

ALPHA SIGMA ALPHA TEAM AND COMMITTEE CHARGE

Team/Committee Name: Recruitment Resource Project Team

Team/Committee Direction:

Strategic Goal Area: Expand organizational reach

Goal:

Articulate Alpha Sigma Alpha's compelling case for its continued relevance and significance

Champion access to sororities especially for those who have historically been marginalized

Invest in opportunities to maximize membership growth

Team Description

Strategies and objectives:

- Develop resources on:
 - Chapter marketing
 - Developing a PR plan (with sample plan)
 - Proactive measures to recruit new members using social media (for chapter and person accounts)
 - Guide to interacting with potential new members via social media and text
 - Continuous open bidding - Step-by-step guide to COB, ordering and linking existing resources
- Create content for Join a Sorority Week (July & Jan. each year)
- Create blog content for monthly Growth Coaching communication. Topics may include maintaining a names list, interacting with new people, retaining new members, discussing membership expectations with potential new members, sustaining COB, planning for primary recruitment, etc.
- Annual review and edit of chapter resources
 - Recruitment resource guide
 - Recruitment education resource guide
 - Social media resource guide

National Council Liaison – Touchpoint Liaison:

Appointed vice president

Staff Team Member:

Director of membership growth

Resources: To include, but not be limited to:

- NPC Manual of Information
- NPC's College Panhellenic Marketing Toolkit
- Sample workshops
- Curriculum template
- Alpha Sigma Alpha National Headquarters communications and marketing department
- Alpha Sigma Alpha National Policies and Procedures

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Reporting: The team leader shall submit progress reports as requested and will prepare an annual report (due in May). Additional reports may be due upon request of the national council and/or staff liaison.

Voting status: The team leader is a voting delegate. Team members are not voting delegates.