

A stylized graphic featuring a sun with rays on the right and a mountain range on the left, rendered in shades of beige and gold. The sun's rays are represented by several parallel lines of varying lengths, and the mountains are depicted with simple, angular shapes.

PI KAPPA ALPHA

Recruitment Action Plan

Epsilon Upsilon

1/14/2024 – 1/16/2024

Foreword

The contents of this document are the result of a compilation of information from various chapters and various brothers affiliated with the Pi Kappa Alpha Fraternity for the use by any chapter which is interested in establishing or improving its programming.

It should be understood that each chapter is self-governing and solely responsible for its day-to-day, week-to-week and month-to-month operation and nothing herein is intended as or should be deemed as supervision, direction, monitoring, oversight or as an effort to control the local chapter by the Pi Kappa Alpha Fraternity, which is a fraternal affiliation of over 200 chapters, over 13,000 active undergraduate members and over 300,000 alumni and several nonprofit corporations, including, but not limited to Pi Kappa Alpha Corporation, a Tennessee nonprofit corporation which serves as a clearinghouse and an administrator for purposes of organizing meetings and conventions, publishing fraternal publications and performing other functions for the entire Fraternity.

This document is an educational guideline only which contains suggestions and recommendations developed by various chapters which were able to develop successful programs. It is published and available to any chapter through the clearinghouse in Memphis as a form of brotherly advice for whatever use one wants to make of it.

All ideas herein are optional and nothing is mandatory. Participation is by the voluntary choice of each chapter and each member with the understanding that one generally gets out of something what one is willing to put into it. Thus, any language contained herein which could possibly be construed as "mandatory" such as "do this" or "do that" is only in the form of a recommendation that if one wishes to get the most benefit out of using the suggestions in the document, then the suggestions can be utilized with the understanding that any document is, at most, a guide and that the users should substitute their own experience and judgment to use, adapt or modify the suggestions and recommendations contained herein. In other words, the document is a guide from which the users can use to establish, improve or build their own programs, using their own knowledge, common sense, ideas and experience and to assist the users from time to time as a reference for ideas and suggestions. In turn, each chapter is encouraged to share good ideas with other chapters by advising the administrative clearinghouse for possible inclusion in future publications.

Director of Membership Growth

THE PI KAPPA ALPHA FRATERNITY

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Assess the Status of the Chapter

Chapter Assessment

Gannon University, located in Erie, Pennsylvania, is a prestigious private university known for its commitment to academic excellence. As a leading institution in the region, Gannon University offers diverse educational programs and holds accreditation from the Middle States Commission on Higher Education. The university can confer baccalaureate, master's, specialist, and doctoral degrees, providing students with a comprehensive educational experience. With over 100 undergraduate programs, 61 master's programs, and 26 postgraduate programs, Gannon University is dedicated to offering its students a wide array of educational opportunities.

At Gannon, fraternity and Sorority Life is more than a social experience. It's a community of four national sororities and four national fraternities housed under the Office of Leadership Development and Campus Engagement. Gannon FSL is a student-led, values-based community passionately dedicated to philanthropy, service, academic excellence, and personal growth and development. With a deferred recruitment process, freshmen have the time to settle in before they rush in their second semester. Over the years, Gannon University has seen a consistent influx of men embracing Greek life, with 10% of the male population now part of this enriching experience.

Epsilon Upsilon Chapter at Gannon University currently has the largest chapter on campus, with 38 members going into the spring. Chapter President Joey Kvortek is confident that the chapter is on the rise as they have recently won a Smythe award and want to continue to build off the Epsilon Upsilon Chapter's success. The chapter's goal is to recruit a 20-man new member class this spring, which would help set the standard for recruitment. The recruitment committee mentioned they want to see the effort of the entire chapter membership in the recruitment process. If the chapter can get the men bought into recruitment, they should be able to make a strong push for recruitment.

Post-Game Rush: I encourage the chapter to further instill the concept of recruitment as a 24/7/365 process by utilizing "post-game rush." This practice involves hosting a recruitment presentation at the first new member orientation meeting, immediately followed by a name-generation exercise to leverage the new members' social networks and acquire the names of any friends who have not yet joined other organizations. New members can then invite these potential rushees to post-Bid Day recruitment events, where the committee can interview them and extend bids to those who are the right fit for the chapter. Utilizing this strategy benefits the chapter by expanding the new member class after formal recruitment, while also presenting the new members with an opportunity to take ownership in "building their own class."

Recruitment Retreat: I highly recommend that the chapter routinely hosts a recruitment retreat/workshop at the beginning of or before each semester. Having a retreat at the start of each semester will benefit the chapter membership by ensuring that everyone will be on the same page with the chapter's recruitment goals and upcoming events. The following are some items to consider for recruitment retreats:

- Plan for the retreat and set the date at least two months in advance.
- Invite members of the Alumni Advisory Board (as soon as the date is set)
- Host the retreat somewhere other than the usual meeting location.

- Coordinate with the Recruitment Advisor on setting the agenda.
- Plan for a brotherhood event/fun activity for the second part of the retreat
- Utilize the recruitment presentation and practice recruitment tactics.
- Role-playing and mock scenarios are extremely beneficial (if a member can recruit comfortably in mock situations, then he will feel much more comfortable recruiting in natural settings)

Continuous Recruitment Education: I suggest holding workshops or role-plays during or following each chapter meeting throughout the semester. These short educational sessions could include information about our recruitment philosophy, address best practices, or include demonstrations for the entire chapter. The Chapter can identify unique selling points specific to their chapter to practice combatting NO factors that they will surely face in the future. Not only does continued recruitment education ensure members are in tune with useful tactics of conversation, but it also allows for sustained excitement throughout the chapter regarding recruitment efforts.

5 External Criteria

	Size	Act and Appearance	Campus Power	Social Preference	Athletics	Average
PIKE	1	1	1	1	2	1.2 (1 st)
Delta Sigma Phi	2	2	2	3	3	2.4 (2 nd)
Delta Chi	3	3	3	2	1	2.4 (3 rd)
Tau Kappa Epsilon	4	4	4	4	4	4 (4 th)

The above is intended to provide the chapter with general information and suggestions for improvement. It is not a directive and is not intended to direct the chapter in any manner. A chapter is not required to use or implement this information or suggestions. The decision on whether or how to use this information is solely that of the chapter.

Target Your Market

Target to Your Needs

During the Chapter Presentation, I had the chapter walk through what quantifiable characteristics they look for in new members, below are the answers they gave to me. Having these characteristics written can allow for a unified vision of what they are desirous of with new members in their chapter.

Key Characteristics for New Members

Epsilon Upsilon is looking for men who are committed and driven within all facets of their lives each day and who chomp at the bit to get things done. Additionally, the Chapter is looking for men of high scholastic achievement who are dedicated to being a successful, hard-working student. Also, the Chapter is looking for men who are aspiring leaders who can help continue to add to the vision the Chapter sees for themselves in the future.

Scholarship: Men with a high GPA will help the chapter maintain a high ranking within IFC fraternities. We discussed the importance of finding men who place a top priority on academics and potential areas on campus in which these men can be found. The chapter is seeking to recruit men with above a 2.8 GPA to continue its improvement of scholastic performance.

Leadership: Look for men who have the capacity to not only lead within the chapter but lead on campus and/or within the community. Having at least 75% of chapter members involved within another organization can help with positive PIKE exposure on campus. The men of Epsilon Upsilon want men who are involved in other organizations on campus.

Drive: I encourage the chapter to recruit men who have a competitive mindset in all facets of life from athletics to being the best in whatever they are aiming to achieve. Seeking these men on campus will in turn make the chapter more competitive in all areas of operations. More specifically, the chapter is seeking to maintain its success in both athletics and the classroom.

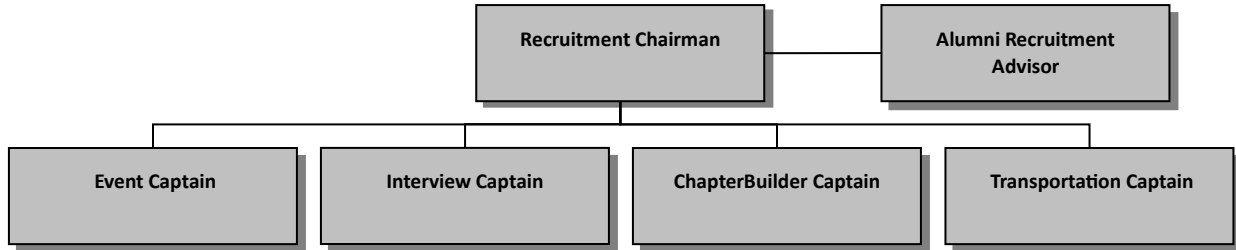
Character: Many men can place a priority on academics, be leaders, and hold a competitive mindset, but if a man does not have good character, there is no place for them in PIKE. I recommend the chapter to seek men of high moral integrity and do the right thing when nobody is looking. Utilizing sorority presentations to solicit member recommendations can be an effective strategy for doing this.

Overall Recruitment Goals

<u>Goal</u>	<u>Completion Date</u>
Train the chapter on recruitment tactics	Ongoing
<ul style="list-style-type: none">• USP training• Recruitment fundamentals	
Update the recruitment committee and assign roles/ tasks	January 22
- Set goals for each committee member	January 24
Organize a checklist for each committee member	
<ul style="list-style-type: none">• Have 60 PNMs in ChapterBuilder	Ongoing
<ul style="list-style-type: none">• Establish a finalized schedule for the spring semester	January 14
<ul style="list-style-type: none"><ul style="list-style-type: none">○ Marketed on social media○ Total of 4 rush events minimum	
<ul style="list-style-type: none">• Recruit 5 men during “post-game rush”	
<ul style="list-style-type: none"><ul style="list-style-type: none">○ Give out at least 20 bids during bid week	February 2

The Recruitment Committee

Assemble recruitment committee



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Recruitment Chairman

Job Description and Responsibilities

The role of the recruitment chairman is to be the quarterback of the recruitment team. He oversees his committee and helps to plan events, create a calendar, and communicate his expectations to the captains and members. This role is primarily managerial, and he should not be relied on as the main recruiter. Utilizing the committee structure outlined in this document should help to get more people involved and lead to better chapter participation.

The chairman should be a competitor who is highly organized and mature enough to delegate tasks and authority with confidence in those who receive his directives. Like a good coach, he recognizes the need to keep people motivated. He should thrive on the recruitment challenge. Winning is everything, and to succeed in recruitment he must understand the absolute need to utilize the entire chapter to accomplish this objective.

Goal/Action

- Meet with the committee to discuss their roles and expectations
- Distribute the calendar of recruitment week events to the chapter
- Provide a report on the status of recruitment operations at chapter
- Reinforce the importance of participation during formal recruitment
- Refresh the chapter on basic recruitment tactics

Date Completed By

January 24
Ongoing
Ongoing
Ongoing
Ongoing

Weekly Tasks

- Meet with the recruitment committee for a status report.
- Discuss any changes that have been made since the last meeting.
- Review what each position has planned for the week.
- Discuss the potential new member interaction.
- Give a report on recruitment during the chapter meeting.

Monthly Tasks

- Review the schedule of events for the upcoming month with the chapter.
- Check the progress of each captain toward future goals.
- Address any improvements that need to be made.

Transition Date/Time/Location

The transition process would start by identifying your next recruitment chairman 6-8 weeks before departing as the recruitment chairman.

Event Captain

Job Description and Responsibilities

The event captain oversees the planning and oversight of various recruitment events throughout the semester and/or school year. His specific duties within the recruitment committee may include, but are not limited to:

- Creating and managing the recruitment calendar
- Making reservations for event locations
- Planning formal recruitment events (if any)
- Contacting rushees for events
- Ensuring chapter participation in events
- Arranging food and/or entertainment for events
- Partnering with the health & safety officer to oversee safe execution of events
- Managing the rush event budget

Because of the nature of his responsibilities, it is important that the rush event captain be detail oriented. It would also be wise to appoint someone that has some experience in managing fraternity events, as it can be a daunting and stressful task for an overly inexperienced member.

Goal/Action

- Collaborate with public relations chairman to market events on social media
- Keep track of number of recruits attending each event
- Acquire all supplies and venue confirmations for events

Date Completed By

On-going
On-going
On-going

Monthly Tasks

Attend full meetings with recruitment committee – Inform the chapter of upcoming events and provide planning updates–Share sign-in sheets from events with ChapterBuilder captain.

Transition Date/Time/Location

I recommend the Event Captain be appointed by the Recruitment Chairman preferably within two weeks following executive elections. The Event Captain should attend the recruitment committee retreat for goal setting, establishing a budget, etc.

Transportation Captain

Job Description and Responsibilities

Given the importance of hosting successful events during the recruitment process, the transportation captain is specifically in charge of facilitating recruits' participation in events by setting up transportation to and from the event by various means. Various responsibilities may include: – Managing the "transportation team" of drivers during events – Providing directions and addresses to potential recruits – Maintaining a list of recruits who indicate they will require a ride to events – Coordinating transportation to/from summer recruitment events Ultimately, the transportation captain's goal is to ensure that no recruit can say that they weren't able to attend a recruitment event because they didn't know where it was, how to get there, etc.

Goal/Action

- Recruit members to join transportation team
- Establish list of potential recruits requiring rides to events

Date Completed By

On-going
On-going

Weekly Tasks

- Coordinate event rides for potential recruits identified year-round (brotherhood events, philanthropies, etc.)
- Maintain necessary communication with transportation form

Monthly Tasks

- Attend full meetings with recruitment committee
- Meet with ChapterBuilder Captain to ensure all contacts are up to date
- Work with summer recruitment captain to outline transportation logistics

Transition Date/Time/Location

I recommend the Transportation Captain be appointed by the Recruitment Chairman preferably within two weeks following executive elections. The Transportation Captain should attend the recruitment committee retreat for goal setting, establishing a budget, etc.

Chapter Builder Captain

Job Description and Responsibilities

The ChapterBuilder captain manages contact information in ChapterBuilder, keeps track of contact with recruits, oversees call lists for the recruitment committee, and facilitates the addition of lead rosters from the university Greek office. Various responsibilities may include:

- Maintaining and updating the ChapterBuilder 2.0 account
- Educate committee and chapter on various features of ChapterBuilder 2.0
- Ensure all members of the chapter have access to the ChapterBuilder 2.0 account
- Assist with tracking potential new members attendance at each recruitment event
- Coordinate “warm” calls with recruitment committee (Each brother should oversee calling a certain number of men for recruitment events)

Goal/Action

- Add full chapter roster to ChapterBuilder 2.0
- Host chapter-wide training on ChapterBuilder 2.0
- At least 25 names in ChapterBuilder 2.0
- Award incentives to members with highest ChapterBuilder 2.0 activity

Date Completed By

- January 23
- January 27
- February 1
- On-going

Weekly Tasks

- Oversee day-to-day lead updates and note additions
- Request names from active members to add at chapter meetings
- Create call lists for each recruitment committee member to contact recruits

Monthly Tasks

- Attend full meetings with recruitment committee
- Cross-reference fraternity rosters to remove affiliated names
- Monitor recruitment committee login activity to ensure expectations are met
- Host “refresher” trainings on how to use the system as needed

Transition Date/Time/Location

I recommend ChapterBuilder Captain be appointed by the Recruitment Chairman preferably within two weeks following executive elections. ChapterBuilder Captain should attend the recruitment committee retreat for goal setting, establishing a budget, etc.

Communication Captain

Job Description and Responsibilities

I highly recommend this person needs to be good at interpersonal communication and promoting the chapter. With that, this person needs to be able to effectively communicate with PNMs about the rush schedule and to work with the events captain to get an accurate headcount of PNMs that will be in attendance for supplies.

Goal/Action

- Reach out to PNMs
- Utilize ChapterBuilder Mass Text function
- Update responses in ChapterBuilder

Date Completed By

Ongoing

Ongoing

Ongoing

Weekly Tasks

- Remove and add PNMs from ChapterBuilder.
- Reach out to events captain to ensure dates are accurate.

Monthly Tasks

- Ensure the ChapterBuilder number has not ran out of minutes/messages
- Continue to cycle through the ChapterBuilder and update lead list

Transition Date/Time/Location

Upon appointment of the new Recruitment Chairman, the transition will be done at the recruitment retreat at least three to four weeks before the fall rush. The transition process would start by identifying your next communication captain 6-8 weeks before departing as the communication captain. The recruitment committee should host a transition retreat separate from the Executive Board. I would recommend the retreat be facilitated by the chapter advisor or recruitment advisor.

Recruitment calendar

Please list your planned or most recent recruitment events.

Date	Event	Brother Responsible
11/19/23	Pikesgiving	Sam Unruh
12/8/23	Hanging out the house	Sam Unruh
1/12/24	Pickleball	Sam Unruh
	Football watch party	Sam Unruh

Recruitment budget

Please list your recruitment budget for this past semester or next semester.

Date	Event/Item	Cost	Supplies
	Bowling	\$18	no supplies, just paying for two PNMs
	Hanging out at the house	\$60	plates, silverware, drinks, napkins, soap, bottled water
	Pickleball	\$10 per person	None
	Football watch party	\$50	pizza, plates potentially, drinks

Prepare ChapterBuilder

ChapterBuilder is simply Customer Relationship Management (CRM) software that serves as a database of potential recruits. The software allows chapters to easily upload profiles for each individual potential new member, synchronize their social media accounts directly to their profile, save notes, and send out personalized mass communications via calls, email, or texts. This is a free resource, and all chapter presidents and recruitment chairman should access their account as soon as possible.

(For more information, please visit www.pikes.org -> Chapter resources -> ChapterBuilder)

Educate the Chapter

Each semester the recruitment committee, with the Alumni Advisory Board's help, should conduct a recruitment retreat for the full chapter. This will allow time for recruitment, education and practice as well as goal setting.

[Click here for sample retreat agenda and topics](#)

Find Potential Members

Name Generation*

1. Ask brothers for names and numbers
2. Ask new members (use the post-game rush)
3. Sorority Women
 - a. Sorority Presentation & Referrals (give to sorority new member class)
 - b. Brothers with girlfriends
4. Join student organizations
5. Freshman/transfer Orientation
6. Freshman Move-In Day
7. Recruitment Scholarship
8. Classroom
9. Professors & Administration
10. Ask alumni for referrals
11. Talk to varsity/club athletes and coaches

Lock in the Best Recruits

Cold Calls and Interviews

For years, excellent PIKE chapters have used a winning interview process to systematically sign the best men. This system will show that PIKE is the most professional, successful, elite fraternity on your campus and, if done properly, can be used to sign just about anyone you want.

[Click here for a sample interview process outline](#)

Rush events

The best events will encourage interaction and/or conversation between the brothers and recruits. If off campus, provide transportation for the recruits.

Sample Events:

- Watching NFL/NBA
- Attending school or professional sports events
- Barbecue/cookout
- Sorority social
- Brotherhood events
- Pick-up sports
- Meals on or off campus
- Utilize resources near dorms:
 - Grills
 - Basketball courts
 - Volleyball courts
 - Pools