Recruitment and Retention

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Know Thyself

• Organization’s Purpose
• Types of Activities or Events
• Expectations of Members
  – Future Events
  – Time, Financial Requirements
• Benefits of Membership
Develop a Brand

- Easily associated to your organization
- Consistent, do not change it every semester/year
- Repetitive: put this on EVERYTHING
- Utilize resources available to you: RSC Graphics Department and Student Involvement
Marketing 101

• UPDATE your websites!
• Have brochures or other marketing materials available in Student Involvement, Office of Multicultural Affairs, Advising Centers, etc.
• Make it easy to find information about your organization
Recruitment Team

- Identify who will be in charge of recruitment and who their team members will be
- Provide the recruitment team with training
- Assign roles to each team member so positions are not confused and members feel valued
- ALL members of organization are responsible for recruitment, not just the recruitment team
Assess

• Who does your organization need?
  – More Leaders?
  – A really good softball pitcher?
  – A web designer
  – Younger members

• How are we going to find those people?
Recruitment Timeline

• Agreed upon by entire organization
• Specific and Attainable goals for membership
  – By September 27th, we will have recruited 5 new members
  – By October 27th, we will have retained the 5 new members and recruited 10 more
Once you meet “the one”

• Make them your friend
• Introduce them to your friends
• Introduce them to your organization
• Assess: will they be right for your organization?
• Ask them to Join
Sales Pitch
Final Recruitment Tips

• Take pictures and video at events so you can make recruitment materials
• Utilize campus resources
• Never be afraid to start the conversation
• Personalize the invitation
• Escort people to the first meeting
• Nametags!
• Follow-up quickly, first date rule
Don’t Leave!

Now that you have members, how do you retain them?
In the beginning

- Personalize the experience
- Always be in touch
- Give them a role
- Give them a list of all upcoming events
  - Follow up by inviting them the day of and volunteering to drive them to the event
Role Play!

- WSU Orange Cone Society
- Look at the role assigned on your paper and do not share it with others
- Participate in the organization meeting while acting out your role
After the Honeymoon

Bottom 1/3

Middle 1/3

Top 1/3
Motivating the Bottom

• What are your minimum expectations for a member? Can they meet them?
• Your organization is only as strong as its weakest link
• How much time do you spend focusing on the bottom members? How could this time be better utilized?

Sullivan, 2012
Motivating the Middle 1/3

- Ask for their opinions
- Start and end your meetings on time
- Encourage significant others or parents at events
- Minimize mandatory events
- Minimize conflict
- What are they passionate about?
- Thank them for participating

Sullivan, 2012
Motivating the Middle 1/3

• Offer to assist (i.e.: stressful areas)
• Give them a meaningful supporting role
• Ask for help on one specific, limited time task
• Take some personal time with them
• Slow down on the decisions
Reassuring and Supporting the Top 1/3

• Realistic expectations, don’t dwell on what bottom 1/3 are doing
• Reward them in ways that are appropriate
• Keep positive, don’t focus on who is not contributing, focus on who is contributing
• Know that everyone is at a different place in their lives and will therefore commit at different levels
• It’s an unavoidable reality…some care more than others
Questions?

What infinite wisdom can we impart on you?
Sources