



Recruitment Preparation Workshop (RPW) 1

CONTINUOUS RECRUITMENT

This workshop is created to educate chapter members on the purpose of continuous recruitment and assist members in identifying women on campus who demonstrate Delta Gamma's values. Members will be able to identify actions that they can begin doing to increase member retention.

This is the first RPW to be held following your chapter's primary recruitment period. It is recommended to complete this workshop within two weeks of bid day following your primary recruitment period. The director of continuous recruitment or the vp: membership is responsible for the facilitation of this workshop. It's recommended that this RPW is held during an activity meeting and new members can be excused to leave early while the rest of the chapter participates. Review this checklist at least **one week** before your workshop.

- Review Delta Gamma's recruitment rules about continuous open bidding (COB)
- Review the university's recruitment rules and guidelines surrounding COB
- Review the facilitation guides for continuous recruitment Locate or create your digital names list generator
 - This should be a form that asks for the name and contact information of a non-affiliated woman on campus and the name and contact information of the member listing the PNM
- Consider purchasing a bag of candy to reward members who answer questions aloud
- Purchase and/or locate large flip chart paper
 - Amazon has 30 pages for \$40; most workshops will require flip chart paper
 - You will need 4 for the continuous recruitment activity
- Purchase and/or locate smaller post-it notes
 - You will need enough for each member in the chapter to have four (4) for the continuous recruitment activity
- Print a copy of the names list exercise for each member

- Create a Google Form or locate previous form to collect names for the names list
 - This can be an opportunity to be utilized to take attendance during the RPW
- Prepare any background music that can be played during times of reflection
- Provide pens or writing utensils
 - Consider reminding members to bring their own
- Download the RPW 1 PowerPoint in the DG library
- Connect with a member of the Retention Committee to help facilitate the retention portion

Curriculum Key

To better understand how to read the curriculum, take note of the following notations:

X/XX	Denotes the time. The first X is the number of minutes this section takes. The second set of numbers is at the conclusion of this section, how many minutes you are into the session.
WS	Indicates worksheet/handout needed
<i>Italics</i>	Marks curriculum you should tell/ask the participants
Plain text	Indicates instructions for you as the facilitator
Fac Note	Highlights special instructions for the facilitator
Video	Indicates a video is associated with this part of the curriculum.

CONTINUOUS RECRUITMENT

Room Set-Up/Supplies:

- 8 post-it notes for each member
- 5 sheets of large flip chart paper

To do prior to the workshop:

- Write one value of Article II on the top each of the four pieces of flipchart paper and hang them around the room.
 - Friendship
 - Education and Cultural Interests
 - Character
 - Social Responsibility

**Note: If your chapter is large you may want to consider creating two large flipchart papers for each value instead of one.*

Learning Outcomes:

- To articulate the difference between continuous recruitment and continuous open bidding (COB).
- To identify unaffiliated women on campus that demonstrate Delta Gamma's values.
- To describe the importance of continuous recruitment to the success of a chapter.

	Choose Your First Section–Either Continuous Recruitment <u>OR</u> Fact or Fiction
10/10	Option 1: Continuous Recruitment Share that we are now going to spend some time talking about continuous recruitment. Ask for a few participants to share their response to the following question: <i>What do you think of when you hear the words 'continuous recruitment'?</i> If not mentioned, share the following: <ul style="list-style-type: none">• Continuous recruitment is the concept of continually showcasing Delta Gamma's brand on campus.• Continuous recruitment is just that, continuous! It is not defined by specific time periods or limited to when the chapter is holding recruitment events.• Continuous recruitment ensures that members are always on the lookout for unaffiliated women on campus that share Delta Gamma's values.

	<p>Prior to moving on, clarify the difference between continuous recruitment and Continuous Open Bidding (COB) by sharing the following message:</p> <p><i>Continuous open bidding (COB) is a process designed to help collegiate chapters reach Quota and/or Total. A chapter is eligible for Continuous Open Bidding if they did not achieve Quota or is not at Panhellenic Total. Many Delta Gamma chapters today are participating in informal recruitment or COB in some form due to the frequency of adjusting Total and in response to declining enrollment numbers. Delta Gamma Fraternity policy requires all chapters to achieve Quota and maintain Total to ensure a financially sound chapter, and to give women for whom primary recruitment is not a fit (e.g. athletes whose sports schedule conflicts with primary recruitment) an opportunity to join Delta Gamma.</i></p> <p><i>Unlike continuous recruitment, COB is limited to a specific time period. Any Delta Gamma chapter not at Quota and/or Total after their primary recruitment period should focus efforts on continuous open bidding for two weeks after primary recruitment Bid Day.</i></p> <p>Share that although continuous recruitment and COB are two distinct things, focusing on continuous recruitment throughout the year can certainly assist your chapter in their COB efforts when needed.</p> <p>Explain that one pivotal aspect of both continuous recruitment and COB is ensuring the creation of a names list. Share that this next activity will allow members time to brainstorm a list of women on your campus not currently affiliated with a chapter in the fraternity/sorority community that embody Delta Gamma values.</p>
10/10	<p>Option 2: Fact or Fiction</p> <p><i>Now we are going to go through an activity called Fact or Fiction. I will give you a sentence about continuous recruitment. Your job as members is to vote on whether you think the sentence is fact or fiction.</i></p>
Fac Note	<p>If you have enough room, assign one side of the room as the fact side and the other side as the fiction side. Have members stand, as able, in the center of the room. Read the sentence and ask member to move, if able, to either the fact or fiction side of the room based off the sentence. If you do not have enough space, have members raise their hands or use the Kahoot created).</p>

	<p>Continuous recruitment is the concept of continually showcasing Delta Gamma's brand on campus. FACT</p> <p>Continuous Recruitment occurs 2 weeks after Formal Recruitment. FICTION</p> <ul style="list-style-type: none"> Continuous recruitment is just that, continuous! It is not defined by specific periods or limited to when the chapter is holding recruitment events. <p>Continuous recruitment ensures that members are always on the lookout for unaffiliated women on campus that share Delta Gamma's values. FACT</p> <p>Continuous Open Bidding (COB) is a process designed to help collegiate chapters reach Quota and/or Total. FACT</p> <p>A chapter is eligible for Continuous Open Bidding if they achieve Quota or are at Panhellenic Total. FICTION</p> <ul style="list-style-type: none"> Many Delta Gamma chapters today are participating in informal recruitment or COB in some form due to the frequency of adjusting Total and in response to declining enrollment. Delta Gamma policy requires all chapters to achieve Quota and maintain Total to ensure a financially sound chapter, and to give women for whom primary recruitment is not a fit (e.g. athletes whose sports schedule conflicts with primary recruitment) an opportunity to join Delta Gamma. <p>Unlike the continuous recruitment style, COB is limited to a specific time. FACT</p> <ul style="list-style-type: none"> Any Delta Gamma chapter not at Quota and/or Total after their primary recruitment period should focus efforts on continuous open bidding for two weeks after primary recruitment Bid Day. <p>As you see, there is a difference between continuous recruitment and COB, but there are many similarities. The main goal is to recruit students that share Delta Gamma values and allow others who may or may not have gone through primary recruitment the chance to join our sisterhood. I hope this activity gave you a better understanding of continuous recruitment and what it means.</p>
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10/20	<p><i>Great job! If participants were standing to play the game, they can return to their seats. If they were using Kahoot, they can put their devices away.</i></p>
	<p>Chapter Values (Pick Chapter Values or Living Delta Gamma Values)</p>
	<p><i>Our next activity focuses on our values. Can anyone name one of the four values in Article II? Select four (4) different people to name one value each.</i></p> <p><i>Now we are all going to recite Article II together. The objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character. Why is Article II so essential to us? Select two-three people to answer. If not mentioned, share that Article II is what unites us as a chapter and as an organization. We all have different interests and backgrounds but share the same values.</i></p> <p><i>We have identified the Delta Gamma values, but what about our chapter values? What values does our chapter focus on? Take about 5 answers. If not mentioned, share the chapter's watchword as well.</i></p> <p><i>As you all can see, our chapter holds Delta Gamma values highly, but we also hold our chapter values highly. This is what makes us unique in our Delta Gamma experience. We are now going to focus on how these values assist in recruitment. I want you to take time to think about potential questions that PNMs may ask about values. Please take 2-3 minutes to think and write these down. This can be completed individually or in the pre-assigned groups.</i></p> <p><i>After 2-3 minutes request that each group send someone to write on the flip chart or PowerPoint slide the question they think a PNM would ask about values.</i></p> <p><i>After each group has written down a question, ask the chapter how they would answer some of these questions. Celebrate the best answers with candy or praise.</i></p> <p><i>Great job! Now we are going to switch it. What questions can we ask PNMs to see if their values align with Delta Gamma and our chapter? Take 5 minutes to do this. After the 5 minutes, have each group again come up and write down at least one question or share one question with the group.</i></p>

	<p><i>Our values are what guide us and unite us. It is important to have intentional and thoughtful questions for PNMs so we are easily able to identify women who would make exceptional members.</i></p>
10/20	<p>Living Delta Gamma Values</p> <p>Ensure each member has a copy of the Article II exercise worksheet. The Article II worksheet can be found further down this document.</p> <p>Share the following message: <i>We are now going to spend some time thinking of high quality, unaffiliated women on our campus that live out Delta Gamma's values in every interaction. To do this you will begin by reflecting on how you as an individual live out Delta Gamma values. We are going to take the next five minutes to complete the first column of the worksheet.</i></p> <p>After all members have completed the first column, ask a few folks to share how they exhibit one or more of the values outlined in Article II. Thank the members for sharing!</p> <p>Let members know that we are now going to move on to the second column and begin to think about a sister in our chapter that we believe truly embodies the various aspects of Article II. Give participants five minutes to complete the second column of the worksheet.</p> <p>While members are completing the worksheet, ask EVC members to pass out eight post-it notes to each person.</p> <p>After all members have identified sisters that embody the aspects of Article II, ask each person to write down the names of the sisters they referenced on four of the post-it notes they were just given, one for each value. Once each member has completed the task, turn their attention to the large flip chart paper hung around the room. Ask the members to go and place the post-it notes with the sister's name on the corresponding large paper. EVC should participate and make every effort to ensure every member's name is listed at least once.</p> <p>{To avoid the possibility of a member being left out, EVC can complete the activity by having every member write their own name on a post-it note and leave it in a central location in the room. Members would then grab a post-it note that doesn't have their name listed on it and place it on the sheet with the value they most see that member demonstrate.}</p>

	<p>When all participants return to their seats, go around and read off a few names from each of the large sheets.</p> <p>Share the following message: <i>It is clear our chapter is filled with so many amazing women that exhibit Delta Gamma values in all aspects of life! The last part of the worksheet will give us space to identify unaffiliated women on campus who would be a great addition to our chapter. Continuous recruitment allows us the opportunity to seek out potential members that we would love to have in our chapter but couldn't, or chose not to, participate in primary recruitment.</i></p>
10/30	Creating a Names List
	<p>Prior to completing the last column of the Article II worksheet, share that as a chapter you will be brainstorming all the avenues potential members can be found. Let participants know that the larger your chapter's names list becomes, the more successful your chapter will become!</p> <p>Ask the following question: <i>Where can we find unaffiliated women on our campus?</i> Record all responses on a large flip chart sheet.</p> <p>If not mentioned by the chapter, share the following groups of people to be added to the list:</p> <ul style="list-style-type: none"> • <i>In classes (current or past terms)</i> • <i>Rosters of other clubs and organizations</i> • <i>Women you see in the library or computer lab</i> • <i>International students</i> • <i>ROTC cadets</i> • <i>Your friend's friends</i> • <i>Unaffiliated upperclassmen</i> • <i>Rosters for sports teams</i> <p>After you feel the list above is comprehensive, allow members time to complete the last column of the worksheet and identify unaffiliated women who exhibit Delta Gamma's values. Encourage members to utilize the list above to get ideas.</p> <p>Once the members have completed the worksheet, ask them to complete an online form where EVC can collect this information to enhance the Delta Gamma names list. Share that by completing this form, this is how their attendance at the RPW will be documented.</p>

25/55	Utilizing the Names List
	<p>If your chapter is actively participating in COB, utilize the remainder of the time on these action items:</p> <ul style="list-style-type: none"> • Briefly review the COB schedule and activities with the members. • Provide time for the members to reach out to the unaffiliated women they identified on their worksheet to invite them to the upcoming events. <ul style="list-style-type: none"> ◦ If some members are hesitant or uncomfortable reaching out, ask a few members who are comfortable to share their tactic and how they approach showcasing this opportunity with unaffiliated women. • Hear a short testimonial from a member who joined through the COB process <p>If your chapter IS NOT actively participating COB, utilize the remainder of the time on these items:</p> <ul style="list-style-type: none"> • Hear a short testimonial from a member who joined through the COB process • Brainstorm the following items with the chapter (could be done in small groups): <ul style="list-style-type: none"> ◦ What opportunities do we have to share our chapter's values and the opportunities of membership in Delta Gamma with the women on our Names List throughout the year? ◦ Even though our chapter is not actively taking additional members through COB, what opportunities do we have to share the benefits of membership in a Greek Organization on our campus? How can we encourage the women on our names list to consider joining the Greek community?
10/70	Conclusion and Announcements (Recruitment Reflection)
	<p>We are going to do a quick exercise to ensure our understanding of recruitment etiquette and understanding our focuses. We are going to work on our focuses for this upcoming continuous recruitment and primary recruitment. New members, please contribute as well. We want to hear about your perspective as potential new members.</p> <p>What do we think we did well during recruitment? What were you confident with in recruitment? Please break out into your small groups and fill out the first section in your worksheet. (Give them 5 minutes and then</p>

	<p>have each group share at least one strength and record them onto the slide or flipchart.</p> <p>Next, please fill out the Opportunities section. What did we struggle with? What could have gone better in recruitment? (Give them 5 minutes and then have each group share at least one opportunity.</p> <p>The next section is Practice. Based off the answers each group shared, what does your group think is the priority area to practice in? Take 2-3 minutes to discuss. (Have each group share)</p> <p>Thank you all for the answers. Please fill out what our focus should be for the upcoming year in 5 words or shorter. (have them share with the group) Please put all of the present group members' names on the worksheet and send them to the front.</p>
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RPW – Continuous Recruitment Article II Worksheet

VALUES	HOW I EXHIBIT THIS VALUE	A CURRENT SISTER WHO EMBODIES THIS VALUE	AN UNAFFILIATED PERSON WHO EMBODIES THIS VALUE
FRIENDSHIP			
EDUCATION AND CULTURAL INTERESTS			
CHARACTER			
SOCIAL RESPONSIBILITY			

Education and Cultural Interests: career goals, passion areas, arts, curiosity, etc.

Character: defined by who they are rather than what they do, showed vulnerability, respect for self and others, personal interest and priorities would advance DG

Social Responsibility: includes dedication to positive social change, diversity and inclusion, risk management and controversy with civility.

Recruitment Reflection Worksheet

Strengths	Opportunities	Practice	Focuses
<i>What did we do well in primary recruitment?</i>	<i>What could we have done better in recruitment?</i>	<i>What do you all need more practice in?</i>	<i>What should our focus be for this upcoming year?</i>

RETENTION

Facilitator Note: Only initiated members should attend this workshop. It is recommended that a member of the Retention Committee leads this workshop.

Learning Outcomes:

- To articulate that retention requires intentional work throughout a member's experience.
- To identify two things the chapter can begin doing today to increase member retention.

20/20	Retention Goal Setting (This activity or Why Retention Matters)
	<p><i>We are going to have our Retention Committee lead us through some retention goal-building.</i></p> <p>At this point, allow members of the Retention Committee to lead the workshop.</p> <p><i>Today we are going to focus on what we can do as a chapter to ensure members are feeling valued and have a good experience in our chapter. Can anyone tell me what the Retention Committee does? Allow 2-4 participants to answer.</i></p> <p>If not mentioned, please say: <i>The Retention Committee was created to assess current chapter climates and lead the chapter to a successful realization of its retention goals. We determine which actions need to be taken to ensure members feel seen and valued by the chapter and its officers. The Retention committee is composed of Honor Board Member-at-large, director of DG Dialogues, director of scholarship, director of new members, and a director of continuous recruitment.</i></p> <p><i>We are going to build some SMART Goals together to keep all of us members accountable. Does anyone know what SMART stands for? Wait to see if anyone knows and if they don't let them know it stands for: Specific, Measurable, Achievable, Relevant, Time-based.</i></p> <p><i>Lets focus on what the chapter does well, What do you think the chapter excels at? Let 4-5 participants answer and write it down.</i></p>

	<p><i>Great! Now, what do you think we as a chapter could do better? Give some specific examples.</i></p> <p>Based on those suggestions and the provided slide and/or flipchart/paper. Start filling out the columns of SMART to create a goal that the chapter agrees on.</p> <p>Once this is complete, tell the chapter the following. <i>Thank you all so much for engaging and creating these incredible goals. We will place them on the chapter slides to ensure they are a priority and we are holding each other accountable. We look forward to working with you all this year!</i></p>
15/15	<p>Why Retention Matters (This activity or Retention Goal Setting)</p> <p>Share the following message: <i>It is often easy to get caught up in the recruitment of new members and lose sight of intentionally retaining members once they join our organization. In this workshop we are going to be talking about the ways in which we as a chapter can ensure we are doing our best to retain our sisters.</i></p> <p>Ask members to turn to the person next to them and answer the following questions: <i>Share a time you decided to walk away from something you were once invested in. Why did you choose to make this decision?</i></p> <p>After a few minutes, ask a few pairs to share what they discussed. Summarize any themes that stood out or came up more than once. Let members know that, as mentioned by the sisters in the room, there are many reasons individuals may choose to resign their membership in Delta Gamma. Today we are going to dive in to two main reasons: misaligned expectations and lack of connection.</p> <p>Mis-aligned Expectations</p> <p>Ask a few members to answer the following question: <i>What do we as a chapter say we are all about during recruitment?</i> Answers may include philanthropy, service, scholarship, sisterhood, etc.</p> <p>Then ask the following question: <i>What are expectations of membership that we 'play down' or not address as fully when talking to potential new members?</i> Answers may include attending chapter meetings, living in a chapter facility, meeting grade expectations, attending other anchored events, etc.</p>

	<p>Let participants know that for the next few minutes we are going to be brainstorming the ways in which what we 'sell' does align with what members end up receiving from our chapter AND how we can best make clear all the expectations of membership during recruitment? Ask participants to form small groups with the folks around them and brainstorm those items.</p> <p>After the small groups have finished brainstorming, ask for groups to share what they talked about. Once you feel like you have a comprehensive list, move on to the next section.</p>
10/30	<p>Lack of Connection</p> <p>Share that now we are going to discuss another common reason people choose to leave organizations, lack of connection.</p> <p>Ask members to turn to the small group of folks around them and discuss the following prompt: <i>When is a time you have felt true connection with a sister, or the chapter. Describe the situation. What specifically made you feel a sense of connection and belonging?</i></p> <p>After everyone has had a chance to share, ask groups to discuss the following question: <i>Share a time you did not feel a sense of belonging or connection in the chapter. How did that make you feel?</i></p> <p>Share the following message: <i>People join people. In order to ensure our sisters are connecting with our chapter and feeling a true sense of belonging, it is important we are intentional about creating and fostering those connection points with one another.</i></p>
5/30	<p>Workshop Takeaways</p> <p>Conclude the workshop by debriefing with the following questions:</p> <ul style="list-style-type: none"> • What is one thing you, as an individual, can start doing today to increase member retention? • What is one thing our chapter as whole can start doing to increase member retention?