Strengths

- Numbers
  - Consistent recruitment numbers
  - Statistics and data
  - Turn out is good/percentage of participation is high
  - Describe over distributed living sites like the Ivies describe their houses.
    Rush is team building
  - Clearinghouse (efficiency)
- Timing
  - Students are open to new commitments
  - Before classes start
  - Doesn’t interfere with classes too much
  - Early incorporation into MIT community
  - Allow expansion of undergraduate student body
- Happy
  - Most students are happy with their living group
  - Parents of FSILG students are mostly happy and can be advocate of the benefits
  - These buildings become your home so quickly; they remain so when you bring your children there 30 years later.
- Member Experience
  - Good at showing freshmen choices
  - Mutual selection (vetting)
  - Many leadership opportunities
  - FSILG’s provide positive support for new freshmen
  - Demonstrate house culture to prospective members

Weaknesses

- Kickoff
  - Losing Killian Kickoff
  - Individual group goals differ from kickoff goal
  - Kickoff is weak
- Conflict Between Groups
  - Boys/girls influencing each other
  - Fraternities get competitive
  - Girls afraid of Title IX
  - Conflict between rush and recruitment
Notes from January 27, 2014 Strategic Plan meeting at Maseeh Hall

- Space for sorority recruitment
- Low coordination between groups
- Open fraternity events negatively impact sororities and ILG recruitment
- Can be cutthroat between groups

- IFC Inspections
  - Alcohol inspections are large burdens on chapters without actually addressing the issue
  - Clearinghouse fines

- Monetary
  - Fiscally wasteful arms race of who can speak more – fraternities only
  - Rush events are to expenses – waste of resources
  - High cost (money and effort)
  - Expensive
  - More money = better rush

- Stress
  - High stress for members and new students
  - Volunteer burnout
  - Freshmen get overwhelmed

- Time/Faculty
  - Faculty complaints of bid acceptance rituals disrupting classes
  - Recruitment numbers lower than desired
  - Potential schedule conflicts between rush events and classes
  - Conflicts with classes
  - Freshmen missing advisor meetings for rush events
  - Numbers of new members versus each freshmen finding the right fit
  - Too short to get to know the real group
  - Time consuming for participants and members. Impacts advising with faculty and student energy entering the semester

- Miscellaneous
  - Alcohol issues
  - CPW influence on pledging
  - You only go where you are exposed to early
  - Not everyone understands what MIT FSILG’s are like
  - Low retention
  - Freshmen not being able to live in FSILG’s for a whole year – would be better if they could at least move in during the spring
  - Rush - glamour – show
  - Rush is fun, recruitment isn’t
Opportunities

- Alcohol
  - Improve monitoring
- CPW/Summer Recruitment
  - Mail ILG information before orientation
  - Restores increased exposure at CPW and rush over summer
  - Increase publicity for accepted students (pre-frosh)
- Publicity
  - Definitively target/involve parents
  - More collective
  - Ensure each rushee visits at least three sites
  - Allow for more during orientation
  - Connections with freshmen via extracurricular activities
  - Clear, concise information disseminated about membership
- Money
  - More efficient use
  - Reduce cost
  - Scholarships instead of wasteful spending
- Ideas
  - Look for ideas from each other, historic practices, other schools
  - Other campuses research on recruitment
- Values
  - Recruitment based on values and missions
  - Focus on ideals and what a group stands for
  - Emphasize daily life and values rather than big events
Threats

- Dorms
  - Have events during rush as well
  - FSILG’s are taking good people from dorms
  - Housing cancelation fee (non-freshmen)
  - Prolonging recruitment period could produce instability into FSILG housing plan
- Constraints
  - House capacity limit in Boston
  - As students settle, they are less willing to consider FSILG
  - Loss of freshmen living in house. Promotes “inflation creep” where new traditions become less considerate
- Neighbors/Location
  - Neighbors don’t appreciate events nearby and file noise complaints
- Understanding
  - An accurate understanding of costs and benefits to students
  - Perception as low priority
- World Representation
  - Bad publicity around FSILG’s in United States
  - Inaccurate public stereotyping of FSILG’s
  - The “frat” reputation does not represent MIT
  - Unhappy parents (poor understanding of need by MIT students for an immediate surrogate home)
- Change
  - Fear of change
  - Frequent changes in rush schedule and rules makes it hard to plan
- Administrative Burden
  - Faculty/housemaster disapproval
  - A negative faculty perception of rush