



Best Practices for Recruiting Faculty Advisors

Faculty advisors serve as a crucial link between the host campus and the Beta Theta Pi chapter and advising team. A faculty advisor is any person who works for the host institution. They do not need to be a professor and are often a campus professional or staff member. Many host campuses also require a faculty advisor. The faculty advisor does not need to be a member of Beta Theta Pi.

As of August 2019, all Beta chapters are required to have a faculty advisor; this role can be filled by another advisor on the team in addition to their current role. The Standard Chapter Operating Expectations (SCOE) report, available at beta.org, shows whether there is a designated faculty advisor.

Getting Started

- Review the faculty advisor position description and expectations located on Beta.org > Resources > Volunteers.
- Review your current advisory team to see if one of the advisors currently works for the host institution (skim email addresses and look for a “.edu” address). If one does, ask them to be designated as the faculty advisor.
- Ask the fraternity / sorority life staff if there are specific requirements or restrictions for a faculty advisor. This information is sometimes located in the handbook for student organizations or the IFC bylaws.
- Determine if there are campus-specific job responsibilities for the faculty advisor, including any responsibilities for being a mandatory reporter. If the campus has requirements, ask if a graduate student can serve in the role. Example: some campuses require faculty advisors to sign off on meeting room requests or social event approval forms.
- On some campuses, a member of the fraternity / sorority life staff can serve as the Beta faculty advisor. Ask!

Developing a Pool of Candidates

- Ask your Leadership Consultant to pull a list of all Beta alumni in the area. Skim the email addresses to see if anyone is affiliated with the campus.
- Ask current advisors, or advisors from other nearby Beta chapters, if they work on campus or know anyone who does.
- Many of our General Fraternity Officers and former AO staff work in higher education. Reach out and let them know the campus you’re recruiting for.
- Send an email message to Beta alumni in the area with a request for referrals (spouses, neighbors, folks they know from community organizations). Be sure to include the requirements for the position and a deadline for responding.
- Schedule a call with the fraternity / sorority life professional to ask for referrals. Also ask if there is a weekly faculty / staff newsletter or message board where you could post a “volunteer wanted” blurb. Ask specifically about people working in housing / residence life; hall directors tend to be younger higher ed professionals looking to get involved on campus.

- Ask the chapter if any brothers are staying on campus for graduate school. If so, they may be willing to serve.
- Ask chapter members for referrals for faculty or staff they know well and respect. It's a great idea to target pre-tenure faculty, as campus service is a criterion for the tenure and promotion process.
- Ask chapter members if they have family members who work on campus.
- Ask the campus alumni office for a list of current faculty and staff with Greek affiliations. Many folks who work on campus are graduates from that school and many campuses track Greek affiliation in their database.
- Ask the chapter to host a faculty appreciation event, whereby they invite faculty and staff who have made a difference to them. At the event, speak briefly about the role of the faculty advisor and then follow up with an email to each person who attended, asking if they'd like to learn more.

Making the Ask

Faculty advisors may not be familiar with the purpose and structure of fraternities and need more orientation about the role. Fortunately, the faculty advisor doesn't need intimate knowledge of chapter operations.

- Schedule a short call with each potential candidate to introduce yourself and talk about the role.
- Include the chapter president or another chapter officer or member who knows the advisor candidate. Undergraduates should be prepared to talk about how meaningful the advising relationship can be and how much they benefit from coaching and mentoring.
- Invite the candidate to a chapter meeting or event to get to know the brothers.
- Articulate Beta's strategic plan and how their involvement is central to the success of the chapter.
- If a candidate isn't interested in serving, ask them for a referral to a colleague who might be a better fit.