

### STAND OUT AT A FAIR

- /// Showcase what makes your group different.
- /// Decorate your table to catch attention.
- /// Have signs with your organization's name.
- /// Have an activity for students to engage with.
- /// Provide small giveaways (candy, stickers, etc.).

### ITEMS FOR TABLING

- /// First meeting flyer – date, time, location.
- /// Information on how to join.
- /// Dues information – how much and when to pay.
- /// Social media handles.
- /// QR codes to WVUEngage profile and website.
- /// Photos of organization members and events.

### FAIR DO'S AND DON'TS

- /// **DO** Be approachable.  
**DON'T** Be on your phone/laptop.
- /// **DO** Provide information.  
**DON'T** Have an empty table.
- /// **DO** Showcase photos.  
**DON'T** Eat a meal.
- /// **DO** Initiate conversations.  
**DON'T** Have too many people.
- /// **DO** Move around the table.  
**DON'T** Sit behind the table.

# STUDENT ORGANIZATION FAIR TRAINING

## *Student Engagement and Leadership*

### WHY IS MEMBERSHIP IMPORTANT? BEFORE RECRUITING, IT IS GOOD TO CONSIDER THE BENEFITS OF BEING INVOLVED:

- /// Learn more about yourself.
- /// Improve your communication skills.
- /// Networking opportunities.
- /// Practical application of course knowledge.
- /// Develop useful skills for your future career.
- /// Strengthen your resume.
- /// Build friendships.

### FOUNDATION OF AN ORGANIZATION

#### FOR NEW ORGANIZATIONS:

- /// To establish a strong core group that understands the organization's mission, values and goals.
- /// Give ownership to young leaders to ensure succession planning and future officers for the organization.

#### FOR ESTABLISHED ORGANIZATIONS:

- /// To retain the longstanding mission of your organization with forward-facing eyes.
- /// A mix of "veteran" and "rookie" mindsets is optimal for organization development.



## RETENTION

- It is equally as important to retain current members as it is to recruit new members.
- Students might be testing multiple organizations at the beginning of their college career.
- Focus on both short-term vs long-term retention.

## RETENTION TIPS

- Create a welcoming environment.
  - Make it personable, learn names, pronouns.
- Follow up.
  - Keep record of attendance.
  - Make members feel valued.
- Develop buy-in.
  - Communicate the organization's mission clearly.
  - Share ownership, allow members to have a say in organization decisions.
  - Plan social outings or events outside of a meeting.

## LONG-TERM RETENTION

- Make members feel valued throughout the year.
- Share ownership outside of officers.
  - Allow for feedback and general members' suggestions/votes on decisions.
- Build a social media presence – highlight members, showcase successes.
- Run a smooth officer transition process.

## RECRUITMENT STRATEGIES

ONCE YOU HAVE IDENTIFIED YOUR TARGET, CONSIDER HOW BEST TO REACH THEM:

- Visit classrooms.
- Tabling on campus and at organization/involvement fairs.
- Rely on word-of-mouth.
- Post graphics on social media and campus infostations.
- Hang flyers.

ASSESS YOUR SUCCESS AND KEEP RECORDS FOR FUTURE USE.

## RECRUITMENT RESOURCES

SEL CAN SUPPORT YOUR RECRUITMENT EFFORTS!

- Participate in involvement/organization fairs.
- Add events to WVUEngage, infostations, Cal.wvu.edu and SEL Newsletter.
- Tag @wvusel and post on social media.
- Print flyers in the Student Organization Resource Center (SORC).
- Check-out resources and equipment to enhance your org meeting and events.



To contact, email: [SEL@mail.wvu.edu](mailto:SEL@mail.wvu.edu).  
[StudentEngagement.wvu.edu](http://StudentEngagement.wvu.edu)

  @WVUSEL, @WVU\_TheRack

 WVU Student Engagement and Leadership,  
The Rack: WVU Student Food Pantry