## Chapter Recruitment Assessment

To truly understand the needs of your chapter, you must know where you stand. A recruitment program should be organized and operated as a specific vehicle to assess strengths and weaknesses, locate top recruits, contact those recruits, and convince them to join. The entire process begins with a clear and honest evaluation of your chapter.

## Recruitment Facts

Number of fraternities on campus

Average fraternity size

Your chapter size

Your most recent new member class size Fall       Spring

Number initiated last year.

Chapter size rank on campus

Current enrollment at your university/institution

Overall enrollment is up or down by      %

Enrollment of freshmen is increasing decreasing

Percentage of male students      %

Percentage of students in fraternity & sorority life      %

The number of men going through formal recruitment is rising falling steady

## Membership Statistics

What was your chapter size four years ago?

Two years ago?

Last year?

## Type of Recruitment

What type of recruitment systems are employed on your campus?

Fall Formal Fall Informal Fall Open Summer Rush

Spring Formal Spring Informal Spring Open Year Round

What type of recruitment restrictions exist on your campus?

Do you have a year-round recruitment program? Yes No

If so, how?

If not, why not?

## The Competition

Who are the top three fraternities on your campus?

What are the characteristics of these fraternities? What are they specifically known for? What is their image?

Where does your chapter rank if not in the top three?

Who are the top three recruiting fraternities?

Do you lose recruits to these fraternities? Yes No

If yes, why?

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## Chapter Profile

In what areas does your chapter excel?

What is your chapter known for? What is its image?

In what areas does your chapter need to improve?

## Specific Attributes

*Scholastics*

What is your chapter GPA?

New member class GPA

Members GPA

All-Fraternity GPA

Where does your chapter rank?

All-Men’s GPA on campus

*Campus Involvement*

Do you sponsor a campus-wide event? Yes No

Percentage of members involved in other organizations

Officers of other campus organizations? Yes No

How many?

List some other campus organizations represented in PIKE

*Athletics*

Last year’s intramural ranking

Current rank

Do you consistently compete for the Intramural Championship? Yes No

Who are the top three athletic fraternities?

Do you compete with these fraternities? Yes No

Do most members participate? Yes No

Do you have varsity/club athletes? Yes No

If yes, what sports?

*Social*

Who are the top three sororities?

Do those sororities socially prefer you? Yes No

Do you frequently mix with those sororities? Yes No

How would you describe your chapter in regards to popularity with sororities?

How would the sororities describe your chapter?

## Your Chapter Recruitment Program

Do you appoint your recruitment chairman? Yes No

Term of recruitment chairman: Quarter Semester Year

Do you have a recruitment committee/ recruitment captains? Yes No

Do you hold a recruitment workshop/retreat? Yes No

Do you have a written recruitment program? Yes No

What is your target market?

Did recruitment chairman attend the Chapter Executives Conference? Yes No

Did your chapter recruitment chairman attend The Academy? …. Yes No

What is your budget for recruitment this year? $

What is the average amount spent on recruitment by other fraternities? $

Do you give recruitment evaluation sheets to new members who just joined? Yes No

## SWOT Analysis

|  |  |
| --- | --- |
| **Strengths**  1.  2.  3.  4.  5. | **Weaknesses**  1.  2.  3.  4.  5. |
| **Opportunities**  1.  2.  3.  4.  5. | **Threats**  1.  2.  3.  4.  5. |