



Recruitment & Orientation Officer

The club's recruitment and orientation officer is responsible for many tasks revolving around the membership, including recruitment, retention and education. While these tasks fall on all members of the board of officers, the R&O officer is the primary coordinator of these efforts. Each of these processes is fundamental to the health of a club; none are a one-time activity. This means that the R&O officer works year-round.

Duties & Responsibilities

➤ Overall

- Coordinate the club's overall recruitment and retention efforts
- Seek out recruitment opportunities and organize recruitment events
- Keep track of all club members' engagement/reach out to members who are not actively engaged
- Organize social events and meeting icebreakers to keep members engaged
- With the board of officers, acquire and communicate feedback from members regarding club activities
- Educate new members about each level of CKI so they are familiar with the organization's purpose and structure
- Host workshops to train members on recruitment techniques and strategies

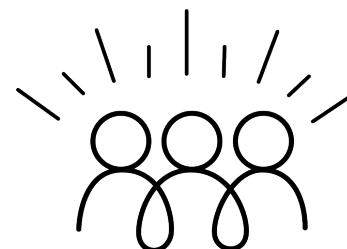


➤ Weekly

- Analyze spreadsheets tracking membership involvement and attendance to identify patterns or trends
- Plan icebreakers or alternative activities for club meetings
- Reach out to members who miss more than two or three meetings
- Promote Circle K International on campus
- Attend club meetings

➤ Monthly

- Attend meetings of the board of officers to discuss membership growth and concerns for any members with declining involvement
- Conduct trainings for new members
- Organize recruitment events
- Organize social events and opportunities



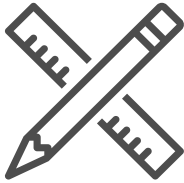
➤ Annually

- Work with the board of officers to determine a membership goal and develop a growth strategy
- Develop a new-member orientation curriculum to be ready and executed approximately one month after the first meeting, with content applicable to returning members
- Maintain files on and analyze trends pertaining to club recruitment, retention and educational activities
- Obtain feedback on club operations and likelihood/willingness of members to stay involved
- Maintain contact with prospective and current members
- In conjunction with Kiwanis-family chairs and/or appropriate district officer(s), execute Key to College programs at local high schools
- In conjunction with club editor, promote CKI on campus
- Utilize recruitment resources to increase club membership
- Hold training for club members on how to recruit members, including how to effectively "table"
- Plan and promote recruitment events, such as tabling at club fairs, speaking at university functions or classes, and planning social events for prospective members
- Coordinate with club editor to create promotional materials for the club
- Train incoming R&O officer on how to effectively execute the position's duties

Monthly Timeline

> April

- Meet with predecessor to complete any needed training
- Create/distribute an end-of-the-year survey to assess reasons why members joined/stayed in CKI and to determine any gaps in the members' knowledge
- Seek out new-student orientation sessions for recruitment opportunities



> May

- Develop a recruitment and retention strategic plan with incoming and, if possible, outgoing board(s) for the term
- Seek out new-student orientation sessions for recruitment opportunities

> June

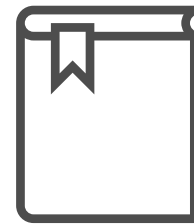
- Plan recruitment events for the upcoming semester
- Seek out and confirm presence at new-student orientation session(s)
- Seek out opportunities to assist with new-student move-in
- Begin planning new-member orientation for the fall semester

> July

- Confirm recruitment events for the upcoming semester
- Confirm presence at new-student orientation session(s) and/or student move-in
- Continue planning new-member orientation for the fall semester
- Assist with planning icebreakers for initial meetings and for a potential social next month

> August

- Execute any recruitment events, coordinating the involvement of other club members
 - Example: Tabling at move-in/welcome-week events
- Follow up with potential recruits
- Depending on timing, host a beginning-of-the-year social
- Assist with planning icebreakers for next round of meetings and for a potential social next month (suggested, if not done by another officer)



Recruitment Tips

- New-student orientation and move-in are both great opportunities to help out and meet new students. Use colorful posters, brochures and snacks to draw potential new members. Don't forget to wear your CKI shirts!
- Host a recruitment-themed meeting. Have members set up a mock recruitment table, work on elevator speeches and practice recruiting with the members of your club.

› September

- Execute recruitment events and involve other club members
 - Example: Host a club-wide social media challenge
- Follow up with potential recruits
- Host a beginning-of-the-year social (if not already held)
- Conduct a new-member orientation with content applicable to any members who joined recently or want an update
- Assist with planning icebreakers and at least one social next month
- Analyze membership tracker for trends in involvement
- Work with club treasurer to educate members about membership benefits

› October

- Hold new-member orientations
- Continue with recruitment events, follow up with recruits
- Begin any big/little or family programs if desired, plan monthly activities
- Analyze membership tracker for trends in involvement
- Reach out to any members with decreasing involvement
- Assist with planning icebreakers for next round of meetings
- Hold club-wide education about how members can recruit other members



› November

- Analyze membership tracker for trends in involvement
- Reach out to any members whose involvement is decreasing
- Assist with planning icebreakers for next round of meetings and for at least one social next month, depending on timing
 - Example: Stress-relief icebreakers and events, such as study sessions or serving cookies and tea/coffee

› December

- Evaluate recruitment and retention strategies; adjust the strategic plan as needed
- Plan recruitment opportunities for the next semester
- Assist with planning icebreakers for next round of meetings and for at least one social next month
 - Example: Game-based icebreakers, such as Taboo, to accommodate potential new members, and a welcome-back get-together, such as a movie and baking night
- Create optional finals care packages for each member

Icebreaker Ideas

Telephone charades

Fall-themed socials

Friends-giving

Name games

Get-to-know-you games, such as "I like my neighbor who"

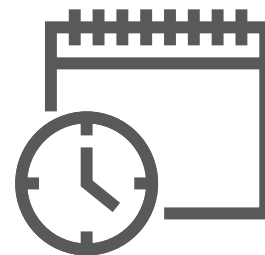
Ice cream social

› January

- With involvement of other club members, execute any recruitment events and look for new opportunities
 - Example: Tabling at a spring involvement fair
- Follow up with potential recruits
- Analyze membership tracker for trends in involvement
- Reach out to any members whose involvement is decreasing
- Assist with planning icebreakers for next round of meetings
 - Example: Get-to-know-you-deeper icebreakers, such as answering specific questions based on colors of candy drawn, and an outing such as ice-skating or a trampoline park
- Begin preparing transition materials and seeking out a successor
- Hold club-wide refresher on how members can recruit other members

› February

- With involvement of other club members, execute any recruitment events
 - Example: Host a “bring-a-friend” event/social
- Follow up with potential recruits
- Analyze membership tracker for trends in involvement
- Assist with planning icebreakers for next round of meetings
 - Example: Get-to-know-you-deeper icebreakers, such as fun personality quizzes, and a group dinner
- Continue preparing transition materials and seeking out a successor



› March

- Review all information about recruitment, retention and education events, including scheduling and tips on previous events, with incoming board
- Finish preparing all transition materials
- Work to train successor/conduct transition meetings
- In conjunction with the board, work on any end-of-the-year recognition for members

›› Extra Tips and Tricks

- Take advantage of “bring-a-friend” opportunities. Invite friends, classmates and students on your floor to an upcoming event. Take time to introduce them to other members and make them feel welcome. Have someone follow up with them afterward and thank them for attending. Members should offer to answer any questions potential recruits might have about the organization and leave the next meeting time and location.
- Encourage club growth by creating a recruitment award. When members participate in “bring-a-friend” events, they receive one point. If their guest becomes a member, they receive five points.

›› Resources

- www.circlek.org/resources