



## Basics of Tracking

### Start with the basics

As the chapter meets new potential members, it is important to capture some information about them, this should all be collected in a living document called a tracker.

- What to capture
  - Name (First and Last)
  - Cell Phone number
  - Email
  - Where they live on campus
  - Year in school and GPA
  - Who in the chapter is their person of contact
  - A link to their Facebook page
  - Any basic info you have for them such as interest and hobbies
  - Rank of importance to the chapter
    - 1 = Recruitment is a failure if he does not accept a bid
    - 5 = The chapter will not be at a loss if they do not accept

### Keeping the tracker Update to Date

The tracker is the best way to organize all potential new members and to follow each person through the recruitment process. During each tracker meeting, which should happen 3-4 times a week, every potential new member should be updated and talked about.

- What to update
  - Last time they were in contact with a brother or the chapter as a whole
  - Any concerns the potential member has expressed during conversations about Greek life.
  - Has the potential new members rank changed
  - Update the action item column this should be things like:
    - Invite to an event
    - Set a meeting
    - Pre close
    - Bid
    - Etc.
  - Be sure to assign a specific person to complete the tasks before their next meeting
  - There comes a time when the chapter has decided to not peruse a person further this person should be moved to the cut list and off the main tracker.

### Important tips to remember

- The tracker is only as useful as the chapter makes it, if it is not constantly up to date it become useless to the chapter.
- Meetings should happen after every event and no longer then 2 days apart during recruitment

