

COLLEGIATE DIRECTOR QUICK GUIDE

director of primary recruitment

All chapter sizes should have a director of primary recruitment. They report to the vice president: membership and serve on the joint chapter management team (JCMT) and Evaluating Committee (EVC). Depending on chapter size and structure, they oversee a recruitment committee. She is responsible for serving as the “right hand” of the vp: membership and frequently is the front-facing leader for the chapter when the vp: membership is involved with EVC meetings or other obligations.

RESPONSIBILITY

RESOURCES

Assist with Primary Recruitment [Primary Recruitment Timelines](#)

Serve on Evaluating Committee (EVC) [Recruitment Confidential](#)
[MyVote Resources](#)

Assist with Recruitment Preparation Workshops (RPWs) [Recruitment Confidential: Conversation Manual](#)
[Recruitment Preparation Workshops \(RPWs\)](#)

Manage Recruitment Committee [Collegiate Chapter Officers Manual](#)

RECRUITMENT VIDEOS

- Check out [Delta Gamma's Vimeo page](#) for official videos.
- If creating your own, please follow these [Video Best Practices](#).

RELEASE FIGURE METHODOLOGY (RFM)

- RFM is a powerful tool for maximizing the number of women pledged during primary recruitment and achieving parity for all NPC groups on a campus. Through the RFM process, chapters receive customized invitation numbers (“carry figures” and “flex lists”) for each round of primary recruitment.
- There are many technical elements to recruitment, including RFM, carry figures, flex lists and more. Read about all of these in [Recruitment Confidential](#). Discuss any questions with your RCRS/CRC/NCRC.

MARK YOUR CALENDAR

- Attend JCMT meetings, EVC meetings, and all recruitment events.
- Don't forget that your membership adviser and advisory team chairman (ATC) need to be included in all recruitment meetings, as they are full members of EVC!
- You will be copied on the vp: membership newsletter every other week. Make sure you read this!
- Your chapter's events ... members need to see you participating!

DIVE DEEPER

- Each chapter receives a confidential, custom Strategic Report using the information gathered through the Recruitment Assessment, the RFM report, and CDC visit reports. If you need your report, please reach out to your RCRS/CRC/NCRC or email recruitment@deltagamma.org.
- It is essential to read the Recruitment Confidential before you begin your role, as well as other resources found in the [Recruitment Section of the website library](#).

LINKS TO BOOKMARK

- 2020-2021 [Collegiate Chapter Resource Guide](#) (Changes Due to COVID-19)
- [Anchorbase](#) (for tasks to submit, adviser contacts, your regional team volunteers, etc.)
- Check out the [Collegiate Chapter Officers Manual \(CCOM\)](#) for details on your responsibilities.
- Uphold the [12 Fraternity Standards](#) in all that you do.
- Visit the [eLearning website](#) to access content related to your position responsibilities.