We hope you are all doing well as we wrap up the semester and moving into summer break. As we move forward in this new normal we will need to evaluate organizational priorities and adjust to meet the most urgent needs. FLEXIBILITY and ADAPTABILITY ARE ESSENTIAL! It is highly unlikely that large events, such as traditional “Rush” events and Meet the Greeks & Cooperatives will be held this fall due to COVID-19. Our goal is to have our groups begin substantial marketing and recruitment efforts immediately.

Therefore, our organizations cannot depend on these events as they traditionally have. We hope this newsletter will provided some timely and helpful guidance and resources to support your marketing and recruitment efforts. It is worth noting, that this email is directed toward organizations that support continuous membership recruitment efforts, which are typically IFC, PCC and MGC organizations. All organizations are expected to follow the guidance from their inter/national organizations regarding recruitment and growth practices.

Please let us know if you have any questions or if you would like to talk through any of the content included in this email. We are here to support you!

Questions? Want to talk through some options and suggestions?

Book a meeting with FSCL Staff online:

CLICK HERE
Recruitment/Marketing Guidance for IFC, PCC & (Some) MGC Organizations

A must read for any advisor or student leader involved in the recruitment process is encouraged to read the resource from Phired Up as it should be a foundational document in your marketing and recruitment strategy moving forward.

Marketing and Recruitment efforts should begin immediately. At this point, virtual resources and social media platforms should be the vehicle for safe interactions with potential members.

365 and summer recruitment processes are common within a number of chapter and organizations across America and at Purdue. The NIC provides guidance on this. Click the calendar icon to read more.

Many of our chapters have struggled to maintain operations during the past few months. If this is you, you should watch the NIC Think Tank: Chapter Operations & Recruitment by clicking the icon to the left.

Build a names list from current members, alumni & family/friend referrals, and students that reach out directly via email, social media or ChapterBuilder.

What is the Value of Fraternity and What are You Selling?

It is distinctly possible that the social scene will be very different in the 2020-2021 year, and many of our organizations focus heavily on “social” to promote membership. What will you promote/sell if the traditional “social” is not an option?

What is the cost of membership? The cost of membership has been a problem for years, but this will likely be a significant challenges in the coming months/years as many parents/students/families will likely experience financial stress. Organizations should evaluate their programs and costs to minimize the impact that cost has on membership.

Develop and use video and virtual house tours as interactive recruitment tools.

Let’s Talk Strategy

Expand the size of your recruitment committee and ensure it has tools to take action.

Make sure FSCL and your governing council leaders have updated contact information for your leadership and recruitment teams.

Create strong presence for your chapter through campus communication channels and social media – social media is the best way to connect with incoming students.

High school seniors are less busy than normal right now since major events like prom and graduation are canceled, so they’re looking ahead to fall and excited to think about university experiences.

Phired Up has some great FREE resources available online you should take a look at: http://blog.phiredup.com/pupfridaysmay/

All in-person recruitment events will most likely be expected to be accomplished in small groups and/or 1-1 conversations.

For additional resources check out this list from Phired Up of The Top 10 Things Your Chapter Should Do Right Now To Respond to COVID-19.
IMPACT ON CAMPUS POLICIES
There are NO new or additional recruitment rules, but the following continuing expectations must be followed:
1. Follow local, state and federal guidelines for safe distancing and events. Currently, no large group events are allowed.
2. (For IFC) No women are allowed at recruitment events unless they are a chapter advisor or a regular chapter employee. Women are not to be displayed in distasteful manners which includes but is not limited to strippers, prostitutes, and pornography. If a member fraternity has women members, women shall be allowed at recruitment events.
3. Ethical Recruitment: “Dirty rushing” and any use of money, drugs, alcohol, and/or women to get a potential new member to join a member fraternity is forbidden. Rumors, trash talk, or conversations that degrade other member fraternities is forbidden.
4. Purdue University is a 365 day recruitment institution, excluding all STAR and Boiler Gold Rush events unless approved by Purdue University.
5. Chapters/houses can extend invitations (bids) to incoming and current students to join during the summer months. These new members should be reported to the University beginning the first day of the fall semester.

ADDITIONAL GUIDELINES FROM AFLV & PHIRED UP
1. The health, safety, and well-being of all students must take precedence over everything else.
2. The fraternity/sorority experience and the experience of joining must be safe, inclusive, healthy, and a benefit to each student’s academic experience.
3. Fraternities, sororities, and individual members must follow local, state, and federal laws.
4. We will not accept new member experiences or chapter experiences that are physically or emotionally dangerous.
5. We will not accept physical or sexual assault in our fraternities and sororities.
6. We will not accept discrimination in the joining process or in chapters.