



McNeese State University Workshop

Recruitment, Meetings, Retention, and Advisors

Dave Kelly | America's Student Leadership Trainersm

I. Recruitment

What are the most important aspects of your club or organization?

A. Conducting a Successful Recruitment Table

1. No _____!
2. _____ your club (Tri-board, scrapbooks, videos)
3. Wear proper _____ (t-shirts) or a _____ look.
4. Several _____ should participate.
5. Have a defining _____ statement or question:

B. Elements of a Successful Session

1. Sign-up information - Use _____, _____,
or _____ to a Google Doc or similar platform. Get this
info:
 - a. Student _____
 - b. _____ Status

- c. _____ number
 - d. _____ address
 - e. Areas of _____
 - f. _____!
2. Create an informational _____. It should contain the following:
- a. _____ of the organization
 - b. List of activities, programs, and _____ to be involved.
 - c. List of typical _____
 - d. List of _____ within the organization (including the advisor)
 - e. _____ addresses
 - f. Meeting _____, _____, and place/platform
3. Display _____ or _____.
4. _____!

C. Follow-up on the Recruitment Session

- 1. Everyone who signed up should receive _____ that same night with your _____ attached.
- 2. Invite them to an _____ meeting.
- 3. Before information meeting, _____ to remind of meeting date, time, place, and to _____ them to attend

D. The Informational Meeting

Campus organizations that show a real interest in obtaining a student's _____ are better poised to get them as a _____.

E. Tips for A Successful Informational Meeting

1. Have dedicated people handle the _____ aspects.
2. _____ all attendees as they _____ the meeting.
3. Pair them with a _____ member(s), perhaps use a _____ room.
4. All _____, advisors, and members introduce themselves.
5. Have an _____ - _____ to get people mingling.
6. Get _____ and background information through an _____ or similar format. (All sources of contact: cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)

F. The Membership Invitation Program

1. Ask faculty (or high school counselors for incoming students) to _____ students for certain types of clubs and orgs, or even specific groups like student government.
2. Send a _____ to the student letting them know they have been nominated and invite them to join.
3. Download a free template at <https://bit.ly/3ovZYXD>

G. Think Outside of the Box

1. Ask the office of admissions to assist in _____ students who be interested in your type of club/organization.
2. Be _____ in making contact.
3. Show what you do, such as performing a _____ project.
4. Don't overlook the importance of _____ recruitment!
5. Other ideas?

II. Meetings

A. Fun and Engaging

1. Meetings are _____ or _____
2. Make the meeting _____ and _____ with lots of _____.
3. A _____ welcomes people to the meeting.
4. Have _____ to give attendees a chance to meet other people.
5. Call the meeting to order on _____!
 - a. Have _____ playing.
 - b. _____ the meeting and post it so members can access it later if they cannot attend live.
 - c. Lead a group _____ such as the Pledge of Allegiance.
 - d. Recite club or organization _____.
 - e. Have an invocation, humorous story, thought of the day or this day in _____.
 - f. Offer member _____ in the form of the “membership minute”.
 - g. _____ report of their activities and items of interest.
 - h. Introduce special _____.
 - i. Have the greeter introduce other guests and meeting _____.
 - j. _____ report on their area of responsibility and upcoming activities.

- k. Recognize _____, big accomplishments, milestones.
- l. End the _____ on time.

B. Agendas

- 1. Call to _____ – Start of the meeting
- 2. _____ – The number that must be present to hold a meeting
- 3. Presentation of the _____ – Record of the previous meeting
- 4. _____ Reports – Officers report on their activities, concerns, needs, etc.
- 5. _____ Reports – Committees report on their activities, concerns, needs, etc.
- 6. _____ Business – Items left over from previous meetings
- 7. _____ Business – New items for consideration
- 8. _____ – Information for the benefit of the organization
- 9. _____ – End of the meeting

III. Retention

A. The organization is not what the student _____ it to be.

- 1. Be _____ and upfront regarding what the club is about.
- 2. Be clear regarding expectations about _____ attendance and how much _____ is required.
- 3. Have a varied _____ of activities some of which can include other _____ members and friends such as _____ projects.

B. Challenges _____ members from being _____.

1. _____ for the student have changed:
 - a. _____ with work or class schedules.
 - b. Another _____ meets at the same time.
 - c. Academic _____ may be heavier than expected.

2. Employ:
 - a. All available _____!
 - b. Have more than _____ meeting in the week, at a different time and day, perhaps led by the vice president.
 - c. Participation is _____ and activities even if they cannot make meetings.

3. _____ issues.
 - a. Consider the _____ that someone should have to pay to be involved.
 - b. Use an _____ for financial commitments.

4. Members miss a lot of _____.
 - a. _____ to let them know they were missed.
 - b. Send a _____ note.

5. Make the club or organization fun to be a part of by making membership in the organization enjoyable.
 - a. Conduct an induction _____.
 - b. Give a _____ of membership or a name badge. Give value to membership in the group through _____ (scholarships, conventions, networking, etc.)

C. The 5 R's of Retention

1. Give them a _____.
2. Enforce _____.
3. Give out _____.
4. Assign them a _____.
5. Help build _____.

IV. Advisors

- A.** Be knowledgeable about _____ policies, procedures, guidelines, regulations, and procedures.
- B.** Attend meetings and events but _____ run them.
- C.** Give ideas and _____ about programs, projects, and the direction of the organization. Teach them how to program effectively.
- D.** Allow the students to _____ mistakes.
- E.** Ensure students are prioritizing _____.
- F.** Manage the _____ Board.
- G.** Encourage all _____ to be involved and engaged.
 1. Look for members you think have _____ potential
 2. Give them a _____ and encouragement
 3. Suggest they _____ and interact with the current officer
- H.** Be a _____!
- I.** You are the _____ for the club/organization.
 1. Maintain all _____ (minutes, budgets, by-laws, etc)
 2. Keep a _____ of important contacts and connections.
 3. Store _____, such as banner and gavel, and awards