



Recruitment Committee Meeting Notes

Date & Time: Every two weeks on Friday at 4:30pm PT

Location: Zoom (<https://zoom.us/j/7788405929?pwd=OUViaXQ2cU5BTkF3WjZvakFyRjdZz09>)

Resources: [Committee site](#) | [Committee Group Site](#) | [Committee Folder](#)

- *Bookmark or favorite these notes!*
- *Add discussion items underneath the date & headings before the meeting*
- *Add yourself to the "Attendance" portion under the date you attend*

08/2/2023

Location: Zoom Recording

Attendance:

Reported Absences:

Agenda:

- Opening remarks - Chair
- Weekly updates
 - Add here for discussion*
 -
- New business
 - Debrief on the historians current recruitment content and timeline
 - Assess how much capital is needed for marketing ideas
 - Generate ideas for year long incentive system
 - Debrief on the ASU recruitment pamphlet

Action items

Task	Owner	Due Date	Status Notes



07/21/2023

Location: Zoom Recording**Attendance:** Charlie, Francesco, Nick Markwith, Aadit, Mike Wheeler, Kyle Anderson**Reported Absences:**

Agenda:

- Opening remarks - Chair
- Weekly updates
Add here for discussion
 -
- New business
Add new ideas here
 - Two proposals for new marketing tactics require more budget or to find budget
 - \$300 for marketing flyers
 - \$200-400 for Dining Common swipes for brothers to eat dinner, wear Rush shirts, and talk to PNMs before and after rush
- Next steps
 - Start designing marketing materials and update website with relevant information and news
 - Review budget and understand if we can find room for flyers and other marketing; review in next committee meeting
 - Flush out [our recruitment plan](#) with 3-4 objectives and 3-5 key results per objective to measure our success
 - Start talking specifics the initiatives/tasks to deliver on Objectives/Goals in next committee meeting

Action items

Task	Owner	Due Date	Status Notes
Design Digital Recruitment Flyer	Connor Atha	07/26	Complete
Design 5 X 8 second reels for instagram marketing	Connor Atha	8/8	Generating ideas
Design Rush Video	Connor Atha	9/27	Generating ideas
Retrieve and send out ASU recruitment pamphlet	Cole Murdoch	08/24	Complete
Website update: Visual on brothers and their stories	Aadit	07/26	Complete



Website Update: Expedite PNM website information retention	Aadit	07/26	Complete
Connect current PNMS with website and instagram	Charlie	08/15	Waiting for digital content update
Roll out new incentive system to get greater chapter involved in recruitment throughout the year	Charlie	08/15	Generating ideas
Training seminars: how to recruit/How to have a rush conversation	Charlie	09/10	First chapter
Budget Assessment: how much can we spend on new marketing strategies from the existing recruitment budget.	Eddie + Charlie	08/15	

Meeting summary

Following the meeting, a summary of the discussions, links to a recording, will be made available below.

- Zoom, Charlie, Francesco, and Nick had a conversation about their locations and plans. They also discussed organizing tools and processes to keep track of documentation and plans for their organization. - PLAY @0:00
- Charlie, Nick, Zoom, Francesco, and Mike discussed the need to track recruitment numbers more systematically and identified the importance of training brothers to be better recruiters. They also recognized the value of finding individuals with natural recruiting abilities and discussed the need for a stronger marketing and digital presence. - PLAY @5:27
- The group discussed the importance of recruiting effective recruiters and training them early on. They also identified the need to improve their website and drive more traffic to it for both recruitment and alumni engagement purposes. - PLAY @15:29
- In the discussion, Mike, Charlie, Kyle, and Nick talked about their current efforts to connect with potential new members (P&Ms) through text and DMs, as well as their plans to revamp their website and use social media to engage with them. They also discussed the idea of incorporating video calls and extending the incentive system for bringing quality P&Ms throughout the quarter. - PLAY @27:28
- Nick, Charlie, Zoom, and Mike discussed different ways to incentivize and motivate the salespeople in their organization. They explored options such as weekly prizes, a points-based system, team competitions, and publishing regular results to drive engagement and performance. - PLAY @38:27



- Charlie, Nick, Mike, and Kyle discussed their pre-rush plan for fall quarter 2023. They reviewed various events and strategies, including assisting with freshmen move-in, hosting a tailgate, organizing social events, engaging with freshmen in the dining commons and gym, and considering a leadership organization presentation. They emphasized the need for new and different approaches to improve recruitment results. - PLAY @49:03
- Charlie, Mike, Francesco, Nick, and others discussed various strategies to improve recruitment for their fraternity. They explored ideas such as swapping connections, orchestrating freshman move-ins, using banners and handouts for marketing, targeting junior college transfers, and overcoming geographic barriers to attract potential members. - PLAY @1:00:13
- Charlie, Mike, Nick, and others discussed the need to organize themselves into committees and teams to handle different functions and tasks. The goal was to set a structure that could be passed on to future years, allowing Charlie to oversee everything while others managed specific roles and ensured that plans were executed effectively. - PLAY @1:12:44
- Mike and Charlie discussed the frequency of team meetings and agreed to meet every two weeks until September, with Mike being flexible due to retirement. They also discussed their long-term recruitment vision, aiming to become the best recruiting chapter in their fraternity and attract the best men on campus. - PLAY @1:16:03