

Malinda M. Matney, Ph.D., National Vice President for Colonization and Membership

<http://www.kkpsi.org>

This month with Adam Cantley, National Vice President for Student Affairs

Smart membership recruitment and selection

Kappa Kappa Psi is only as good as its members. That's the easy news. The harder part is making the effort to reach out to a variety of great band members, have conversations about what Kappa Kappa Psi is and is not, and then selecting the right members.

This month, Adam Cantley, National Vice President for Student Affairs, describes several keys to recruitment and selection. These issues cause us to ask ourselves hard questions about what our chapters are

doing, how we are perceived, and where we could go. Exciting, yes, but hard work for actives even before we start talking with potential members.

Recruiting members is ideally a year-round effort of both self reflection and evaluation of our band program talent. This issue helps with key moments in that process.

Have a great year, and keep those questions coming!

Malinda

What is your recruitment plan? How do you start to create one?

When we ask Brothers or chapters what their recruitment plans are, we often get blank stares. Sometimes we get the question "how do we make one?"

One area you can explore during continuing membership education is new member recruitment strategies. Few chapters have a solid recruitment plan that they have drafted, reviewed, used, and evaluated. During the continuing membership education session you could focus on some of the following points:

- What is the current message of our recruitment?
- What is the difference between active and passive recruitment?
- What type of people do we want to attract?
- Are we looking for membership in all our ensembles?
- What type of events should we have?
- Are we using all fraternity resources?
- Are we exemplifying all five purposes?
- What positive behaviors do I bring to the Fraternity?
- Why was I selected?

Reflecting on these points can give the chapter insight on attributes you would

like to change or discard, and ways that this current membership selection can help the chapter get there.

Examples of exploring these points include:

- Having your chapter brainstorm a list of qualities they look for in new members
- Showing examples of various recruitment styles and labeling them as active or passive
- Having the chapter create a mini-mission statement for recruitment
- Listing all five purposes on the board and brainstorming ways to incorporate them into recruitment

These are just some basic ideas. Be creative and think of your own ways to explore recruitment in your chapter.

I would also suggest you review the fraternity's recruitment section in the Guide to Membership. Explore the five steps in active recruitment.

1. Actively go out and meet new people.
2. Become friends.
3. Introduce them to other people in KKPsi.
4. Introduce them to KKPsi.
5. Invite them to join KKPsi.

These steps can not only help find outstanding members, but also start building outstanding Brotherhood ties.



Kappa Kappa Psi

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Strive for the Highest

We're on the Web!

See us at:

www.kkpsi.org

Inspirations for getting our message to others:

We know Kappa Kappa Psi is special. However, KKPsi efforts to get our message to potential members can be enhanced by looking at how others present themselves. Take a look at these examples and pick the best for your marketing:

- Television commercials
- Area businesses
- Athletic promotions
- Army and Marine promotions
- Dance Marathon and other effective student organizations

Always follow our values, but never hesitate to incorporate other ways to spread the word.

What role do national policies have in recruitment?

It is important to explore how national policies affect recruitment. Adherence to national policies ensures that the chapter targets quality individuals for recruitment into the Fraternity.

Chapters who do not discriminate and are open to all individuals increase their chances of recruiting top-notch new members. Chapters who do not violate the hazing or controlled substances policies continue to present a positive image, which attracts quality individuals. Therefore, adherence to the national policies can go a long way toward helping a chapter maintain a worthy reputation.

Once you have attracted these new people, how do you decide who to take into the process? This is another question that can be explored in continuing membership education. You can go over the importance of closed meetings and honesty. Educate

members on the proper voting procedure used in this process. Consider posting the list of qualities you seek when you are discussing new members so that members can remember what characteristics they are seeking in individuals. Explore the responsible reasons to vote "no" on a candidate such as band participation and academic performance. Just like any vote, it is important for your chapter to be educated on the procedures and the ways to handle this situation responsibly.

The last step is evaluation. Make sure you take the time to evaluate your recruitment efforts as a chapter. Whether this is through a short questionnaire or open discussion don't let your plan become stale over many years.

Specific Recruitment Ideas.

Recruitment is not the responsibility of one officer or committee chair, but rather the entire chapter. Because of this it is important to get your entire chapter involved in the process of recruitment. Make sure that all members have the chance to give ideas.

Chapters across the nation have done many of the following:

- Informational Meetings
- Progressive Dinners
- Root Beer Keg Socials
- Community Service Projects
- Band Service Projects
- Ice Cream Socials
- Video Game/Movie Nights
- Cookouts
- Formal Events/"Smokers"
- After Band Camp Water Battles
- Specific Town Events in your Campus Town

The goal of these events is to represent all aspects of your chapter. Make sure you include service in your recruitment, since that is our main purpose as members of Kappa Kappa Psi.

Make sure you have events that foster positive interactions. I am not the biggest fan of movie nights, because you sit there and watch movies but never talk to prospective new members. I always tell chapters to look for events, where people can form friendships and have great interactions such as cookouts, service events, and game nights.

Best of luck to you all with your recruitment efforts and membership education programs.

Adam Cantley
National Vice President
for Student Affairs

Feel free to use any of the ideas, but always make sure you come up with