

FALL 2020

# RECRUITMENT & RETENTION

Finding the best people for your club and  
keeping them engaged



BRISTOL  
STUDENT  
SENATE

# LET'S START WITH SOME QUESTIONS

## **What attracted you to your club? How were you recruited? Why did you stay?**

- Who is in charge of recruiting?
- How do you teach new members about your mission?
- How do you tap into and utilize member's interests & talents
- How do you make members feel involved?
- How do you recognize member's achievements?

# BEFORE YOU RECRUIT

Review your current membership...



Are you reaching a wide variety of students?  
Who is missing?  
Are your meetings accessible & convenient?

# WHAT MAKES A GOOD GROUP?

**Group goals** are clearly communicated & understood

**Members** are encouraged to share their ideas & contribute

**Leadership opportunities** are offered to all members

**Decision-making** procedures are in place and reflect the values of the group

**Conflicts** are viewed as an opportunity to learn, grow, and produce quality work

# WHY DO PEOPLE JOIN GROUPS?

Social affiliation  
Make new friends  
Make connections  
Develop personal skills  
Develop leadership skills  
Have fun  
Contribute to campus  
Explore new interests  
Be a part of a team  
Learn how things work  
Looks good on resume  
Looking for a reference  
Someone referred them  
Friends already in it

# WHY PEOPLE DON'T JOIN GROUPS?

Do not fulfill time needs  
Just don't know about it  
Not asked to join  
Bad organization image  
Think they are too busy  
Fear of failure  
Leadership unorganized  
Organization not productive

# WHY DO PEOPLE LEAVE GROUPS?

Lack of recognition  
Not fun  
Doesn't live up to expectations  
Dislike for leader/members  
Poor delegation  
Don't feel valued  
Too time consuming  
No group direction  
Apathy among members  
Excluded from decisions  
Others?





# RECRUIT

**Don't assume who's interested  
Give students info, and let them  
decide if they want to join**

Advertise on campus

Create virtual calendars

Connect with faculty

Target new students

Show GENUINE interest in new people

Co-sponsor with other organizations

Set up tables

Meet new people at events

Talk about your club

Get some swag

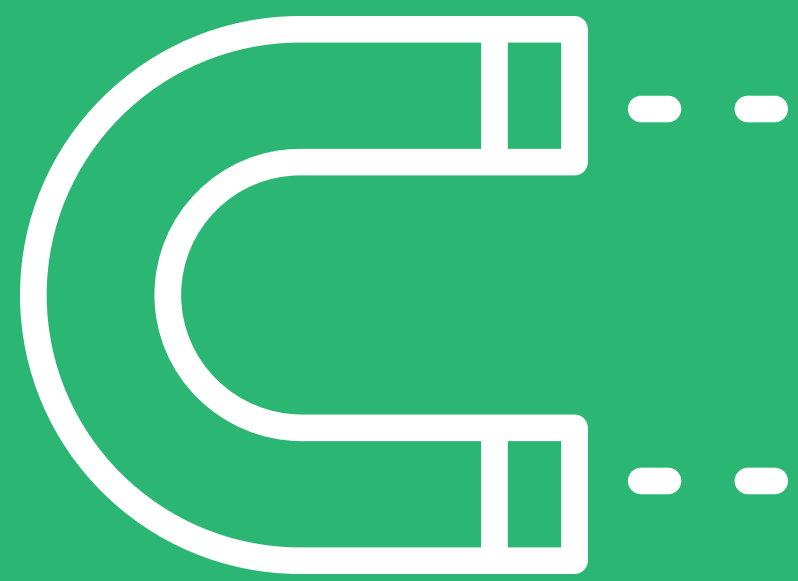
Have friends bring friends

Create a brochure

Be excited about what you are doing

**BE CREATIVE**





# RETAIN

Program for your members

Survey - Get Feedback  
Leadership training for all  
Meet with purpose  
Program with purpose  
Share your mission  
RESPECT  
Program for all  
Rewards  
Listen  
Delegate  
Say thanks

# INCLUSIVE BEHAVIORS

Inclusion is about building an environment where differences are welcomed, valued, and appreciated. Leaders can encourage an inclusive environment with the following behaviors:

# LISTEN HARD

**Ask for feedback, and actively listen to that feedback**

Engage a variety of students, ensuring diverse thought

Respect opinions and listen with an open mind

Actively draw people in

Encourage students to feel safe

Create an atmosphere of trust

# DEVELOP PEOPLE

**Seek to become an effective leader and mentor**

Give ongoing, constructive feedback

Employ small group problem solving

Practice good communication

# **ACKNOWLEDGE DIFFERENCES**

**Place students in situations where they have to engage in problem solving with others of different backgrounds**

**We all default**

**Work to develop trust across differences**

**Respect the individual and seek win-win relationships**

**Recognize important dates/holidays of different cultures**

**Be inclusive and be included**

**Take risks, and stretch the capabilities of team members**

**Speak up and contribute, be involved**

**Embrace diversity and change**

**Be proactive and creative in problem solving**

**Be flexible and adaptable**

**Learn from your team members**

**Act with integrity**

# THANK YOU



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