***The Romance of Recruitment****August 22, 2012 \* Union 204 \* 1:30-2:45  
Heather teRiele  
Senior Admissions Counselor, Events Coordinator*[*terielhm@potsdam.edu*](mailto:terielhm@potsdam.edu) *315.267.2175*

1. Introduction/Welcome
2. Role Play
3. How to recruit
   1. Tabling-we all do it, how can we do it better?
      1. Represent!!
         1. Name tags
         2. Dress nicely or wear club shirt
      2. Union ☹: set yourself apart
         1. Pics, balloons, candy
         2. Be interested
         3. Stand up
         4. Put the phone, i-pad, tablet AWAY!!!!!
      3. Library
      4. Sporting event
   2. Peter Shankman ([www.shankman.com](http://www.shankman.com))
      1. 140 Characters
      2. Ask them how they want to be recruited
      3. Talk to people-6 people a week
   3. Advisor/Professors
   4. Make friends with the media
      1. The Raquette
      2. The Waih
   5. Other Media Options
      1. Union/Campus TVs
      2. Flash Mob (get it covered)
      3. Facebook
      4. Twitter
      5. SPW
      6. Club website/FB: make sure it’s up-to-date or don’t do!
   6. Admissions Office
      1. Train Staff
      2. Facebook Page (class of 2016, 777 members)
      3. Open House
   7. Co-sponsor an activity with other groups
      1. Tie Dye night
      2. Snack break at Library
      3. Hikes
      4. Pumpkin/Apple picking
      5. Skating
   8. Club Day
      1. Wear club t-shirt
      2. Dress up (bow tie/heels)
      3. Talk to SGA to make a “campus club day”
4. Activity: make something that you can use at “Opening Weekend” Carnival
5. Discuss & Questions

**Ro-mance** (noun): of, relating to, or being any of the languages developed from Latin (as Italian, French, and Spanish)[[1]](#endnote-1)

**Re-cruit**: (verb): to fill up the number of[[2]](#endnote-2)

*In order to recruit people to be in your club/organization, you need to relate to it!*

Thanks for coming!

1. http://www.merriam-webster.com/dictionary/romance [↑](#endnote-ref-1)
2. http://www.merriam-webster.com/dictionary/recruit?show=0&t=1345650872 [↑](#endnote-ref-2)