

Recruitment
Summit

Recruitment Summit

*Please sit with your MVP and recruitment advisor pair
from your chapter.*

A New Way To COB

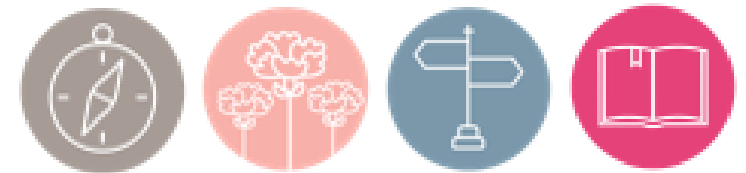
Recruitment
Summit

Introductions



Learning Objectives

- Define structure of the COB team model.
- List benefits of the COB team model.
- Describe the responsibilities of the COB team.
- Practice at least one strategy for creating chapter buy-in.
- Identify at least five action items to move the chapter toward implementing a COB team.



Reflect, Pair, Share



Reflect on the questions at the top of page 115 of your workbook for 2-3 minutes.



Pair up with your advisor or MVP counterpart and discuss your reflection for 2-3 minutes.

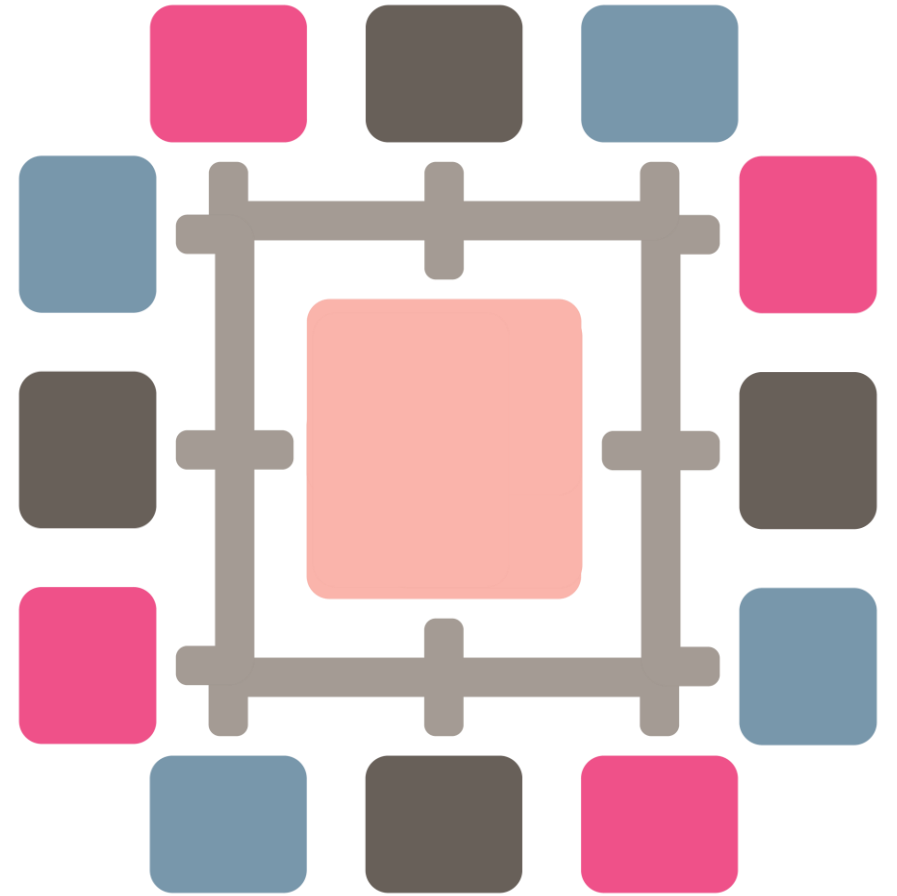


Share out with the larger group as you feel comfortable.
- A facilitator will be around with a microphone.

COB Team Model

A model of recruiting new members outside of primary recruitment that uses a small team of members to:

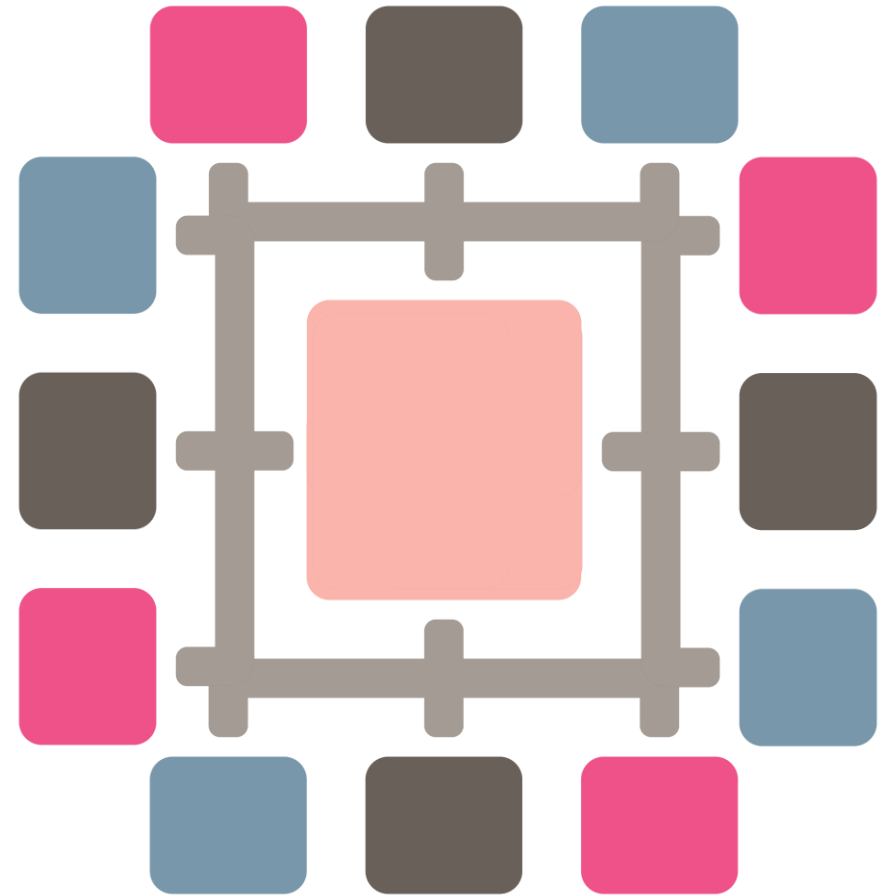
- facilitate name generation,
- market recruitment opportunities,
- cultivate relationships with PNMs,
- recruit PNMs,
- participate in membership selection and
- offer bids.



COB Team Model

Based on the definition, how is the COB team approach different from or similar to how you currently execute COB?

What do you believe are some benefits of using the COB team approach?



Benefits Of Using A COB Team



Improved chapter morale.



Utilizes members' strengths.



Faster decision-making.



Quality connections.



Easier to pivot and adapt.



Increased engagement.

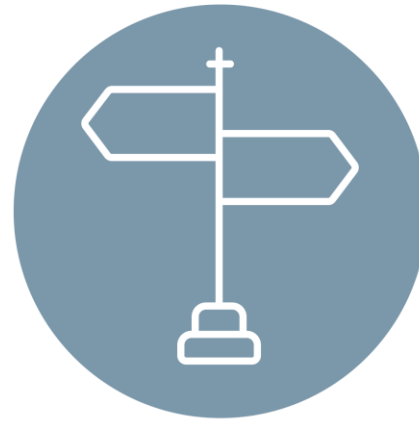
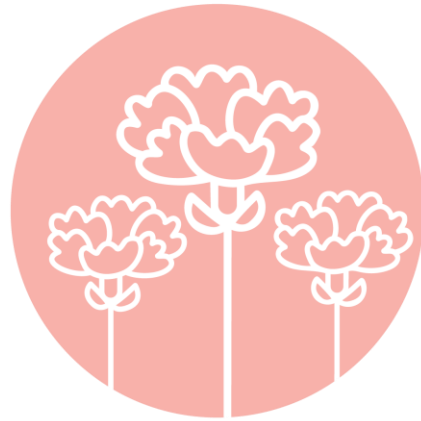


Streamlined communication.



Efficient COB coordination.

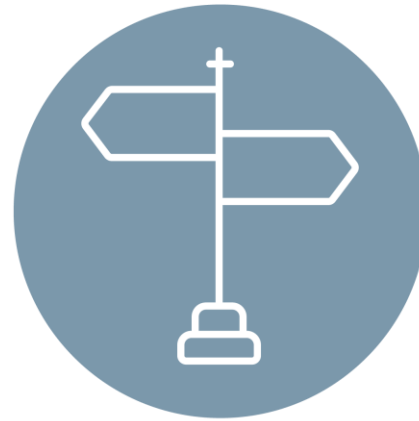
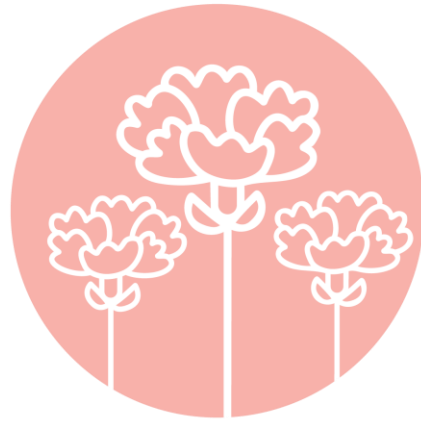
Building Your COB Team



What skills or experiences would make a good COB member?
Record your thoughts on page 116.

Tip: Visit page 10 in your workbook to see a list of Gamma Phi Beta's Member Competencies.

Building Your COB Team



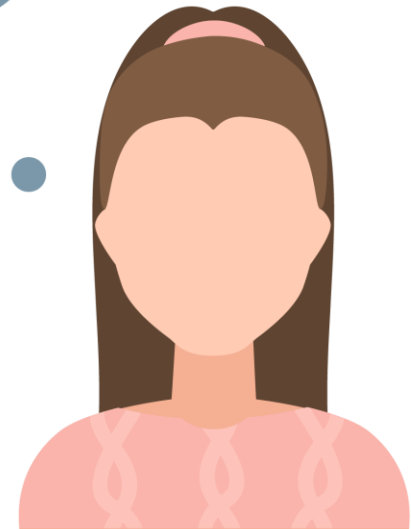
Considering the skills and experiences you listed during the last activity, begin to identify potential COB team members from your chapter on the bottom of page 116.

Creating Buy-In

Why are we
doing this?



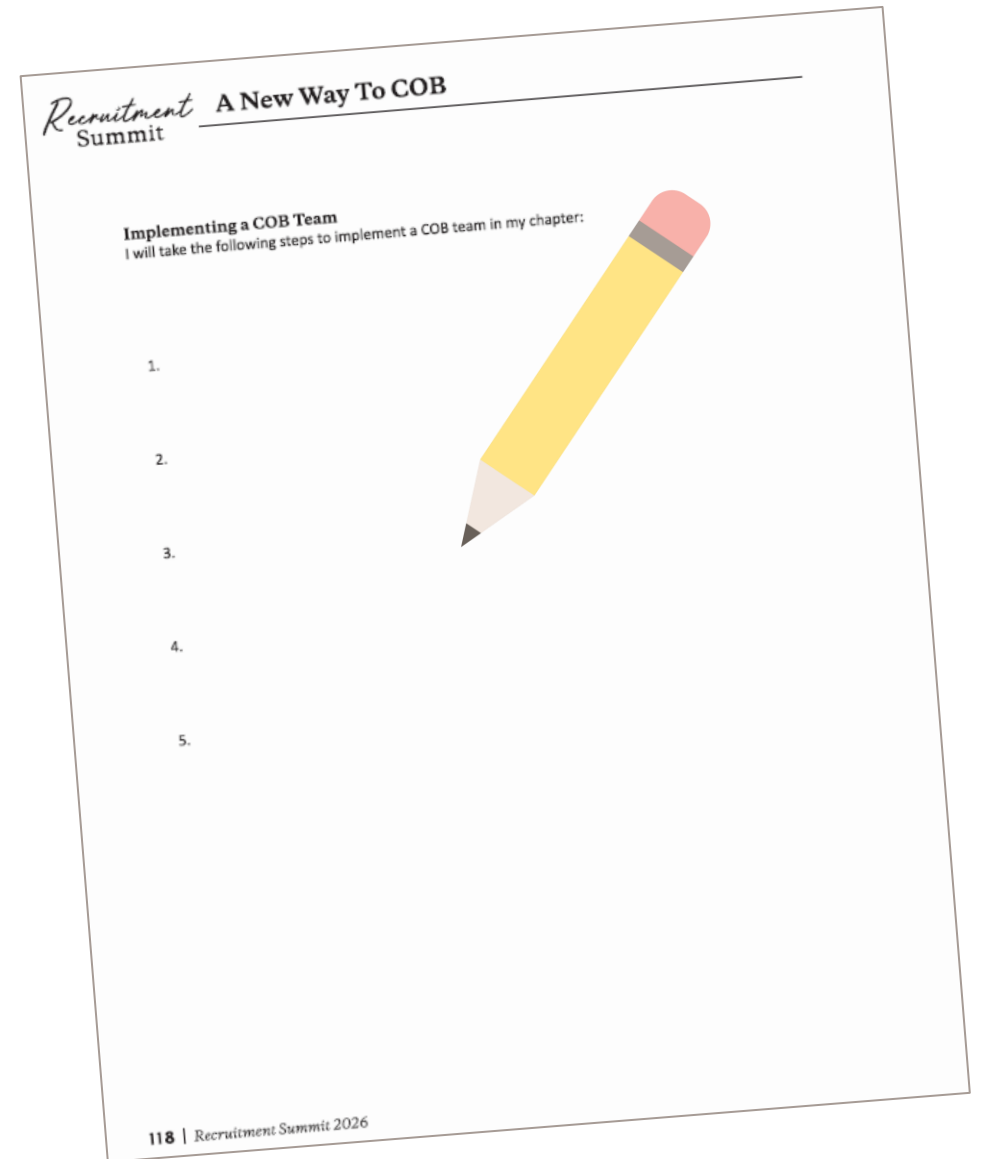
What's in it
for me?



Implementing a COB Team

On page 118, write five steps you will take to implement a COB team in your chapter.

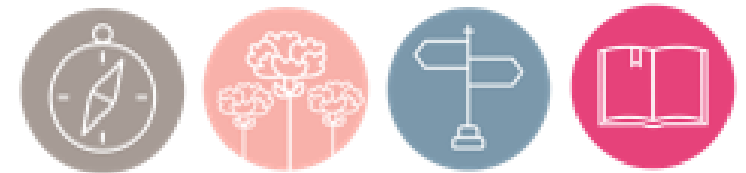
Then share with your advisor-MVP counterpart to make sure you are on the same page.



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Tip: Don't forget to write how you will make your chapter 1% better in your workbook.



Learning Assessment

A New Way To COB

[www.GammaPhiBeta.org/
Recruitment-Summit-Resources](http://www.GammaPhiBeta.org/Recruitment-Summit-Resources)



Recruitment Summit

Connect with us at
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