



the recruiter

FarmHouse ~ 100 Years and Still Growing Strong

Volume 2, Issue 2

Spring 2006

Recruitment

The **Quick Tips** Column

Little Things Matter In Recruitment

Display good manners and common courtesy.

Dress properly.

Use name tags.

Welcome each guest.

Use a firm handshake and maintain eye contact.

Use the guest's first name during conversation.

Makes sure the guests meet as many members as possible.

Get every guest involved and involve each in conversation.

Try to view the events from the guest's point of view.

Answer all questions honestly and sincerely.

Ask the guest to express his opinion.

Make mental notes for future discussions, then write them down later.

Thank the guest for coming.

Give your guest a publication to take home.

Always be positive.

CRASH COURSE

So we've met people through classes and clubs, we've brought them over to meet the guys...but how do we evaluate them? Since this is such an important part of the recruitment process we wanted to be sure to review what you learned at the FarmHouse Leadership Academy.

We've taken *the Object* and found 9 key attributes to evaluate potential members on. With this chart, you'll be able to see these key attributes, note some examples, and then fill in the blanks for yourself on how your chapter identifies the FarmHouse attributes in potential members.

Membership Selection 101: Evaluating Your Prospects

Key Attribute from <i>the Object</i>	Examples	How does our chapter identify this attribute?
High In Scholarship	Good GPA, Works hard in class	
Capacity for Meeting and Making Friends	Being involved in diverse organizations, knows many different people	
Good Moral Character	Clean Mouth, Treats women with respect	
Promise of Service	Interested in doing community service, has service history	
Honesty	Obtains integrity with thoughts and actions	
Promote Good Fellowship	Has strong friendships	
Studiosness	Eager, Attentive	
Inspirational	Encourages others, gives advice but not overbearing	
Sacrifice	Track Record of giving time to other organizations, high school sports, etc.	

Two-Faced Facebook

As I write this article I am attached to my ipod, my cell phone is within reach, my email account is set to beep when new messages arrive, and I have perhaps my favorite website open in hopes that I might soon be asked to be someone else's friend (thanks to my wif access)...I am a millennial student. Information overload – some might say – seems to be the story of our lives as young adults.

Less than two years ago, two students at Harvard University created a monster – facebook.com. Today over 3.85 million students (85% of all college students) are connected via the website which has grown to be the second most-hit website (google.com search engine continues to mark the top).

So why is this important to us as recruiters? Well, the answer is easy: facebook.com has the ability to kill our chapter recruitment efforts – but as the Texas A&M chapter found, facebook.com can also empower our recruitment efforts enormously. The best way to overpower a powerful force is to acquire the same power. Let me introduce you to the “conscience” of facebook.com.

“Don't Do It!”

For some reason the virtual world to so many people seems to be just that virtual – fake, a world where no one will ever really associate what I post as the “online me” with the real world me. Why not? Why shouldn't the pictures of the chapter brothers half-naked and drunk drinking in the chapter house be associated with the real FarmHouse? Why shouldn't your list of groups like “Mmm Beer,” “Finish your beer...There are Sober Kids in China,” and “I like my Whiskey” not reflect upon your fraternity – and further more, why shouldn't someone not assume “If he joined the ‘It's not my fault...blame it on the Vodka’ group and the ‘FarmHouse 2004 Pledge Class’ group there must be similarities.” (By the way – all of these groups are groups our brothers actually belong to!) We are creating a name for ourselves that can be very transparent – I am not quite sure Daddy Doane would have wanted a picture posted on his Facebook profile with the caption reading, “Doane showed those Alpha Alpha Alpha's – If beating them at a fierce game of beer pong at their chapter house and drinking their keg dry was not enough, puking in their formal living room on the way out of the party sure was! Go Brother Doane, Go – PS. FH Forever!”

We also have to be cognizant of the risk management concerns that are brought on by the webpage. Suddenly one invitation on facebook.com becomes an invitation to thousands of university students (not to mention alumni and members of the campus administration who hold Facebook accounts). Your well-ran and planned social at the third party vendor once by the book becomes in all ways, shapes and forms against FIPG policy. And if it's not enough we have to be cautious of the groups we join and the pictures and invitations we post, we have to be careful of the text we record on our page and all the postings of those we connect to as “friends.” However legally questionable many universities are now fairly charging students for breaking student conduct codes because of inappropriate information posted on facebook.com in hopes to promote an environment of academia, inclusion and safety. By giving ourselves an online identity, we are giving our FarmHouse chapters a real identity. How can your chapter be overpowered by facebook.com?

“Do It, Do It”

Knowing the risks, it is equally important to understand the benefits. The FarmHouse Chapter at Texas A&M University, the newest FarmHouse chapter, saw the opportunities that facebook.com offered: a free way to reach thousands of Texas A&M students and “befriend” them.

Chapter recruiters started an “Interested in Joining FarmHouse” Facebook group with a membership of current brothers. Brothers were charged with asking men meeting FarmHouse membership requirements to join the online group – as interested men did, facebook.com presented a perfect forum for brothers to send messages to attracted men about FarmHouse and find out more about potential member's interests.

Exciting things started to happen. Instantly, by agreeing to be a friend with a brother, interested men were turning over current addresses, phone numbers, and email addresses automatically – and perhaps best of all providing a link to hundreds of other potential candidates in the form of their listed friends. Snail-mail (as we now refer to postal mail) and phone calls could be offered and friendships made “virtually” grew into actual face-to-face friendships, which soon grew into brotherhood. An unexpected, but welcomed side effect came in the form of interested men requesting to join the online group on their own. A list of potential members grew rapidly – The Texas A&M celebrated the largest Spring new member class in their history. For some reason making the playing field level in the form of the non-intimidating virtual world lended itself perfectly to the North-American Interfraternity Conference's Recruitment Model: “*Step 2, Make them your friend.*”

Think for a minute what facebook.com means: a sure way to connect to those hard to reach current un-affiliated college students, a mode for publicizing recruitment events instantly, and a way – if we do it right – to promote our organization's strengths and membership benefits. How can your chapter acquire the power of facebook.com

FarmHouse Recruitment Advice Now Online!

Check out the
New Online Resources
for training, leading
and succeeding!

<http://www.farmhouse.org/resources.htm>

The Recruiter is produced three times per year by the FarmHouse International Fraternity Educational Leadership Consultants. For ideas or suggestions on material for inclusion, contact your ELC:



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