I LOVE MY ORG:

COLLABORATIVE LEADERSHIP CONVERSATIONS

MEMBERSHIP RECRUITMENT

In the chat:

- INTRODUCE YOURSELF
- CAMPUS ORG NAME
- YOUR POSITION IN ORG
Staff Introductions
WHAT WE DO AT COVP

We Support:
- Leadership Development
- Community Engagement
- Direct Service
- Campus spirit

We Provide:
- Resources
- Programming
- Advising

RESOURCES

Funding
- Campus Life Grants
- Team Building Funding Board

Virtual Advising & Live Chat

RCO Recognition
- Org of the Month
- I Love My Org - Social Media Contest
- Virtual Engagement Opportunities
Receive funding for your org to participate in virtual team building and bonding activities!

Activities Options:
- Virtual Scavenger Hunt with the Campus Recreation
- Exploring Your Strengths with Center for Student Leadership

More information about applications coming soon!
GOALS

• Discuss tips on how to recruit for the upcoming year

• Connect with student leaders and learn how other orgs recruit or share your org’s recruitment strategies

• Learn about AIF and how you can effectively recruit members through the virtual fair

• Understand how your organization can function this fall
AGENDA

- Activity
- Membership Recruitment Strategies
  - Discussion Groups (Breakout Rooms)
  - Large Group Discussion
- Membership Engagement Tips
  - Discussion Groups (Breakout Rooms)
  - Large Group Discussion
- Virtual Anteater Involvement Fair Tips & Demo
- CampusGroups Q & A
Activity
Pre-Recruitment

- Re-assess priorities of organization (consider UCI Executive Directives)
  - Shifting to education and awareness vs. in-person service/activities
  - Temporarily shift membership requirements (level of commitment - zoom fatigue)

- Organizational Structure
  - Define leadership roles, goals, operational procedures, agree on expectations, etc

- Set recruitment goals
  - Realistically how many members do you need to accomplish the goals of the organization?
  - When will you recruit - fall quarter only, all year, only weeks 1-2, etc

- Define your organization's value
RECRUITMENT STRATEGIES

- Organization's value & offering
  - What will students gain by being part of your organization?
    - Mentorship, social network, alumni connections, hands-on experience, introduction to industry (tech, business, healthcare)

- Membership commitment
  - What is required of members? Committee involvement, virtual service hours, mandatory meetings?

- Member Engagement
  - Explain what member engagement will be like - weekly game nights, social hours, virtual zoom study sessions, zoom paint nights, etc
ZOOM INFO SESSION TIPS

• Create custom Zoom backgrounds
  ◦ Alternative: Add "Club Officer" to name

• Present with a visual (PPT, Prezi, Video)
  ◦ Brief introduction highlighting the main points of your organization (elevator pitch)
  ◦ 3-5 slides
  ◦ Stop sharing screen when asking for participation

• Use Kahoot to engage participants
  ◦ Quiz questions pertaining to your org - then elaborate

• Assign officers to manage chat
  ◦ Drop relevant links, flyers, etc in chat
  ◦ Ask participants to answer questions in chat

• Collaborate with similar orgs & host a zoom session together
  ◦ Example: at UCR all the filipino organizations held a collective zoom info session

• Record session - add video link to virtual booth
Discussion

What is your organization’s recruitment strategy? Discuss items you learned today or strategies that have been successful in the past.
Membership Engagement

- Send meeting schedule at beginning of each quarter
  - Consider time zones of members/international students

- Icebreakers/Community Building
  - Toilet Paper Ice Breaker (Get to know you)
  - Team Building Funding Board
  - Netflix Watch Party
  - Kahoot - Guess that baby!

- Social Media
  - Regular posting schedule
  - Instagram challenges that all members can participate in OR IG takeovers
  - TikTok dances compiled into one video post
  - Member Spotlights (@shpe_uci)

- Send reminders & add members to CG page
Discussion

In what ways did your organization successfully or unsuccessfully engage members in the Spring Quarter? How do you plan to engage members this year?
Executive Directives
VIRTUAL FAIR

- Eligibility
  - Recognized by Sept 28
  - Live chat us for org status updates
    - Mon-Fri | 10 am - 12 pm & 1 - 3 pm

- Live Sessions
  - Sept 28 | 12 - 3 pm
  - Sept 29 | 4 - 7 pm
  - Sept 30 | 11 am - 2 pm

- Open Zoom Room (imitate booth)
  - Have a zoom link available where participants can join and ask questions
  - OR host a formal information session

- Will be able to contact students that indicated interests
Demo