Membership Recruitment and Retention

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Overview

TOPICS TO BE COVERED

Recruitment
Why Students Join an Organization
Recruitment Ideas
Retention of Members
Tools available to organizations

Recruitment

RECRUITMENT IS A KEY TO SUCCESS FOR ANY ORGANIZATION

There are many different ways in which to recruit members to your organization.
There is no one way that works for every organization.
During recruitment students are figuring out if your organization is a good fit for them, while you are figuring out if the student is a good fit for your organization.
Not only is recruitment necessary for minimum membership requirements; it is necessary to bring fresh new leadership and ideas to organizations.

Reasons why students join an organization

1. Want to get involved
2. Want to meet people/build a network
3. Resume building and skill development
4. Similar interest and passion for a cause

Want to get involved

EXPLAIN WHAT YOUR ORGANIZATION DOES, PROGRAMS, EVENTS, AND OPPORTUNITIES

- Expain involvement opportunities your organization provides
- Have a document available to show programs, events, community service, and social aspects of the organization
- Show ways that helps students connect on campus
- Once in the organization, find ways to engage the student
  - Help planning an event
  - Giving tasks to accomplish
  - Engage and learn about the new member

Want to meet people

WANT TO MAKE FRIENDS AND FEEL A SENSE OF BELONGING

- Make prospective members feel comfortable and valued, assure students that your organization wants them to join
- Remember people by their name and how they want to be identified
- Make sure everybody feels engaged, introduce new members and prospective members to everybody in an organization.
    - You never know who may click with each other

Resume building and skill development

LOOKING FOR LEADERSHIP POSITIONS FOR FUTURE CAREER

- Students joining for this reason need to be assured that joining will benefit them long-term
  - Show what they can learn and what skills they will be able to develop (i.e. communication, leadership, teamwork, etc.)
- These students need to feel that there are opportunities for them to be a leader in the organization
- Structure is important in seeing that something is being accomplished, if a prospective student doesn't see the organization accomplishing anything, they won't join
- It is always important to make the prospective student feel they would be valued by the organization

Similar Interests and Belief in a Cause

BELIEF IN THE PURPOSE OF THE ORGANIZATION

Social Activism:
The organization has a cause to fight for

Hobbies/Leisure:
Interests in special interests and activities

Mission:
Believes in the goals and what the organization is trying to accomplish

Recruitment Ideas

IF YOUR ORGANIZATION DOESN'T HAVE A FORMAL RECRUITMENT PROCESS, TRY SOME OF THESE IDEAS...

- WORD OF MOUTH
  - TALK TO YOUR FRIENDS AND ENCOURAGE FRIENDS TO TALK TO OTHERS
- POST BROCHURES AND FLYERS AROUND CAMPUS
  - THINK ABOUT WHERE PEOPLE WILL SEE FLYERS
- MEMBERSHIP DRIVE-EACH PERSON BRINGS SOMEBODY TO A MEETING
- ASK STAFF OR FACULTY IF THEY KNOW STUDENTS LOOKING FOR OPPORTUNITIES/ASK YOUR PROFESSOR IF YOU CAN MENTION THE ORG IN CLASS

Recruitment Ideas (cont'd)

- Participate in virtual showcase opportunities and student involvement fairs
- Ask if there is a listserv of students in major if your organization is academic that you can reach out to
- Table around campus, not only in the student center.
- Host events and collaborate with other organizations. Other organization members may be interested in your organization and seeing you being active may encourage them to join

Retention of members

WAYS TO HELP RETAIN NEW MEMBERS

WELCOMING ATMOSPHERE

Make new members comfortable in the organization

INCLUSIVE AND EQUITABLE

Provide opportunities to be engaged, give members a voice, but also feel that their voice matters

CHALLENGE AND SUPPORT

Challenge members to help them grow and support them when they need

Retention Cont'd)

- Keep new members involved and invested in the organization
- Don't discount those who just want to socialize, they still bring something to the table
- Find a balance of membership that is task-oriented and process-oriented
- Make sure to always have an agenda
  - Agendas give all members knowledge of what needs to be discussed and accomplished
- Remember your organization is only as strong as it's Weakest link
  - If you have members who are disengaged, find out why and how they can become more engaged

A FEW TOOLS OFFERED AT A&M-COMMERCE

MANESYNC

Make your page inviting. Add videos and update your photo gallery with programs and events. This allows students to see the fun in your organization.

COMMUNITY CALENDAR

Post your events on the community calendar so events can be sent over e-mail each week. Every student gets the e-mail about events on campus.

VIRTUAL ORG FAIRS

During the year there will be virtual organization fairs through presentations and videos. Send your organization info and a video that can be used in the virtual fair to Jeremy.Sippel@tamuc.edu.

WHAT WILL DEFINE YOUR RECRUITMENT SUCCESS?

DRIVE

You have to want to recruitment members. If you aren't motivated to recruit, you won't be successful.

DISCIPLINE

It's important to know it is not just about numbers, but rather quality as well. Be disciplined to not try and get everybody just for the sake of a high number.

ADAPTABILITY

Think about your audiences and adapt your message; not every student is the same and is looking for the same thing in an organization.

AUTHENTICITY

Be genuine and be your authentic self. People can recognize when you aren't be authentic.

ALWAYS REMEMBER!

PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT.

- SIMON SINEK, AUTHOR AND ORGANIZATIONAL CONSULTANT

Questions?

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