

Officer Development Series

Membership Recruitment and Retention Workshop

During this presentation, think about how Membership Recruitment and Retention affects your own RSO and record your thoughts on this worksheet. Reflect on it throughout the year!

What does your RSO's recruitment plan currently look like? What do you do to get new members?

What types of activities does your RSO take part in? What kind of "behind the scenes" work exists in your RSO?

Do you plan on targeting a specific group of students (common interest, major, specific skills, etc)? If so, what?

How will you reach these students? Check all that apply, and add your own ideas.

- Going through academic departments
- Advertisements (Where: _____)
- Hosting events / inviting potential members
- Info fairs
- Starting a website for your RSO

Other ideas:

In the past year, how many of your members have left the organization before graduation? If so, why do you think they left?

How do members of your RSO currently address their concerns to officers?

What are some concrete ways that you can allow members' voices to be heard, even if they are not officers?

How will your RSO work on building relationships between officers and members? Be specific!
