

Recruitment
Summit

Building Success One Brick At A Time

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Summit

Introductions



Learning Objectives

- Define aggregation of marginal gains.
- Describe the bricklaying framework.
- Describe the role chapter leaders play in creating sustained recruitment results.
- Identify one or more strategies for sustaining change.



Thriving Recruitment – Pair and Share

- With a partner, describe characteristics of a chapter with a thriving recruitment:
 - What behaviors do members of this chapter engage in?
 - What does the chapter culture feel like?
 - What behaviors do leaders of this chapter regularly practice?
- Record at least five characteristics in your workbook.
 - MVPs on page 33.
 - Advisors on page 71.

Thriving Recruitment

1. Review your list of five characteristics. Shift each characteristic to a **one-word** response.



Tip: Take a photo of this slide.

Thriving Recruitment

1. Review your list of five characteristics. Shift each characteristic to a **one-word** response.
2. Share in Mentimeter using instructions on the slide.

Mentimeter Instructions

1. Take out your phone.
2. Open a web browser app.
3. Go to [Menti.com](https://www.menti.com).
4. Type the code that will display on the screen momentarily.
5. Click “Join.”
6. Respond to the prompt on your phone.

Partner Reflection

- Discuss the following:
 - When you think about the areas in which your chapter can grow, what excites you and what makes you feel nervous or overwhelmed?

True or False?

To thrive in recruitment,
you need to make big,
immediate changes as a
chapter leader.



Thumbs up for true.



Thumbs down for false.

True or False?

To thrive in recruitment,
you need to make big,
immediate changes as a
chapter leader.



False!

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Aggregation of Marginal Gains



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Aggregation Of Marginal Gains Defined

1% improvement in nearly everything you do.

The Concept of Bricklaying



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Bricklaying in Recruitment

On page 34 for MVPs and page 72 for advisors, you'll see a graphic of a brick wall. Use the space in each brick to write down the small improvements that will contribute to larger recruitment improvement over time.



Bricklaying in Recruitment

- Public relations
- College Panhellenic
- Recruitment rules
- Open House round
- Philanthropy/Sisterhood round
- Preference round
- Alumnae/advisor involvement
- Membership selection
- COB
- Social media
- Conversation
- Recruitment data
- Recruitment school
- Ongoing training

Bricklaying

Two town members were creating bricks. A friend walked by and asked what they were doing. The first town member said, “We’re covered in dirt making these filthy bricks!” The second town member said, “We’re building the new town hall!” Both town members engaged in the same work. The difference: perspective.

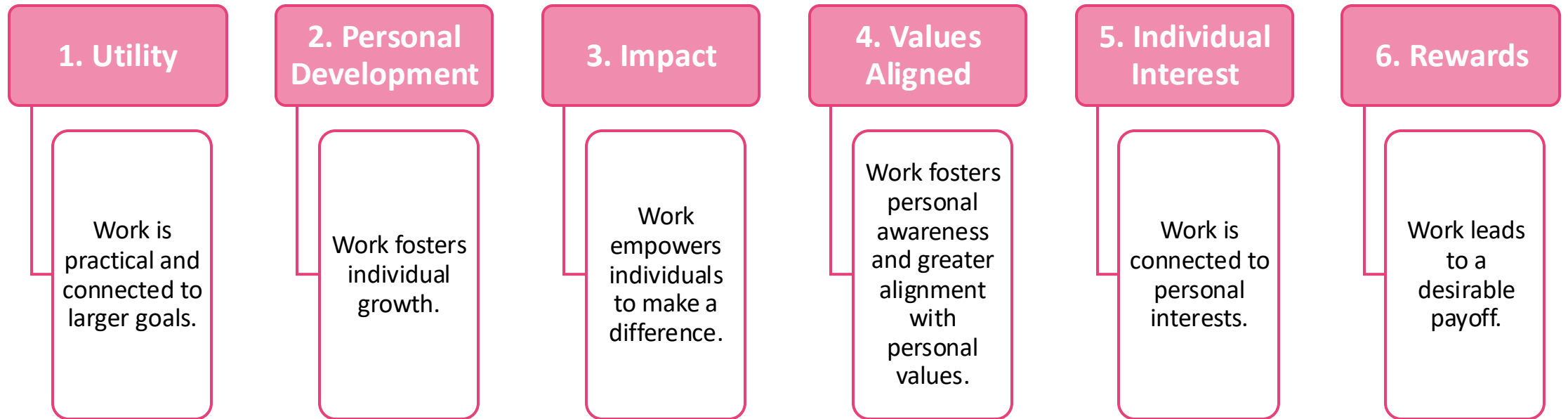


Scenario

A member rolls her eyes when asked to practice recruitment conversations again, thinking it's redundant. She doesn't see the point in practicing conversations as a third-year chapter member as she's had these conversations before and would rather spend her time socializing with friends.

- With a partner discuss the following:
 - How could you as a chapter leader help create a sense of purpose for the member(s) of this chapter?

Brick Building In Leadership: Creating A Sense Of Purpose



Scenario Revisited

A member rolls her eyes when asked to practice recruitment conversations again, thinking it's redundant. She doesn't see the point in practicing conversations as a third-year chapter member as she's had these conversations before and would rather spend her time socializing with friends.

- How could you use the six purpose-driven leadership practices to support the member(s) of this chapter? Has your approach changed?

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**Your Recruitment Summit Journey:
Making Consistent 1% Improvements**

Activity

- **Option 1:** Tonya is MVP. She starts her term strong with a lot of great ideas! However, by July, she's drained and avoids revisiting recruitment goals in the fall as she's burned out and lacking motivation.
- **Option 2:** Tonya is MVP. She's excited to begin her term and knows she needs to manage her energy. Rather than starting many new projects right away, she reviews her recruitment goals and makes a commitment to do one small thing to work toward those goals each day.

Which approach will help Tonya be most successful?

- Raise 1 finger for option 1.
- Raise 2 fingers for option 2.

Activity

- **Option 1:** Tonya is MVP. She starts her term strong with a lot of great ideas! However, by July, she's drained and avoids revisiting recruitment goals in the fall as she's burned out and lacking motivation.
- **Option 2:** Tonya is MVP. She's excited to begin her term and knows she needs to manage her energy. Rather than starting many new projects right away, she reviews her recruitment goals and makes a commitment to do one small thing to work toward those goals each day.

Which approach will help Tonya be most successful?

Answer: Option 2.

Sustaining Change

- Recruitment leaders can sustain change by:
 - Focusing on 1% improvements.
 - Adopting a brick laying leadership approach.
 - Using leadership practices that cultivate purpose.

Individual Reflection

- Open your workbook to pages 36 and 74.
- Reflect on how you'll use the Aggregation of Marginal Gains framework to lead your chapter.
 - *Review the Recruitment Summit schedule beginning on Page 4 and put a star next to breakout sessions you think will help you become 1% better.*
 - *Then, write down how you'll use Recruitment Summit to become a 1% more effective recruitment leader.*

Making Change 1% At A Time

- **Myth:** Effective chapter leaders make sweeping changes overnight.
- **Fact:** Effective chapter leaders make consistent, incremental changes over time.

Making Change 1% At A Time

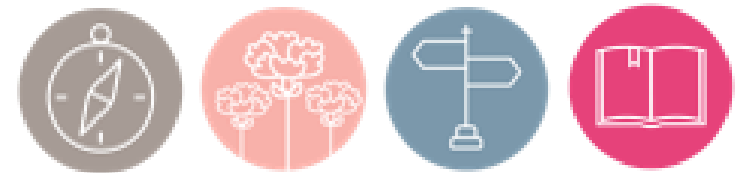
- **Myth:** Effective chapter leaders make sweeping changes overnight.
- **Fact:** Effective chapter leaders make consistent, incremental changes over time.

Your goal as a chapter leader: make consistent 1% progress toward creating a thriving collegiate chapter recruitment.

Learning Objectives

- Define aggregation of marginal gains.
- Describe the bricklaying framework.
- Describe the role chapter leaders play in creating sustained recruitment results.
- Identify one or more strategies for sustaining change.

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



Learning Assessment

Building Success One Brick At A Time

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



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