

## 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 was created in two smaller workshops. If your chapter uses Release Figure Methodology (RFM) in recruitment and your campus has a Fraternity and Sorority Life Adviser, consider asking him or her to present on 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 to give a break between the workshops. The Purpose workshop is 45 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 FSA (fraternity/sorority adviser) to present about RFM to the chapter
- Review your chapter's strategic report from the recent recruitment
  - *If your chapter has not received their strategic report, please reach out to your RCRS/CRC/NCRC*
- Review your chapter's recruitment assessment data
  - *If your chapter has not received their strategic report, please reach out to your RCRS/CRC/NCRC*
- Review the facilitation guides for Purpose and Strategy
- 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*



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- Print a copy of the Start, Stop, Keep worksheet for each member
- Assign members to small groups
  - *Consider breaking up member classes in order to get a variety of feedback*
- 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



## 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><b>Program Overview</b></p> <p><i>Today we will be discussing the purpose of recruitment in Delta Gamma membership and 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>
10/15	<p><b>Why Recruitment?</b></p> <p>Break group into small groups of 4-5 Ask the small groups to discuss amongst themselves:</p> <p><i>What do you see as the purpose of recruitment?</i> [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> <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.</p>
10/25	<p><b>The Delta Gamma Experience</b></p> <p>Pass out notecards or sticky notes to each participant</p> <p><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</i></p>



*in a positive way? Take two minutes to write down your thoughts on your notecards.*

*Who would like to share why they believe in the Delta Gamma experience?*

Once 5-6 participants share, collect the notecards or sticky notes and read some aloud. Summarize their responses:

*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.*

20/45 **Values of Membership**

*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?*

Allow 5 minutes of conversation

*Can I hear from a pair about what attracted them to Delta Gamma? [Ask for 3-4 more pairs to share their responses.]*

*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. 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. 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.*



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*Now we all probably have a strong understanding of why we value our Delta Gamma experience, but what values do each of you see in sorority membership as a whole? Find your small groups and take about 5 minutes to discuss.*

*What are some of your thoughts?*

[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.]

*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. 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. 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.*



## STRATEGY

### Room Set-Up/Supplies:

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

### To do prior to 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	<p><b>Program Overview</b></p> <p><i>We will now be transitioning into a conversation about our strengths and weaknesses of our last recruitment. Throughout the next 45 minutes we'll be discussing our assessment results from both members and new members, hearing from our campus Fraternity &amp; Sorority adviser about RFM, and brainstorming actionable ways we can improve for next year.</i></p>
30/35	<p><b>Overview of assessment data – Strengths and Weaknesses</b></p> <p><i>[Adviser name] and I would like to now present our assessment results from our most recent recruitment. These results are from both the experience of members and new members. The data and responses are summarized in our Chapter Strategic Report. [Review report with group here. 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></p> <p><i>Based on what we just reviewed. Does anyone have any questions or need clarification on any points?</i></p>
20/55	<p><b>Goal Setting and Committing to our Future</b></p> <p><i>Using what we just learned about our strengths and weaknesses as a chapter in recruitment, we're going to use that information to set some goals as a chapter for our net recruitment. Throughout this next activity, I want you to remember what we've learned in previous RPW's: what are our values? What attracted us to Delta Gamma? How the chapter can utilize recruitment to display the values of Delta Gamma?</i></p>



Pass out handout:

*Now, in our small groups, complete the following handout and respond to each question: when thinking about recruitment:*

- *What should we start doing?*
- *What should we stop doing?*
- *What should we keep doing?*

Groups should pick one answer to each question to share with the larger group. A member of EVC should record all information shared.

*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.*

- *What should I start doing?*
- *What should I stop doing?*
- *What should I keep doing?*

*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.*





Recruitment Preparation Workshop (RPW): **STRATEGY**  
**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?

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What should we stop doing?

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What should we keep doing?

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Recruitment Preparation Workshop (RPW): STRATEGY  
**Start, Stop, Keep Worksheet**

**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?

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What should you stop doing?

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What should you keep doing?

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