

Recruitment
Summit

Recruitment Summit

*Please sit in your MVP and recruitment advisor
pairs from your chapter.*

Leaving Your Legacy

Recruitment
Summit

Introductions



Learning Objectives

- Identify three key learning takeaways from Recruitment Summit.
- Describe the SMARTIE goal framework.
- Create a SMARTIE goal.



Activity

- Individual reflection
 - Look back through your workbook.
 - Star ★ key takeaways from the strategic plan overview, breakout sessions and large group sessions throughout the weekend.
 - Record your top three learning takeaways on Page 121.
 - Complete the sentence: “Recruitment can become 1% better each day by...”
- Find a partner, then discuss the following:
 - What are your biggest takeaways from Recruitment Summit?
 - How will you make your chapter 1% better each day after Recruitment Summit?

Activity

Example 1: Recruit to Total through COB in fall 2026 by selecting and training a COB team in spring 2026 and reviewing our COB plan with our Panhellenic recruitment supervisor in summer 2026.

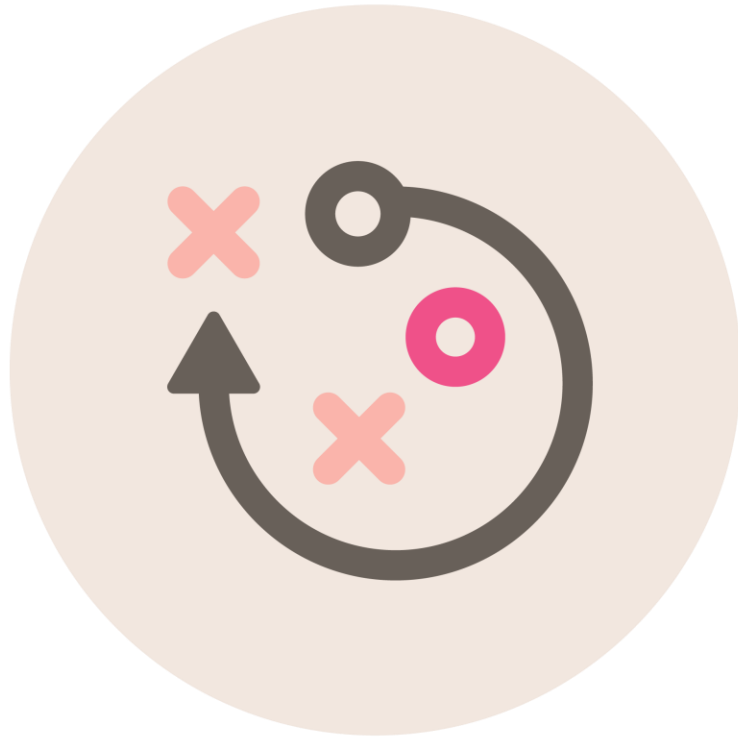
Example 2: Host COB if needed.

- Find a partner and discuss the following:
 - How are these goals similar and different?
 - Which goal is stronger? Why?

SMARTIE Goals



Strategic



Measurable



Ambitious



Realistic



Time Bound



Inclusive



Equitable



Equality



Equity



“Equality is everybody having a pair of shoes. Equity is providing everyone a pair of shoes that fit.” -Enid Lee

Recruitment Summit

Your SMARTIE Goal

Activity



- In advisor/MVP pairs (from the same chapter), create a SMARTIE goal by doing the following.
 1. Review the goal statement you recorded on Page 121.
 2. Turn to Page 123.
 3. Outline each SMARTIE step.
 4. Create an updated SMARTIE goal.

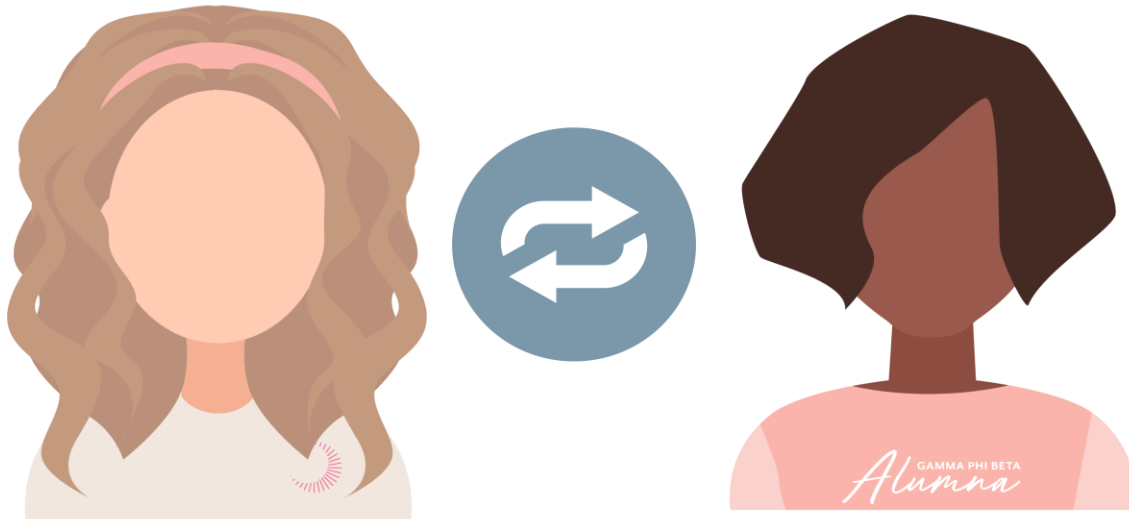
Revisiting Bricklaying

Looking back on Recruitment Summit, use the spaces in each brick on page 124 to write down the small actions that will contribute to your SMARTIE goal.

Compare and contrast with this same activity you completed on page 34 or 72.



Working in Partnership



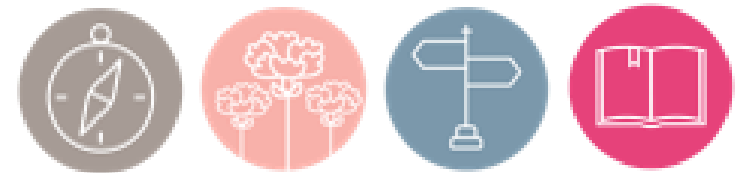
In advisor/MVP pairs, discuss what you need from each other to make the chapter 1% better? How will you work together to reach your goals?

Record your thoughts on page 125.

Learning Objectives

- Identify three key learning takeaways from Recruitment Summit.
- Describe the SMARTIE goal framework.
- Create a SMARTIE goal.

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



Learning Assessment

Leaving Your Legacy

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





Career Connection

Celebrate your success!

- Scan the QR code.
- Locate the social text and graphic resources.
- Celebrate on your socials!

Tip: Share on professional pages.

- Tag Gamma Phi Beta.



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