

Setting Recruitment Goals

Setting recruitment goals should be a foundational part of your chapter's Recruitment Strategy. Delta Chi IHQ sets goals for each chartered and provisional chapter on the number of Associate Members to recruit each academic year. Instead, this resource covers how to set goals each term to keep your efforts focused and outcome-driven.

Recruitment goals should follow the SMART framework:

- **Specific** – Support your chapter or provisional chapter's overall vision.
- **Measurable** – Track your progress and know when you've hit the mark.
- **Attainable** – Ambitious, yet realistic goals will push your team forward.
- **Relevant** – Ensure all goals directly connect to recruitment efforts.
- **Time-Bound** – Assign a clear deadline for each goal to maintain urgency.

Action Items help break big goals into manageable steps. These are the tangible tasks your team can do to make progress. Consider doing a SWOT Analysis as a team to identify your chapter's Strengths, Weaknesses, Opportunities, and Threats.

RECRUITMENT-BASED SWOT ANALYSIS

A SWOT Analysis can be used to identify areas of strength and areas of growth. Using a SWOT Analysis for recruitment can help your chapter or provisional chapter understand its market positioning on campus. How can we pitch our strengths or spin our weaknesses into opportunities?

STRENGTHS <i>What does Delta Chi do better than other chapters? Use these strengths to draw in potential new members.</i>	WEAKNESSES <i>What areas do other chapters outperform us in? We need to identify our weaknesses in order to grow.</i>
OPPORTUNITIES <i>What areas could we improve? What populations on campus have we not tapped? Who do we want to be?</i>	THREATS <i>What threatens our success? These can be used to create action items and plan events to specifically combat these issues.</i>

SETTING RECRUITMENT GOALS

Once you have completed your SWOT analysis, use what you have learned to form goals and set deadlines on when you want to accomplish these items.

Example: Recruit an Associate Member class that is 10% larger than the average size on campus by September 5.

GOAL STATEMENT	DEADLINE

FORMING ACTION ITEMS

An Action Item is a clear, tactical step your chapter can take to hit recruitment goals. These can apply to any aspect of your strategy, from events to follow-ups, and can be handled by the Recruitment Chair or delegated to other members of your Recruitment Committee. These items should be connected to your overall goal(s).

Example: Maintain a names list with 50 leads, contacting everyone by August 15; The Recruitment Chair will host a workshop for members before January 30.

ACTION ITEM TASK	DEADLINE