

# AILG/IFC Recruitment Research Committee

Progress to-date  
13 April 2016

# Purpose of the RRC:

- To perform an in-depth analysis of MIT fraternity and ILG recruitment practices (Rush)
  - ➔ Panhel is performing a separate study
- Grew out of FSILG Strategic Plan Theme 4:
  - *We will enhance the reputation of our community*
  - *4.1: Make the recruitment program more effective and efficient, especially with regard to its cost, timing, and stress on participants, and dissemination of information about member groups to potential members*

# Purpose of the RRC:

- Why?
  - Annual criticisms keep getting louder
  - Doing the work before it is done for us!
- Members
  - PIs: Jack Gordon, ZP '18 (IFC) and Akil J. Middleton, ZP '08 (AILG)
  - Charlie Inman, PSK '19
  - Bret Stepanek, PBE '19
  - Brandt Nelson, DTD '17
  - David Farhi, ET '10
  - Professors Dick Larson (PBE) and Patrick Winston (PDT)

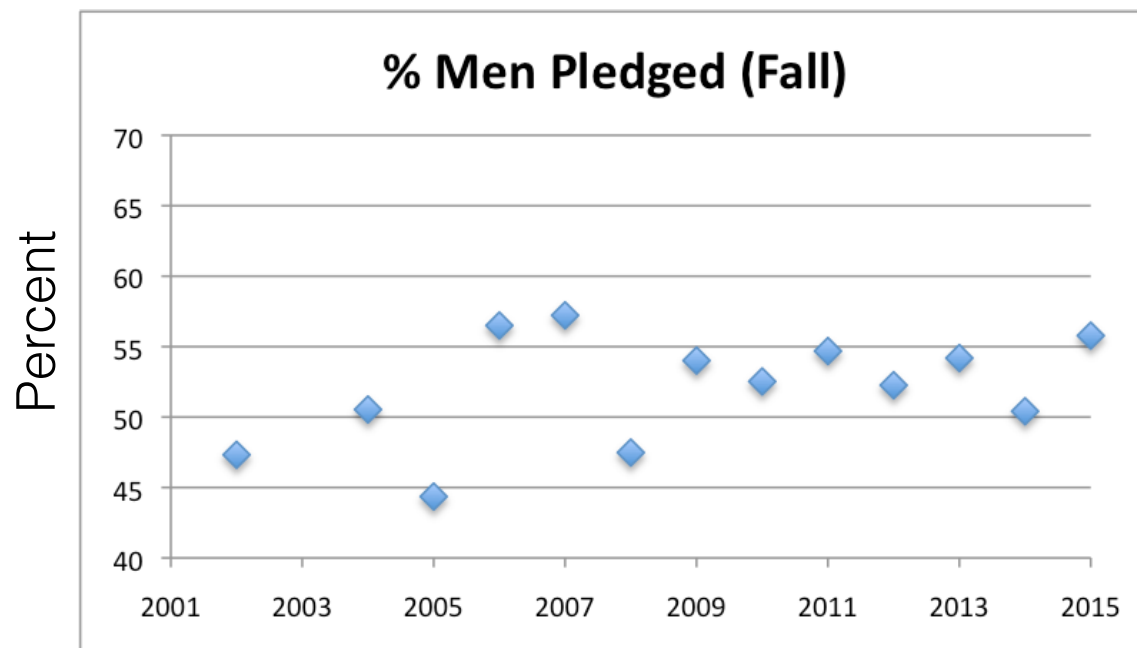
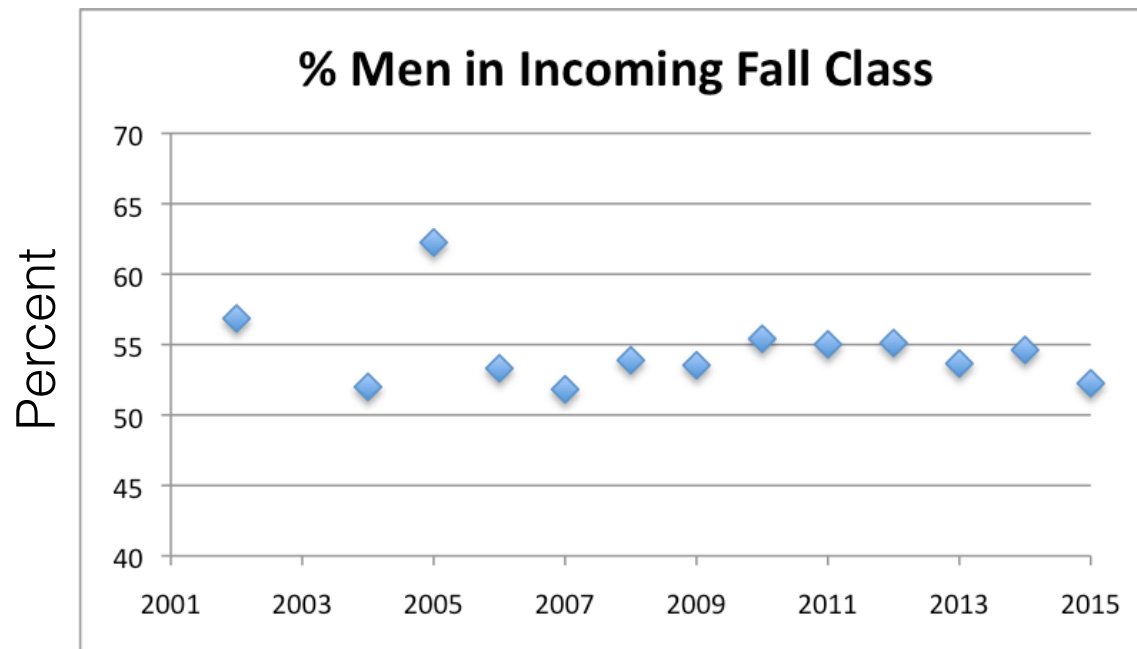
# Key Aims:

1. Discover general Rush/recruitment trends
2. Evaluate how and how well MIT organizations recruit
3. Investigate how other schools recruit and compare the MIT system to potential alternatives
4. Determine the lasting effects of recruitment

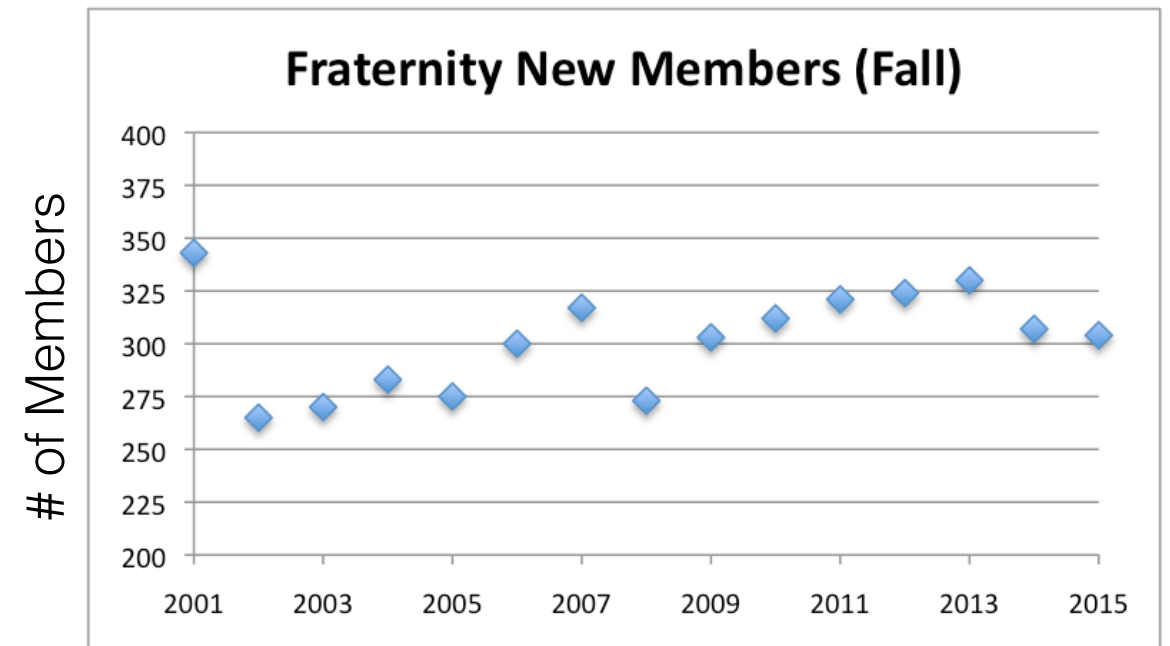
# Process in Summary

- Collect and reduce relevant data
- Present to community as *recommendations*
  - Reduced data
  - Best practices
  - Lessons learned
- Let student councils and MIT make decisions
- Prevent action without our input!

# Aim 1: Trends



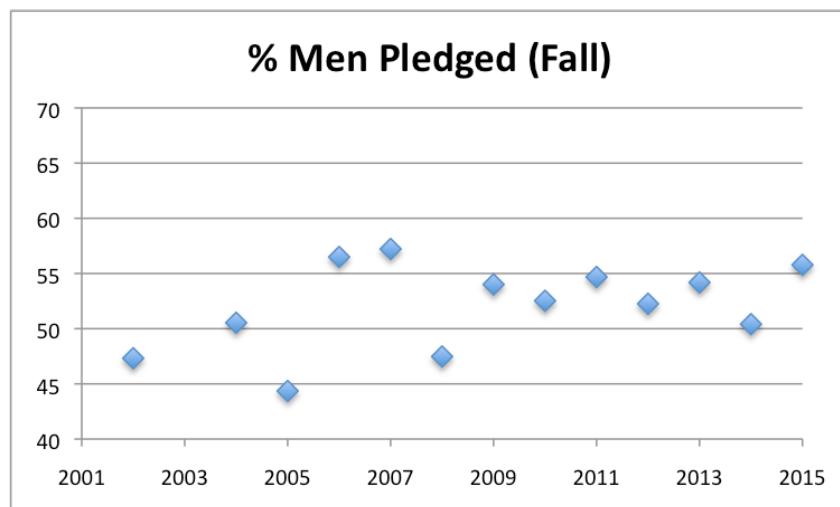
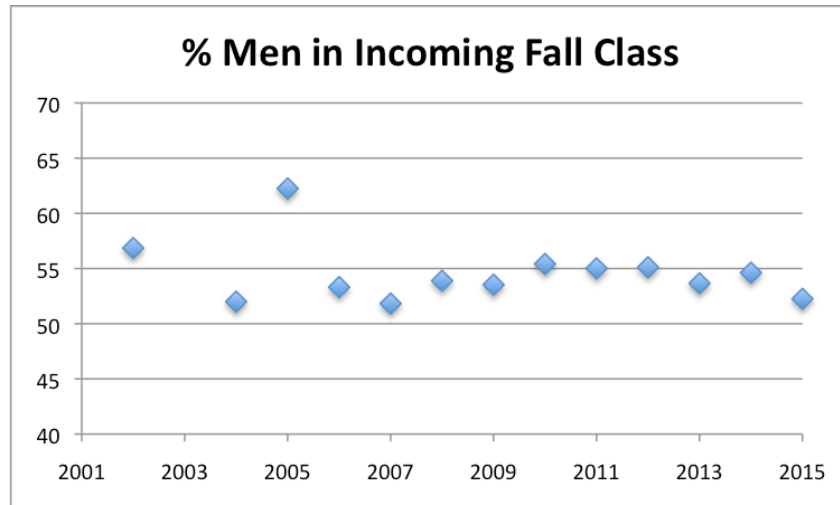
Fall Semester



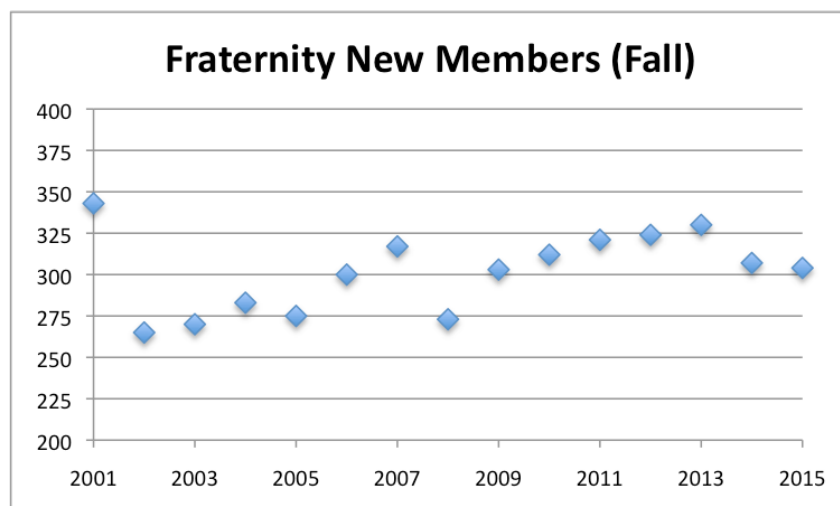
Fall Semester

# Aim 1: Trends

Percent



# of Members

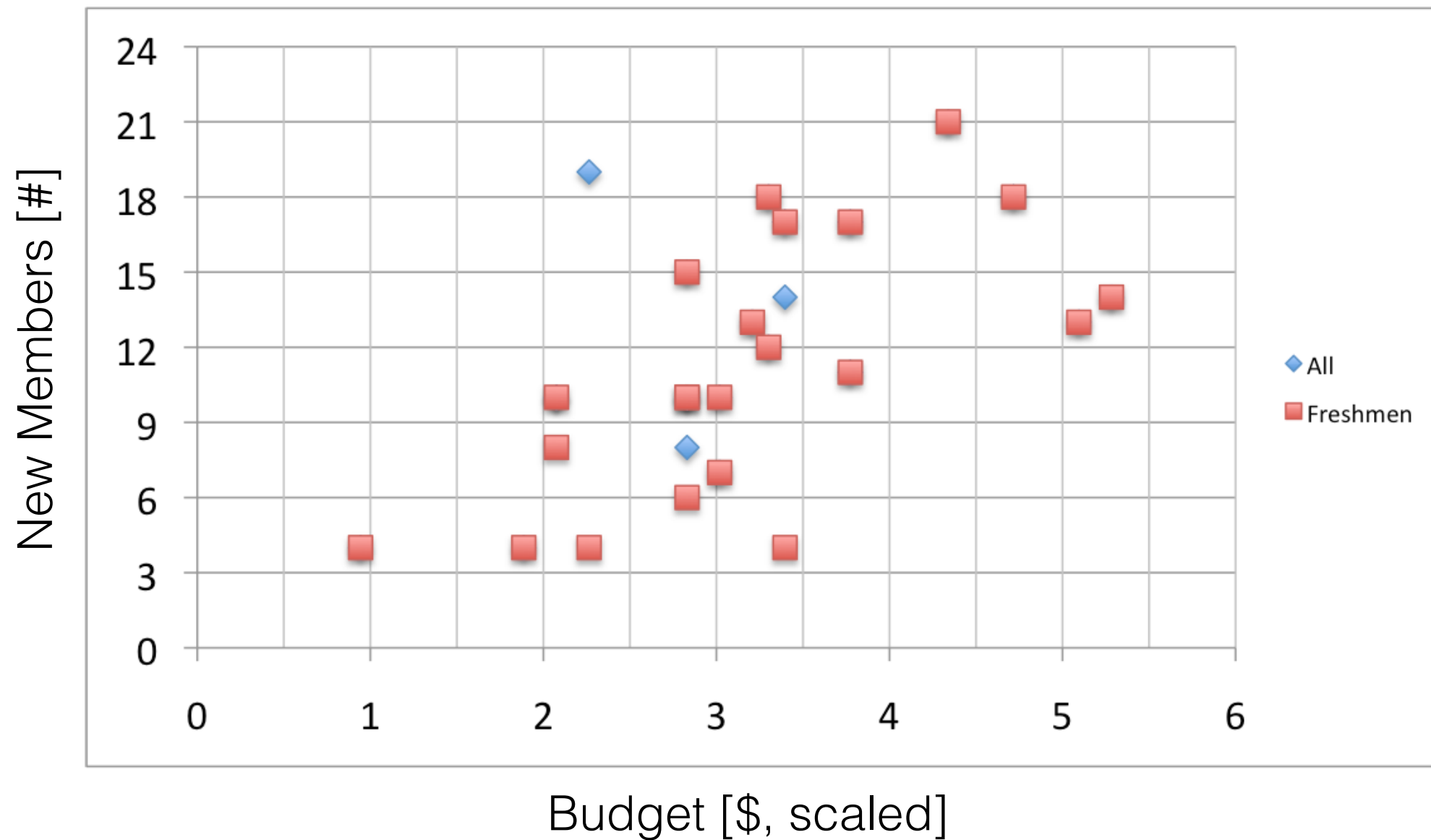


Fall Semester

- To reduce:
  - Statistics for each year
  - Occupancies
  - Spring statistics
  - GPAs and flags
- To collect:
  - Missing years
  - Retention metrics
  - Upperclassmen vs freshmen

# Aim 2: How Well

**New Members vs. Rush Budgets, 2015**





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**New Members vs. Rush Budgets, 2015**



- To reduce
  - Clearinghouse
  - Effects of timing
  - Chapter interviews
- To collect:
  - Budgets over multiple years

# Aim 3: Other Schools

*Brown University*

*Columbia University*

*Cornell University*

*Dartmouth College*

*Duke University*

*Georgia Institute of Technology*

*Harvard University*

*University of Chicago*

*University of Michigan*

*University of Pennsylvania*

*University of Southern California*

*University of Texas - Austin*

*University of Washington*

*Washington University in St. Louis*

*Yale University*

*Harvard University*

*Johns Hopkins University*

*Middlebury College*

*New York University*

*Northwestern University*

*Stanford University*

*University of California - Berkeley*

*University of Chicago*

# Aim 3: Other Schools

## **Cornell University:**

### University Demographics:

- 14,315 undergrad - 7,380 women, 6,935 men

### Fraternity System Demographics:

- 36 fraternities - 34 national, 2 local
- 2 co-ed chapters
- 2,101 active members
- Actives/Chapter = 58
- Established in 1868
- Max: 91 (Phi Kappa Psi), Min: 13 (ZBT)

### Recruitment Structure:

- 2.25 minimum GPA requirement
- First round of recruitment in freshman spring, “second-round recruitment” for upperclassmen and transfer students in fall
- Formalized system with meet and greet and individual events

Relationship with Administration: TBD

## **Georgia Tech:**

### University Demographics:

- 15,142 Undergrad, 9,892 Grad

### Fraternity System Demographics:

- 32 Fraternities
- 2,059 men, 23% of undergraduate men
- 3.04 IFC GPA

### Recruitment Structure:

- Fall and Spring Rush (dry) with registration required for those interested
- Fall Rush: August 13-18
- Spring Rush: January 19-22

## **University of Washington:**

### University Demographics:

- 52% Women, 48% Men
- 44,786 students, 29,468 Undergraduate, 13,829 Graduate

### Fraternity System Demographics

- 32 Fraternities

### Recruitment Structure:

- Informal, year-long recruitment process
- No Rush, recruitment takes place all year long; very informal
- Prior to exploring recruitment, students can fill out a biographical form, submit it to the IFC, and it is then distributed to Recruitment Chairs.

# Aim 4: Lasting Effects

- Three different **focus groups**:
  1. Freshmen (last week)
  2. Seniors (Thursday)
  3. Disaffiliates or inactive brothers (TBD)
- **“Was it worth it?”**

# Next Steps:

- Final focus groups
- Complete data collect
- First draft of report by the end of May
- Final draft by early summer
- Set a plan for the fall

# “How can I help?”

- Alert your undergrads
- Assist them with data form
- Ask us questions!
- Volunteer!

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## **THANK YOU!**