

# TEAM RECRUITMENT **BEST PRACTICE GUIDE**



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## Other resources available to reference (text contains hyperlinks)

- Meeting Announcement Flyer Template
- Team Member Sign- Up Sheet

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## Overview—Team Recruiting

The driving force behind many of the most successful Enactus teams are the students who work tirelessly and passionately to keep the spirit of Enactus alive on their individual campuses. We understand that university campuses are dynamic environments. Every year, a group of students graduate and embark upon a new path in life while another class enters the threshold of university life.

*What do you do to keep your team's momentum going? How can you continually attract and retain the "right" students who will add value to your overall Enactus program? What recruiting strategies can be the most successful?* These concerns are addressed in this best practice guide, as we aim to provide you with an array of methods that have proven successful in many countries. In addition to

numerous ideas in the "Recruiting Strategies" section, we have also included some tools that will be useful in implementing these strategies:

- Student Recruitment PowerPoint Presentation (attached as a separate file [Insert hyperlink](#))
- "What is Enactus?" – 1 Pager
- "What is Enactus?" Talking Points
- Personal Invitation Template
- Team Member Sign-Up Sheet
- Campus Visibility Resources (ask Tona about redirecting the [Hyperlink](#))

Please note that this is a guide and you should adjust strategies and tools as needed to suit your team's unique circumstances.

## Team Recruiting Officer

Many successful teams create a position within their executive board tasked with recruiting and retaining members. The primary goal of a Recruiting Officer is to increase student membership while also keeping the current members engaged. To be successful, recruiting efforts should appeal to a diverse population of majors/disciplines, and vary in its approaches, and implement consistent campaigns. Throughout the academic year, there are multiple opportunities to capitalize on Enactus-related events (i.e. Fall Leadership Conferences, Partnership Summits, and competitions) to invite and activate new members.

The responsibilities of a Team Recruiting Officer might include:

- Actively recruit new members based on professor recommendations
- Network current and prospective members
- Create marketing material to attract new members
- Ensure all members register on [enactusunitedstates.org](http://enactusunitedstates.org)
- Attend student organization fairs, freshman orientation events and schedule regular and ongoing recruiting campaigns
- Match new members with projects in which they would be interested
- Create incentives for members to stay active after joining
- Build value in the Enactus brand on campus
- Keep all social media and website content current



# Recruitment Strategies

It is a common misconception that a very large student membership is required to operate a successful Enactus team. While we certainly encourage you to engage as many students as possible on your team, keep in mind, that Enactus team membership numbers tend to grow gradually and you should always aim for quality over quantity and active students over ones simply registered.

## Recruitment Strategies

- Participate in a campus clubs/associations recruiting events at the beginning of the academic year. Use marketing/recruiting materials and templates from the Campus Visibility Campaign to develop customized promotional materials for your team.
- Ask professors to make an announcement in their classes about Enactus or offer to make a short presentation at the beginning/end of their classes. Be aware they may not know what Enactus is, so be sure to offer the “What is Enactus?” excerpt as a reference. Make sure to allow interested students to contact you.
- Ask teachers to recommend students who would be a good addition to Enactus, or can benefit from joining Enactus.
- Create personal invitations to join Enactus and have current team members distribute them to their friends or other student leaders on campus.
- Advertise team meetings in the student center or other high-traffic areas so non-Enactus members are exposed to information.
- Hold an orientation meeting (make it informal and consider serving snacks to attract students) at the beginning of each semester.
- Identify other student organizations on campus that have similar interests and capabilities for a particular project and invite them to partner with your team.
- Create or update a team website and utilize social media accounts (Facebook, Twitter, YouTube) to highlight your successes and QR codes to share your sites.
- Inquire about the possibility of offering class credit for participation in Enactus. (Ask your Regional Program Manager for an example syllabus.)
- Create a bulletin board highlighting current projects, latest media exposure, exciting pictures, announcements, and your team’s meeting times and location.
- Purchase fun giveaways such as pens/pencils, mugs, Frisbees, or magnets.
- Wear your team’s t-shirt on meeting days to increase awareness.
- Match new members to projects that fit their interests within two meetings so they can activate and contribute. Consider using a survey to identify their interests.

## Key Ideas

- Recruit a diverse group of members—from all departments, majors, and classifications.
- Use a variety of recruiting techniques.
- Remember that recruiting is an on-going process. Get started on projects as soon as possible and consistently recruit new members throughout the year!

# Retention Strategies

After gaining a new member and matching them with a project, it is important that everyone contribute meaningfully to project outcomes. This means understanding what each member is hoping to gain from their Enactus experience and how their personal objectives meet the team's overall goals. Gaining new members is important, but doesn't do much good if they do not stay active in team operations.

## Retention Strategies

- Host social/team-building activities outside of Enactus meetings.
- Create an incentive system that encourages members to participate and have a positive impact on the team (e.g. travel to events, leadership on the team, institutional awards).
- Acknowledge your members that go the extra mile (e.g. Service Leadership Awards).
- Create a team culture that is fun, inclusive, and encourages members to interact outside of structured activities.
- Create workshops such as résumé building, networking 101, social media or communication skills.
- Hold networking events with local partners that might offer members internships or other opportunities.
- Give Enactus “swag” as a reward for team members reaching specific milestones.
- Reinforce the benefits of being in Enactus and find creative ways to build value in your team.
- Work with alumni to create a scholarship or travel sponsorship for Enactus students at your school.
- Create a strong alumni group which can connect your team with jobs.
- Build team meetings around topics the team is interested in (career development, projects, skill building).
- Create an alumni page for your team on LinkedIn or Facebook that fosters a connection between graduated members and current ones.

## Key Ideas:

- Balance your team's project work with fun social activities.
- Create an incentive system that rewards and credits your team members' hard work.
- Build a strong alumni network and business advisory board that will help ensure the professional success of your team members.

## “What is Enactus?” Talking Points

The following list are some talking points that can be used when discussing Enactus with potential members or supporters. Remember: it is vital that you know your audience. While we all seek to enable progress, each student, advisor, or business leader has a different motivation to participate. Be sure you tailor your approach to fit their knowledge of Enactus, and your understanding of their needs and interests. Show how being a part of your team will benefit them.

### For Students

- “Enactus connects you to others with similar interests. This helps form lasting connections that can jumpstart your professional life.”
- “You will have access to some of today’s top business leaders which can lead to job and internship opportunities.”
- “You can apply what you learn in the classroom and apply it in real life situations.”
- “In Enactus, effort is recognized and rewarded, and you can maximize potential for landing your ideal career.”
- “Students build meaningful résumés and gain relevant experience to share regularly and exclusively with top executives and their hiring managers.”
- “Enactus graduates hired into management positions with Fortune 500 companies is far higher than alternative recruiting methods. (In 2014, 1,000 graduating seniors applied for almost 600 management positions).”
- Enactus has unique Scholarship opportunities for its members

### For Teachers

- “Enactus is a great way for students to develop and implement the skills you are teaching them in the classroom.”
- “Your Enactus team represents your institution on a national level to top business and academic leaders.”
- “135 of the top-rated Academic Ranking of Worldwide Universities (ARWU) participate with Enactus.”
- “You are recognized as a Sam Walton Fellow with a premier international business and academic organization.”

### For Parents

- “Your student can gain opportunities and build skills in real-world situations that will maximize the return on their education.”

### For Business Leaders

- “Enactus students represent some of the best in their class, given their real-world experience.”
- “Students gain skills in valuable areas like project management, teamwork, data collection and trend analysis, and public speaking.”
- “Enactus students are motivated by empowering others, serving customers and stakeholders, and building sustainable livelihoods to improve processes.”

### Key points for all audiences

- “Enactus is an international non-profit that connects student, academic, and business leaders committed to enabling progress around the world.”
- “Enactus has active programs on 1,600 college and university campuses in 36 countries, with over 62,000 students.”