



Recruitment Resource

Understand Your Campus

Part of recruitment is understanding your pool of perspective members. This exercise is meant to help you understand your campus demographics and determine if your chapter is reaching its full potential audience.

Demographics of Campus

Every university has data available related to the demographics of the student population. Reviewing the demographics of the university and comparing that to your chapter will allow you to see areas of campus you may not be reaching.

Resources to Find Your Campus Demographics:

- Campus Bursar Office
- Campus Admissions/Enrollment Management Office
- CollegeFactual.com
 - Find your campus.
 - Go to the Student Life tab.
 - Go under the Diversity tab.

Demographics to Consider:

- Race
- Religion
- Sexual orientation
- First generation status
- Socioeconomic status
- Hometown/high school

While you should not recruit a person simply to make the chapter more diverse, it is helpful to identify areas of the campus population that your chapter is not reaching and determine any barriers preventing the chapter from reaching those men. Consider the following as potential barriers:

- Not being aware of services and programs for specific populations of students.
 - Why is the chapter unaware of these services? There is no right or wrong answer, but it is something to consider.

- What services and resources did you find using the Local Resource Worksheet you want to engage more as a chapter?

Working to engage populations, which may have been overlooked in the past, will help your chapter develop new prospect pools and introduce a new group of prospective members to the Fraternity.

Five Steps to Find Interest:

- **Step One:** What does an ideal Phi Gamma Delta member look like?
 - What traits do they hold?
 - What skills do they have?
 - How do you define their character?
 - How do those skills and traits relate to your chapter's qualifications for membership?
- **Step Two:** What do those traits look like in action?
- **Step Three:** Where do you find men who exemplify those traits?
- **Step Four:** Are your current prospective member pools representative of your campus?
- **Step Five:** How do you best engage in the areas where men best exemplify what it means to be an ideal Phi Gamma Delta?

Marketing

- Make imagery representative of your organization.
 - What is important to your chapter?
 - Is your membership represented in your marketing?
- Is any imagery being used connected to a culture, identity or historical event?
 - Is there a reason this imagery should be used?
 - What can you replace imagery that needs to be replaced?
- Is the imagery you're using only representative of singular identities?
- What messaging is being developed for supporters of your members (family and loved ones)?
 - What considerations need to be made for supporters of your members who do not speak English or are not native English speakers?
 - What considerations need to be made for supporters of your members that did not attend college?

DEIB Marketing Resources:

- <https://comnetworkdei.org/branding>