

Recruitment Preparation Workshop (RPW) 1

CONTINUOUS RECRUITMENT AND RETENTION

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. The director of continuous recruitment and retention or the vp: membership is responsible for the facilitation of this workshop. This workshop was created in two smaller workshops. You have the option to complete both together for a total of 90 minutes or present them separately.

If you choose to present them together, please be mindful to give a break between the workshops and allow new members to leave during the retention workshop. If you are presenting the workshops separately, please note that it is recommended to facilitate both workshops closely following primary recruitment. Consider hosting the retention workshop as an activity chapter meeting.

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 and retention
- ☐ 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 eight (8) for the continuous recruitment activity
- ☐ Print a copy of the names list exercise for each member
- ☐ Provide pens or writing utensils
 - Consider reminding members to bring their own
- ☐ Consider creating an optional PowerPoint slide with the information in the facilitator guide in order to appeal to visual learners

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.

10/10	Continuous Recruitment
	<p>Share that we are now going to spend some time talking about continuous recruitment.</p> <p>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></p> <p>If not mentioned, share the following:</p> <ul style="list-style-type: none"> • <i>Continuous recruitment is the concept of continually showcasing Delta Gamma's brand on campus.</i> • <i>Continuous recruitment is just that, continuous! It is not defined by specific time periods or limited to when the chapter is holding recruitment events.</i> • <i>Continuous recruitment ensures that members are always on the lookout for unaffiliated women on campus that share Delta Gamma's values.</i>



	<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. Delta Gamma Fraternity policy requires all chapters 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>
10/20	<p>Living Delta Gamma Values</p> <p>Ensure each member has a copy of the Article II exercise worksheet.</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>



After all members have completed the first column, ask a few folks to share out how they exhibit one or more of the values outlined in Article II. Thank the members for sharing!

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.

While members are completing the worksheet, pass out eight post-it notes to each person.

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.

{To avoid the possibility 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.}

When all participants return to their seats, go around and read off a few names from each of the large sheets.

Share the following message: *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. Delta Gamma has seen the increased need to focus on continuous recruitment and retention. As you may know, there has been the creation of a new director role: the director*



	<i>of continuous recruitment and retention. This role was created in order to increase efforts and strategies regarding continuous recruitment.</i>
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></p> <p>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 use the last four post-it notes to write down the name and contact information, if they have it, of the women they identified on the worksheet. They should also include their name on the back of the post-it notes. Ask the members to pass the post-it notes to the front of the room. Share that this information will be utilized to enhance the chapter's name list, even if the chapter isn't participating in COB.</p>
25/55	Utilizing the Names List <p>Prior to completing this section be sure to review your campus's rules regarding recruitment, specifically surrounding continuous recruitment and Continuous Open Bidding.</p>

	<p>If your chapter is actively participating in Continuous Open Bidding (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 in Continuous Open Bidding (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?
5/60	<p>Conclusion and Announcements</p> <p>To close, ask a few members to share their responses to the following questions:</p> <ul style="list-style-type: none"> • <i>What has been your main takeaway from today's workshop?</i> • <i>How do you believe continuous recruitment can positively impact our chapter?</i>

**RPW – Continuous Recruitment
Article II Worksheet**

VALUES	How I Exhibit this Value	A Current Sister Who Embodies this Value	An Unaffiliated Women Who Embodies this Value
Friendship			
Education and Cultural Interest: <i>includes career goals, passion areas, arts, intellectual curiosity, etc.</i>			
Character: <i>defined by who she is rather than what she does, demonstrated vulnerability, respect for self and others, personal interest and priorities would advance DG</i>			



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<p>Social Responsibility: <i>includes dedication to positive social change, diversity and inclusion, risk management, controversy with civility.</i></p>			
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RETENTION

Facilitator Note: Only initiated members should attend 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.

<p>5/5 PPT</p>	<p>Why Retention Matters</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 out 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>10/15</p>	<p>Mis-aligned Expectations</p> <p>Ask a few members to answer the follow 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 out what they talked about. Once you feel like you have a comprehensive list, move on to the next section.</p>
10/25	<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?