RECRUITMENT & RETENTION
Finding the best people for your club and keeping them engaged
What attracted you to your club? How were you recruited? Why did you stay?

• Who is in charge of recruiting?
• How do you teach new members about your mission?
• How do you tap into and utilize member’s interests & talents
• How do you make members feel involved?
• How do you recognize member’s achievements?
BEFORE YOU RECRUIT
Review your current membership...
Are you reaching a wide variety of students? Who is missing? Are your meetings accessible & convenient?
WHAT MAKES A GOOD GROUP?

Group goals are clearly communicated & understood

Members are encouraged to share their ideas & contribute

Leadership opportunities are offered to all members

Decision-making procedures are in place and reflect the values of the group

Conflicts are viewed as an opportunity to learn, grow, and produce quality work
WHY DO PEOPLE JOIN GROUPS?

Social affiliation
Make new friends
Make connections
Develop personal skills
Develop leadership skills
Have fun
Contribute to campus
Explore new interests
Be a part of a team
Learn how things work
Looks good on resume
Looking for a reference
Someone referred them
Friends already in it
WHY PEOPLE DON'T JOIN GROUPS?

Do not fulfill time needs
Just don't know about it
Not asked to join
Bad organization image
Think they are too busy
Fear of failure
Leadership unorganized
Organization not productive
WHY DO PEOPLE LEAVE GROUPS?

Lack of recognition
Not fun
Doesn’t live up to expectations
Dislike for leader/members
Poor delegation
Don't feel valued
Too time consuming
No group direction
Apathy among members
Excluded from decisions
Others?
Advertise on campus
Create virtual calendars
Connect with faculty
Target new students
Show GENUINE interest in new people
Co-sponsor with other organizations
Set up tables
Meet new people at events
Talk about your club
Get some swag
Have friends bring friends
Create a brochure
Be excited about what you are doing
BE CREATIVE

Don't assume who's interested
Give students info, and let them decide if they want to join
Survey - Get Feedback
Leadership training for all
Meet with purpose
Program with purpose
Share your mission
RESPECT
Program for all
Rewards
Listen
Delegate
Say thanks

RETAIN
Program for your members
INCLUSIVE BEHAVIORS

Inclusion is about building an environment where differences are welcomed, valued, and appreciated. Leaders can encourage an inclusive environment with the following behaviors:
LISTEN HARD

Ask for feedback, and actively listen to that feedback
Engage a variety of students, ensuring diverse thought
Respect opinions and listen with an open mind
Actively draw people in
Encourage students to feel safe
Create an atmosphere of trust
DEVELOP PEOPLE

Seek to become an effective leader and mentor
Give ongoing, constructive feedback
Employ small group problem solving
Practice good communication
ACKNOWLEDGE DIFFERENCES

Place students in situations where they have to engage in problem solving with others of different backgrounds

We all default
Work to develop trust across differences
Respect the individual and seek win-win relationships
Recognize important dates/holidays of different cultures
Be inclusive and be included
Take risks, and stretch the capabilities of team members
Speak up and contribute, be involved
Embrace diversity and change
Be proactive and creative in problem solving
Be flexible and adaptable
Learn from your team members
Act with integrity
THANK YOU