



## THE RECRUITMENT CAPTAINS

Ideally, the recruitment team would include several captains having specific areas of responsibility, with additional committee members included to help the captains in their duties. In smaller chapters, having committee members for each captain might not be feasible, but it is always possible to appoint at least a couple of recruitment captains to help the VP of Growth (VPG) execute the program.

To achieve outstanding recruitment results, a committee must do more than exist in name only. The committee must be an active force of the recruitment program. As VPG, a list of names designated as the recruitment captains will be of no service to you. To be effective, the recruitment captains must meet regularly and in private. The captains are responsible for bringing in members that will create the future of your chapter, so it is imperative that the committee members be dedicated, motivated, and organized.

For the planning process and the actual recruitment effort to be effective, it is necessary that the captains be given the right to act and make decisions on behalf of the chapter. This cannot be achieved if the captains seek the approval of each and every member as they prepare for recruitment. The recruitment captains must have the confidence that they can speak with candor, and that they have the freedom to make the proper decisions from the first days of preparations to the final moment when a recruit is extended an invitation to join the chapter.

### THE VICE PRESIDENT OF GROWTH

The VPG is ultimately responsible for the development and execution of a strategic plan. He must be prepared to educate the entire chapter on the basics of how to recruit, and then how to do it within a well-organized plan. Time allows little room for mistakes in executing the plan that the VPG has laid out. If a member is not accomplishing the tasks he has been assigned, he must be replaced immediately.

One of the primary responsibilities of the VPG is to delegate tasks to his recruitment captains. These captains need to be capable of running a chapter program, so they must be organized and driven. These are the men that will be executing the specific parts of the recruitment plan that will lead Alpha Sigma Phi to victory during recruitment. Their specific responsibilities may vary slightly from chapter to chapter, but they need to be specific. Having “general” recruitment captains who are supposed to help the VPG in day-to-day activities generally just lead to complacency, frustration, and a lack of action. Every captain needs to be assigned specific responsibilities and tasks.

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Below are a few examples of what kind of recruitment captains might be appointed (though a chapter is not limited to this) as well as what their responsibilities may be. It is up to the VPG, in conjunction with the Prudential Board, to determine which captains to utilize that will serve the chapter best. Generally, at least five or six of the following should be used.

The **Recruitment Event Captain** is in charge of planning and organizing recruitment events. Procures materials, makes reservations, sets up events, and coordinates clean-ups.

The **Marketing Captain** prints flyers, t-shirts, and other promotional materials. Finds creative ways to get the word out about joining Alpha Sigma Phi.

The **Summer Recruitment Captain** manages involvement at summer orientations and runs a regional recruitment program. Hosts various recruitment events during summer months.

The **Regional Captain** has comprehensive responsibilities for a specific region, where they manage all recruitment activities for that geographic area (typically work closely with the Summer Recruitment Captain).

The **Referral Generation Captain** organizes presentations to campus organizations (particularly sororities) and contacts professors and alumni to generate contact information for possible leads.

The **Sorority Presentation Captain** finds gentlemen by conducting sorority presentations and securing potential member recommendations. The Referral Captain should plan logistics for this in a larger chapter to allow more time for the Sorority Captain to meet with as many chapters as possible.

The **TBTM Scholarship Captain** administers the TBTM scholarship program. Sends out applications to incoming male freshmen, collects information, and sets up awards banquet. He also targets the Dean's List for non-Greek male students. The scholarship chair is recommended for this role.

The **Names List Captain** manages recruits' contact information in an Excel file or Chapter Builder, keeps track of contact w/ recruits, and ensures all attendance by PNMs at events is documented.

The **Transportation Captain** is in charge of facilitating recruits' participation in events by setting up transportation to and from the event by various means (brothers driving, setting up directions if walking is possible, etc)

The **Brotherhood Captain** is in charge of "rushing the chapter" to participate in recruitment, show up to events, and contribute referrals to the names list.

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The **Leadership Captain** is in charge of recruiting leaders from other organizations such as student government or professional groups.

The **Athletic Captain** is in charge of recruiting players from intramural sports teams, club sports, and for meeting with coaches to recruit varsity athletes.

The **Boiler Room Captain** will use the information collected in Chapter Builder to organize brother interactions w/PNMs during large group events. They will also assist in planning small group events to ensure brothers interact with PNM's who have similar interests (this will help establish natural conversation). This role typically utilizes a room close to the event to organize members by pulling them aside if they are not interacting with PNM's.