

THE RECRUITER

February 2009

FarmHouse
International Fraternity
7306 NW Tiffany
Springs PKWY
Suite 210
Kansas City, MO
64153



WHAT IS YOUR S.W.O.T.? Examining Your Chapter

By Jordan Moore (OK '05)

During the recruitment track at the FarmHouse Leadership Academy I asked each chapter's recruitment chairs to run a SWOT analysis on their chapter from a recruitment stand point. A SWOT analysis is a marketing technique organizations use to examine where they've been, where they are, and where they're going.

S- Strengths. What separates your chapter and really gives you an advantage? Maybe your chapter has a long history of academic success. Perhaps your

chapter is heavily involved in on campus activities and in the community. Does your chapter have a long running philanthropy that is a staple on your campus?

One subject that always comes up as a strength is brotherhood. To me, just saying "our brotherhood is great" is just "frat talk". Expand on why your chapter has strong brotherhood. Maybe you will discover even more strengths that you can talk about during recruitment, but perhaps you'll find that your brotherhood needs some work. I can't tell you how many times I've

heard a chapter say that brotherhood is a strength, yet when we moved on to weaknesses, motivation and accountability are one of the key issues they're dealing with.

Why are strengths so important? We've all heard the saying "People don't join FarmHouse, people join people." And people are attracted to organizations that put a priority on the same things they value. Not happy with who you're attracting? A SWOT analysis is a great tool to use when your setting

goals, developing a strategic plan, or trying to get a chapter to progress in a different direction.

W- Weaknesses. Obviously, weaknesses are what you try to hide during recruitment. Maybe it's a group of members who are holding you back, or you're chapter is much smaller than other fraternities on campus.

Recruitment is a key factor in addressing these issues. Address your needs by finding guys that will help improve that area. Think of it in terms of the NFL Draft. Teams address needs by positions. You can't draft 10 superstar running backs and expect to win many games. You must also select offensive lineman and a good quarterback, as well as take care of the defensive side of the ball. Now, look at recruitment within your chapter the same way. The easiest way to improve grades

is to recruit smarter people! Not satisfied with intramural participation? Recruit better athletes! Not every football recruit can throw the ball 80 yards and run a 4.4 40-yard dash. Go out and find guys who can contribute positively to your chapter in many different facets. A glass half full view of weaknesses is to see them as opportunities.

O- Opportunities. Opportunities are the keys that open the doors to success. As a member of FarmHouse you have the responsibility to make the best of opportunities to improve yourself and your brothers. Opportunities could range from having plans to build a new chapter house or a solid pledge class that promises to have great members to lead your chapter in the next few years. If your chapter finds itself with an

opportunity, make sure you are taking the proper steps to get the most out of it. Start thinking *now* about what you will do when the time arises. Otherwise, you may not be able to capitalize on your opportunities.

T- Threats. A threat is an indication or warning of trouble. Is your campus expanding its greek system to include other chapters with similar values as FarmHouse? Do you have a large senior class that is graduating a big chunk of your membership? Its just as important to plan for your potential threats as it is opportunities. If you aren't prepared to handle the threats, they could potentially be big problems for the chapter.

Recruitment Chairs shared what they believed to be their SWOT at FarmHouse Leadership Academy with each other. Take time to sit with your chapter executive team to develop a more in depth look at your chapter's SWOT, and use that in setting goals for the chapter and for each member individually. Recruitment is much like sales. A good salesman knows his product frontward and backward. Do you know your product?

Recruitment Tips Every Member Should Know

The North-American Interfraternity Conference's

5-Step Model of Recruitment



Too many groups skip easy steps in recruiting a new member. Following this path is proven to lead to success

I'm here to help you...
Feel free to contact me
anytime!

Jordan Moore,
(405) 314-8669
jordan@farmhouse.org

FarmHouse International
Fraternity
7306 NW Tiffany Springs PWKY,
Suite 210
Kansas City, MO 64153