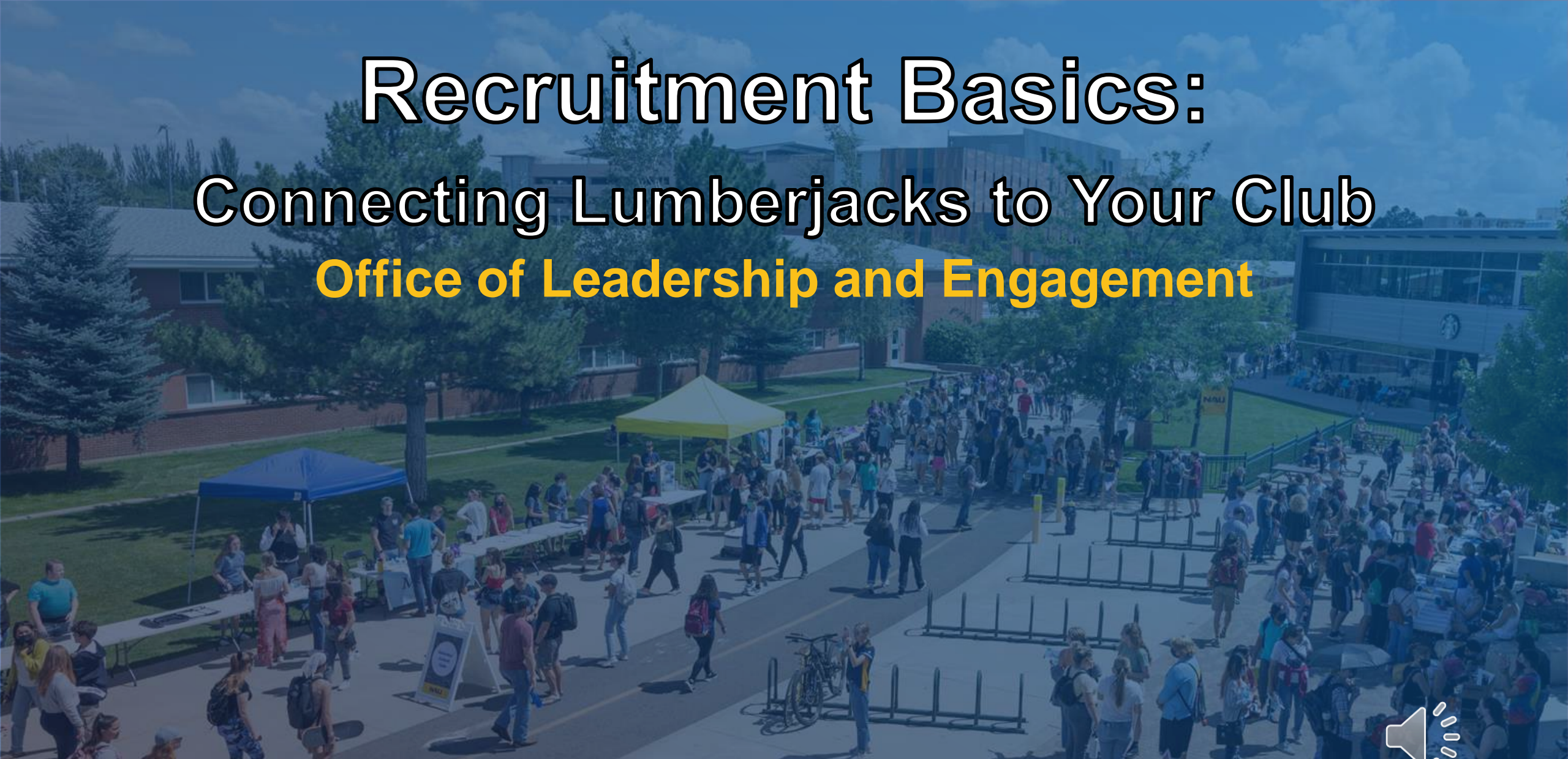


Recruitment Basics:

Connecting Lumberjacks to Your Club

Office of Leadership and Engagement



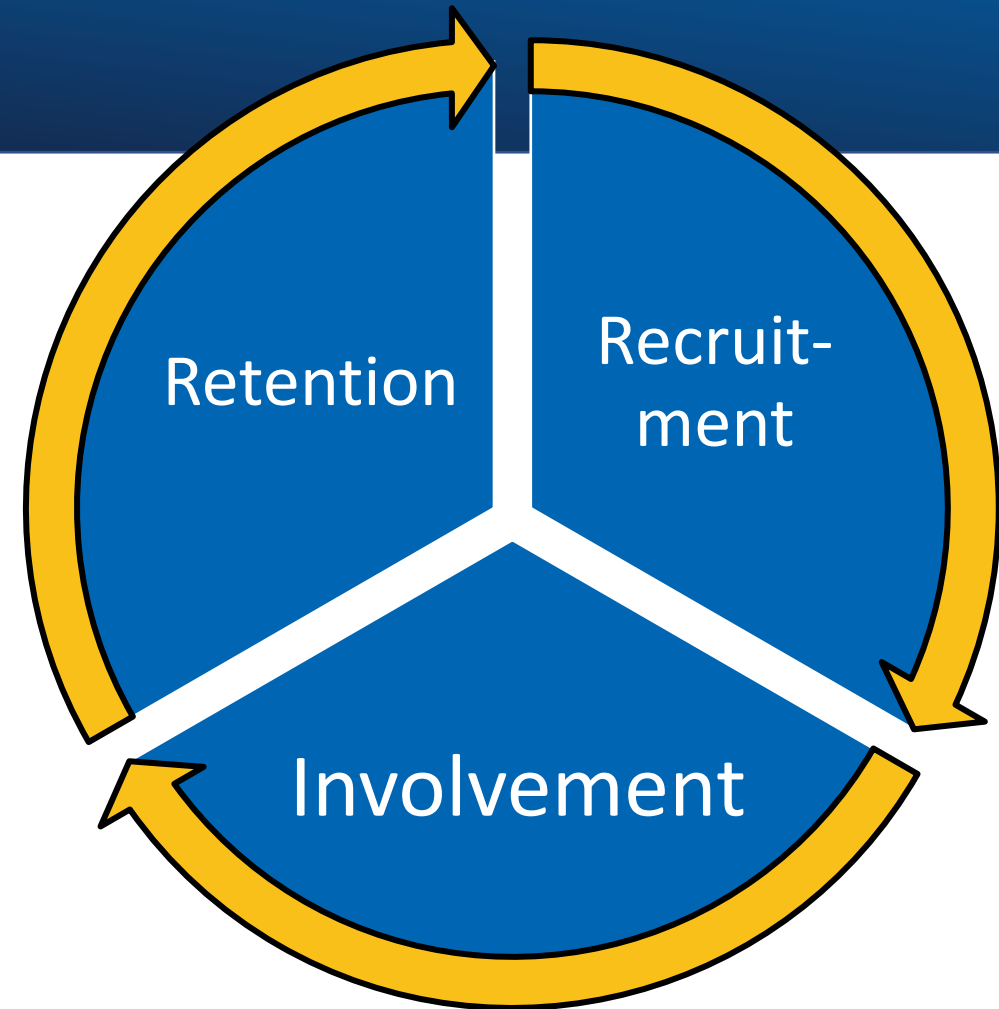
Definitions

Key Terms

Recruitment - generate new members to keep your organization active after you graduate

Involvement - build relationships, mentorships, events/activities, create meaning/value for membership

Retention - encourage students to return, meet student needs, improve officer training procedures



The cycle of recruitment, involvement, retention. Each step supports the other when creating strong and lasting organizations.

Direction of Recruitment

Ask yourself the following:

Why do you want new members?

What are your organization's mission/vision/goals and how are you communicating them?

How will you involve or onboard members?

What are the benefits of joining?

- Expectations?
- Responsibilities?

What are the annual goals/timeline of your organization?

Feel free to pause this video to answer these questions for your specific organization.



Writing Prompt: Why did you join your organization?



To better understand others, you should start by understanding yourself!

Reflect on the reasons you joined your current organization.

Feel free to pause this video to answer this question for yourself.



Why do students join?

For ALL Clubs/Organizations/Chapters

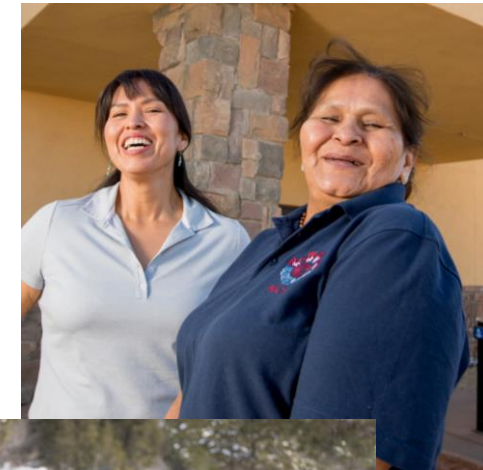
- Desire to get involved
- Want to meet people
- Potential for leadership positions
- Belief in a cause
- To develop resume
- Foster skills
- Previous experience/hobbies
- Affiliated with major/department
- Reputation of club
- Opportunity to travel to national conferences
- Networking (faculty, staff, peers, and community members)
- Scholarships
- To have fun!



Retention

Recruitment is wasted time, energy and money if you don't retain members!

Belonging is the top factor impacting retention for both student organizations and student enrollment broadly.



NAU NORTHERN ARIZONA UNIVERSITY



GRAPE Method: Member Values

Growth

Recognition

Achievement

Participation

Enjoyment



Growth

Having chances to increase skills and competencies and support building competence, experience and confidence

Personal:

- What opportunities for growth are you providing?
- How available are the leadership positions in your organization?

Organization:

- Become and stay organized!
- Allow for differences of opinion in professional and respectful ways
- Get all members involved in:
 - The recruitment process
 - The future of the organization



Recognition

Providing support, praise for a job well done, and receiving considerate feedback from other members of the organization

Personal:

- How does your organization recognize a member's efforts through out the year?
- In what ways does the culture of your organization support members?

Organization:

- Be involved in NAU-wide events or promotional activities
- Co-sponsor an event or collaborate with other organizations
- Develop a positive reputation
- Use marketing materials, t-shirts, and freebies to get your club known on campus



How to Recognize

Recognition needs to be meaningful, frequent, and intentional to have an impact on your members.

Acknowledgement & Attention

- Recognizing people as important members of the group
- Giving time and energy to focus on members as individuals

Feedback

- Sharing positive and constructive information with members about their performance

Praise

- Direct thank yous for the contributions of members



Ways to Recognize Club Members

Some fun AWARD ideas:

- Candy bar recognition
 - Ex: Reece's Pieces – “Thank you for keeping all the pieces together!”
- “Liter” of the Week
 - Pass along recognition of a “leader” with a liter- bottle of soda or alternative soft drink
- Stirring Things Up award
 - Gift a large mixing spoon & a personal recognition for what they mixed up
- Starfish Award
 - Recognize someone who will persistently throw each individual “starfish” back in the ocean to make a difference
- Lumberjack of the Week
 - Pass an artistic axe (paper, wooden, or otherwise fake) around to leaders who are representing the Lumberjack spirit



Ways to Recognize Club Members (cont.)

Some fun COLLABORATIVE ideas:

- Create a music playlist for a member or for the club to add to meetings and/or social hangouts
 - When a good song comes on, appreciate the member who added it!
 - Can be on Spotify, Apple Music, etc.
- Check-ins
 - Make it a habit for every member to share something they're proud of since the last time everyone got together & have everyone support each other
- Words of Wisdom
 - Every member contributes a personal favorite quotation to share at an annual event



Achievement

Supply opportunities to solve problems, see the result of hard work, hold meaningful responsibilities, and/or see ideas become reality

Personal:

- What are goals, visions or action plans of your group?
- How can new and current members contribute to the goals or values of your organization?

Organization:

- Take the time to appreciate both officers and individual members' efforts to support the group
- Evaluate your organization and create current goals for your group to strive towards
- Empower members, and delegate responsibilities



Participation

Present possibilities for planning, scheduling, and decision-making to allow members to not just be a member, but be an active participant

Personal:

- Have opportunities for new members to join right away
- Can everyone participate in programs and events?

Organization:

- Keep members in the loop!
- Consider flexible participation options
- Encourage all members to help with recruitment & other activities
- Create a positive and welcoming environment
 - Ex: Know members' names
- Invite alumni back to visit the club



Enjoyment

Deliver moments for having fun, working as a team, and contributing to something important or worthwhile

Personal:

- How easy is it to make friends or long-lasting connections in your organization?
- Where is the “life” in your organization?
- How can non-officers be active and join into the org?

Organization:

- Make it fun!
- Ensure your organization is worth the time to join
- Get to know members on personal levels
- Structure meetings so everyone is comfortable
- Be aware of, respect, and understand cultural differences



Methods of Recruitment

No matter which recruitment strategy you decide to use, it will take **time** and **effort** to be effective!

Indirect

- Social Media Presence
 - Takeovers
 - Create posts for other pages
- Departmental emails
- Keep your True Blue Connects profile and your events up-to-date!

Direct

- Word of Mouth!
- Bring a new member to the next meeting
- Participate in Club Fairs organized by L&E
- Tabling around campus
- Talk to people in your classes

Costs

- Have food at club meetings and advertise it!
- Swag/freebies





Tabling

Appearance

- Visible and clean tablecloth & flyers
- Represent your group (club shirts, etc.)
- If possible, have freebies

Organization

- Have a tabling box/crate
- Have a sign-up sheet (physical, on the computer, QR code, etc.)
- Could plan to have 1-2 people in front of table

Demeanor

- Be approachable and active
- Encourage people to come to you

Do's

Appearance

- Don't be on your phone
- Don't be distracted with personal conversations

Organization

- Don't have things that may fall over on a windy day
- Don't have more than 2 people in front of your table

Demeanor

- Don't be too aggressive
- Don't ask yes or no questions
- Don't take rejection personally



Don'ts

Elevator Pitch

- **Should be able to deliver within an elevator ride**
- **Be brief, positive, and be willing to expand beyond your elevator pitch if they're interested**

Introduction

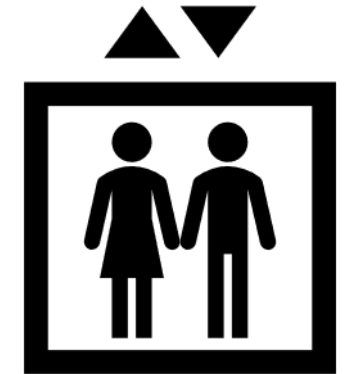
- Who are you? How are you unique? Spark interest

Purpose

- Know your audience:
 - Explain why are you talking to them & what you might be able to offer them
- Mention your goals & your skills / What are you pitching?

Closing

- Call to action & Show gratitude
 - How can they get into contact or get more information?
 - Thank them for their time!



Make purposeful efforts to reach less-commonly recruited populations

Some Populations To Consider

- Non-traditional students
- Students with families and children
- Working students (part-time, full-time)
- Commuter students
- Graduate students
- Students formerly in the military
- First generation students
- Students with accessibility concerns
- Upperclassmen (juniors, seniors)

Specific Recruitment Ideas

- Could I use specific communication channels?
 - (Ex: Family Hub Newsletter, NAUgo Transfer Channel, Departments, etc.)
- Be forthcoming & transparent
 - Is family participation welcome?
 - Are meetings virtual or hybrid?
 - Do new members understand the time commitment of our organization?
 - In what ways are your meeting/events accessible to all students?



THANK YOU!

If you have any additional questions, please reach out to StudentOrgs@nau.edu and/or schedule a meeting with staff from the Office of Leadership and Engagement.

