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**Sigma Chi Lambda Omicron
Recruit 365 Plan
2024-2025**



Sigma Chi Lambda Omicron

Recruitment 365 Plan

Southern Illinois University Carbondale

Chapter Goal: 5% Net Growth

Current Chapter Size: 50 Brothers Fall 2024

Expected Graduating Brothers: 10 Spring 2025

Target Chapter Size After 5% Net Growth: **53 Brothers**

$(50 - 10 + 13 = 53)$

→ Recruitment Goal

- ◆ Fall 2024 Pledge Class: 15
 - ◆ Spring 2025 Pledge Class: 5
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Objective

The overall goal of this Recruitment 365 Plan is to surpass the Sigma Chi Headquarters' recommended 3% minimum net growth, aiming instead for a 5% net growth. This requires recruiting **13 new members** during the year to offset the loss of 10 graduating brothers and meet the target chapter size of 53 members. Not only is our minimum goal a net chapter growth of 5%, but we also aim to initiate 20 brothers from the fall and spring recruitment total. If accomplished, this would put our chapter at 60 total brothers after the expected ten seniors graduate, yielding a 20% net growth.

Recruitment Contacts

Name	Phone Number	Position
Griffin Crear	(309) 360-7040	Recruitment Chair
Owen Osborne	(309) 533-1215	Consul / Recruitment Committee Chairmen
Orlando Ratliff	(630) 532-9347	Recruitment Committee Chairmen
Jack Aldihaimawi	(815) 494-2596	Peterson Chair / Recruitment Committee Chairmen
Mason Patton	(217) 556-3882	Philanthropy Chair / Recruitment Committee Chairmen
John Hintz	(636) 222-2915	Annotator / Recruitment Committee Chairmen

Purpose and Roles in the Recruitment 365 Plan

Recruitment Chair: The Recruitment Chair is the leader and key coordinator of all recruitment efforts within the chapter. This role is critical in ensuring that the chapter meets its recruitment goals and that the process is organized and efficient throughout the year.

Purpose of the Recruitment Chair:

- **Leadership and Direction:** The Recruitment Chair sets the overall vision for recruitment, ensuring that the chapter is aligned with the goal of achieving 5% net growth.
- **Organizing Recruitment Events:** The chair is responsible for planning and overseeing all formal and informal recruitment events, including summer meetups, fall recruitment, and spring recruitment activities.
- **Strategy Development:** The chair works with chapter officers to develop and implement strategic recruitment goals. This includes tracking the chapter's progress toward the target and adjusting tactics as necessary.
- **Managing the Recruitment Committee:** The chair leads the Recruitment Committee, delegating responsibilities to ensure every aspect of recruitment is covered. The chair ensures all committee members are aligned with the goals of the Recruitment 365 Plan.
- **Engagement and Follow-up:** The chair monitors outreach efforts to potential new members (PNMs) and ensures personalized follow-ups, managing the chapter's contact list of recruits.

- **Collaboration with IFC:** The Recruitment Chair coordinates with the Interfraternity Council (IFC) to ensure that Sigma Chi is represented during campus-wide recruitment events, and that the chapter follows all Greek Life rules and guidelines.

Role in Recruitment 365 Plan: The Recruitment Chair drives the year-round recruitment strategy by organizing the recruitment calendar, managing the committee, tracking performance, and maintaining communication with potential members. Their leadership is essential in ensuring the chapter's recruitment goals are met.

Recruitment Committee Members: The Recruitment Committee consists of chapter brothers chosen by the Recruitment Chair to assist in the execution of the recruitment strategy. Each member plays an active role in helping the chapter meet its recruitment goals.

Purpose of the Recruitment Committee:

- **Supporting Recruitment Events:** Committee members assist in organizing and hosting recruitment events, ensuring that events are well-planned and effectively executed.
- **Personal Outreach:** Committee members are responsible for reaching out to PNMs, making personal connections, and inviting them to events. This personal touch is key to encouraging new members to join.
- **Representing the Chapter:** Members of the committee act as ambassadors of Sigma Chi during recruitment events. They promote the chapter's values and share their experiences, providing a compelling reason for PNMs to join.
- **Collecting Feedback and Data:** Committee members collect feedback from PNMs about their experiences at events and track engagement to refine the recruitment process. They work with the chair to keep the recruitment spreadsheet updated.
- **Specialized Roles:** Certain members may have specific responsibilities, such as organizing social media campaigns, helping with logistics for events, or coordinating with alumni to expand recruitment efforts.

Role in Recruitment 365 Plan: The Recruitment Committee plays an essential role in executing the year-round recruitment strategy, ensuring the chapter remains proactive in reaching new members. The committee supports both formal recruitment (fall and spring) and ongoing informal recruitment, contributing to the chapter's goal of 5% net growth.

How the Roles Work Together in the Recruitment 365 Plan

1. Leadership and Delegation:

- The Recruitment Chair acts as the primary leader, setting the strategic direction and delegating tasks to committee members. The chair ensures that the committee is well-informed about upcoming events and individual responsibilities.

2. Event Planning and Execution:

- The Recruitment Chair and committee work together to plan events for the year. The chair focuses on the high-level coordination with campus officials, alumni, and the IFC, while the committee members help with logistical details such as venue setup, event promotion, and engaging PNMs during events.

3. Ongoing Recruitment:

- Throughout the year, the committee ensures the chapter is always in "recruitment mode." Committee members are tasked with consistently reaching out to PNMs, ensuring no recruitment opportunity is missed, while the Recruitment Chair tracks progress and adapts strategies as needed.

4. Data and Progress Monitoring:

- The Recruitment Chair gathers feedback from committee members on each event, adjusting recruitment efforts based on what's working and what isn't. The committee helps maintain the recruitment spreadsheet, ensuring that follow-ups happen and PNMs remain engaged.

5. Committee Specialization:

- Depending on the strengths of each committee member, the Recruitment Chair may assign specific duties, such as managing social media outreach, organizing summer events, or focusing on retention and mentorship for new recruits. This allows the chair to focus on high-level strategy while the committee handles specialized tasks.

Together, the Recruitment Chair and the Recruitment Committee are the driving force behind the successful implementation of the Recruitment 365 Plan, ensuring that the chapter not only meets but exceeds its recruitment goals.

Recruitment Timeline Overview

★ Summer Recruitment (May – August)

- **Objective:** Build interest and connections with incoming students and potential transfers.
- **Strategies:**
 - **Utilize Social Media:** Leverage platforms like Instagram, Facebook, and LinkedIn to reach out to high school seniors from the local area and beyond. Highlight the values of Sigma Chi, brotherhood events, and philanthropy efforts such as Derby Days.
 - Use a spreadsheet to track every potential new member (PNM), and how interested they are in rushing.
 - Green = Very
 - Yellow = Hesitant
 - Red = Not Interested
 - Ensure to make the conversations with the PNM's very personalized. Try to get to know them, what their interests are, where they are from, why they chose SIU
 - Use this information to refer them to a brother in the chapter who is similar so that they can connect and feel the brotherhood before even stepping foot on campus
 - **Attend Orientation Sessions:** Have a presence at university-sponsored orientations for new students. Sigma Chi brothers can interact with incoming freshmen and offer a positive first impression of Greek Life.
 - **Host Informal Meetups:** Organize summer barbecues, alumni events, or meetups in cities where there are larger concentrations of incoming students. Use these events to introduce potential new members to current brothers in a casual setting.
 - **Leverage Alumni Network:** Reach out to chapter alumni who are in touch with local high schools or college-bound students and ask them to recommend potential recruits.

★ Fall Recruitment (September – October)

- **Objective:** Ensure a successful and well-executed formal recruitment, aiming to recruit at least **18-20 new pledges** to cover for the graduating seniors and drive net growth.
- **Strategies:**
 - **Maximize Participation in Formal Recruitment Events:** Ensure that all brothers participate in the IFC (Interfraternity Council) recruitment process. Create an organized schedule for events like house tours, meet-and-greet sessions, and info nights.

- **Personal Invitations:** Each brother should commit to reaching out to 2-3 PNMs personally and inviting them to recruitment events. Personalized outreach has a much higher success rate.
- **Highlight Unique Selling Points:** Focus on the chapter's commitment to leadership, academic excellence, philanthropy (Derby Days), and brotherhood. Prepare brothers to share personal testimonials and memorable experiences.
- **Use of Chapter House:** Ensure that the chapter house is well-maintained, welcoming, and available for recruitment events. Hosting events at the house gives PNMs a sense of community.
- **Pledge Class Goal:** Fall Pledge Class should aim for **18-20** pledges to cover for graduating seniors and set the chapter up for a 5% growth trajectory.

★ **Spring Recruitment (January – February)**

- **Objective:** Conduct a spring recruitment to secure a **pledge class of 7-10** brothers to complete the growth plan and add diversity to the chapter.
 - **Strategies:**
 - **Identify Missed Opportunities from Fall:** Reach out to students who expressed interest in the fall but did not join. This group is often more receptive in the spring semester.
 - **Engage Transfers and Spring Admits:** Target students who transferred to SIU in the spring or were admitted after the fall recruitment period.
 - **Smaller, Targeted Events:** Host smaller events such as brotherhood dinners, sports outings, or philanthropy-driven meetups to engage PNMs in a more intimate setting.
 - **Collaborate with Other Greek Organizations:** Partner with sororities or other fraternities for joint events to attract a wider audience of potential recruits.
 - **Pledge Class Goal:** Aim for **7-10 pledges** to maintain the 5% net growth goal.
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Development of a Sigma Chi Lambda Omicron Chapter Website

The development of a Sigma Chi Lambda Omicron chapter website would significantly enhance the recruitment process by serving as a centralized and professional platform to showcase the chapter's values, achievements, and brotherhood to potential new members.

Increased Visibility and Accessibility

- **24/7 Information Hub:** A website ensures that information about the chapter is always available, regardless of whether an event is happening.
 - PNMs can learn about Sigma Chi at their convenience, even outside formal recruitment periods.
- **Search Engine Visibility:** By optimizing the website for search engines, PNMs searching for fraternities at Southern Illinois University Carbondale will easily find Sigma Chi Lambda Omicron, increasing the pool of interested prospects.
- **Direct Communication Channel:** A website can include contact forms where interested students can directly inquire about recruitment events or ask questions, ensuring ongoing engagement even before formal recruitment begins.

Showcase Chapter Strengths and Values

- **Highlight Brotherhood and Leadership:** A website can feature testimonials, stories, and interviews from current brothers, alumni, and chapter leaders, demonstrating the benefits of joining Sigma Chi. These personal stories are compelling to potential recruits and create a sense of belonging.
- **Showcase Philanthropy and Service:** Feature content on past and future philanthropic events like Derby Days, leadership conferences, and community service initiatives. PNMs are more likely to join when they see how active and impactful the chapter is on campus and beyond.
- **Academic and Professional Development:** Include sections that highlight the chapter's commitment to academic excellence, mentorship programs, and alumni networking. This will appeal to recruits seeking a fraternity that can support their personal and professional growth.

Support for Year-Round Recruitment

- **Event Promotion:** A website can host a calendar of upcoming recruitment events and activities, both formal and informal (summer meetups, fall house tours, spring events, etc.). Having these details easily accessible keeps potential members informed and encourages participation.
- **Continuous Updates:** By regularly updating the website with news about chapter accomplishments, new pledge classes, and brotherhood activities, the chapter can maintain engagement with PNMs and continue to build interest throughout the year.
- **Target Different Recruitment Audiences:** Tailored content can be created to target different recruitment opportunities, including spring admits, transfer students, and potential incoming freshmen PNMs. The website can provide FAQs, resources, and detailed information for these groups.

Visual Appeal and Professional Branding

- **Impression of Professionalism:** A well-designed website gives the chapter a professional and polished appearance, making it more attractive to recruits. It demonstrates that the chapter is organized, forward-thinking, and serious about its image.
- **Photos and Videos:** Including high-quality photos and videos from chapter events, philanthropy, and social gatherings gives potential members a glimpse into what life in the Lambda Omicron chapter is like. This visual content can help recruits imagine themselves as part of the brotherhood.
- **Integration with Social Media:** The website can serve as a hub that links to the chapter's social media platforms, offering an integrated recruitment experience. This increases traffic across platforms and ensures that the chapter remains visible to potential recruits year-round.

Recruitment Registration and Application System

- **Simplified Application Process:** A website can include a recruitment registration form where interested students can sign up for events, receive email notifications, and register their interest in joining Sigma Chi. This helps streamline the recruitment process and creates a database of potential new members for the Recruitment Chair and committee to follow up with.
- **Tracking Recruitment Metrics:** By tracking web traffic, form submissions, and event RSVPs, the Recruitment Chair and committee can gather valuable data on which

recruitment efforts are generating the most interest. This data-driven approach allows for better strategic planning and more targeted recruitment efforts.

Alumni Engagement and Support

- **Alumni Network Integration:** A dedicated section for alumni could foster stronger alumni engagement, which is valuable for recruitment. Alumni can contribute testimonials, provide mentorship, and even suggest potential new members from their communities. This connection reinforces the long-term benefits of joining Sigma Chi.
- **Alumni Donations and Support:** Alumni who see the chapter's continued growth and success are more likely to contribute financially or support recruitment efforts by hosting events or recommending PNMs.

Strengthening Chapter Identity and Legacy

- **Showcasing Chapter History:** The website can have a section dedicated to the history and legacy of the Lambda Omicron chapter, demonstrating the strength and continuity of the brotherhood over time. This appeals to recruits who are looking for a strong and storied fraternity to join.
- **Highlighting Traditions and Values:** By detailing the chapter's adherence to the values of **Friendship, Justice, and Learning**, the website reinforces the core reasons someone would want to become part of Sigma Chi. This creates a deeper emotional connection for potential recruits.

In summary, a well-structured Sigma Chi Lambda Omicron chapter website would greatly enhance the **Recruitment 365 Plan** by improving visibility, engagement, and communication with potential recruits. It provides a platform to showcase the chapter's strengths and make recruitment efforts more efficient and data-driven, all while enhancing the overall professionalism and appeal of the fraternity.

Key Metrics and Monitoring

- **Growth Monitoring:** Regularly review progress after fall and spring recruitment classes, ensuring that the number of pledges meets or exceeds the target needed for net growth.
- **Retention Focus:** Ensure strong mentorship and retention programs to keep the current brotherhood engaged and decrease attrition.

This Recruitment 365 Plan, with a goal of 5% net growth, requires year-round dedication and strategic planning to ensure success. By focusing on quality engagement and leveraging both fall and spring recruitment opportunities, the Lambda Omicron chapter can continue to thrive and grow.