IT’S ALL GREEK TO ME:
How Fraternity and Sorority Members Can Help Your Visit Program

Brittney Joyce, M.Ed.
Campus Visit Manager
Furman University
Setting the Expectation

Preconceived Notions of Greek Students
Finding the RIGHT Greek
Benefits of Selecting Greek Students
How to Effectively Work with Greek Students
How to Find Them on Your Campus
What You Can Learn From Greeks
Best Practices Discussion
Resources
What is in your Welcome Center Mission Statement?

Write down 3 adjectives or short phrases that you would use to describe (or how you aspire to describe) your campus visit program/Welcome Center.

WELCOMING
RELATIONAL
ENGAGING
Come now, look around,
Want to get to know you!
Come now, look around,
Make yourself at home!
Come now, look around,
Gonna try to show you...
We’ve got what it takes!
Come and join along!

VISIT

WELCOME

INVITATION

RELATIONAL

ENGAGING
Do You Have These Problems with Greeks?

You Have the Wrong Greeks.
Benefits of Selecting the RIGHT Greek

• Involvement on campus
  ○ Extensive experiences on-campus
  ○ Typically serve in multiple leadership positions

• Has a widespread social circle on campus
  ○ Can refer prospective students to different offices, professors, other students
  ○ Is well respected and recognized as a leader to your student body

• Academically successful

• Values their organization as much as they value your institution

• Articulates a college/university memory that is NOT related to their Greek organization

• Respects the very old, “traditional” experience of being Greek
Greeks Know How to RECRUIT
4 Competencies of Recruitment

SKILLS
Having the ability to communicate effectively and grow your organization

PRODUCT
Understanding the value your organization has to its members and community

AUDIENCE
Having the awareness of who you want and how to identify them

MOTIVATION
Having the drive to do what is necessary to get the results you desire
Greek Recruitment

- Recruitment is all about building MORALE
- Training
  - Retreats are important for skill development
  - Buddy system
- Understanding a values-based approach
  - Values-based = Authenticity
- Quantity drives Quality
- Recruitment is a 365-Day Process
  - Culminates in a 3 – 5 day condensed selection process
- Making the Most of a Budget
- Utilizing/Understanding the Law of Social Validation
Learning From the Greeks

- Identifying Sensitive Topics
  - 4 B’s: Boys, Booze, Bible, Bucks

- Conversation Skills
  - Open-ended Questions
    - Always end every response with another question about the prospective student
  - Mixing up the Topics
  - Practicing conversation skills (games)
    - Greetings
    - Transitions
    - Farewells

- Remember someone’s favorite word
  - THEIR OWN NAME
Convo Training

• Use “Feel, Felt, Found” for excuses
  ○ “I understand how you feel…”
  ○ “I felt the same way too…” OR “Here’s how I felt…”
  ○ “Here’s what I have found in my experiences…”

• Five F’s
  ○ Family/Friends
  ○ Favorites
  ○ From
  ○ Fun
  ○ Future

• Focus on the Benefits, Not the Features
  ○ Features: superficial aspects of your organization
  ○ Benefits: potential long-term gains of membership
  ○ Personal stories support those benefits
Games: Topic Trail

Purpose: To have members see the different connections that can be made from one topic to another. To practice word associations that can be later developed into conversations.

Materials: Pick a word to start Topic Trail

Instructions:
• Have members sit in circles of eight to 10 members
• Pick one member in the circle to start the trail.
• The facilitator states the word.
• Each member must say a word that relates to the topic.
• If a member can’t give a response, he/she is out.
• Continue around the circle until there is ultimately one conversation specialist!
WHEN NONE OF THE VISITORS WILL TALK ON A CAMPUS TOUR

I notice you have hair

I have hair too
Games: Angles, Bridges, Catapults

Purpose: To teach members three different strategies to revive a dead conversation.

Instructions:

• Angles
  ○ Scene: You are in the office on a tour day and find you have nothing to talk about with a student. You offer a guest a bottle of water. Everyone writes the word “Water” on their paper.
  ○ Create a list of things you can talk about related to Water based on university experiences, forming an angle from the main word.

• Bridges
  ○ Use the same word and scene as above. Using one of your angles, create a transitional sentence (that is a logical connection) to talk about your angle.

• Catapults
  ○ Then, find a way to transition from that to a totally new topic of discussion.
Finding the Right Greek

• Visit your Greek Life Office
  ○ Ask for recommendations from the Greek Life Officers
  ○ Ask which chapters are the strongest recruiters (the right way!)

• Visit Greek Council meetings

• Check grades and talk with professors

• Have your Ambassadors attend chapter meetings
  ○ Or make announcements in their own chapters

• Attend Greek events
  ○ Watch for the students “in charge”

• Include a group interview process to watch dynamics

• Ask Ambassadors for recommendations

• Pay attention to the students that come to you
You and the Greeks

• Limit number of Greeks in your Ambassador Group
  ○ Try to have equal representation from all Greek organizations in your Ambassador program

• Learn about their Organizations
  ○ Philanthropy
  ○ Regular Events
  ○ Nicknames, colors, symbols

• Understand the Greek Community dynamic

• Befriend the Student Affairs/Greek Life Administrators on your campus
  ○ Understanding important dates and events for Greeks
  ○ Absorb recruitment rules as much as possible

• Foster a good relationship between Greeks & Non-Greeks
  ○ Schedule enough team-building events for all your students to find common ground
Best Practices & Questions
Resources

• Greek Tee Shirts That Rock
  ◦ Email articles with Recruitment Tips
  ◦ www.greektshirtsthatrock.com

• Phired Up Productions
  ◦ Recruitment Blog
  ◦ “I Heart Recruitment”: The 8 Steps to Limitless Possibility for Sororities” (2009)
  ◦ “Good Guys: The 8 Steps to Limitless Possibility for Fraternity Recruitment” (2006)

• Delta Delta Delta Membership Selection Program – www.tridelta.org
• National Panhellenic Conference - www.npcwomen.org
• North American Intrafraternity Conference- www.nicindy.org
• National Pan-Hellenic Council, Incorporated - www.nphchq.org
• National Multicultural Greek Council - www.nationalmgc.org
• National Association of Latino Fraternal Organizations, Inc. - www.nalfo.org
• Association of Fraternal Advisors - www.afa1976.org
• Association of Fraternal Leadership and Values - www.aflv.org