

Leading a Successful Organization: *Member Recruitment & Retention*

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Recruitment

Why is recruitment of new members important to the success of an organization?

Recruitment

- ▶ Know the Basics
- ▶ 4 Objectives
- ▶ Promotions
- ▶ Additional Ideas



Know the Basics:

- ▶ Organizations:

- ▶ Two basic needs

- ▶ One without the other is...but together...

- ▶ Cyclical

- ▶ Pareto's Principle (80/20 Law): 20% of your work drives 80% of the outcome. Where are you focusing your attention?



4 Objectives:

▶ #1

▶ **Skills** to effectively grow your membership:

- ▶ communication skills
 - ▶ Meeting people - sincere contact
 - ▶ What does this contact look like?
 - ▶ Reflect on your skills. Are you a model for communication skills?
- ▶ socialization skills
 - ▶ Meeting people - sincere conversation
 - ▶ Getting to know them - NAMES
 - ▶ Their family, from, favorites, fun



4 Objectives:

▶ #2

▶ **Product** knowledge - understanding organization purpose, value to members and community.

▶ Purpose/mission

▶ Lives of members

▶ Benefits to community

▶ Value

▶ To members

▶ To the community



4 Objectives:

- ▶ **#3**

- ▶ **Audience** awareness of who you want, where they are, how to find them.

- ▶ Who are...

- ▶ From...

- ▶ Who...

- ▶ Also consider...

- ▶ **Crucial to refrain from premature judgements.**



4 Objectives:

▶ #4

▶ **Motivation** to do what is necessary to get the results desired.

- ▶ Motivation stems from others' desires, not your own.
- ▶ Wishes of your members?
- ▶ Wishes of organization? (relates back to purpose/mission)
- ▶ What would the organization be able to do?
- ▶ What would the organization become?



Promoting the Organization

▶ TechAnnounce postings

[Pre-Law September Social](#)

Meet with Pre-Law Ambassadors and other Pre-Law students!

Categories: [Departmental](#) | [Student Organization](#)

Originator: [Kristi Bloomquist](#)

[Are you interested in learning Arabic ?](#)

The Arabic club at Texas Tech meet on Tuesday at Barnes and Noble in the Student Union Building on campus, from 1:00 - 2:00 pm. For more information , please contact Rula Al-Hmoud at rula.al-hmoud@ttu.edu.

Categories: [Academic](#)

Originator: [Rula Al-Hmoud](#)

[The Knight Raiders - TTU's Student Chess Organization](#)

If you have a love for chess, or perhaps harbor some curiosity about learning the game and its intricacies, then please consider yourself warmly welcomed to join our ranks.

Categories: [Academic](#) | [Departmental](#) | [Student Organization](#)

Originator: [Jeff Day](#)

Promoting the Organization

- ▶ Poster advertising
- ▶ Student Union & Activities



Promoting the Organization

- ▶ Tabling
- ▶ Grounds Use
- ▶ Student Org Fairs
 - ▶ RRO (June, July, August)
 - ▶ Raider Welcome Org Fair
 - ▶ Winter Raider Welcome Org Fair



Recruitment Ideas

Share any successful recruitment ideas (strategy, tool) your organization has implemented.



Retention

Why is retention important to an organization?

Retention

- ▶ Onboarding and Beyond
- ▶ The GRAPE Principle
- ▶ Motivating the Middle

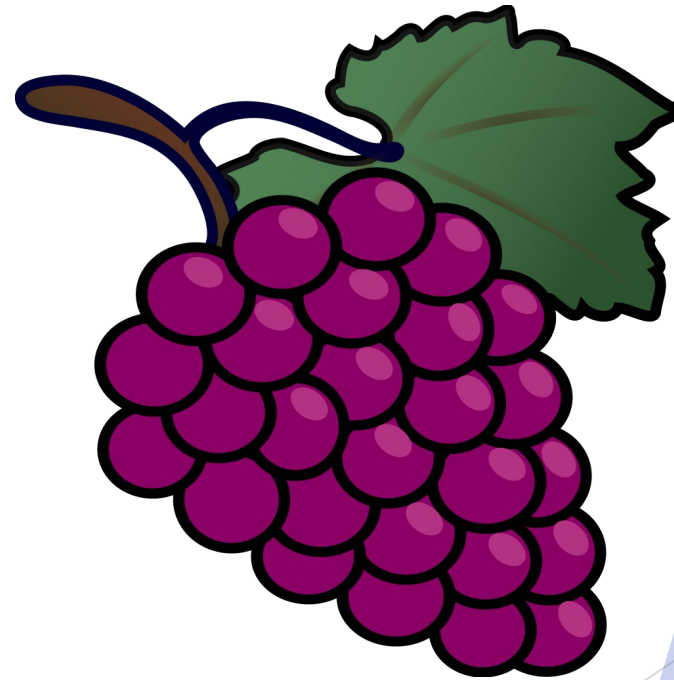


Onboarding and Beyond

- ▶ **Onboarding** - the process used to help new members successfully transition into your organization; to develop new members into committed and engaged members.
- ▶ **Clarification:**
 - ▶ ensuring new/returning members understand the expectations of the organization and of themselves.
- ▶ **Culture:**
 - ▶ ensuring members understand organization's purpose, history, traditions, values, and norms.
 - ▶ How to maintain that culture.
- ▶ **Connection:**
 - ▶ officers/leadership facilitating opportunities for members to create formal/informal relationships.

The Grape Principle

- ▶ Growth
- ▶ Recognition
- ▶ Achievement
- ▶ Participation
- ▶ Enjoyment



What is the key to a strong organization with enthusiastic members?

Growth

- ▶ Does the organization provide opportunities for *all* interested members?
- ▶ Are there opportunities for members to move into positions of leadership?
- ▶ Are leadership positions reserved for “senior” members?
- ▶ If so, how can additional leadership positions be created?

What is the key to a strong organization with enthusiastic members?

Recognition

- ▶ Are members recognized for accomplishments affiliated with the organization?
- ▶ How often should members be recognized for achievements/hard work?
- ▶ In what manner should members be recognized?
- ▶ Individual praise, group praise, awards, additional opportunities?

What is the key to a strong organization with enthusiastic members?

Achievement

- ▶ “Team” achievement is always vital.
- ▶ Do members feel that they belong to a team?
- ▶ Do members feel like they are able to contribute their talents and skills to functions of the organization?

What is the key to a strong organization with enthusiastic members?

Participation

- ▶ Do events and programs allow all members to participate?
- ▶ Is leadership openly accepting of members' contributions?
- ▶ How often should programs and events be reviewed for participation inclusion?

What is the key to a strong organization with enthusiastic members?

Enjoyment

- ▶ Does the organization offer a fun environment for members to invest time and hard work?
- ▶ Are there numerous and varietal opportunities for members to invest their time?
- ▶ Bottom line - strive to make the organization one of the best options on campus for being involved in an org.

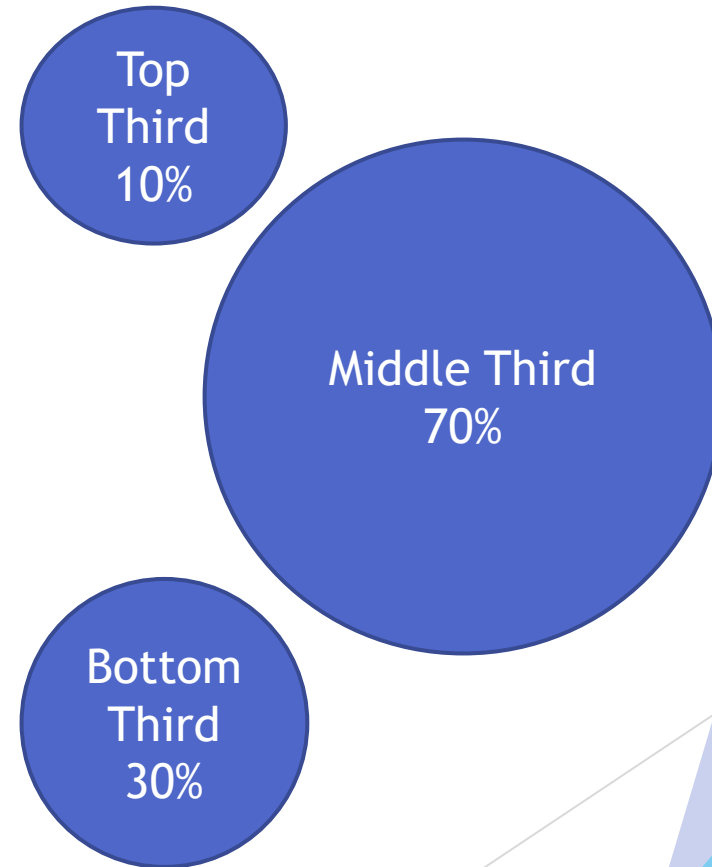
Motivating The Middle

▶ Thirds:

▶ Top Third

▶ Middle Third

▶ Bottom Third



Top 1 / 3 of Members

- ▶ Do the most work.
- ▶ Visible.
- ▶ Busy leaders.
- ▶ Hands and minds are always active.
- ▶ The fuel of the organization.

Bottom 1 / 3 of Members

- ▶ Disengaged from the organization.
- ▶ Why?
- ▶ Least likely to care.
- ▶ Least likely to personally sacrifice any time for the org.
- ▶ Unconcerned with the good of the group.

Middle 1 / 3 of Members

- ▶ Care about the organization a great deal.
- ▶ Have a positive attitude.
- ▶ Want to contribute but not in a way that interferes with their personal agenda or daily lives.
- ▶ The organization is not a defining element of their personal identity.

Motivating the Middle 1 / 3

- ▶ Top third - realizing that not every member is motivated by the same things they are or in the same ways.
- ▶ Ask for the Middle 1/3's opinion, but don't ask for them to take on more responsibility.
- ▶ Start and end all meeting events/meetings on time - respect everyone's time.
- ▶ Give choices about attendance - mandatory is not always the answer and can be counterproductive.
- ▶ Minimize conflict within executive leadership and within membership base (top and bottom third)
- ▶ Show gratitude for their efforts and participation.
- ▶ If agreed, assign meaningful supporting roles.
- ▶ Maybe not take up a leadership role, but instead assist with one important task.

Retention Ideas

Share a successful retention idea (strategy, tool) you have used in your organization.



Key Takeaways!

- ▶ *Know the Basics* of **people & purpose** to ensure the success of your organization.
- ▶ Intentionally ***onboard*** new members to help them have a successful transition into your organization.
- ▶ *Retain* existing members by encouraging ongoing, active participation. Focus on the “**Middle 1/3.**”
- ▶ As a leader in your organization, it is your responsibility to ***attract***, ***motivate***, and ***retain*** your organization’s members.



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