



BUILT TO LEAD

Board of Chapter Advisors (BCA) Recruitment Guide

This guide outlines the responsibilities and provides suggestions for the chapter's BCA Recruitment Advisor. The below responsibilities contain best practices to assist BCA Recruitment Advisors. It also helps the advisors understand the importance of recruitment of quality men, as well as understand their area of advising responsibility for the undergraduate Recruitment Chairman/committee and chapter. The guide also helps identify best practices to work efficiently with fellow graduate volunteers. *This position can either be served remotely or by a local individual.*

BCA Recruitment Advisor Responsibilities

Undergraduate Chapter Support:

- Assess what criteria the chapter is using to recruit potential new members. Ensure the criteria aligns with the Fraternity's value, is in writing and is used when voting on bids presented to potential new members.
- Work with the Recruitment Chairman/committee to put recruitment plans, expectations and responsibilities in writing.
 - Ensure there is a plan to recruit 365 days a year.
 - Prior to the beginning of major breaks (winter and summer), check on status of the recruitment plan.
- Assess whether brothers and new members understand how to recruit and the importance of "replacing yourself"
- Assess the chapter's current usage (recent activity, messaging, updating contacts, utilizing forms) of ChapterBuilder. We strongly recommend the BCA Recruitment Advisor is coached on ChapterBuilder.
- Coach the chapter on using/implementing ChapterBuilder and complete ChapterBuilder Education.
- Notify the recruitment chairman/committee that recruitment assistance is available from Headquarters if needed.
- Monitor the chapter's recruitment schedule every semester (before the beginning of recruitment).
- Assist the Recruitment Chairman/committee with scheduling, and potentially facilitating, Recruitment Workshops for the chapter.

Communication & Advisor Support Network:

- Maintain constant communication with the chapter's Recruitment Chairman/committee, Purple Legionnaire and fellow board members.
 - We suggest trying to meet face to face, whether in-person or virtual.

- Monthly communication is required at minimum. More communication is needed during the chapter's primary recruitment time frame.
- Maintain availability for respective chairman to allow constant communication.
- Attend BCA meetings and share progress reports on check-ins with undergraduate counterpart(s).
- Recruit fellow members of the BCA to attend recruitment events showcasing our "Not for College Days Alone" motto.