



BETA THETA PI
— MEN OF PRINCIPLE —

Best Practices for Recruitment Recommendations

Chapters and colonies should thoughtfully consider any young men who are referred by Beta alumni, parents or Friends of Beta. While bids for membership are ultimately given at the discretion of the chapter, any recommendations from alumni should be given "a fair shake" and appropriate consideration for membership. Here are some best practices for working with Beta alumni, parents and Friends of Beta who have referred a young man to the chapter.

The Big Picture: The more information you know about a potential member before recruitment, the better you can judge whether he is living out the values of Beta Theta Pi. Recommendations provide a helpful window into the values, experiences and actions of a potential member.

Chapters

Best Practice: Chapters ask alumni, parents and Friends of Beta for recommendations for outstanding young men on their campus.

The "Why": Alumni, Parents and Friends of Beta are a great source of information about young men on your campus. When you ask for recommendations, be specific about the information you're looking for (high school grades, volunteer projects, involvement and activities, leadership roles). Recommending young men for membership is one of the many ways that alumni, parents and friends can give back and contribute to future generations of Beta Theta Pi. The chapter should thank each person who gives a recommendation (via email or note card).

Chapters can ask for recommendations by posting on their Facebook page, putting something in their alumni newsletter, or reaching out through hometown and high school networks. A sample blurb for your newsletter or website is below.

Recommendations can be sent directly to the chapter or submitted online at beta.org/recommend. This will generate an email that's sent to the chapter president, recruitment chair, and chapter counselor.

If the chapter has a GPA requirement to pledge, that should be clear in your communication. Not bidding someone for grades is a clear and easily understandable reason.

Best Practice: Chapters have an organized process for keeping track of alumni recommendations.

The "Why": Some chapters get lots of recommendations; some get very few. Either way, the recruitment chair should develop an organized system for tracking recommendations. Potential members with recommendations should be pre-identified during recruitment and that information should be shared during discussion and voting sessions. Some chapters ask the chapter president to meet each legacy or recommended potential member during recruitment.

Best Practice: We value recommendations when we evaluate potential members during the recruitment process.

The “Why”: The chapter isn’t required to give a bid to a young man simply because he has a recommendation from an alumnus, parent or friend. But the chapter should recognize that they have a unique perspective on that potential member – he may have been a lifelong friend of his parents, his Boy Scout leader, or know him through church – that can add to the chapter’s evaluation. If the chapter decides not to give a bid to a potential member with strong recommendations, it’s common practice for the recruitment advisor or recruitment chair to contact the alumnus, parent or friend and let them know, as a courtesy.

Alumni

Best Practice: Alumni should recommend outstanding men and identify their legacies.

The “Why”: Chapters can only give your legacies and recommendations extra consideration if they have good information in advance of recruitment. If your son, grandson or family friend is headed off to college, take time to offer an email introduction to the chapter president, recruitment chair and advisors (you can find contact info for all chapters at [MyBeta](#)). Many chapters recruit heavily during the summer, so reach out as soon as you can. We recommend including a resume, detailed information about high school activities and leadership roles, and insight into the character of the young man.

Potential Members with Recommendations

Best Practice: We give our referred potential members the opportunity to show their best during recruitment.

The “Why”: Betas live out and appreciate the value of “trust.” If an alumnus, parent or friend recommends a young man to the chapter, the chapter should provide them with every opportunity to stand on his own. Pair the young man with members who have common interests and can have meaningful conversation. Let him exhibit his strengths and personality with implicit and explicit confidence placed in his abilities and character.

Legacies

Best Practice: Chapters should respect legacy connections and provide legacies with every opportunity to succeed during recruitment.

The “Why”: Within The Code of Beta Theta Pi, a legacy is defined as any undergraduate related by blood or marriage to any Beta who has preceded him at any chapter of Beta Theta Pi. Chapters are not required to give a bid simply because someone is a legacy; however, chapters should honor the family connections and go out of their way to consider those potential members. Legacies should not be held to a higher standard than other potential members, nor should chapters have a “quota” or limit on the number of legacies they take. Each man should be consistently rated against the values of Beta Theta Pi.

Best Practice: Chapters should place a courtesy call if they are releasing legacies from recruitment.

The “Why”: Out of respect, we recommended that chapters call the family member or friend to let them know that the legacy is being released. These can be tough calls to make and frequently the recruitment

advisor or chapter counselor will step in and help. If a chapter experiences a challenging legacy issue, you can enlist the help of your district chief or leadership consultant.

Best Practice: Legacies should identify themselves before recruitment.

The “Why”: We can’t give legacies extra courtesy if we don’t know who they are. If your IFC uses CampusDirector or another system to manage recruitment, make sure it’s set up to ask potential members for legacy information. You can verify legacy connections at [MyBeta](#).

Sample blurb for a newsletter or email:

Refer a Future Beta!

If you know an outstanding young man who currently attends or will attend the University of Illinois, please take a moment to refer him to **William Knox ’18**, our recruitment chairman, at betarecruitmentemail@gmail.com or (513) 555-1212.

We’re looking for men with great high school grades (men must have a 3.2 high school GPA or higher to get a bid), who have been involved in the community (Eagle Scout, youth group leader), care about serving others (mission trips, community service), will be leaders on campus (student body officers, club presidents), and who embody Beta’s principles and values. Here’s what we’d love to get: full name, contact information (e-mail or cell is fine), hometown, high school, list of achievements and activities (resume would be great), a short description about why you think he’d make a great Beta, and your contact information. You also can use Beta’s online referral tool at beta.org/recommend.

We also want to build a strong high school network, so please let us know if you have contacts with teachers, coaches, principals or guidance counselors. We’ll contact them directly to ask about outstanding young men heading to our campus in the fall (send information to betarecruitmentemail@gmail.com).

Sample communication to acknowledge a recommendation:

Dear Brother Jones,

Thank you so much for sending a recommendation for NAME OF POTENTIAL MEMBER. We appreciate you taking the time to let us know more about his background and activities. We look forward to getting to know him better and will give him every consideration during recruitment.

If we have questions or need more information about FIRST NAME OF POTENTIAL MEMBER, we’ll be in touch.

Thank you,

JR Knox
Recruitment Chairman
Upsilon Upsilon Chapter

Sample communication about releasing a potential member:

Depending on the exact circumstances, it might be more appropriate for the recruitment advisor or chapter counselor to handle communication with alumni about legacies who are not invited back or given a bid.

Dear Brother Jones:

I wanted to let you know that after careful consideration, our chapter has decided not to invite NAME OF POTENTIAL MEMBER back for recruitment. While we enjoyed getting to know him, the chapter feels that Beta is not the best fit for him at this time.

Thank you for recommending FIRST NAME OF POTENTIAL MEMBER. We wish him all the best.

Thank you,

JR Knox
Recruitment Chairman
Upsilon Upsilon Chapter