

EXPERIENCE *the* DIFFERENCE

ARIZONA COLLEGIATE DECA

CHAPTER RESOURCES

2023-2024 Experience The Difference

RECRUITMENT

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SUMMARY

This resource guide will help you effectively recruit new members at events such as club fairs, new student orientations, and other events your institution may offer. It will discuss why recruiting is important, what materials will be needed, things to consider when preparing for recruitment events, some tips for recruiting events that will ensure you recruit to the best of your abilities, and ways to recruit outside of recruiting events.

WHY RECRUITING IS IMPORTANT

As a student led organization, there are a variety of reasons why recruiting is important within Arizona Collegiate DECA. These includes the following:

1. Maintaining continuity- being a student lead organization means that the current leadership teams will eventually graduate. We need to bring in new, devoted members who will take their places as the next leadership after their terms.
2. Diverse skills and perspectives- just as you would like to see in your leadership teams, it is important to have members with diverse skill sets and backgrounds in your chapter to make it string in all areas
3. Free advertising and extended outreach- Having more members means more people will come to, post about, and talk about your events. In addition to making events more fun, who doesn't love free advertising?
4. Sense of community and belonging- Being reminded of a student organizations purpose and mission can spark students memories of why they joined and make them realize what they have in common with fellow members. Additionally, it can make potential new members see the tight bonds that your chapter can create,

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TYPES OF RECRUITING EVENTS

There are many different types of recruiting events that your institution may offer. These include admitted students days, open houses, club fairs, networking events, and career fairs. Your institution may also allow you to table in other areas outside of these events, which is another great recruiting opportunity to take advantage of. Be sure you are looking out for these events so that you can make sure you have the proper materials, sign up forms, and anything else that may be needed for a successful recruiting event.

WHAT MATERIALS YOU MAY NEED

There are a variety of materials that may be of use when you are recruiting. You will need a table and chairs (if they are not provided), banners or other forms of CDECA signage, posters, an excel or paper list for people to sign up for your group chat and/or email list, a business or contact card for potential members, and various other things to decorate your table. You can also order giveaways for your table like DECA pencils or candy. Below is an example of what a CDECA table might look like at a recruitment event.



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PREPARING FOR A RECRUITMENT EVENT

When it comes to recruiting events, there is a lot that needs to be done to facilitate their success. You must take sure that:

- You have prepared and brought marketing materials (flyers, banners, QR codes) that are printed and laminated or in sign holders, as appropriate
- You have space for people to sign up to join your chapters group chat and/or email list
- You have some form of interactive element (game, presentation, question and answer sessions with current members, etc.)
- You have members available to take shifts, if needed
- You have determined how the materials will get to and from the event
- You have some way that prospective members with questions can get in touch (a contact or business card, a social media QR code)
- You have an idea of your chapters main selling points
- You know who will be attending the event and can adjust your targets accordingly
- You set goals for how many members you would like to talk to at the event
- You know where the materials will be stored, if necessary

RECRUITMENT EVENT TIPS

When at a recruitment event, it is vital to ensure that you are professional. Although you may not have members at your table while having informal conversations, potential members and other stakeholders may hear you. Additionally, it is helpful to dress the part and wear clothes with the CDECA logo on them while you are at your chapter table.

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Furthermore, you should try to choose a location for your set up at the event that is getting a lot of foot traffic, such as an entrance/exit. This will give you a chance to interact with more members and easily get materials out at the conclusion of the event. Another good tip is to highlight stories of those in your chapter who have gotten internships, jobs, scholarships, and/or competition placements so that potential members have a great idea of the many perks that come with being a CDECA member.

RECRUITMENT OUTSIDE EVENTS

If you want to make the most out of your chapters recruitment abilities, it is important that you not only focus on recruiting at specified events, but that you also seize other opportunities. The state officer team has a few suggestions for how your chapter may decide to do this. The first is through social media. By posting about current events in your chapter, you are increasing your visibility to potential members. Another possibility is collaboration with other organizations. You can do community service with them, create a collaborative event, or even invite their members to attend one of your chapters meetings that is relevant to their members interests. Another effective way to recruit is to see if your institution will allow your chapter to table on campus during the day. This increases your visibility to a diverse group of students and allows you to further make use of the materials your chapter has purchased for recruitment events. You may also decide to post some of the fliers you have made for recruitment events on permitted community boards located in different buildings throughout your institution. Lastly, you may choose to host events through your institution that invite students outside your chapter to attend (but still adhere to your chapters focuses and goals). These can include resume workshops, LinkedIn workshops, team building workshops, budgeting workshops, etc.