



Recruitment Preparation Workshop (RPW) 2

PURPOSE AND STRATEGY WORKSHOP

This workshop is designed to help members identify and communicate the purpose of recruitment. Chapter members will better understand the strengths and opportunities that their chapter has in recruitment. Members will identify ways to improve as a chapter and as an individual.

The vp: membership is responsible for the facilitation of this workshop. This workshop is divided into two smaller workshops and requires members to view a video. If your chapter uses Release Figure Methodology (RFM) in recruitment and your campus has a Fraternity and Sorority Life Adviser, consider asking them to present on release figure methodology (RFM) to your chapter.

Understanding carry figures is a useful tool that all members should have some baseline knowledge of. You have the option to complete both workshops together for a total of 90 minutes or present them separately. If you choose to present them together, please be mindful of giving a break between the workshops. The Purpose workshop is 60 minutes and the Strategy workshop is 55 minutes. If you choose to split the workshops, consider hosting the Purpose workshop during an activity chapter meeting. Please note that it's recommended that both sections are facilitated **after** the Continuous Recruitment and Retention workshop as the curriculum builds off each other.

Review this checklist at least **one week** before your workshop.

- Invite your RCRS/CRC/NCRC or your FSA (fraternity/sorority adviser) to present about RFM to the chapter
- Review your chapter's strategic report from the recent recruitment
 - *You can find this in Anchorbase by going to Recruitment & Panhellenic > Reports > Strategic Report*
- Review your chapter's recruitment assessment data
 - *If your chapter has not received any recruitment assessment data, please email recruitment@deltagamma.org*
- Review the facilitation guides for Purpose and Strategy

- Consider purchasing a bag of candy to reward members who answer questions aloud
- Purchase and/or locate *large* post-it notes/flip chart paper
 - • *Amazon has 30 pages for \$40; most workshops will require flip chart paper*
 - • *You will need 1-2 pages for the Strategy workshop*
- Purchase and/or locate post-it notes or notecards
 - • *You will need one for each member for the Strategy workshop*
- Print a copy of the Start, Stop, Keep worksheet (found further on in this document) for each member
- Assign members to small groups
 - *Consider breaking up member classes in order to get a variety of feedback*
- 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 2 PowerPoint in the DG library

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.

PURPOSE

Room Set-Up/Supplies:

- Flipchart paper
- Post-it notes
- Pens or markers

Learning Outcomes:

- Participants will be able to identify the purpose of recruitment.
- Participants will be able to understand why Delta Gamma recruitment is important to the Delta Gamma membership experience.
- Participants will be able to communicate the values of Delta Gamma membership.

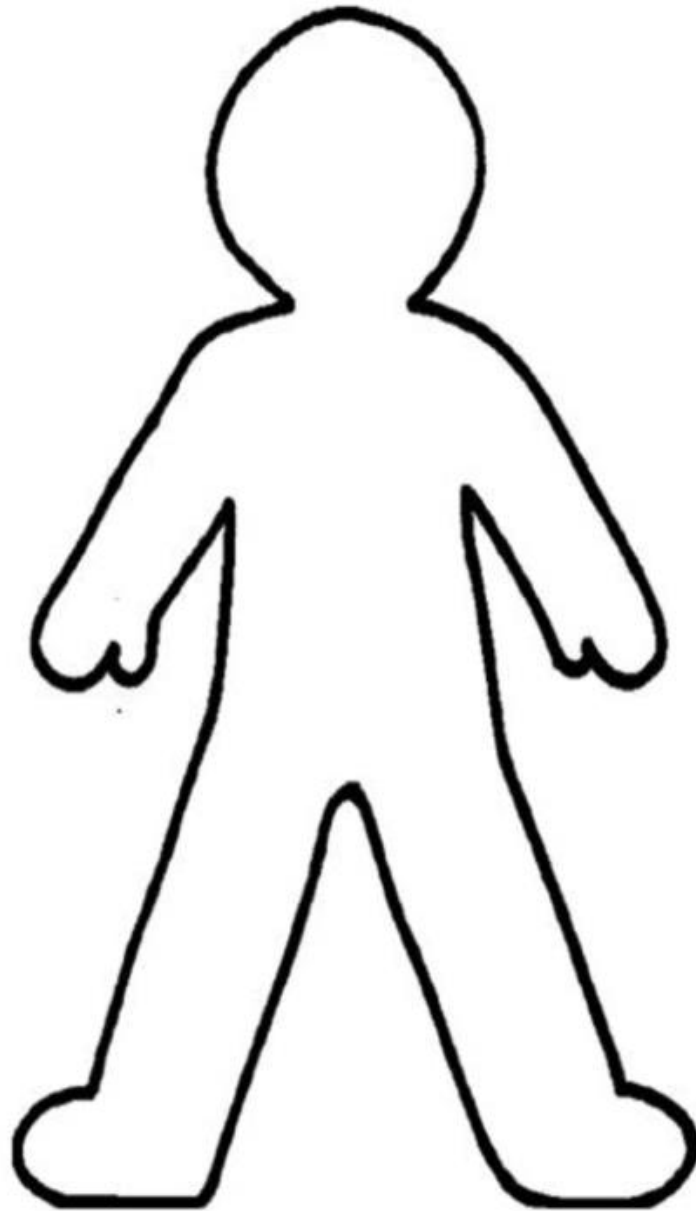
5/5	<p>Program Overview</p> <p><i>Today we will be discussing the purpose of recruitment in Delta Gamma membership and the importance of aligning DG values with our recruitment efforts. This session will help us identify strategies that recruit women with high ideals, the best qualities of character, educational and cultural interests, a true sense of social responsibility, and a desire to develop on a personal level.</i></p> <p><i>First, we are going to watch a short video that shares why recruitment is important to Delta Gamma and its members. Then, we will break out into small groups to discuss the purpose of recruitment.</i></p> <p>Play the Internal Recruitment video: https://vimeo.com/734731998/d10cf133f5</p>
10/15	<p>Why Recruitment?</p> <p>Break group into small groups of 8-12. Ask the small groups to discuss amongst themselves:</p> <p><i>What do you see as the purpose of recruitment?</i></p> <p>[Potential answers: allow for potential new members and chapters to find their best fit, display of sisterhood, chance to learn about sororities on campus and what they offer, a formal way for potential new members and active sorority members to meet and interact with one another, etc.]</p>

	Bring group back together and ask each group to summarize what they discussed into one sentence. Write responses on a white board, flipchart or poster paper that the whole group can see.
10/25	<p>The Delta Gamma Experience</p> <p>Pass out notecards or sticky notes to each participant <i>Now that we all have a clear understanding of the importance of recruitment and why it is important, let's reflect on why you believe in the Delta Gamma experience. What about Delta Gamma has impacted you in a positive way? Take two minutes to write down your thoughts on your notecards.</i></p> <p><i>Who would like to share why they believe in the Delta Gamma experience?</i></p> <p>Once 5-6 participants share, collect the notecards or sticky notes and read some aloud. Summarize their responses:</p> <p><i>Delta Gamma has provided collegiate women with sisterhood and opportunities of growth, for well over a century. Recruitment is a way of us ensuring the legacy of Delta Gamma is carried forward. This is how we collectively make a positive impact in the world as empowered women. Recruitment allows us to communicate and share our values and ideals to attract women who also share those same values and want to carry out our mission as an organization.</i></p>
20/45	<p>Values of Membership</p> <p><i>Find a partner. Pause while participants partner up. Knowing what Delta Gamma means to each of you, what attracted you to Delta Gamma? Why did you want to join this organization and group of women?</i></p> <p>Allow 5 minutes of conversation.</p> <p><i>Can I hear from a pair about what attracted them to Delta Gamma? [Ask for 3-4 more pairs to share their responses.]</i></p> <p><i>So, we heard [summarize responses] are all reasons each of you wanted to be a part of this sisterhood and I'm sure there are many more unique reasons we all chose to dedicate ourselves to Delta Gamma.</i></p>

	<p><i>Your responses so easily represent what our sisterhood stands for: those with the best qualities of character, the aspiration to belong to an organization with high ideals of friendship, women with educational and cultural interests and a true sense of social responsibility, a group that desires to develop personally and professionally.</i></p> <p><i>Let's also think about the "why" of DG: that our Founders started a "club of mutual helpfulness." They wanted to "do good" in their communities – how does our chapter live this motto? Take 2 minutes in your small groups to identify how our chapter lives by the DG motto.</i></p>
	<p><i>Now we all probably have a strong understanding of why we value our Delta Gamma experience, but what benefits have you gained from membership? Find your small groups and take about 5 minutes to discuss.</i></p> <p><i>What are some of your thoughts?</i></p> <p><i>Possible answers may include: Make the college experience more fruitful, provide friendships and support systems, aid in personal and professional development, beneficial to exploring careers and networking, mentorship, help make you better friends, sisters, citizens, etc.</i></p> <p><i>The skills we gain during recruitment can be used outside of the sorority experience. We're communicating who we are as people, what we value, and what our identity as a group is. We practice flexibility, how to take initiative, and develop the ability to stay optimistic in stressful situations.</i></p> <p><i>We're also learning how to inspire others to see the same vision we're passionate about. We're capitalizing on the differences that exist in our chapter and utilizing the various strengths and experiences of one another.</i></p> <p><i>The skills we're gaining through this experience will help grow our capacities to be better leaders, women, and citizens. I hope each of you can leave here today knowing why the Delta Gamma experience is so important and how we use recruitment as a strategy to carry on our legacy.</i></p>

10/55	Ideal PNM
	<p>Now we are going to focus on the PNM. Our priority is to focus on the potential new members and how they would contribute to the chapter as well as how they would grow in our chapter. We want them to enjoy themselves and learn about our chapter. We have focused on our DG values and chapter values, but what characteristics would be an asset in our chapter?</p> <p>Fac Note: Participants can either have a copy of the Ideal PNM Worksheet (below) to complete or list characteristics. Examples might be a watch because they are on time and manage time well, a pencil or something in their hands because they have passions they are interested in, a gavel because they want to serve on leadership, etc. After 5 minutes, come together as a group and fill out a figure together with the characteristics of the ideal PNMs.</p> <p>Fact Note: DO NOT focus on appearance or superficiality. This activity is to focus on ideals like passionate, motivated, confidentiality, and Delta Gamma values. Make sure to give an example first and emphasize the importance of values-based recruitment before sharing.</p> <p><i>Thank you for sharing. We are looking for a PNM that is (list some of the characteristics) which aligns closely with Article II.</i></p>
5/5	Reflection
	<i>Using only one word, what word would you choose to describe what you learned today?</i>

Ideal PNM Worksheet (optional)



STRATEGY

Room Set-Up/Supplies:

- Pens or markers
- Start, Stop, Keep worksheet (found further on in this document)

To do prior to the workshop:

- Review your chapter's recruitment assessment survey results and Strategic Report

Learning Outcomes:

- Participants will understand the strengths and weaknesses of their previous recruitment.
- Chapters will set goals based on past recruitment data for their upcoming recruitment.

5/5	Program Overview <i>We will now be transitioning into a conversation about the strengths and weaknesses of our last recruitment. Throughout the next 55 minutes, we'll be discussing our assessment results from both members and new members, hearing from our campus Fraternity & Sorority adviser about RFM, and brainstorming actionable ways we can improve for next year.</i>
15/20	Recruitment Strengths and Opportunities <i>[Adviser name] and I would like to now present our recruitment strengths and areas of improvements from our most recent recruitment. The data is summarized in our Strategic Report. Review report with group here.</i> Fac Note: Define and highlight any important statistics. Review trends from recruitment counselors, new members, and initiated members. Include any additional information if applicable to your chapter. <i>Based on what we just reviewed. Does anyone have any questions or need clarification on any points?</i>
	Choose Your Next Section—Either Goal Setting and Committing to Our Future <u>OR</u> Round Questions and Question Building

2040	<p>Option 1: Goal Setting and Committing to our Future</p> <p><i>Using what we just learned about our strengths and opportunities as a chapter in recruitment, we're going to use that information to set some goals as a chapter for our next recruitment. Throughout this next activity, I want you to remember what we've learned in previous RPWs: what are our values? What attracted us to Delta Gamma? How can the chapter utilize recruitment to display the values of Delta Gamma?</i></p> <p>Pass out handout. <i>Now, in our small groups, complete the following handout and respond to each question: when thinking about recruitment:</i></p> <ul style="list-style-type: none"> <i>• What should we start doing?</i> <i>• What should we stop doing?</i> <i>• What should we keep doing?</i> <p>Groups should pick one answer to each question to share with the larger group. A member of EVC should record all information shared.</p> <p><i>Thank you all for sharing! These are great ideas and I can't wait to see how we implement them. Let's now think at the micro-level, what can each of us as members start, stop and keep doing to better recruitment? Flip your worksheet over, complete the other side and share in your small groups.</i></p> <ul style="list-style-type: none"> <i>• What should I start doing?</i> <i>• What should I stop doing?</i> <i>• What should I keep doing?</i> <p><i>It looks like now we've been able to identify our needs as a chapter and where we want to go. These commitments are only helpful if we put them into action, let's remember these come recruitment and hold each other accountable to them.</i></p>
25/45	<p>Option 2: Round Questions</p>
	<p>Fac Note: Make a flip chart page of each of the Delta Gamma values and the chapter values from last RPW and place them around the room. If flipchart paper is unavailable, please create a slideshow and allow group leaders to bring their laptops to type out their questions.</p>

Today we are going to work on question building. We prioritize a values-based recruitment, which means being intentional about our questions and asking the right questions to understand who our pnm is. We are going to take time to work as groups and create questions for each group.

Fac Note: Split up the groups evenly so there is an even number of groups representing each round. For example, if there are 4 rounds of recruitment and 20 groups, there will be 5 groups representing each round of recruitment. If there are 3 rounds of recruitment and 20 groups, Round 1 and Round 2 have 7 groups each and Round 3 has 6 groups.

For the round you are assigned, come up with at least one question for each of our Delta Gamma values that are open-ended and intentional. Once you have come up with all of your questions, please have members come and write them on the flip charts around the room/PowerPoint slide and add your round number to the beginning of the question. Let's take 15 minutes to do this.

Once all the groups are back seated or shut their laptops, read the questions out loud. If there is a question that you think is not appropriate or would not work well, here is some suggestions:

- I like this question, but it would be better for an informal setting outside or primary recruitment.
- I like this question, but I think we can improve on it to make it even better, does anyone have any suggestions?

After you read each value, ask the chapter if anyone has any other questions they think should be added. If people have suggestions, have them add them to the flipchart or PowerPoint slide.

Fac Note: Have a member of EVC copy the questions into a document the chapter can access later.

Thank you all for participating and I am proud of you all for these intentional, wonderful questions. We want to focus on the PNMs and ensure we are gathering information about them. EVC is currently creating a document with these questions that will be available during recruitment periods to look back and reflect on. We hope this helps you understand how to curate questions that better assist you and our chapter during recruitment.

20/65	Option 2: Question Building Activity
	<p><i>Recruitment is a long period for PNMs. They are often answering the same questions over and over again, making chapters run together. Today we are going to focus on how to ask more intentional questions. In your groups, please fill out the first part of this activity: What questions do you remember being asked often?</i></p> <p>Have 5 or 6 people share these questions. Then asked, how did these questions make you feel? Have 2 to 4 people answer.</p> <p><i>Being asked the same questions each conversation can make you feel exhausted, annoyed, or even upset. We know we need to get to know a PNMs major, and their background, but there are other ways to ask questions to learn about them in a more intentional way. Instead of asking about their major and why they chose it, ask who inspired them to pursue the major or career they are pursuing. If they are undecided or unsure, ask them who they look up to and why. We want to ask open-ended questions so we are able to learn more about them. Remember, even if these PNMs join our chapter, join another organization, or are just a friend in the fraternity and sorority community, they could potentially be a new friend. We want to get to know them and create lasting relationships.</i></p> <p><i>How can we be more intentional with our questions? For each question you wrote, re-phrase it to make it more open-ended and intentional. Consider using some example phrases like why, how, tell me about, etc. Let's take 5 minutes to re-write.</i></p> <p>After the 5 minutes, look at each of the questions from earlier and have a volunteer share their new question. Afterward, have anyone share if they are proud of the question they created.</p> <p>Lastly, have members write intentional questions for each round. Make a flipchart page for each round or a PowerPoint that group leaders can add to. Give members 10 minutes to each come up with an intentional question to ask in one of the rounds to get to know a PNM better.</p> <p>Fac Note: A great way to split this up, have each member class take a certain round. Share some of the best questions you see with the group.</p>

	<p>Have a member of EVC write down the best questions and create/add them to a shared question bank document for members.</p> <p>To wrap this section up, share: <i>Remember, “recruitment is all about people and connections. Be curious, be genuine, and be vulnerable. Be yourself and keep an open mind. Make connections. People join people.”</i> (Phired Up)</p>
5/70	Reflection
	<p><i>How can we hold ourselves accountable to the goals we set earlier? Or how can we ensure our confidence in being able to ask PNMs open-ended, intentional questions?</i></p>

Start, Stop, Keep Worksheet

Goal Setting and Committing to our Future – As a chapter.

Based on your chapter's recruitment strengths and weaknesses, what do you want to start doing, stop doing, and keep doing? Keep in mind what you have defined and learned in other RPW's: *What are DG values? What attracted us to Delta Gamma? How the chapter can utilize recruitment to display the values of Delta Gamma?*

What should we start doing?

What should we stop doing?

What should we keep doing?

Goal Setting and Committing to our Future – As members

Based on your chapter's recruitment strengths and weaknesses, what do you as an individual want to start doing, stop doing, and keep doing? Keep in mind what you've defined and learned in other RPW's: *What are DG values? What attracted us to Delta Gamma? How the chapter can utilize recruitment to display the values of Delta Gamma?*

What should you start doing?

What should you stop doing?

What should you keep doing?