

Spring

Identify Recruitment Committee

- Prior to finals in the spring for a smooth transition over the summer.
- Consider adding MCAA contractor members/alumni for added consistency from year to year.

Early Summer

Conduct a Strategy & Planning Meeting (or two) Virtually

- Many students are interning or traveling over the summer.

Identify First Meeting Details

- Day, Time and Location: Submit campus paperwork for meeting space when appropriate.

Update Materials

- PowerPoint, flyer, additional handouts, website, and social media pages
- Ensure correct contact information and dates reflect the upcoming year and leadership team.
- Contact campus organization coordinators to update any external listings.

Swag, Giveaways and Physical Recruitment Materials

- Review location and stock of previous swag and update photos/ info on display boards.
- Order generic swag that doesn't require sizing to utilize as promos.
- Obtain sponsors (if utilizing) and finalize logo permissions prior to ordering.

Late Summer

Organization Fair Prep

- Submit paperwork to secure booth space for campus or department organization fairs.

Media Prep

- Obtain permissions for digital and physical campus signs (tvs, bulletin board flyers, etc.).
- Seek out contacts for department e-blasts and announcements, develop message content.

Classroom Visit Plan

- Obtain relevant course list: note professor name & email, course name, meeting date & time.
- Develop calendar view of targeted classes and reach out to professors for 10-minute visits.
- Note if visits should occur at the start/end of the class.
- Drop schedule into a shared drive with the recruitment team and request volunteers for speaking.
- Include organization fair shifts in the shared schedule.

1 Week Prior to Return

Classroom Visit Final Prep & Schedule Verification

- Verify all visit specifics with professors for dates and times, share student speaker contact info.
- Print handouts and leave in centralized location, such as department mailbox or with office staff.
- Review location of online materials such as the PowerPoint or Google interest form.

Potential Member List

- Create a shared spreadsheet for members to add potential new member information. Include name, e-mail, year & major and special notes such as connections with current members.

Start of Class

Start Recruiting

- Implement your plans and check in frequently with the recruitment team.
- Encourage wearing club swag to classroom visits, fairs and generally around campus when possible.

First Meeting

- Bring additional hard copies of flyers, order food and welcome interested students.
- Pass around a sign-in sheet or utilize QR for a Google form
- Follow-up with additional meeting information to list of those in attendance and from earlier list.