**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.

**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.
- Provide information.
- Showcase photos.
- Initiate conversations.
- Move around the table.

**DON’T**

- Be on your phone/laptop.
- Have an empty table.
- Eat a meal.
- Have too many people.
- Sit behind the table.

**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.).

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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.

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.

To contact, email: SEL@mail.wvu.edu. StudentEngagement.wvu.edu

@WVUSEL, @WVU_TheRack
WVU Student Engagement and Leadership, The Rack: WVU Student Food Pantry

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