

Recruitment and Retention

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Recruitment
and Retention

“Teamwork is no accident. It is the by-product of good leadership.”

-John Adair

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All organizations rely on *recruitment* to increase membership and *retention* to ensure the continuation of the organization.

Why Recruit New Members

1. More people - more friends!
2. More people to share your interests with
3. More resources
4. More people to share the work and the fun

Important Things to Keep in Mind

- People join organizations to: get involved, meet people, make new friends, explore new interests, develop skills, and have a good time.
- You and potential new members will need to know what the expectations are.
- Have a year round recruitment plan.
- Use a variety of recruitment techniques.
- Have one-to-one contact.
- Contact different faculty and staff members and ask for their advice on potential members.
- A good way to attract attention on campus is through your organization's activities.



Tips on Recruitment: Before you even recruit new members, you need to...

- Have a reason for their involvement.
- Keep your organization's goals and purpose in mind.
- Come up with a written statement defining members' roles.
- Have a mission statement

Opportunity is missed by most people because it is dressed in overalls, and looks like work.

-- Thomas A. Edison

Why do people join groups?

- Acceptance
- Friendships
- Responsibility and authority
- Personal interests
- Professional interests
- Social outlet
- Opportunity to develop skills
- Recognition
- Opportunity to make a difference
- Prestige, sense of importance

What do groups look for in new members?

- Interest in the group's mission and goals
- Enthusiasm
- Capacity to develop skills
- Ability to work within a group
- Motivation
- Ability to get things done
- Willingness
- Qualifications (skills and abilities)

Retaining New Members

- Pay attention to the behavior of new members. They are likely to feel a bit anxious and uncertain about getting involved. When left floundering in this state, new members often disappear from organizations.
- Do all you can to make new members feel welcome and comfortable. Establish a buddy system new member mentor.
- Discourage cliques among returning members.
- Learn and use new member's names. People feel more comfortable when they are recognized by name.
- Help new members learn about your organization.
- Give new members some direction in their involvement by assigning them a task, ask for input, and reward their contribution.
- Give and create opportunities for members to share.

According to the *2000 Club Info Survey*, over 27% of clubs have difficulty recruiting members. According to the survey, here are the **most effective means of recruitment**:

1. Participating in activities.
2. Posting flyers on campus.
3. Placing ads in the campus newspaper.
4. Word of mouth.
5. Participating in recruitment fairs.
6. Announcements at organization meetings.

Recruiting is a 24/7/365 Opportunity!