Leading a Successful Organization: Member Recruitment & Retention

Amy Prause, M.S., Assistant Director - Student Involvement
Preethi Kasilingam, B.B.A., Administrator - Student Involvement
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:

- **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

Thir ds:

- Top Third 10%
- Middle Third 70%
- Bottom Third 30%
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.