

EFFECTIVE ORGANIZATION RECRUITMENT AND RETENTION

Five Reasons People Join Organizations

- **Growth**
 - Having opportunities to increase your skills and competencies, personal skill development opportunities, becoming more competent, experienced, and confident.
- **Recognition**
 - Gaining respect from others you admire, receiving recognition and praise for a job well done, receiving feedback on your work within the organization.
- **Achievement**
 - Having the opportunity to solve problems, seeing the result of your efforts, being given meaningful responsibilities, seeing your feedback and ideas become reality.
- **Participation**
 - Planning and scheduling work, given the opportunity and being allowed to make or contribute in important decision making, being "active", not just a member.
- **Enjoyment**
 - Having fun, working as part of a team, feeling a part of something important. Many people join student organizations to make new friends, to feel a sense of belonging.

Steps to Effective Recruitment

Be knowledgeable about what your organization does, and how it will enrich potential members. You're essentially selling yourself to people so they'll buy into what your group is about. Be able to highlight critical topics such as:

- organization's purpose;
- past successes;
- types of activities;
- future plans;
- expectations of members;
- benefits to members.

Create the Plan, Work the Plan

Recruiting for your organization should not be a "spontaneous" action; you need a solid recruitment plan in place to go forward. Things to be considered include:

- **Who** are you recruiting?
- **What** is the organizational goal? How many students are you looking for?
- **When** are you planning to recruit?
- **Where** are you going to recruit?
- **How** are you going to attract people to join?

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It's All in the Name!

One goal of your organization should be making yourselves a “household name” around the campus. Your members, your name, your **BRAND** should be everywhere. Handing out print marketing and promotional items won't get you to that place. Your organization has to be showcased. Some other ideas for publicity include:

- Participate in Cat's Back, both fall and spring semesters.
- Update your social media pages, and keep them current
 - If you don't have one (or any) social media, now is the time to develop that!
- Write an article on Get Involved about your organization or upcoming event(s)
- Be knowledgeable about your upcoming events so you can tell others about them, especially if anyone has questions
- Ask RAs, CIA, other student leaders and groups to see if anyone would be interested in joining your group
- Send out general notices, flyers, brochures, etc. asking students to join your organization
 - Include the benefits of membership in your marketing pieces
 - Hold informational sessions. This gives you an opportunity to go more in-depth with more potential members.

Member Retention

Do not discount members who seem to be only social butterflies. They are fulfilling a vital role in your student organization. The key is to find a balance between those that are very **task-oriented (want the business accomplished as quickly as possible)** and those that are more **process-oriented (want everyone to have fun primarily; business is secondary to them)**.

Key Ideas for Recruitment and Retention

- Create a positive and welcoming environment for all
- Strive for a diverse and inclusive organization
- Be genuine in your conversations and interactions
- Know your members' needs
 - We live in the age of digital communications—email, text, messenger apps, etc., but when it comes to retaining your people, they need to know you care. The best way to establish this is through personal contact.
- Most importantly, **HAVE FUN.**