

The Wheel Activity

Have the chapter identify recruitment as their top priority (the center of the wheel). With this in mind, who are the key players in the chapter who can best assist in this effort (answer should be anyone in the chapter)?

It can be also used to identify the roles that chapter leadership plays in the process of recruitment. If the focal point is recruitment, then the scholarship chair, the alumni chair, the community service chair, etc. all have to play a role in this process. When they know their role, they are best prepared to sell the aspect of the fraternity product that they “represent”. They can also assist in a marketing plan to recruit new members rather than talk a lot during “rush” events. An example of this use of the model is below.

