



3 R'S: RECRUITMENT, RECOGNITION & RETENTION

STUDENT ORGANIZATION LEADERSHIP CONFERENCE 2015

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with MSU Leadership Institute

AGENDA & LEARNING OUTCOMES

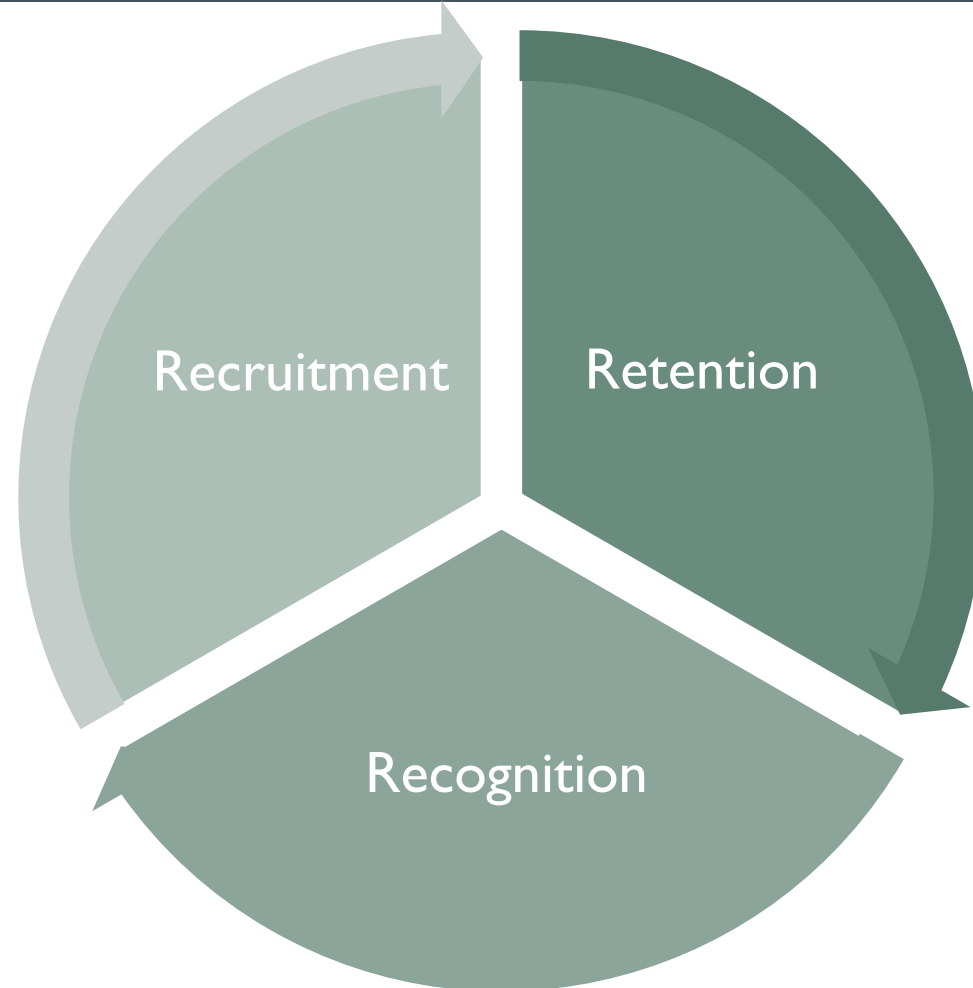
Agenda

- Recruitment
- Retention
- Recognition
- Healthy Organization Assessment
- Rotating Roundtable

Learning Outcomes

- Identify two strategies in each area you will be able to implement into your student organization.
- Learn strategies from other club members/leaders.
- Leave with ability to improve in one of these three areas.

DEFINITIONS



YOUR EXPERIENCE



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



WHY DID YOU JOIN QUESTIONNAIRE

Meet new people

Believe in your mission

Want to make a difference on campus

Resume builder

Potential for leadership positions

Get involved in events/programs

Have skills to contribute

Participated in a similar club in HS

To have fun

Part of major/department affiliation

Reputation of club

Just want something to do outside of school

Opportunity to go to national conference

Networking (peers and faculty/staff)

Scholarship options

RETENTION

- Task-Oriented



- Process-Oriented



- Social Butterflies



- Nay-Sayers



RETENTION

- Recruitment is wasted time, energy and money if you don't retain them!
- Re-engage those that have left.

RECOGNITION

**"TREAT EVERYBODY
LIKE IT'S
their birthday."**

KID PRESIDENT

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.

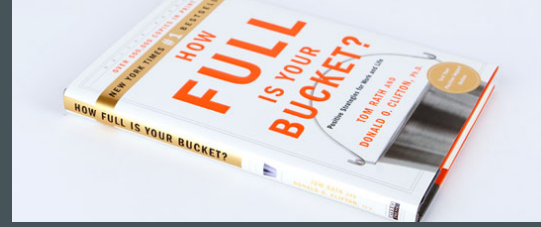
RECOGNITION

- 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.

HOW FULL IS YOUR BUCKET?



■ 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

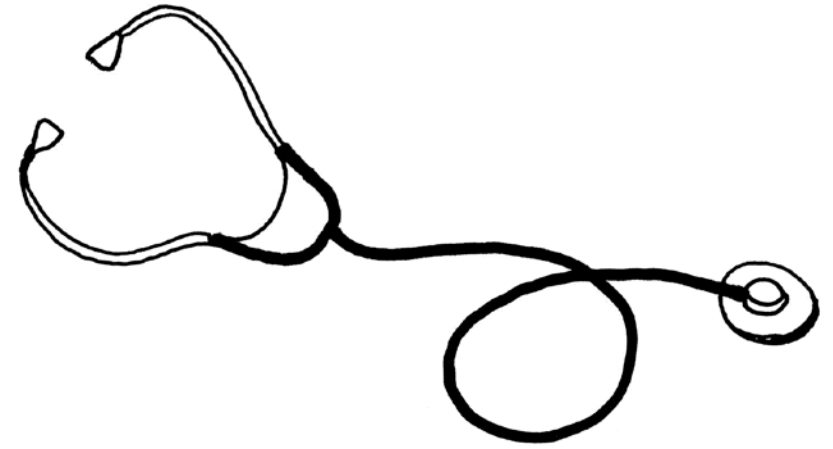


HEALTHY ORGANIZATIONS



SCORES

- 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



ROUNDTABLES

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