

International Fraternity of Delta Sigma Pi

COVID-19 Best Practices Guide to Recruitment

OVERVIEW

Ongoing recruitment is essential to the successful continuation of our chapters (and colonies, as well). This task will present new challenges and opportunities to explore new recruitment strategies, due to the uncertainty caused by the presence of the COVID-19 virus and how it will impact our ability to meet face-to-face this year. This guide outlines some recommendations and ideas for your chapter to use through the 2020-21 academic year.

BEST PRACTICES

Main priorities:

- Discuss recruitment goals with your Executive Committee to determine your chapter's top priorities and essential values.
- Whether your chapter is meeting in person, virtually, or both, it is important that – as brothers – we are supportive of our prospective recruits' and our current brothers' comfort level in attending events. You will want to offer safe, informative, and fun events while following university and local/state government guidelines. Chapters will need to be creative in the development and structure of recruitment events.
- The key factor in the success of your recruitment efforts will be your ability to communicate the value of Delta Sigma Pi membership for the short and long term.

Meetings held in person or hybrid:

Recruitment Events

- If you can get multiple rooms, break recruits into groups that will come to the same room for all recruitment events. Groups of brothers will rotate (go to a different room for each event).
- Break groups into 10 individuals or less (such as five brothers and five recruits).
- Be clear about the guidelines for social distancing at the events (communicate ahead of time and announce at the beginning of each event).
- Have safeguards in place that are known by all brothers (regarding masks, distance, handshakes, disinfecting wipes, hand sanitizer, etc.) as required by your campus and local/state guidelines.
- If in an auditorium or other large space, fill to $\frac{1}{3}$ capacity at most.
- Plan your budget to buy extra personal protective equipment (PPE) such as masks for recruits and brothers to provide at events in case they are forgotten.
 - Buy or make masks well in advance due to potentially having high demand and/or short supply and possible shipping delays.
 - Have brothers wear purple and gold masks to advertise Delta Sigma Pi (share who is a brother vs. who is a recruit).
- If you are looking for some comic relief, wear pool noodles on your head to keep a safe distance.
- Plan one or more outdoor events to reduce contact and spread of germs.

Fully online:

Promotion

- Show the value of being a Deltasig by creating a video, webpage, digital poster, and/or social media campaign. You will need to go beyond just advertising the schedule of recruitment events. Have brothers say why they joined and how being a member has provided value for them.
- Ensure digital platforms and links for all things Deltasig-related are up-to-date to ensure students can find current and accurate chapter information easily.
- Ask Deltasig faculty initiates/advisors to post an announcement about recruitment activities on their Canvas/Blackboard/digital learning management system. Designate brothers to ask for a few minutes of digital class time to make a brief announcement about recruitment.
- Reach out to candidates from previous semesters who were not selected, but have Delta Sigma Pi potential.
- Make an announcement in meetings of other organizations about recruitment.
- Ask business school staff to include information about recruitment in the weekly newsletter (if they have one) or on social media.
- Ask if the school will send out Delta Sigma Pi recruitment information in a mass email blast and on digital announcement boards.
- Participate in virtual activities/club fair if your school hosts one, or recommend that the school hold one if they don't have one planned.
- Connect with other campus offices, such as Student Life/Engagement and Fraternity/Sorority or Greek Life for ideas and recommendations that are specific to your campus.

Recruitment Events

- Recruitment events will need to be held virtually. If possible, encourage brothers to show their faces during virtual recruitment events.
- Be creative in the types of events you include.
 - Breakout rooms allow for smaller group discussions.
 - Trivia and other types of games are relatively easy to modify for online events.
 - Community Service: share how the chapter typically participates in community service and/or build virtual community service into recruitment. (See Appendix A for ideas)
 - A professional speaker can present through Zoom or other virtual meeting space.
- Use online video platform for information sessions and professional interviews.
- Consider One-on-One and small group gatherings for casual conversations to encourage everyone to have a voice.
- Brothers should attend all recruiting events to best get to know the prospective new members.

ADDITIONAL IDEAS

Faculty Recruitment

Many of these can be adapted to an in-person or virtual format:

- Develop a "Brotherhood One-on-One" program (See Appendix B) to help brothers meet new brothers, enhance existing relationships, and feel connected to the organization.

- Faculty will likely be nervous about being around a larger group of individuals but may be glad to join an online meeting or professional event.
- Faculty workloads may be heavier than usual depending on your school's preferred schedule; be considerate when asking for participation.
- Tap into previous relationships that have been developed with faculty to bring them in.
- Consider inviting deans, academic advisors, support staff, or other senior university leaders to become non-traditional initiates to build support and stronger relationships.
- Ask college administration and faculty advisor for advice on connecting with additional faculty.

APPENDIX A: VIRTUAL COMMUNITY SERVICE IDEAS

1. Read a book to an isolated senior through [StoriiTime](#).
2. Scan or edit books for people with reading disabilities through [Bookshare](#).
3. If you have a LinkedIn account, you can help answer career questions for students interested in your field of study; learn more at [Career Village](#).
4. Subtitle and translate [TED Talks](#) to bring ideas to others.
5. Provide tutoring and/or advice to low-income high school students to help them succeed through [UPchieve](#).
6. Send online messages or mail letters of encouragement to nursing home residents and staff through the [Adopt a Nursing Home Program](#).
7. You can adopt a grandparent in London and have virtual video calls and keep their spirits high while in isolation through [CHD Living](#).
8. Volunteer to be an Online Ambassador with [Ark of Hope for Children](#).
9. Give Treats for Troops through [Soldiers Angels Treats for Troops](#).
10. Lend your eyes to solve tasks for blind and low vision people. Visit [Be My Eyes](#).
11. Sew emotional support blankets for [Binky Patrol](#).
12. Proofread eBooks for [Project Gutenberg](#).
13. Crochet or knit afghan squares that will help build blankets for both babies and adults. Send them to [Warm Up America](#).
14. Send a card, letter or note once a week to someone undergoing chemotherapy. Apply at [Chemo Angels](#).
15. Share your voice and help drive innovation in voice technology through [VocaliD](#).
16. Provide learning and encouragement to children around the world via Skype and the [Granny Cloud](#) website.
17. Test, evaluate or develop elements of the [National Park Service](#)'s online presence.
18. Raise money in a virtual world with [The American Cancer Society](#).
19. Train others in technology to help overcome poverty with [Right Here at Home](#).
20. Help Harvard researchers learn the best ways to break down stereotypes by taking tests with [Project Implicit](#).
21. Help kids in need when you organize an [online fundraiser for Operation Warm](#).

Adapted from <https://www.operationwarm.org/blog/25-volunteer-jobs-to-do-from-home/>

APPENDIX B: BROTHERHOOD ONE-ON-ONES

Fostering One-on-One Brotherhood through Personal Connection:

VPPE/SVP leads and all brothers and pledges need to opt in to partake in the weekly (or can appoint a chair to help lead this). While this is not directly related to recruitment, this should be implemented at the beginning of the term along with the recruitment activities.

Possible Initiative Names:

- Brunch with the Brothers
- Coffee Chat
- Dates with Deltasigs
- Chance encounters

Program Overview:

Random weekly pairings (pledge with pledge, brother with brother, pledge with brother) for pledge class and brothers who *willingly* opt-in. This program must run the entire semester/quarter starting before the pledging ceremony, and continuing past initiation. All pledges will have the opportunity at the beginning of their pledging process to *volunteer* to partake in the weekly brotherhood dates that are already happening within the chapter. The President, SVP and VPPE will then foster the pairings, or appoint a chair position to do so. The President, SVP, VPPE, or Chair will email brother pairings out every week after the chapter meeting to have their connection complete before the next meeting.

Examples of topics to discuss:

- Something you don't know about them and find something that you have in common
- Sharing future career goals and networking opportunities
- Favorite class so far and hardest class so far/ Sharing information about different majors
- Share excitement about upcoming Delta Sigma Pi experiences
- Mentorship opportunities

Timing: We would like this to be a beta test for fall 2020 and if successful, we would like it to become a best practice for chapters moving forward.

Additional sub-initiative:

- Mental Health Check-In/ Wellness Check led by Vice President-Scholarship and Awards

Group brotherhood building activities:

Full chapter ideas:

- Majority rules using Zoom polls or similar tool
- Cabinet Battle: Debate between brothers about an either/or topic (brothers pick a side to debate) Ex: Dodgers vs Angels, Michael Jordan vs LeBron James, TikTok vs Snapchat, and then brothers pick a side after each new argument is presented

Small group ideas:

- Netflix/Hulu watch parties
- Alumni panel by major (more intimate)
- Alphabet game (pick topic, then name in order of the alphabet)
- Jeopardy
- Open study room
- Virtual game night (ex. Jackbox Games)