



FARMHOUSE

FRATERNITY

VICE PRESIDENT OF RECRUITMENT QUICK REFERENCE



Vice President of Recruitment Responsibilities

Recruitment is one of the most important programs of the fraternity. It is strongly recommended that the Vice President of Recruitment serve as a member of the Executive Council, thereby making this office one of prestige and honor. Without question, the Vice President of Recruitment holds a key position and is integral to the success of any chapter. During the selection process, chapter members should remember that it is not the sole responsibility of the VP of Recruitment to work by himself to recruit. It will be his responsibility to mobilize the membership so quality new members are recruited to perpetuate the chapter.

Qualities:

- Well-organized, friendly, sincere and a respected leader.
- A diplomat, a self-starter, a hard worker, a man who truly desires to do the job and one who pays attention to details.
- Articulate and able to express himself clearly.
- Able to devote ample time to his recruitment responsibilities throughout the year

The Vice-President of Recruitment is responsible for:

- Being open, friendly, and sincere as the ambassador for the chapter.
- Organize the chapter to mobilize in recruiting new members
- Speaking in front of potential new members and groups to articulate and express the values of the chapter.
- Chairing the committee to conduct all recruitment activities by the Chapter. He should be responsible for conducting a 365-day recruitment program as outlined in the Recruitment Handbook.
- Keeping the database of names well-organized.
- Keeping in contact with alumni for recommendations of potential recruits.
- Keeping in contact with all potential new members. The recruit should be invited to the chapter as often as necessary for the Chapter members to get to know him.
- Enforcing University and FarmHouse rules and policies related to recruitment events.
- Setting an example by identifying, targeting, and recruiting new members.

Questions to ask at as you start your term...

- Does the chapter have an established strategic plan for Recruitment?
- What is the current communication between potential new members and the chapter?
 - Can this be improved?
 - Who is in charge?
 - Once a week or daily or what?
- Have we reached different areas to start grow our potential new member database?
 - Sororities? Colleges? Alumni? Student Organizations?
- Each week in chapter will we have a time set aside to talk recruitment? (i.e. who is doing what this week, who is assigned to call who etc.)
- What do our relationships look like on campus?
- Do have a retreat scheduled where time is set aside to talk just about recruitment?
- What are we doing to work on our skills as individual members and as a whole chapter?
- How are we using social media to help us recruit?
 - How are others using social media to help us?
 - What is our Social Media plan?
- Do we have a database either on Excel or Google Docs to help keep track of potential new member's information? How do we get the information from them?
- Do we have a schedule for recruitment for the upcoming semester?
- Do we have a 365 plan?
- What is our selection criteria?
 - Are our members aware of this information?
 - How will this be evaluated?
 - Are we using Valued Based Recruitment?
- What does the Chapter Award of Excellence and Programming Awards for Recruitment look like?