

Recruitment Flyer - Customization Guide

Looking to highlight your chapter's local benefits and events? Add a back page and update it each year with new information and opportunities available to student members.

University and Chapter Logos

- Start with your logos and group name.

Key Events

- Travel is exciting for most students and showcasing upcoming conference locations can entice students to get involved now to be eligible for future destinations of interest.

MCAA Annual Convention

- Insert previous locations and pictures.
- Highlight upcoming details: keynote speakers, sessions, tours and events.

Focus On a Specific Event: GreatFutures Forum

- If the GreatFutures Forum fits in your back-to-campus timeline, list featured sessions, topics and offsites to drum up excitement for potential members.
- Save spots for brand new attendees to encourage immediate participation.
- Develop a method of selection for which new students/underclassmen can attend. This might be a short essay since previous participation won't yet be established.
- This process may also be used in December for Convention and also at the end of the academic year (April/ May) to recruit for the following fall instead of squeezing all your chapter's recruiting efforts into August.

Local Involvement

Ideas to highlight either with text, photos or both:

- Community service projects and campus involvement
- Jobsite tours or field trips to mechanical shops
- Local events, outings or sporting activities with local contractors
- Fundraisers - golf outings, beer/wine tastings, etc.
- Mentoring programs
- Listing of local MCAA Member Companies
- Listing of previous year internship and full-time job placements for members
- Local available scholarships
- Additional activities, committees or opportunities unique to your local chapter

Additional Information

- Specific membership requirements (local fees / GPA requirements / interviews)
- Officer and advisor listing
- Chapter meeting schedule and location (ex: every Tuesday in Palcan Hall Room 301)

Next Steps

- Include a QR for a Google form to collect their info and be added to emails
- List prizes (swag) or raffle opportunities for filling out the form and attending the first meeting.