

It seems like a statewide problem with membership recruitment and retention. In some cases, recruitment is easy, but the retention is the hard part. Either way, we have a problem and we need help! At Convention, we discussed a few ways to help with these issues.

If you have more ideas on how to recruit and/or retain BSU membership, please email info@ubsuc.com to share your ideas and if you don't mind advisors contacting you, please provide your contact information.

RECRUITMENT AND RETENTION IDEAS

Renew Yourself!

- Club and advisors may need to renew
- Take advantage of the gift you are giving and share it in the way the club is presented and perceived
- Revamp your club message

Take advantage of Club Fairs/Club Rush/Club Recruitment Days

- Be present at these events
- Utilize contact cards for students to fill out and club advisors and officers follow up with the interested students

Create a BSU Application

- Ask your members information about them
- Be specific in your questions on the application, so that you know what your members like, want, and need

Bribe

- Hold raffles for students that attend
- Create challenges for students to bring other students

Make it Interesting

- Ask your student body what they like, want, and need
- Give it to them during your meetings, with events, and/or both