

Recruitment Chair

Leader of chapter recruitment efforts



Gold Book Series - 2023 Edition

Name:

Date:

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Acacia Fraternity Gold Book

A Message from the Headquarters

Dear Recruitment Chair,

Congratulations on being elected to serve your chapter as the Recruitment Chair. The next year will be one of the most educational years of your life.

This Gold Book is designed to help you understand the roles, responsibilities, and expectations of a Recruitment Chair. We believe that the best way to ensure a successful recruitment is to provide you with the information and resources you need to be successful.

Recruitment is an important part of Acacia's mission, and it is essential that our chapters have a well-trained and motivated Recruitment Chair. As a Recruitment Chair, you will be responsible for recruiting members for the organization, providing guidance to prospective members, and ensuring that all recruitment processes are followed.

We hope that this manual will provide the tools and resources necessary to help you in your role as Recruitment Chair. If you have any questions or concerns, please do not hesitate to reach out.

So Live,

Acacia Fraternity Headquarters

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Definition of the Team

Your Team

The Recruitment Chair's Team typically includes the PR/Social Media Chair. A Recruitment Advisor may also be part of the team to serve in an advisory capacity. This team is generally responsible for the advertising and growth of the chapter through organizing and executing strategic recruitment plans throughout the entire year.

On the next page is a recommended organizational chart. You are not required to follow this chart. It serves as a starting point for the structure for overall chapter operations and breakdown of duties. If your chapter does not have something similar, it is recommended that you develop one or adopt this recommendation.

Recruitment Committee

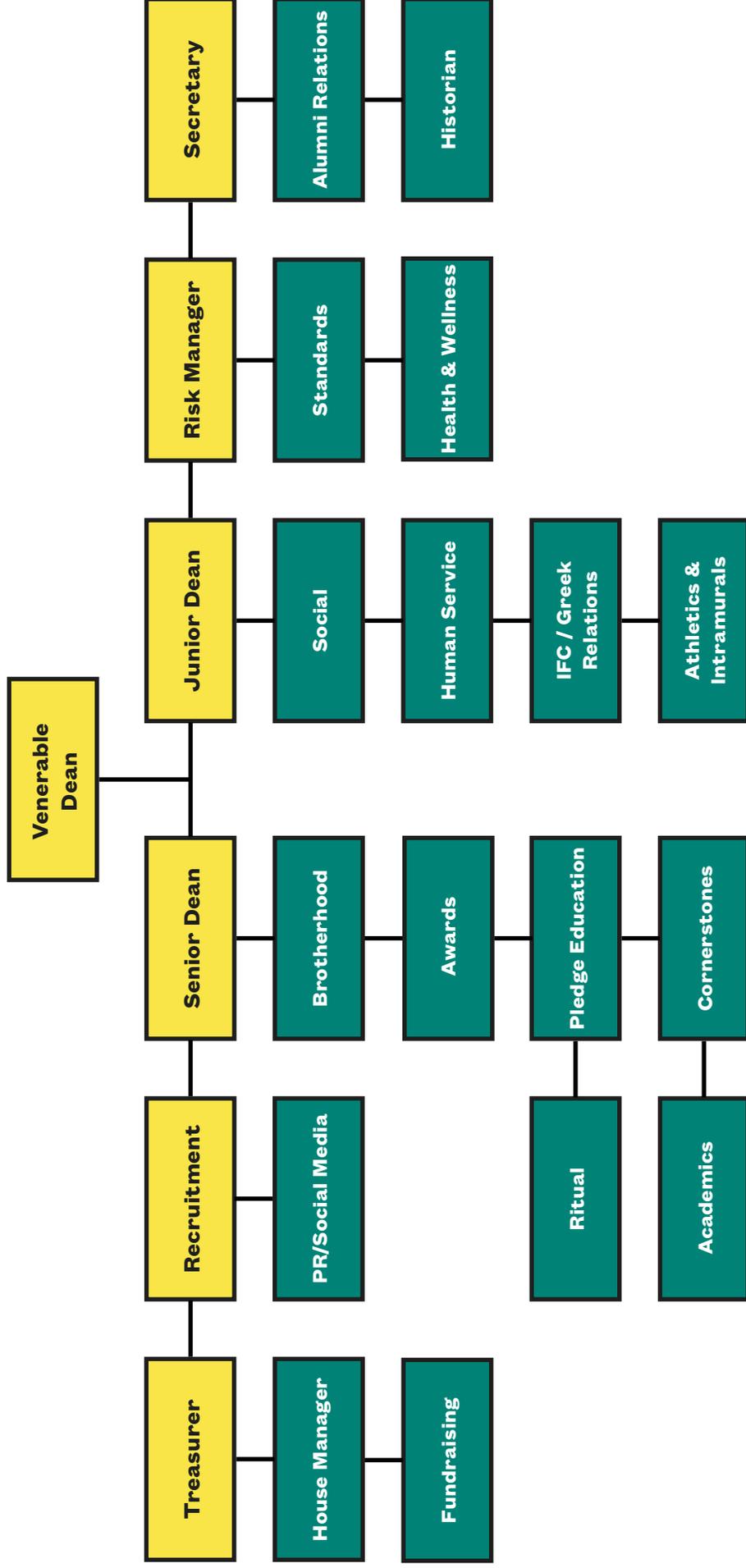
The purpose of a Recruitment Committee is to aid the Recruitment Chair in managing the day-to-day needs of recruiting potential new members. It is expected the Recruitment Chair be the chair of the Recruitment Committee. Typically, Recruitment Committee Members are trusted to coordinate marketing efforts, maintain the ChapterBuilder account, educate the chapter on recruitment techniques, and even plan some recruitment activities.

The following brothers are recommended to be part of a Recruitment Committee:

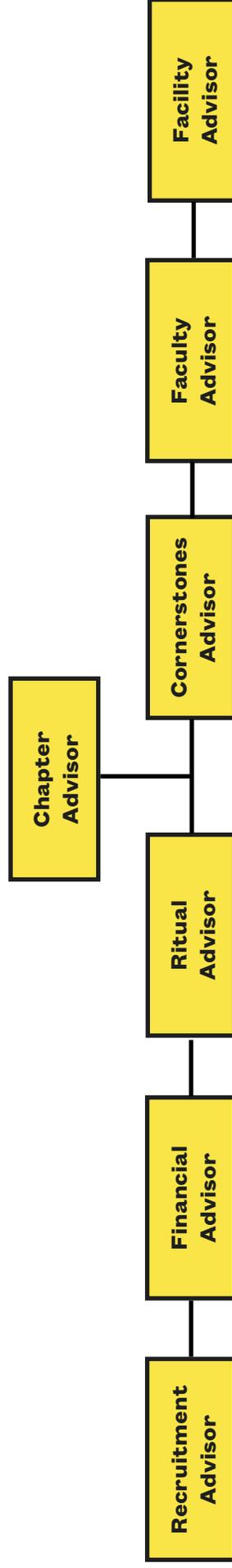
1. Recruitment Chair (Chair of Committee)
2. Secretary
3. Junior Dean/Social Chair
4. PR/Social Media Chair
5. At-large members from differing pledge classes

Acacia chapter Organization Chart

CHAPTER COUNCIL



ALUMNI ADVISORY TEAM



Overview of the Role

The following overview provides a recommended guide to your positions that, if utilized, can result in better chapter operations.

Effective Practices of the Recruitment Chair

- Educates and trains brothers on effective recruitment strategies and best practices through regularly offered recruitment training
- Coordinates bid process
- Trains all chapter members on the Acacia Growth System
- Facilitates chapter members completing the PhiredUp! Certification
- Participates in the Slack Recruitment Coaching Community and any other training provided by PhiredUp!
- Completes ChapterBuilder Training
- Utilizes ChapterBuilder to maintain list of prospective new members and drives effort in strategies to grow the chapter's name list regularly
- Encourages members to create ChapterBuilder accounts and use the system regularly
- Manages and leads Recruitment Team through regular reviews of ChapterBuilder account including statistics and next steps for each potential new member listed.
- Regularly communicates all recruitment related needs with brothers
- Assesses recruitment strategies and outcomes from previous term and makes educated changes to the chapter's practices based on current climate on campus
- Creates and utilizes values-based selection criteria to recruit new members
- Establishes a recruitment goal and develops a calendar of events/activities and an approvable budget to reach the chapter's goal
- Creates a yearlong written calendar of recruitment events
- Works with Secretary to add all new members into OmegaFi Vault
- Understands the values of the organization and defines ways to evaluate potential members for organizational fit
- Works with Treasurer to create financial obligation pages or fee explanation pages to give to PNMs
- Works with Senior Dean and Ritual Chair to plan a Pledge Ceremony where all new members can attend
- Trains successor through the officer transition process
- Attends the Lee Kearney Officer Summit each January

Overview of the Role

- Attends Chapter Council Meetings
- Attends Chapter Meetings
- Chairs the Recruitment Committee

Effective Practices of the PR/Social Media Chair

- Markets consistently within the Brand Standards of the Fraternity, using resources provided by HQ.
- Creates any print materials the chapter may desire to help promote the organization on campus, following Acacia Brand Standards
- Utilizes multiple social media platforms to interact with potential new members
- Creates social media posts which showcase many different aspects of the chapter and its members
- Utilizes the PhiredUp Four focus areas of marketing:
 1. Tell a story
 2. Build relationships
 3. Earn trust
 4. Drive leads
- “Inspire Great People with a Great Story About Greek Life”-- PhiredUp

Good Operations

Task	Timeframe	Y/N
Read Gold Book and complete officer transition	Immediately following election	
Attend the Officer Summit	First week of January	
Utilize ChapterBuilder for recruitment. (Logging daily activities and all points of contact from first interaction to bid acceptance/rejection)	Ongoing	
Trains pledges and chapter members in recruitment	Ongoing	
Chair/form recruitment committee to assist efforts	Ongoing	
Give attention to individual one-on-one recruitment	Ongoing	
Ensure all recruitment functions follow the dry recruitment policies (no alcohol present/involved).	Ongoing	
Develop/enact summer recruitment	Summer months	
Develop a list of written goals for each recruitment period.	Prior to start of semester	
Adhere to all University and IFC policies and regulations.	Ongoing	
Maintain a pledge to initiation ratio of 80% or higher	Ongoing	
Strive to recruit non-first-year students	Ongoing	
Strive to have a recruitment class at or above IFC average	Ongoing	
Meet with Alumni Recruitment Advisor	Monthly	

Better Operations

Task	Timeframe	Y/N
Recruitment committee and Chapter Council utilize ChapterBuilder for recruitment. (Logging daily activities and all points of contact from first interaction to bid acceptance/rejection)	Weekly	
Evaluated written goals set for each recruitment period at end of effort.	At the end of each recruitment period	
Maintain a pledge to initiation ratio of 85% or higher	Ongoing	
Maintain a written policy for providing reason to accept or reject legacy members (members who had a family member in Acacia)	Ongoing	
Maintain a written program for contact of all alumni recommendations and program to insure prompt, courteous response to alumni.	Ongoing	
Recruitment Chair/committee has biweekly calls or conversations with Recruitment Advisor.	Every two weeks	

Best Operations

Task	Timeframe	Y/N
Encourage every member of the chapter to utilize ChapterBuilder for recruitment	Ongoing	
Maintain a pledge to initiation ratio of 90% or higher	Within first month of the academic term	
Create an Officer Binder that explicitly outlines all of the details and intricacies of your position as it pertains to your specific campus. The binder should also include an up to date copy of this Gold Book.	Twice yearly	

Important Aspects of Recruitment Chair's Role to Know

The following overview provides a recommended guide to your positions that, if utilized, can result in better chapter operations.

PhiredUp Partnership & Acacia Growth System

The Acacia Growth System (AGS) incorporates best practices in recruitment strategy and provides resources to chapters that allow them to get their best results consistently year after year. The core of the program is centered around creating a consistent, data-driven process for chapters and members to follow using industry-leading recruitment tactics and resources provided by the national organization in partnership with Phired Up.

Chapters utilizing the AGS will actively seek out the best men with using a values-based selection process to join their chapters and have more consistent and repeatable recruitment results year after year. The partnership Acacia has with PhiredUp allows for all chapters to have access to brand standard materials and technology and provides members with training and coaching support.

AGS Technology: ChapterBuilder

All chapters of Acacia have access to a ChapterBuilder account to utilize for recruitment purposes. ChapterBuilder is a client relationship management system (CRM) that allows chapters to accurately track all potential new members and their interest in the chapter.

AGS Training and Coaching Support

The Acacia Growth System (AGS) provides members with the opportunity to become a Certified Recruiter via PhiredUp. New and initiated members can take this certification to learn the philosophies and tools which build the Acacia Growth System. If your chapter is following the new member education program called Pathway, this certification is built into that new member program. A new code is provided for this certification each year. Reach out to your Chapter Coach at Acacia HQ for this year's code.

Additionally, Recruitment Chairs are given access to an Acacia Recruitment community hosted via Slack. PhiredUp and Acacia HQ staff assist in moderating the community by providing opportunities to ask questions, receive feedback from other chapters, and to learn together.

Important Aspects of Recruitment Chair's Role to Know

Recruitment Philosophy of Acacia Fraternity

The following twelve items make up the recruitment philosophy for Acacia Fraternity:

1. Recruitment is a learned science
2. Recruitment must be natural and spontaneous,
"People don't join organizations, people join other people."
3. Recruitment is effective only when all members are engaged in the process. Specifically, those who are personally motivated by recruitment should be on the Recruitment Committee.
4. Recruitment is a year-round ongoing process
5. Recruitment is successful when the chapter has consistent talking points
6. Recruitment must always be proactive, not reactive
7. Your recruitment program must be organized
8. Initiated members focusing on personal and direct follow-up with potential new members is key.
9. The character of your chapter is determined by who you recruit
10. First impressions last, and especially during recruitment
11. A chapter's recruitment success is defined by the systems it uses. Systems create repeatable results. "You do not rise to the level of your goals. You fall to the level of your systems." -- James Clear, Atomic Habits.
12. Acacia chapters should be focusing on recruiting utilizing a values-based selection process.

Important Aspects of Recruitment Chair's Role to Know

Building a Recruitment Plan

It is important to have one day each academic term when the Recruitment Committee works together to devise plans for the following term's recruitment plans. Recruitment Plans include items such as:

- Establishing realistic goals
- Defining a specific strategy
- Determining a calendar of recruitment events and integrating them into chapter's calendar
- Setting a budget
- Dividing up work amongst committee members
- Communicating plans with local alumni
- Setting expectations of members
- Setting up all the technology needed to be successful

Scholarship Recruitment

One successful way to recruit new members into Acacia has been through scholarships. Scholarship Recruitment means a chapter creating a scholarship fund and running a selection process for someone on your campus to receive said scholarship. By marketing a scholarship to the campus community and/or those who are planning to be on campus in the next year, chapters can gather names and information on potential new members. Through the scholarship selection process, chapter members can learn about applicants and gauge their interest in joining the fraternity.

Scholarship Recruitment is done differently on each campus, but there are some integral parts which assist the program in running smoothly. These include widespread marketing plans, a well-done application, a planned interview process, and support from alumni.

Social Media

An active social media account is necessary for chapters success. Alumni, parents, potential new members, institution staff, and active brothers all utilize social media to learn about your chapter. It is recommended to post three times a week. Posts can cover officer, member, or pledge spotlights, activities or programs the chapter has hosted or participated in, and/or cool stories about alumni doing great things.

Acacia Headquarters has the following social media accounts the chapter and its members can follow. Updates and fun information are shared regularly.

Facebook: facebook.com/acaciafraternity
Instagram: @AcaciaHQ

Appendix

Here are some additional helpful resources to assist you in your role. Click on the link to be taken to the document in a new window.

1. [Acacia Growth System](#)
2. **ChapterBuilder**
 - a. [What is ChapterBuilder?](#)
 - b. [Training Modules](#)
 - c. [Login to ChapterBuilder](#)
3. [Scholarship Recruitment Gold Book](#)
 - a. [Scholarship Recruitment Editable Resources](#)
4. [PhiredUp Free Resources](#)
5. [Acacia Brand/Style Guide](#)
6. [Reporting New Members Via ChapterBuilder](#)

These and other resources can be found at [acacia.org/officer-resources](https://www.acacia.org/officer-resources).

Questions/Concerns

If you have any questions about the specific content in this document, please contact: communications@acacia.org

If you are experiencing any technical difficulties with this document, please contact: communications@acacia.org

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