3 R’S: RECRUITMENT, RECOGNITION & RETENTION
STUDENT ORGANIZATION LEADERSHIP CONFERENCE 2015

Mandy St. Aubyn
Office of Activities & Engagement
with MSU Leadership Institute
# AGENDA & LEARNING OUTCOMES

<table>
<thead>
<tr>
<th><strong>Agenda</strong></th>
<th><strong>Learning Outcomes</strong></th>
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<tbody>
<tr>
<td>Recruitment</td>
<td>Identify two strategies in each area you will be able to implement into your student organization.</td>
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<tr>
<td>Retention</td>
<td>Learn strategies from other club members/leaders.</td>
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<tr>
<td>Recognition</td>
<td>Leave with ability to improve in one of these three areas.</td>
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<tr>
<td>Healthy Organization Assessment</td>
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<td>Rotating Roundtable</td>
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DEFINITIONS

- Recruitment
- Retention
- Recognition
YOUR EXPERIENCE

Excellent  Very Good  Good  Average  Poor
WHY PEOPLE JOIN

- Desire to get involved
- Desire to meet people
- Desire to develop leadership skills
- Belief in a cause
RECRUITMENT

- Why do you want new members?
- How are you communicating your mission/vision/goals?
- How will you involve them? What is your “onboarding” process?
- Benefits of joining?
- Expectations of members? Leaders?
- Clarify responsibilities. Subcommittees/leadership roles/events/programs, etc.
- What will be accomplished by club this year?
- Timeline of year?
RECRUITMENT IDEAS

- Word of Mouth!
- Have each existing member bring one new member to the next meeting. Competition?
- Food
- Club Spotlight
- Participate in Involvement Fairs hosted by OAE
- If you need students with special talents (i.e. artists, public relations) or if your student organization’s purpose attracts certain majors, contact specific departments.
- If your student organization relates directly to a specific major, talk with people in your core classes and invite them to your meetings and events.
- Info Tables in SUB, Residence Halls & Centennial Mall
- If you host events, make sure people know attendees know you are the host and have a way for people to join.
- Social Media
- Swag

Full Advertising Checklist on OAE website: montana.edu/engagement/organizations/resources.html
RETENTION

- Retained Member
- Responsibility
- Build Relationships
- Enforce Requirements
- Reward/Recognize
- Mentorship
<table>
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<tr>
<th>Meet new people</th>
<th>Part of major/department affiliation</th>
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<tr>
<td>Believe in your mission</td>
<td>Reputation of club</td>
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<tr>
<td>Want to make a difference on campus</td>
<td>Just want something to do outside of school</td>
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<td>Resume builder</td>
<td>Opportunity to go to national conference</td>
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<tr>
<td>Potential for leadership positions</td>
<td>Networking (peers and faculty/staff)</td>
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<td>Get involved in events/programs</td>
<td>Scholarship options</td>
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<tr>
<td>Have skills to contribute</td>
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<tr>
<td>Participated in a similar club in HS</td>
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<tr>
<td>To have fun</td>
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RETENTION

- Task-Oriented
- Process-Oriented
- Social Butterflies
- Nay-Sayers
Retention is wasted time, energy and money if you don’t retain them!

Re-engage those that have left.
“TREAT EVERYBODY LIKE IT’S their birthday.”

KID PRESIDENT
FOUR COMPONENTS OF RECOGNITION

**Acknowledgement:** Recognizing people as important members of the group.

**Attention:** Giving time and energy to focus on members as individuals.

**Feedback:** Sharing positive & constructive information with members about their performance.

**Praise:** Direct thank-you’s for the contributions of members.
RECOGNITION

- **Meaningful**
  - How you appreciate their unique contribution.
  - What specific behavior did you notice?

- **Frequent**
  - Doesn’t have to wait until the event or year is over!
  - Allow and encourage members to nominate/recognize each other.

- **Intentional**
  - Plan it out
CREATIVE RECOGNITION

- Create a CD or Spotify playlist JUST for them OR have a club playlist that everyone contributes to.
- Candy bar recognition
  - BIG HUNK (Thank-you for helping us think BIG), Reese’s Pieces (Thanks for keeping all the pieces together)
- “Liter” of the Week
  - First one of year, President decides who is the “Leader/Liter” of the week. The winner is awarded a bottle of soda/drink. The next week, it is that person’s turn to do the same and it continues all year.
- Words of Wisdom
  - Have each member give you a quotation that is a personal favorite. Compile into a booklet and give to everyone at a significant time (end of year, beginning of new semester, after a big event).
- Stirring Things Up Award
  - For those who have brought new ideas, energy and insight to your group. Give them a large mixing spoon with a note attached to explain how they have mixed things up!
- Starfish Award
  - There’s a story about a gentleman who questions why a person is going to extraordinary measures to throw starfish back into the sea. When asked the question, the rescuer responds "because it makes a difference to this one." Giving a dried starfish to those who are outstanding in reaching out to others makes for an appropriate and touching award.
The Theory of the Dipper and the Bucket

Each of us has an invisible bucket. It is constantly emptied or filled, depending on what others say or do to us. When our bucket is full, we feel great. When it's empty, we feel awful.

Each of us also has an invisible dipper. When we use that dipper to fill other people’s buckets -- by saying or doing things to increase their positive emotions -- we also fill our own bucket. But when we use that dipper to dip from others' buckets -- by saying or doing things that decrease their positive emotions -- we diminish ourselves.

So we face a choice every moment of every day: We can fill one another’s buckets, or we can dip from them. It's an important choice -- one that profoundly influences our relationships, productivity, health, and happiness.

How did you feel after your last interaction with another person?
KEEP IT SIMPLE

thank you!

you're a big ol' jar of awesome sauce
15-20 = Healthy as a Horse!
10-15 = Step on the Scale
5-10 = Set Some Health Goals
0-5 = Time to check-in to the Hospital
ROUND TABLES

- Confidentiality
- Respect
- Share and give feedback
- Let everyone speak
- Connect with each other!
- ~10 minutes of discussion at each
- Share
- Rotate!