment/Intake Task Force was established by Greek Affairs to review the current recruitment/intake and public relations practices of the fraternities and sororities at BGSU. The task force consisted of undergraduate students, chapter advisors, Recruitment Graduate Assistant, Greek Council advisors, Greek Council Recruitment VP's, Residence Life staff, Marketing and Communications staff and Greek Affairs staff.

In order to keep the Greek Community focused on recruitment, the task force gathered throughout the spring to review previous task force reports, survey recruitment activities, public relations information, current practices and make adjustments, to ensure that there remains a focused plan for recruitment for BGSU Greeks.

An overriding goal of the Greek Community is to move the BGSU Greek Community from 11% 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.

Specific Areas of Concentration

1. What can Greek Affairs do to better assist our community
2. Message and Communication
3. Who is joining and why

Task Force Committee

Mary Edgington
Kathleen Rarey
Tim Velotta
Jolene Esterline
Renee Clark
Renee Piquet
Michael Brown
Anthony Antoine
Jen Patterson- VP Recruitment- Panhellenic
Joel Robinson - Recruitment Director- IFC
Laurel Peffer- Graduate Assistant for Recruitment
Karri Moore- Coordinator for Greek Affairs

Outcome

The main consensus of the group was that recruitment/Intake truly happens outside of the planning process and is not just an event focus activity. When looking at recruitment and intake the taskforce felt it was important to look at all areas of the office, students , community, etc. versus focusing on activities, events, or a specific council process. The committee felt that to implement long term change, a culture shift would need to occur and students need to be trained on social skills, how to talk to people, etc. The following recommendations reflect that the behaviors, the Greek Affairs Office, retention, image, public relations, advisors, students, and community relations that all play role in contributing to growth our community.

Recommendations

PR Related

- ✓ Newsletters- more informative parents, alumni, and House Directors
 - More focus on service
 - What are groups about
 - Housing renovations
 - Less council updates
- ✓ Advertise more what Marketing and Communications can do for chapters
 - Have Kathleen Rarey come to a PR and recruitment roundtable
 - Have a list of resources on the web
 - Share information with the advisors
- ✓ Assess- how effective are the newspaper ads?
 - If effective use as incentives
- ✓ Assess what parents want to know and see
 - In the fall newsletter have an email address that they can email with suggestions
 - Continuously remind parents that we are partners on the web and in newsletters
- ✓ Make the website more user friendly in regards to information on recruitment/intake
 - Make recruitment symbol more visible right in front so no search is needed
 - Have dates and parents information available

Council

- ✓ Making new member programs a bigger priority
 - During Greek Odyssey have a new member educator workshop
 -
- ✓ Continuous education for New Member Educators
 - Monthly roundtables with more education and less education
- ✓ Less singing during formal recruitment. More focus on values- The loud singing/music falls under Section Q of the Community Living Standards (p. 48 in the Student Code of Conduct)- Violation of Quiet and Courtesy Hours
 - Educate Panhellenic groups on this policy
- ✓ Bid Day activities turned in ahead of time for Panhellenic chapters
- ✓ More incentives for recruitment workshops
 - Office and council participate in promoting more attendance

- ✓ Look into new ways to have recruitment workshops
 - DVD of the different workshops
 - Online pod cast
- ✓ Have more recruitment/intake workshops at already scheduled events
- ✓ Tailor make PR/intake workshops for NPHC
 - Work with NPHC exec and Graduate Assistant to meet their needs
- ✓ More activities and collaboration with non Greek groups
 - Work more with Resident Student Association, athletic groups, UAO, Residence Hall Councils, Review the list of student organizations registered with OCI
- ✓ Instead of using money for shirts and ads use money for academic incentives
 - Have council scholarship chairs review current incentive policies
- ✓ More interactions with Hall Councils
 - Have a meeting with council presidents and hall reps

Greek Affairs

- ✓ Meeting with campus constituents before OREG to educate
 1. Academic Advisors- Before OREG
 2. RA training
 3. Grad Hall and Hall Director training
 4. Academic Advisor training
 5. RSA each semester
 6. Student Senate annually
 7. Admissions Tour Guides
 8. OREG counselors (undergrads)
- ✓ Continuous education for New Member Educators and Greek Affairs needs to take a greater role in working with chapters
 - Work with recruitment grad to review council policies
 - New member education individual meetings with chapters
 - Ask AFA listproc what different schools do
 - Practicum student research national offices and school
 - Review New Member guidelines
- ✓ Continuous education for New Member Educators
 - Monthly roundtables with more education and less focus updates
- ✓ More Detailed hazing information
 - Give descriptions of what is hazing
 - Have whole chapter sign hazing compliance form
 - Hazing education with risk management officers at roundtables
- ✓ Hold all chapters equally accountable
 - Follow the same university and office policy and procedure guidelines for every chapter no matter what group or council
- ✓ Let faculty and staff know when rules have been broken not just Greeks and follow up on sanctions and report that as well
- ✓ Chapter Advisor Meetings - more substance less updates
 - how to help them work with today's students
 - Meetings have a specific focus/topic and other half business
- ✓ Greek Affairs using Budget more effectively (ex. Spend less on food and more on scholarships and recruitment)

- ✓ More training with the Greek House Directors for mentoring relationships
- ✓ Train advisors on recruitment/intake materials the same as we do undergraduates
 - Have workshops for them to attend
 - Make sure subject is relevant for the different recruitment/intake styles
- ✓ Promote and role model more activities and collaboration with non Greek groups
 - Sponsor a leadership program with another office
 - If newspaper ads promote other groups accomplishments
 - Visit other organizations
 - Promote campus wide activities
- ✓ Track what groups Greek students are involved in outside of the Greek community (ex. Turn in with Greek report information).
 - When groups list how many are involved in other organizations ask for a list of which ones
- ✓ Scholarships for dues- sophomore, junior, and non traditional joiners
- ✓ Open that communication up between and Residence Education and Greek Affairs in order to discuss plans for how the halls can support recruitment within a context that works for both sides.
 - See above as well

Action Plan

Once the information is disseminated and all constituents are made aware of these recommendations the appropriate individuals will continue working to make change.