

Fresno State Fall Recruitment 2016

Overview

In an effort to continue to make formal recruitment as successful as possible, the format, marketing, PR, and contributions of IFC and Fraternities alike are essential towards a concrete strategy to how recruitment is handled.

Goals

1. Have a set network of how to access recruitment strategies (Eventboard, Chapter Director)
2. Website that is accessible to all who is interested in rushing
3. Social Media is key, having a presence is essential
4. Orientation must be set and effective (Multiple days)
5. Growth in numbers of individuals of people who want to rush per semester
6. Recruitment 365
7. More involvement from IFC as a whole
8. Bids

Strategies

1. Set Network
 - a. Guidebook
 - b. Eventboard
 - c. Chapter Director
 - d. Greek Rush
 - e. Attendify

- f. eventmobi

2. Website

- a. Website with a IFC homepage that is updated with info. Of all chapters
- b. Modern

3. Social Media

- a. Facebook, Instagram, snapchat, twitter,
- b. Constantly updated on a weekly basis getting followers from everyone at Fresno State not just Greeks.

4. Orientation-

- a. Two Orientations instead of one

1. One in the beginning that serves as an opening

2. One at the end that is a closing

B. Orientation that is event based, with different tables per house (IFC Workshops)

C. One big orientation such as the one done in the past

5. Growth

- a. Surveys
- b. Reaching out to more than just incoming freshmen and transfers

6. Recruitment 365

- a. IFC and chapters alike constantly promoting greek life
- b. Have a system of people who get bids when formal rush in not going on
- c. Maybe having a informal open bidding in late fall/spring

7. IFC Involvement

- a. IFC Workshops of potential rush members that cover the necessities such as pledging, dues, etc. before orientation
- b. Bigger rush team
- c. Better resources from IFC to help chapters such as surveys, speakers, more hands on approach

8. Bids

- a. Bid day with all chapters present at an event
- b. Bids passed out by IFC to potential members
- c. Accepting bids online
- d. Having an event for people who did not receive bids and chapters who would like to have more members