Greek Leadership Summit
Rensselaer Polytechnic Institute

Sponsored by the Alumni Inter-Greek Council
of the Rensselaer Alumni Association

January 26, 2008
Samuel Heffner Jr. ’56 Alumni House

Special Thanks To:
Office of Alumni Relations, Office of Fraternity and Sorority Affairs,
Dean of Students Office, Hospitality Services, and the Heffner Alumni House
Use this area to list contact information for people you’ve met here at the Greek Leadership Summit!

1. Name: ____________________________________________________________
   Contact: __________________________________________________________

2. Name: ____________________________________________________________
   Contact: __________________________________________________________

3. Name: ____________________________________________________________
   Contact: __________________________________________________________

4. Name: ____________________________________________________________
   Contact: __________________________________________________________

5. Name: ____________________________________________________________
   Contact: __________________________________________________________

6. Name: ____________________________________________________________
   Contact: __________________________________________________________

7. Name: ____________________________________________________________
   Contact: __________________________________________________________

8. Name: ____________________________________________________________
   Contact: __________________________________________________________

9. Name: ____________________________________________________________
   Contact: __________________________________________________________

10. Name: ____________________________________________________________
    Contact: _________________________________________________________

11. Name: ____________________________________________________________
    Contact: _________________________________________________________

12. Name: ____________________________________________________________
    Contact: _________________________________________________________

13. Name: ____________________________________________________________
    Contact: _________________________________________________________

14. Name: ____________________________________________________________
    Contact: _________________________________________________________

15. Name: ____________________________________________________________
    Contact: _________________________________________________________
Welcome to the Rensselaer Greek Leadership Summit!

Thank you for attending this important program and thereby showing your commitment to the up building of your fraternity or sorority and our community. As members of one of the oldest Greek communities in the country, RPI alumni have a responsibility to remain as active and involved with the university as you do. To that end, the Alumni Inter-Greek Council was formed to facilitate alumni involvement in the fraternal affairs of the Institute. I have been privileged to serve as President of the AIGC since April 2007, and can report that we have made great progress in improving our interfraternal community at RPI.

Let me begin by saying that as a professor and an alumnus, I have witnessed firsthand the challenges faced by our undergraduate chapters. Adapting to a different kind of student body, Institute policies, and our own internal rules requires a lot of change management. Our organizations commit countless hours to community service (and funds for charities) but are seldom recognized. Thankfully, the Rensselaer Alumni Association has created an awards program specifically designed to recognize the outstanding community service by fraternities and sororities.

Challenges also still exist in the recruitment and retention of the best members. This is not only a marketing and outreach challenge, but an academic one as well. In a recent semester, fraternity and sorority members accounted for almost one third of the academic expulsions from the Institute. RPI's Greek chapters must secure a way to attract the top students, and keep them at the top.

The Rensselaer Greek Leadership Summit is designed to get you thinking about these concepts, and give you some new information relative to resources for your success. Chapter leaders will have the opportunity to interact and receive practical training. Council officers will be involved in a development program in an effort to unify Rensselaer’s Greek efforts among the various governing organizations.

I am sorry that I am unable to be with you today, as I am serving as a facilitator at the winter retreat of Lambda Chi Alpha Fraternity in Texas – a retreat that our keynote speaker has missed in order to attend the Greek Leadership Summit! I wish you the best of luck and continued success at RPI; please let me know if I can assist you or your organization in the future.

Sincerely,

Roger A. Grice, Ph.D. ’87
President, Alumni Inter-Greek Council
Professor of Technical Communication
gricer@rpi.edu
2008 Summit Facilitators

John A. Minasian, Ph.D.
Vice President and Dean, Rensselaer at Hartford
minasian@rpi.edu

John Minasian leads Education for Working Professionals at Rensselaer, serves on the President’s Cabinet, and is chief executive officer of the Hartford campus. In 2000 Dr. Minasian was elected to the Board of Directors of Lambda Chi Alpha International, which he currently serves as Vice Chair. Dr. Minasian has developed training and seminars on leadership development at both the corporate and fraternity level. Prior to joining Rensselaer in 2005, he was Dean of Corporate Education at Worcester Polytechnic Institute. Dr. Minasian received his Ph.D. in operations and systems engineering from WPI.

Mark Smith
Dean of Students
smithm@rpi.edu

Mark Smith has served as Dean of Students at Rensselaer since 2002. As Dean, he oversees student services, judicial affairs, and Greek life. Previously, he served for seven years as associate dean of students and director of the Office of Minority Student Affairs. Smith joined Alpha Tau Omega as a student at Northwestern. He received his master’s degree at the University at Albany and a certificate of advanced study in educational administration from SUNY Cortland.

Geoff Seber
Associate Advancement Officer, Office of Alumni Relations
seberg@rpi.edu

Geoff Seber works at the Heffner Alumni House where he is involved in student and Reunion programs. Seber has helped many chapters improve alumni relations through on-campus events and outreach, including the recent Greek Chowderfest. In 2007, Seber was named The Rensselaer Polytechnic’s “Poly Person of the Year.” He earned his degree from Western New England College in 2000.

Jonathan “Jerry” Witter, Ph.D. ’82
Advisory Engineer at AREVA NP and AIGC Board of Directors
jonathan.witter@gmail.com

Jerry Witter has served on the AIGC Board in multiple positions, and was previously chapter advisor to Sigma Alpha Epsilon. Dr. Witter has been instrumental in the continuous improvement of Rensselaer fraternity/sorority life policy, particularly in the areas of alcohol, recruitment, and chapter management. He holds a doctorate in nuclear engineering from Massachusetts Institute of Technology.

Raymond A. Lutzky ’02
Associate Director of Admissions and AIGC Board of Directors
lutzkr@rpi.edu

Ray Lutzky is director of outreach at Rensselaer Admissions and serves on the Rensselaer Alumni Association Board. He is Master Steward for Lambda Chi Alpha’s Warren A. Cole Recruitment Institute, and a speaker for the CAMPUSPEAK agency. He received his M.S. in public relations from the S. I. Newhouse School of Public Communications at Syracuse University.
AIGC Board of Directors Contacts

President:
Roger A. Grice, Ph.D. ’87 (ΛΧΑ)
Professor of Technical Communication and Information Technology
Rensselaer Polytechnic Institute
518-276-2828, gricer@rpi.edu

Vice President:
Roger Mike ’70 (ΔΦ)
Marketing and Sales Consultant
518-383-2590, rmike10@verizon.net

Directors:
Ann Dodson ’86 (ΠΒΦ)
Director of Risk Management
Dormitory Authority of the State of New York
518-257-3702, adodson@nycap.rr.com

Shannon Kelly ’96 (ΠΒΦ)
Product Development Chemist
Von Roll USA, Inc.
518-377-0591, shanksun17@yahoo.com

Raymond A. Lutzky ’02 (ΛΧΑ)
Director of Outreach and Associate Director of Admissions
Rensselaer Polytechnic Institute
914-584-5498 (c), 518-276-2190 (w), lutzkr@rpi.edu

John A. Thomas ’02 (ΣΑΕ)
Application Engineer
Atlas Copco Comptec, Inc.
518-727-2487 (c), 518-765-3344 (w), jtsae@hotmail.com

Jonathan “Jerry” Witter, Ph.D. ’82 (ΣΑΕ)
Advisory Engineer
AREVA NP, Inc.
518-421-8200 (c), 434-832-3839 (w), jonathan.witter@gmail.com
1. BE HERE

Let’s face it, you need to be here. The Greek Leadership Summit was created for your benefit, and will only be successful with your participation. In addition to being on-time for all the sessions and physically present, this also means remaining focused on the topic at hand. Don’t waste time by being a distraction; activities that disrupt the experiences of other participants will not be tolerated (and may cause ejection from the program).

2. ASK QUESTIONS

The ultimate goal of this program is to enhance fraternity and sorority life at Rensselaer. This may require clarifying a point, or asking a facilitator to expand on a topic that might be useful for the entire group to hear. In most cases, the question you want to ask is on the tip of another participant’s tongue, too. Don’t be afraid to find out what you don’t know.

3. INTERACT

There will be opportunities throughout the day to meet students you may not have had the opportunity to introduce yourself to. The Leadership Summit is all about connections, so use this as an opportunity to make contact with as many leaders as possible. The exchange of ideas and stories is useful and can help build relationships that will assist you down the road.

4. CHANGE

Staying the same is not an option. Rensselaer’s Greek community needs new, innovative techniques to reach potential new members, creative solutions to our common challenges, and to grow. Take what you have learned back to your chapter, discuss it with others, build a coalition and lead the change. The knowledge is only powerful when it’s put into action.
Track Alpha: Chapter Presidents & Leaders

8:45 am – 9:10 am ................................................................. **Registration**  
   Jessica Wickiewicz, Assistant Dean of Students

9:10 am – 9:20 am ............................................. **Welcome and Review of the Day’s Events**  
   Ray Lutzky ’02, AIGC

9:20 am – 9:45 am .............................................................. **Introductions and Remarks**  
   “Alumni Involvement in Fraternity and Sorority Life”  
   Roger Mike ’70, AIGC Vice President

9:45 am – 10:45 am .............................................................. **Morning Session 1**  
   “Maximizing Your Alumni Network”  
   **Facilitator: Geoff Seber, Office of Alumni Relations**

10:45 am – 11:00 am ............................................................. **15 Minute Break**

11:00 am – 12:00 pm .............................................................. **Morning Session 2**  
   “Achieving Academic Excellence”  
   **Facilitator: Mark Smith, Dean of Students**

12:00 pm - 1:00 pm .............................................................. **Deli Buffet Lunch**

1:00 pm – 1:45 pm .............................................................. **Keynote Address: “Lessons From Alice”**  
   John A. Minasian, Ph.D.  
   Vice President and Dean, Rensselaer at Hartford

1:45 pm – 2:00 pm ............................................................. **15 Minute Break**

2:00 pm – 3:00 pm .............................................................. **Afternoon Session 1**  
   “Chapter Management Workshop”  
   **Facilitator: Jonathan “Jerry” Witter, Ph.D. ’82, AIGC**

3:00 pm – 4:00 pm .............................................................. **Afternoon Session 2**  
   “Dynamic Recruitment Workshop”  
   **Facilitator: Ray Lutzky ’02, AIGC**

4:00 pm – 4:30 pm .............................................................. **“The PR War Room”**  
   Ray Lutzky ’02, AIGC
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 8:45 am – 9:10 am | **Registration**  
Jessica Wickiewicz, Assistant Dean of Students |
| 9:10 am – 9:20 am | **Welcome and Review of the Day’s Events**  
Ray Lutzky ’02, AIGC |
| 9:20 am – 9:45 am | **Introductions and Remarks**  
“Alumni Involvement in Fraternity and Sorority Life”  
Roger Mike ’70, AIGC Vice President |
| 9:45 am – 10:45 am | **Morning Session 1**  
“Indentifying and Confronting Obstacles”  
*Facilitator: John A. Minasian, Ph.D., Vice President and Dean* |
| 10:45 am – 11:00 am | **15 Minute Break** |
| 11:00 am – 12:00 pm | **Morning Session 2**  
“You and the Institute: A Strategy Session”  
*Facilitator: John A. Minasian, Ph.D., Vice President and Dean* |
| 12:00 pm - 1:00 pm | **Deli Buffet Lunch** |
| 1:00 pm – 1:45 pm | **Keynote Address: “Lessons From Alice”**  
John A. Minasian, Ph.D.  
Vice President and Dean, Rensselaer at Hartford |
| 1:45 pm – 2:00 pm | **15 Minute Break** |
| 2:00 pm – 3:00 pm | **Afternoon Session 1**  
“Dynamic Recruitment Workshop”  
*Facilitator: Ray Lutzky ’02, AIGC* |
| 3:00 pm – 4:00 pm | **Afternoon Session 2**  
“Mentor Pairing”  
*Facilitator: AIGC Board* |
| 4:00 pm – 4:30 pm | **”The PR War Room”**  
Ray Lutzky ’02, AIGC |

**Note:** Council Morning and Afternoon Sessions take place in the Dining Room of the Heffner Alumni House.
Recruitment: Resources

Books Related to Fraternity/Sorority Recruitment:

“Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment”
by Matthew Mattson and Joshua Orendi

“I Heart Recruitment: The Eight Steps to Limitless Possibility for Sorority Recruitment”
by Jessica Gendron and Colleen Coffey

“Built To Last: Successful Habbits of Visionary Companies”
by James C. Collins and Jerry I. Porras

“The Tipping Point: How Little Things Can Make A Big Difference”
by Malcolm Gladwell

“Good To Great: Why Some Companies Make The Leap...And Others Don’t”
by James C. Collins

“Leading Change” by John P. Kotter

Independent Consultants for Recruitment:
Tip: Fees and honorariums for consultants vary, but often run between $2,000 and $5,000 – usually for a set program or a set number of hours work. Partner with other organizations to make consultants affordable, and work to negotiate with them.

CAMPUSPEAK, Inc. - www.campuspeak.com - 303-745-5545

Fraternities ask for: David B. Stollman, Partner & Co-Founder
stollman@campuspeak.com

Sororities ask for: Mari Ann Callais, Ph.D., Speaker
callais@campuspeak.com

Phired Up Productions, LLC - www.phiredup.com - 630-965-1779

Fraternities ask for: Matthew Mattson, CEO & Co-Founder
matt@phiredup.com

Sororities ask for: Jessica Gendron, Director of Womens Education
jessica@phiredup.com
Recruitment: Selling “The Brand”

What is a “brand”?

The 5 Key Areas of Successful Brands

THE “WHAT?”
Message:
Simplicity:

THE “HOW”? 
Consistency:
Repetition:

THE “WHO”? 
Alignment:

List 5 words or phrases that “brand” your fraternity or sorority:

1. 
2. 
3. 
4. 
5. 
Recruitment: 5 Step Model

Step 1. Meet Them:
We actually know the majority of the people we should be recruiting. Through natural involvements like athletics, campus events, and even classes, we meet individuals who exemplify our values. Depending on flyers and events to get people to meet you isn’t as effective.

Step 2. Make Them Your Friend:
The bonds of brotherhood are based on friendship. Our founders were friends with similar ideals who created the organization to be a vehicle to improve our lives. Instead of choosing people we don’t know to share our values, ritual and secrets, why not choose our friends? Don’t take chances with people who could ruin your organization when they become members.

Step 3. Introduce Them to Your Friends:
The key to recruitment is going from Step 2. to Step 3. People will join an organization because their friends are members, not look for members of a certain organization to be friends with. This does not mean keeping it a “secret” that you are fraternity brothers; but it does require restraint.

Step 4. Introduce Them to Your Organization:
Formal recruitment can fit very well into Step 4. This means we need to recruit people BEFORE they come to events. When they are already our friends the events aren’t fake and superficial they are more likely to relax and help recruit themselves.

Step 5. ASK THEM TO JOIN:
Continuously invite great people to join the next new member program scheduled. This doesn’t mean waiting until one time every year to distribute bids. Change system-wide rules that are too limiting and unrealistic. They are based on fear and the end result is less Greek unity and lower membership totals. Remember: if you don’t ask them to join, how will they ever become members?

(The 5-Step Model of Recruitment is detailed in the North-American Interfraternity Conference’s “Right Way to Rush II.” Contact NIC for more at www.nicindy.org.)
“Recruitment By The Numbers”

Never say “Oops” about a member again!
This resource was created by David Stollman of CAMPUSPEAK, Inc.
Learn more at www.CAMPUSPEAK.com.

3
Levels of Recruitment:
1. **Individual Action**
2. **Chapter Planning**
3. **System Assistance**

Understanding Our Market:

### 3 Types of College Students

<table>
<thead>
<tr>
<th>60-80% May Join or Not</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TARGET MARKET</strong></td>
</tr>
<tr>
<td>Most DON’T go through “formal rush.” They don’t just COME to us!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10-20% Will Never Join</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who simply never join.</td>
</tr>
<tr>
<td>The population is much smaller than most think. Only a few people are beyond our reach if we learn to recruit.</td>
</tr>
<tr>
<td>Many of our members once said they wouldn’t join!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10-20% Will Always Join</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are the people who typically go through “Formal Rush.” They often don’t join because of stereotypes. More of them are commuters, transfers, and 1st generation college students. Most are not new students. They think it is too late to join. We need to go to them!</td>
</tr>
<tr>
<td>Oftentimes join for the party image of the organization. Some have friends or family in fraternities or sororities and know what we are really about.</td>
</tr>
</tbody>
</table>

Don’t just take someone who wants to be in a fraternity/sorority. Selectively RECRUIT the people you want to call brother/sister!

This data was collected by the North-American Interfraternity Conference.
Recruitment: 5 F*n’ Ways To Master Conversation

#1 Family/Friends
How do you know John? How close are you with your family? Who else is on the team? How did you guys meet? How does our family feel about...?

#2 Favorites
I love Tony’s Pizza, what do you normally order? Which classes are your favorites? Which sports teams do you follow?

#3 Firsts
What did you think of freshman orientation? How is your first week of classes going? What was your first semester like? What’s your first impression of this place?

#4 Fun
I love poker too, how often do you play? What other card games do you know? Where do you guys usually hang out on the week ends? What else are you involved in outside of class?

#5 From
Where are you from? How did you end up here? Where do you live now? How often do you get back to Florida? What was it like growing up in...?

(From the book “Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment” by Matthew Mattson and Joshua Orendi. More at www.phiredup.com.)
Recruitment: 10 Steps for Success

Resource developed by David B. Stollman of CAMPUSPEAK, Inc. (www.campuspeak.com)

Step 1. One Person in Charge: Elect ONE person to be in charge of Recruitment. Must be an Exec level position with a year long term of office.

Step 2. Post a “Wish List”: The list of people we WISH were members need to be VISIBLE every time we meet. Add phone numbers and e-mail addresses so members can contact them with ease. Names should be added regularly. List should be 3-4 times the size of the current chapter membership.

Step 3. Bid Discussions Every Meeting: EVERY SINGLE MEETING we need to discuss one or two people on our Wish List. It is a reminder to keep recruiting throughout the entire year, not just at the beginning of each semester.

Step 4. Posted Goals: Goals for the semester and year must be visible each meeting or they are forgotten. The reminder will continue to spur enthusiasm.

Step 5. Skills Training: Train your members. Develop their communication skills regularly. Practice makes perfect. They should all know the answers to basic questions and how to handle common concerns with joining.

Step 6. Include Recruitment in What We Already Do: Recruitment shouldn’t be more work. It is merely doing what we normally do, and inviting people to join us. It shouldn’t be such hard work or so stressful. At least two chapter events per month should be able to include recruitment. Create a year-long plan on paper!

Step 7. Written Expectations for All Members: Just as everyone is expected to pay dues and go to meetings, create a recruitment expectation. Each member MUST spend “quality time” with one person on the wish list each and every week. No excuses, no exceptions.

Step 8. Positive & Negative Incentives: If members are going above and beyond the basic expectation for us all, we need to recognize and reward their efforts. We also need to let members who fall below our expectations know it isn’t acceptable through punishments.

Step 9. Measurable Membership Eligibility Standards: What does it take to be a member? We need to set standards that we are proud of. Standards that clearly reflect our values. These standards should be known on campus. They will reflect well on the chapter that sticks to them.

Step 10. Pyramiding Resources – Team Based Organizational Structure: Use a Recruitment Committee numbering 20% of the chapter. They implement the chapter recruitment plan as a group, they also decide on incentives and who is invited to join. The chapter is broken up into small Teams of about 4-5 members in each. Each of these Teams has a person that was selected because they can be counted on as a leader to be their “Captain” or “Chair.” The committee is comprised of the Team Captains.
Recruitment: 5 Ways Councils Can Help
Developed by David B. Stollman of CAMPUSPEAK, Inc. (www.campuspeak.com)

Often, the leaders of our Greek Communities are conscientious people who desire success. They want things to improve and work hard to make the system better. Unfortunately, their role in effective recruitment is limited. People join people not a Greek system. Each chapter will succeed or fail because of how well its members recruit. Success is up to the individuals and the chapters. Recruitment is the chapters’ job.

1. Educate
   - Teach the right philosophy and practices of recruitment
   - Provide workshops on communication skills
   - Teach chapters how to recruit year-round
   - Includes educational PR campaign aimed at non-Greeks

2. Opportunities
   - New Student Orientation
   - Resident Hall Move-Ins
   - A welcome back BBQ
   - A tutoring program
   - Campus-wide service project with other groups
   - Co-sponsor events with non-Greek student groups

3. Basic Rules
   - Dry recruitment, not just “Dry Rush”
   - No fees or mandatory visitation
   - All public events and ads must be in “Good Taste”
   - Specify a Bid Period not Bid Day
   - Strict enforcement of rules and harsh penalties

4. Expansion
   - Have a clear expansion policy
   - Seek out new groups to join the community
   - Provide assistance to new organizations
   - Promote diversity to provide a Greek experience for all students

5. Evaluation
   - Teach chapters how to evaluate their own recruitment efforts
   - Evaluate system efforts
   - Market research: focus groups, phone & e-mail Surveys
   - Get basic info from all who join and those that don’t
PR: S.W.O.T. Analysis & Linkages

Strengths:

Weaknesses:

Opportunities:

Threats:

Linkages:

YOUR CHAPTER