

MGC Recruitment Workshop

Session Facilitator:

Sam Centellas, Sigma Lambda Beta
Executive Director, La Casa de Amistad

Description:

We only want quality members. So shouldn't that mean we are working to find the best people on campus to join our chapters? We have to stop waiting for only the ones that come to us...

This program covers the important, "Why did you join?" conversation and helps students learn that you can replicate that to help you attract more members just like you. We also talk about marketing and branding your organization in the right way so you appeal to your audience.

We also cover the important topic of why students are not joining your chapter... the reasons will surprise you when we ask students around the country why they aren't joining cultural groups. We must get the message to the right people.

We all want the right members, the best members, let's work on ways for you to find them and help your chapter become stronger.

AV Equipment:

Screen and projector. Depending on number of students a lav microphone please.

Room Set-Up:

Lecture Style

Target Audience:

MGC, NAPA, NMGC, NALFO Groups, and other cultural chapters on your camps.

OUTSIGHT

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