

WSU Greek New Member Recruitment Improvement Team

The Objective of the WSU Greek New Member Recruitment Improvement Team is to develop an improved system for promoting, attracting and conducting new member recruitment for sorority and fraternities at Washington State University.

Team Members

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Recruitment:

Recruitment Process:

Review current recruitment policy, make recommendations for improvements

Recruitment Marketing:

Provide list of incoming freshman just as soon as they are known with updates...

Reach High Schools early on with a professional WSU Greek Life marketing approach

Include Alumni in recruitment effort (See lists from WSU Communications Improvement Team)

Include Alumni in Work Week preparations for new members moving in

Utilization of Greek News and other Web based positive marketing

Housing:

Work TOGETHER with WSU to promote still very high quality incoming classes of freshmen that are simply larger than in the past such that both the University owned/operated and Greek owned/operated housing is maintained at or near full capacity. This has been identified over and over as a major stumbling block...as the Greek Community is not convinced that WSU is sincerely in full support of promoting and advancing the Greek System at WSU as it has been viewed by many inside WSU over the years as "competing" with WSU student housing...) A tremendous amount of positive progress can be made if we can actually work together with WSU to improve our image and get the word out that the WSU Greek Community is an outstanding undergraduate experience and is producing exceptional leaders, scholars, athletes, ladies and gentlemen.

GAO New Member Recruitment Improvement Team Recommendations

Recruitment Process:

- 1) Review Panhellenic House Total every year after Formal Recruitment and adjust accordingly. There are many outstanding women who do not participate in Formal Recruitment. By not adjusting the house total every year, most sororities can only participate in Formal Recruitment and are not able to participate in Informal Recruitment and pledge these women.
- 2) Continue the current Informal Recruitment process for IFC during the summer, and keep a cut-off date for new members moving into the fraternities. Members pledging after that date will live in the dorm their first semester. Hold a Formal Recruitment during Week of Welcome which coincides with sorority Formal Recruitment. During this week, IFC officers and/or Greek leaders would hold information sessions for incoming students who did not summer pledge but are interested in the Greek system. These events could be held in the dorms or the CUB. There would also be house tours and events hosted by IFC. There would be no pledging during this week—just information and raising awareness of the Greek system. It would also give the fraternities activities to keep them busy while sorority recruitment is going on ☺. After Formal Recruitment, fraternities would be able to resume their informal pledging.

Recruitment Marketing:

- 1) Have a CFSL presence at all large-group campus visitation programs. This can be Greek student leaders or Greek alumni serving on panels to answer student and parent questions.
- 2) Provide brochures describing Greek Life at ALL WSU recruitment events.
- 3) Involve Greek alums and students at recruitment fairs to answer questions about Greek Life from prospective students and parents. This could include high school visits.
- 4) Utilize electronic email to announce NPHC and UGC Intake Process and provide information about these chapters.
- 5) Improve the Recruitment brochures and website so they not only provide clear, concise information about the Greek system and recruitment processes, but also "sells" the Greek system.
- 6) Ensure early correspondence to prospective students includes a letter from the President Floyd inviting them to look at the Greek system.

Housing:

- 1) A survey was done with Fraternity chapter officers and House Corps. about requiring all freshmen members to live in the dorm their first semester. There was an overwhelming feeling that this would be financially detrimental to most fraternities. Currently, fraternities pledge to their house capacity and only members who are pledged past the fall cut-off date live in the dorm. If that process changes or the numbers of men joining fraternities significantly rises, this practice could change.
- 2) Provide a stair-step dorm breakage fee that becomes less expensive as the semester progresses. This would allow fraternities and sororities who suddenly have space during a semester (outside the end of fall semester) a chance to fill their house without such a high fee while still compensating the dorm.