



FRATERNITY AND SORORITY LIFE

COLORADO STATE UNIVERSITY

Interfraternity Council Recruitment

COVID-19 CONTINGENCY PLANS

All policies, procedures, and practices found in the [IFC Recruitment Policy](#) apply. The following is specific guidance for IFC chapter recruitment efforts and events considering COVID-19.

CHAPTER-SPONSORED RECRUITMENT EFFORTS & EVENTS

- All chapter-sponsored recruitment efforts and events must abide by all Colorado State University, Larimer County, state, and federal guidelines related to COVID-19. In the event of a discrepancy between guidelines, chapters should follow whichever guidelines are stricter.
 - Detailed information about CSU's COVID-19 Recovery can be found [here](#).
 - Detailed information about Larimer County's COVID-19 information can be found [here](#).
 - Larimer County COVID-19 public health guidelines can be found [here](#).
 - Colorado COVID-19 public health guidelines can be found [here](#).

Failure to compile with university policy and public health ordinances may result in disciplinary action.

- Chapters should plan for virtual recruitment; with the ongoing ordinance and policy changes anticipate in response to COVID-19 chapters should be prepared for a completely virtual recruitment.
- To ensure the safety of members and potential new members (PNMs) chapters should require all participants to:
 - Stay home if feeling sick or exhibiting [symptoms of COVID-19](#)
 - Wear a cloth face covering or mask
 - Wash hands with soap and water or use hand sanitizer
 - Maintain smart physical distancing (at least six feet apart)
 - All gatherings should adhere to all social distancing requirements and recommendations. Please see the Colorado guidance for [indoor events](#) and [outdoor events](#).

VIRTUAL RECRUITMENT EVENTS

- Chapters are encouraged to plan and host virtual recruitment events.
- Resources:
 - [Zoom](#): Host your traditional chapter informational event online via Zoom (or other video conferencing software). Consider leveraging the 'breakout' room feature in Zoom to conduct one on one conversations as you would during in-person events.
 - Streaming multiplayer video games: Host a virtual recruitment event via streaming multiplayer video game.
 - [Netflix Party](#): Host a movie or TV watching event with potential members in real time, using this group chat feature (additional group streaming services available).
 - [Board games online](#): Host a virtual board game night for members and potential new members.
 - [Discord](#): By creating a "server" for your chapter recruitment efforts, members and potential members can text, video and audio chat in real time, with the ability to host 5000 people at once.

GROUP GATHERING RESTRICTIONS

- Size of allowable in-person recruitment events (members and potential new members) is determined by campus, city, state, and federal gathering regulations. *Please refer to the links above.*
- To account for group gathering restrictions, the division of in-person recruitment events into multiple smaller events is recommend.

As there are no gathering restrictions for virtual events, chapters should host virtual events whenever possible.

GENERAL HEALTH & SAFETY

- Chapters should limit physical contact whenever possible by:
 - Avoiding handshakes or other contact-based greetings (i.e. high-fives, fist bumps, hugs, etc.)
 - Avoiding activities that require significant physical contact (i.e. contact sports)
 - Avoiding shared materials (i.e. common computers for sign-in, shared pens, etc.)
 - Avoiding providing group transportation to and from recruitment
 - Avoiding allowing non-members into a chapter facility (or other high occupancy locations).
 - If you have a desire to share information about your facility, consider recording a house tour and sharing that virtually with PNMs.
- Chapters should not prepare or provide food or beverages
- Chapters should collect detailed contact information from all attendees (chapter members and potential new members); this is extremely important for contact tracing should that become necessary. Full names, phone numbers, and email addresses should be collected.
 - ***These lists must be submitted to via this [form](#) within 24 hours of the event and will be kept on file in the Office of Fraternity & Sorority Life.***
 - Consider creating a QR code that attendees could scan at events to complete a check-in form from their own cellphone prior to entering the event.
 - Consider creating sign-up or registration forms for chapter recruitment events (for the smaller group outings).
 - Consider creating some signage that states basic health and safety expectations. *Please see the IFC template for signage available [here](#).*

VENUES & CONTRACTS

- Chapter should consider only executing contracts with noted clauses for cancellation or postponement of the event due to COVID-19.
- Chapter officers should communicate health and safety expectations to the venue and ensure that the venue is abiding by county guidance, prior to an event.
- Consider leveraging open-air or outdoor venues whenever possible.
- As chapter should not be providing transportation to potential new members, chapters should only host events in reputable venues on or very near campus.

CHAPTER RECRUITMENT GOALS, OBJECTIVES & ACCOUNTABILITY

- Create chapter goals and expectations for recruitment during COVID-19.
 - Consider individual expectations:
 - *Each brother is required to reshare chapter recruitment messages on social media*
 - *Each brother is required to share a post or story about their fraternity experience*
 - *Each brother is required to generate three names for chapter interest list*
 - *Each brother is required to reach out to two names on chapter names list*

- *Each brother is required to have at least two one on one meetings with PNMs (can be conducted virtually)*
 - Consider chapter expectations:
 - Brothers who are sick or exhibiting [symptoms of COVID-19](#) are not allowed to participate in in-person recruitment events and should engage in self-isolation.
 - If you believe a member of your chapter has COVID-19, please contact the CSU public health.
 - Confirmed cases of COVID-19 within fraternity chapters should then be reported to the Office of Fraternity & Sorority Life.
- Create a recruitment plan that considers all public health regulations to ensure student safety.
 - Connect with your (inter)national organization to seek clarification of their expectations or policies that might govern your recruitment efforts.
 - Consider incorporating virtual events and leverage a one to one recruitment model.

RECRUITMENT BEST PRACTICE & RESOURCES

- [PhiredUp](#) is doing amazing work to support your recruitment efforts; check out their blog [here](#).
 - [PhiredUp Free Resources](#)
 - [The Complete Guide to Virtual Recruitment](#)
 - [Digital Recruitment: “What if recruitment is cancelled?”](#)
- Basic Strategy from PhiredUp:
 - Videos: Marketing, promotional, and recruitment videos are an essential component of virtual recruitment. If you decide to create a chapter recruitment video review these [PhiredUp instructions](#).
 - Texts and Phone Calls: Most of your digital recruitment efforts will likely to be done via text message.
 - Here’s an example of an effective outgoing text message to someone who just got onto your list through some prospecting efforts: “[Name!] This is Alex. My friend KC connected with you on Instagram. We’re trying to connect with incoming students to talk briefly about involvement on campus. I’d love to FaceTime, or video call this week. Does Thursday or Friday afternoon work better for you?”
 - Live Online Presentations: Informational meetings, house tours, chapter presentations should be delivered live via webinar software.
 - One-on-One Meetings: One-on-one meetings will take on even more importance in a digital recruitment scenario. There are professional fraternity/sorority recruiters who basically only do referrals, texting, and one-on-one meetings to build a chapter from scratch. And those one-on-one meetings can absolutely be done through FaceTime, Skype, [Google Meet](#), etc.
 - Here’s a PhiredUp resource for [how to conduct a great one-on-one meeting](#).
 - Virtual Fun: Consider streaming multiplayer video games, virtual Netflix watch parties, [board games on-line](#), group video chats while doing service work, shared playlists and discussions, and more.
 - Questions & Answers: Create written and video answers to [these questions](#) that are easily accessible on-line to potential members and their parents.
 - Membership Selection: Consider ways your chapter might host membership selection virtually to allow most of the chapter to participate; like most components of virtual recruitment it is important to prepare for virtual membership selection.
 - Bids/Invitations: Giving an invitation for membership can easily be done virtually. PhiredUp has a guide on [how to give a bid](#) appropriately. Just do it via video call.

Please note under no circumstances should chapters host “bid parties” following bid distribution.

Please direct any questions, concerns, or additional needs for guidance to IFC Advisor Natalie Padrón (natalie.padron@colostate.edu).

This document reflects current policy and best practice as of 7.15.20. Additional information will be provided as it becomes available.