

JOSEPH A. BLISS #098
Vice Archon Platform 2009

ABOUT ME:

Within Pi Kappa Phi

- Recruitment Chairman Fall 2009

Other Leadership

- UMass Amherst Foundation Board Representative
- American Society of Mechanical Engineers
- Verizon Services Organization – Network Engineering

Academics

- B.S. Mechanical Engineering – Class of 2011
- Jack Welch Scholar – Engineering Class of 2011
- Dean’s List Fall 2007 to Present
- Research Assistant – Computational Fluid Dynamics
- GPA: 3.928

CHALLENGES:

We, as a fraternity, need to keep the number of active brothers between 40 and 50, despite losing approximately 22 men this spring. This year also marks the full transition to the new generation of Pi Kapps.

GOALS:

- Keep Chapter numbers high enough to continue pattern of excellence on campus
- Initiate each of the Potential New Members who deferred to the spring semester
- Expand Pi Kappa Phi “brand” across campus
- Improve brotherhood and PNM attendance at recruitment events

SUMMARY:

It is absolutely essential that recruitment be a central focus for all brothers this spring because without a strong next two semesters, the Chapter’s numbers will plummet, dues will climb, and our standing on campus and nationally will be hurt. The past strategy of recruiting friends is necessary to keep sustenance, but increased visibility and marketing to the general campus community is needed to attract potential new members we don’t already know. This means increased selectivity and excellence for associate members, but requires more work from the brotherhood to spread Pi Kappa Phi’s image and befriend PNMs.

ADJUSTMENTS:

- Improved Visibility on Campus

- Flyers and Posters up all over campus for events and general information at all times
- Using our personal reputations to promote the Fraternity
 - “The Faces of Pi Kappa Phi”
- Marketing to Specific Majors
 - “Don’t think you can balance it? Talk to [blank] about how he pulls it off”
- Letters Tuesday and Pi Kapp National Flag in Campus Center
 - Make our numbers look bigger than they are
- Recruitment Shirts for Sororities to wear
- Set Answers to Essential Questions from PNMs
 - “What are you selling/ What’s in it for me?”
 - We are you, closer to your potential.
 - Be better by being around men better than yourself.
 - Make 45 best friends and find the Best Man at your wedding.
 - “I’m not sure if I have enough money for that...”
 - Hanging out with your other friends isn’t free either – we just pay up front.
 - No one who wants to join will be turned away because of money.
 - Breakdown of where money goes to physically show them.
 - “How much time will this take up?”
 - An hour for Chapter and 2–3 hours per week for events
 - You’ll want to spend time with us because you love it.
 - We’re busier than you and can teach you how to make it work.
 - To be discussed and decided in detail with Recruitment Committee/ Chapter
- Strong Communication with Everyone Involved
 - Facebooking PNMs immediately by the whole Chapter

- Less “Spam” emails, more personalized
- Reports to Chapter on individuals, not just “how many”
- Bidding Committee (Rusty’s Idea)
- Less emphasis on structured recruitment events and more on just spending time together
- Recruitment not to be extended beyond set deadline decided at outstart
- Website kept updated throughout process and PNMs directed to it along with Facebook
- Clearly understood responsibilities/roles for each member of Chapter on Day One