

recruitment and retention

(rĭ-kŕŭt'ment and rĭ-tĕn'shən)

v. getting new members and keeping them

recruitment

Need to recruit new members to your group? Here are some suggestions!

Identify potential members

- Students living in residence halls, International students, students from other schools (ArtSci, Business, etc), students from other classes (sophomores, juniors, etc), students living off campus, etc.



Decide how to reach each target group

- Creative publicity
- Participate in the Activities Fair
- Have each current member bring a friend to the next meeting
- Hold an open house
- Talk up your group with friends, classmates, roommates, and everyone else you see!



Tell them what you do, what you like about it, and what they can get out of their involvement

- Fun
- Friends
- Experience
- Leadership Skills



define yourself. get involved.





retention



So you have members – now what?!

Make them feel welcome in the meeting and as part of the group

- Introductions, icebreakers, and name tags

Follow up with them about meeting time and place

- Message or postcard
- If they miss one or two meetings, follow up with them
- Be consistent about meeting time



Delegation

- If they have a task, they have a reason to return to the next meeting

Ask for opinions

- Encourage group discussion in your meetings and make a point to ask for the opinions or suggestions of your particularly quiet members

Recognize success

- When your members work hard, reach a goal, or pull off an event, thank them!

Let them know they are needed



Make meetings a combination of work and socializing

Get to know the members



define yourself. get involved.

Office of Student Activities ★ www.getinvolved.wustl.edu