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PROFESSIONAL PHARMACY FRATERNITY

KAPPA EPSILON COVID RECRUITMENT TOOLKIT

A guide to preparing members of Kappa Epsilon Fraternity for recruitment during the COVID-19 pandemic



COVID Recruitment Toolkit

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Kappa Epsilon recognizes chapters and advisors have concerns regarding how COVID-19 will impact membership recruitment and retention for the 2020-2021 academic year. The leadership of the National Grand Council and Inaugural KE Interns assembled a toolkit to provide guidance and support to help chapters have another successful year. This toolkit is to provide insight, support, and ideas for three different scenarios: all virtual recruitment, on-campus recruitment with limited meeting group sizes, and traditional recruitment proceedings. Just as pharmacists are adapting in practice to meet the challenging demands of COVID-19, we are confident that collegiate chapters will also be able to adapt and persevere in face of adversity.

We understand that traditional methods of recruitment will likely change for most, if not all, chapters this year. However, we want to emphasize how important it is for chapters to rise to the challenge and strategize how they are going to continue recruitment with full-force. Experiencing just one year with too few new members can have long-lasting effects on the vitality of an individual chapter and make future growth feel like an uphill battle. Now more than ever, it will be important for chapters to focus on building relationships as part of their recruitment plan, which is the very foundation that KE is built upon. Relationships will not only help members to feel more connected but will also carry members forward throughout their career.

There may not be a “one size fits all” approach for overcoming the challenges that organizations will face this year, but we hope that this toolkit and our endless support will help launch chapters in the direction that works best for them. Kappa Epsilon would not be celebrating its 100th anniversary next year without the determination and hard work of all chapters. We look forward to working together to create another successful year and century for KE!

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General Guidance

What Is Essential?

While it may be unclear on how your college/school will be allowing professional organizations to meet, communicate, and get together, there will still be expectations for every chapter to continue following. These include the following:

- Abiding by and upholding all established fraternity policies
- Submitting all national reports and other pertinent information in a timely manner or by the requested date
- Recruitment planning and implementation
- New member education activities
- Assessing understanding of new member education
- Ensuring that all fraternity policies are reviewed, signed, and kept at the chapter level for documentation
- Maintaining records that are regularly updated and kept secure
- Holding initiation

Setting Expectations

Most chapters have a typical routine for recruitment that they rely on. However, whether we like it or not, those routines may not be feasible, or even safe, this year. Plans set may even need to adjust as the year progresses. As a result, we need to think about recruitment differently. The focus must shift to find the best methods to engage potential new members (PNMs) while developing the bond with current chapter members. It will also be imperative to demonstrate the value of membership through socially distant and virtual activities. Regardless of how the year unfolds, communication, flexibility and organization will be key in setting expectations for recruitment!

Take time to discuss how typical activities may differ with the executive board and chapter before recruitment starts. This may be a great time to include your chapter advisor in the planning process to ensure any new university rules are being upheld. These conversations should include what recruitment activities may be lost or reconfigured, how the timeline may be affected, and how to recruit in the virtual or social distance settings. It should also be noted that plans may change as requirements or recommendations from local health departments are updated. Flexibility should be encouraged, if not expected! As these conversations unfold, consider assigning members or small groups to tackle identified challenges. If the timeline is a concern, members could reach out to the incoming classes to introduce themselves and build a connection before the rush process formally starts. Offering members a chance to participate in planning the rush process and expectations will help them buy into the new plans while giving them something to talk about with PNMs.

When attracting and communicating with PNMs, be transparent about the rush process. Whether in written or verbal form, try to answer their questions ahead of time. This could include outlining steps in place to protect everyone involved, the value added by KE, the chapter's expectations for PNM engagement or how the rush process will be run. It is recommended that this information is made available sooner rather than later to PNMs. It is also recommended that your chapter considers if this information should be made available to PNMs to either view on their own or through virtual experiences.

Starting these discussions early will allow your chapter to brainstorm ways around hurdles. It also allows ample time to ensure all members, current and potential, understand the expectations surrounding recruitment. Setting expectations and encouraging flexibility will be the keys to a successful recruitment, regardless of the scenario.

Adjusting Point Systems

It is highly recommended that point systems are adjusted to eliminate or minimize attendance-based points, especially those pertaining to rush events. If a member or PNM does not feel comfortable or safe attending an in-person event, they should not be penalized for their absence. Instead, consider utilizing points for contributions of time and participation. This could be as simple as a point for spending one hour in a study group, submission to social media challenges, and providing thought-out feedback on fundraising idea(s) during fundraising committee meetings. However your chapter decides to redistribute the points away from attendance-based activities will help avoid putting members in uncomfortable situations.

Safety First

No matter how your chapter conducts recruitment, it is imperative that the health and safety of everyone involved is considered. This includes being considerate and respectful of current member/PNM feelings and concerns. When it comes to in-person events or meetings follow your state, local, university, or college/school's guidelines for gathering where appropriate. If there are conflicting guidelines, it is recommended that your chapter follows the stricter set. If your chapter is still unsure for what is best, consider discussing ideas with your chapter advisor.

If your chapter holds any in-person events, it is highly recommended and encouraged that attendees (both current members and PNMs) sign Kappa Epsilon's "Assumption of Risk" waiver. Every participant should review and sign the waiver at each event. Attendance should also be taken at each event identifying who is physically present, not based on the pre-event registration or sign-ups, for contact tracing purposes. The completed waiver and attendance sheet must be kept on the chapter level, in either paper or electronic form, for the amount of time that your state document retention requires (typically 2-4 years). The waiver and an example sign in sheet for contacting tracing can be found on the Members Only website under the "Collegiates" tab of the "Member Resources" section.

Even if your campus is completely back to "normal" there is a good chance that students may have differing perspectives on how they want to socialize or attend events. These may differ from chapter to chapter or person to person. Regardless, all of these feelings are valid. When planning for any sort of meeting or event, it is recommended that the planners consider how to ensure all attendees are given the opportunity to attend safely. This may include surveying members ahead of time to determine their level of comfort and/or speaking openly about what guidelines your chapter will follow. If there is a member or PNM whose actions go against the guidelines followed by your chapter, confer with your advisor to find the best way to address the situation.

Here are some general considerations on how to gather safely:

- Encourage participants to skip attending without penalty if they are feeling unwell.
- Allow for virtual attendance whenever possible.
- Encourage all attendees to wear a face mask properly during the entirety of the event.
- If a participant struggles to remember to wear their mask properly, address this individual one-on-one to minimize calling anyone out in front of the group.
- Host your gathering outdoors, when possible. If hosting indoors, allow for 6 feet of space between participants or roughly 110 square feet per person to maintain distance.
- Make sure the room or space is well-ventilated (e.g. open a window).
- Arrange tables and chairs 6 feet apart to allow for social distancing.
- Clean and disinfect commonly touched surfaces before and after meetings.
- Minimize use of shared items whenever possible. For example, encourage participants to utilize their own pens when signing in or having one member take attendance for everyone.
- If serving food, consider commercially available individually packaged options rather than buffets or pitch-ins.

Engagement & Bonding

Engaging members this academic year may seem more difficult than in the past, but Kappa Epsilon continues to thrive because of the relationships built throughout the years. Make sure to continue to hold meetings, participate in activities, and check in with members regularly to keep the KE bond strong. It is important to communicate any changes that will be happening at the chapter level and provide support during this time.

Additionally, ensure that members and PNMs have a channel to engage and communicate with others. A separate Facebook messenger, GroupMe, Snapchat, or other social platform can help create a sense of togetherness from a distance. Commitment to KE is for life. Active engagement between members, both current and potential during recruitment, fosters strong bonds that solidify this commitment. Example activities focused on engagement and bonding are mentioned in each recruitment strategy scenario. Consider starting with these while brainstorming creative ideas that will meet the needs of your chapter.

Explaining The Value Of Kappa Epsilon

Prospective new members and current members may have a harder time visualizing the benefits and value that Kappa Epsilon provides, especially if recruitment and chapter activities are 100% virtual. It will be crucial to communicate that many key principles of KE have not changed such as the support and mentorship that membership offers. The value of joining KE can be best explained by our mission statement: The mission of Kappa Epsilon is to unite pharmacy students, faculty, and alumni dedicated to empower its members to achieve personal and professional competence, to develop leaders within the profession and community, and to provide professional and philanthropic services. As your chapter plans for recruitment, reflect on how KE has shaped your collegiate and personal life thus far.

The value added by KE membership influences a member's professional life in many ways post-graduation. Consider all of the service, social, and professional events your chapter holds. Each of those events, whether you are an organizer or an attendee, instills in you the "spirit of service" that is key to an empathetic and effective pharmacist practice. While working through varying levels of both positive and negative interactions during your membership, you build valuable experience in compromising and collaborating with other health care professionals. In short, taking on leadership callings and participating in KE programming allows members to strongly identify as a pharmacist early in their career. Early self-identification as a pharmacist allows you to gain ownership of the unique covenantal relationship with our patients making you a strong advocate and teammate in their health.

Take stock of the quality service, social, and professional events your chapter will be working towards this year when explaining the value of KE to PNMs. Pinpoint the skills that these programs highlight and how it translates into being a better pharmacist while influencing the surrounding campus and community. This, combined with our relationships with each other, is where the true value of KE lies.

Be aware that national chapter dues and initiation fees will still be required. Member dues and initiation fees fund Grand Council visitations and teleconference calls, as well as upkeep of the Members Only website and Executive Office operations. The decision to adjust or omit local dues is up to the discretion of each chapter.

Scenario 1 - Traditional Recruitment

Mitigating Fears Of Gathering

There is a lot of uncertainty regarding the virus and guidance from health officials. It is important to follow the most current guidance to help mitigate the risks associated with in-person interaction. Maintaining the bond we share while acknowledging each other's risk tolerance during recruitment requires patience, acceptance, and understanding. If some members or PNMs wish to connect to social gatherings remotely, your chapter should make a reasonable attempt to honor that request.

Making an attempt to provide strong bonding opportunities while maintaining safety should be your chapter's number one priority. When informing participants about any social gathering, it is recommended to share what precautions will be taken, such as wearing a mask, maintaining six feet of distance, and indicating if the event will be outside or in a well-ventilated room. Consider designating a contact that a member or PNM can turn to if there are any specific concerns regarding gatherings or precautions. This contact should be approachable for all members and PNMs. This person should also be encouraged to listen to all concerns with an open-mind and bring these back to the event organizer(s) for consideration.

Unexpected Changes

This is not Kappa Epsilon's first pandemic. The founding of KE in 1921 was actually delayed two years because of the Spanish Flu. Plans and expectations will not always go according to plan, but it is imperative that your chapter routinely evaluates the safety of your operations and be open to change. In the event that traditional recruitment cannot be safely conducted, a transition to scenario 2 or 3 should be immediately implemented.

Your local and state health departments are the best resources for frequent situational updates and guidance for navigating the public health emergency relevant to your region. Keep in contact with college/school officials for any changes in student organization operations. Please follow your college/school's regulations and if your chapter is ever unsure of how to approach any situation, reach out to your Grand Council Connection and/or National Liaison for assistance.

Examples Of Recruitment Activities

Recruitment activities would be similar to what your chapter has done in the past but will include additional requirements from your local and state health departments as well as your college/school. Modifications include social distancing, limiting the number of participants, and wearing masks. Safety measures enforced may be more, but not less what is expected from your governing authorities.

Scenario 2 - On-Campus Recruitment with Limited Group Sizes

Scheduling While Social Distancing

Scheduling can be difficult enough when members are all on campus and can gather freely. When there are concerns regarding group size, it can become even more challenging. It will be important to keep group sizes in accordance with your local regulations. One easy way to ensure this is to have participants register or sign up in advance for any in-person event. This will assist in preparing and solidifying event details to comply with regulations. If there are restrictions on how many individuals can attend an event, be sure to inform participants ahead of time. If there is a need for multiple events with restricted group sizes, it is recommended that members and participants are limited to attend only a certain number, or must wait until newer participants respond, to ensure everyone interested gets a fair chance to attend.

It will also be important to consider balancing the number of current members and PNMs in attendance. There is no magic ratio, but a recruitment event should have attendance of both groups of participants. When scheduling, consider allotting a number of spots for current members and a number for PNMs to avoid an imbalance in either direction.

To facilitate scheduling, use a scheduling platform that your chapter and PNMs are familiar with. Resources like Doodle and When2Meet are great at finding a time when multiple individuals are available. Using multiple modalities to show event or meeting details will be essential since everyone uses a different method to keep track of their schedule. For example, calendar invites should be sent to all chapter members with a follow-up email including these dates and times as two means of communication.

Bonding As A Chapter

Bonding as a KE family is crucial during these times. With social distancing in place, one can still find ways to spend quality time members. Consider having a social event prior to the start of recruitment so that current members have a chance to catch up and reignite those bonds that may have been lost over these last few months. If your chapter has many members, consider splitting your chapter into smaller groups or making 'families' and doing activities in these small groups to avoid mass gatherings. This will also help get to know prospective members more easily and will allow them to make meaningful connections with current members.

Options For Members Who Cannot Attend In-Person

Requirements for member attendance should be loosened this upcoming semester/year. It is important to think about how to keep members engaged without in-person presence. For each event, consider providing a live stream or call-in option for members who are not able to attend the event in-person. Examples during events can include having members or prospective members call or video in so they are able to speak or interact virtually as well as having a Facebook Live or Instagram Live stream of the event for members to tune into. This will encourage more members to be in attendance on either platform while still allowing PNMs to get to know current members.

Examples of Recruitment Activities

Limited group sizes may still allow for events previously held, just with modifications that follow guidelines put in place by your college/school and the CDC. When permissible, consider moving events outdoors if weather permits. Here are a few examples of events that can be conducted in-person while socially distancing.

- Speed dating
 - This event is a great way to get to know PNMs in any setting! In a traditional environment, it would be ideal to set up a row of tables with chairs on each side and have PNMs rotate every few minutes between members to learn more about them and the fraternity. This event can still occur in a limited group size setting with proper social distancing by setting this event up as previously described but with 6-feet between all participants and use of multiple rooms. Members could each come up with a unique question to ask PNMs prior to the event using a Google Doc to ensure that the same questions aren't being asked. If a prospective member or member is not able to make it, conversations can be done via social media platforms or through video/telephone conferencing. See the 'All Virtual Recruitment' section for further instruction on how to carry out this event virtually.
- Kahoot! Trivia
 - This game is a great way to quiz members and prospective members about KE history or random pharmacy facts while allowing them to participate virtually or in-person. To ensure a seamless event, the leader, who has control of the Kahoot, should also be sharing their screen via a virtual meeting for attendees that are not present. If funds allow, send virtual gift cards to the winner(s) for extra incentive and fun.

The aforementioned ideas are meant to offer insight on how traditional recruitment events can be modified to a limited group size setting. Regardless, it is encouraged to think outside of the box for events that can be hosted in these limited settings. There are several events that are meant for an all virtual platform that can be modified to a limited group setting and still include members not physically present. Finally, consider what is best for your chapter and what will allow for the most fruitful recruitment experience for both your members and PNMs while maintaining the integrity of Kappa Epsilon and all we stand for.

Scenario 3 - All Virtual Recruitment

Setting Your Chapter Up For Success

Using The Same Platform

In today's day and age, there are a plethora of different video platforms that allow individuals to virtually connect through electronic devices. The most common platforms include, but are not limited to Skype, Google Meet, Zoom, and Microsoft Teams. Utilizing a different platform for each meeting or event has the potential to lead to confusion. This unfamiliarity or learning curve can decrease attendance and participation. For this reason it is recommended that your chapter decides on one or two platforms to use exclusively throughout recruitment. A general pro & con list of some of the most common platforms can be found at the end of this section.

Addressing Time Zones

When meeting in person, time zones are not as relevant since everyone is already in the same location. However, if your college/school has made classes and/or extracurricular activities virtual it is extremely important to keep time zones in mind. You never know where someone is participating from! When scheduling virtual meetings, consider all applicable time zones that members and PNMs may be currently residing within. For example, 5pm EST is equivalent to 4pm CST, 3pm MST, and 2pm PST. Scheduling meetings too early or too late within time zones will likely decrease participation. It can also lead to frustration among members who wish to join in. When sending out an invite or posting the time of an event, it is highly encouraged that the time zone is clearly posted.

Calendar Invites

Incorporating calendar invites with virtual meeting links is an easy way to keep your chapter organized. It will also help decrease confusion, avoid the need to search for links, streamline the process of joining a meeting or event, and lead to an increase in attendance.

Pros & Cons Of Common Online Platforms

Platform	Pros	Cons
Skype	<ul style="list-style-type: none"> ● Free for most users ● Widely known and used ● Ability to share screen ● Ability to mute self and others ● Raise hand option ● Ability to make global calls ● Join via phone number or web link ● Chat options available 	<ul style="list-style-type: none"> ● Must download app on computer/tablet ● Must create account to use ● Possible struggles with communication on larger calls ● Screen sharing on poor internet connections may cause call to crash
Google Meet	<ul style="list-style-type: none"> ● Free for users ● No need to download app ● Ability to share screen ● Ability to mute self and others ● Join via phone number or web link ● Chat options available ● Easy integration with college/school emails that are Gmail accounts ● Seamless connection with Google Calendar invites ● Does not require Gmail account of anyone other than the host 	<ul style="list-style-type: none"> ● Limited support in Microsoft Internet Explorer 11 browser ● Screen sharing function does not allow for sharer to see other participations ● Newer platform
Zoom	<ul style="list-style-type: none"> ● Free for calls with < 100 users ● Ability to share screen ● Raise hand options ● Ability to record call ● Join via phone number or web link ● Chat options available ● Easy invite integration with multiple calendar types ● Virtual backgrounds available ● Breakout rooms available with the Pro version 	<ul style="list-style-type: none"> ● Calls with over 100 users will require the purchase of the upgraded version ● App may be prone to crashing ● Screen sharer may find difficulty with the chat text when sharing
Microsoft Teams	<ul style="list-style-type: none"> ● Free version of Teams available ● Integration with other Microsoft Teams tools ● Ability to share screen ● Raise hand options ● Chat options available ● Easy invite integration with multiple calendar types ● Google Drive and Dropbox uploads can be shared via the chat options 	<ul style="list-style-type: none"> ● Learning curve for newer users ● App only - requires storage space ● Limited number of channels per team (200 public and 30 private) ● Call in option only available with purchase of the upgraded version

Encouraging Active Engagement & Chapter Bonding

In an all virtual recruitment, there is a risk that everyone involved may feel more disconnected and isolated than ever before. The host of the event should optimize group interactions based on the activities and group size. The larger virtual meetings get, the less likely quieter individuals will speak up. The event host should also keep track of who has spoken, ensuring all have the opportunity to be heard. If there is a participant who has not spoken or been actively involved, the event host should gently encourage them.

Utilization of breakout rooms, or activities that breakdown everyone into smaller, more interactive groups can help promote interaction and bonding. Other ways to encourage bonding include pairing current members with PNMs as a “buddy system” for event attendance and requesting current members to engage with a different PNMs during each event or activity.

Identifying Quality Members

Prospective members join fraternities and sororities for a multitude of reasons. Most can agree they join, at least in part, for the social aspect and to connect with new, like-minded friends. In all-virtual recruitment, it can be challenging to identify who will make a good fit for your chapter. It is also important to remember that quality members will flourish with quality programming offered by the chapter. Highly enthusiastic individuals, or those who express willingness to weather these unusual times as a member of your chapter, will likely not require extra prompting for involvement post-recruitment.

Regardless if recruitment is virtual, in-person, or a hybrid of both, characteristics of quality members are consistent. These include regular attendance of meetings, volunteering for assignments, and providing great feedback during meetings. PNMs who may be a great fit for your chapter will take time to get to know other members on a personal level and display great enthusiasm for fraternal events and projects.

However, if a PNM’s engagement during recruitment is more reserved, it is possible that this individual is shy or uncomfortable with speaking up on a virtual platform. Consider taking time to speak one-on-one with these individuals, via video-conference or phone, to develop a more personal bond outside of a group setting. If they are unwilling or seem disinterested, it could be that their goals do not align with that of the chapters. However, it is recommended that a concentrated effort is made to learn what they are hoping to gain as a member of your chapter. During these conversations, be open to their thoughts and be willing to share how the chapter has evolved to meet the needs of current members. These personal conversations will help more reserved PNMs get to know the chapter on their terms and empower them for future participation.

Examples Of Recruitment Activities

- Speed Dating
 - Speed dating is a great way to interact with PNMs and get to know them on a deeper level. With the technology and platforms available, this event can still successfully be carried out for recruitment. Two recommended platforms are Microsoft Teams and Zoom. However, consider platforms offered by your college/school that attendees may be comfortable with already. It is also recommended that your chapter creates an event-specific group chat, such as a GroupMe chat or 'Team' in Microsoft Teams, so that any troubleshooting or changes can be communicated without delay.
 - Microsoft Teams Recommendations
 - There are two ways to utilize this platform: calendar invites or calls. With all participants signed up in advance, your recruitment chair or other designated leader can set up calendar invites that both parties can join at a specified time. This will make it easy to navigate for both parties and hopefully allow for a seamless event!
 - Zoom Recommendations
 - This platform has the functionality of breakout rooms, which allows the host to put participants of the call into rooms and move them around as appropriate. This will function the same way as in-person speed dating, with one-on-one or two-on-one conversations between members and PNMs. Visit the Zoom website for more information on how to use these breakout rooms.
- Virtual Study Times
 - This is a fun way to foster academic excellence while members work on their individual class assignments! Participants can brew their own coffee or tea that they sip on while studying on a virtual platform. Consider giving it a KE-specific fun title such as "CoffKEe" or "Kappa'cinnos with KE!".
- Netflix Watch Parties
 - What better way to relax than to watch a movie with new friends? The movie and time can be set via a poll or by the host. Encourage participants to share their set-ups before the movie starts and consider setting up a chat platform for everyone to share their reactions in real time.
- "Cribs" Quarantine Edition
 - Who didn't get excited when they found a shared interest with a celebrity showing off their home on MTV's Cribs? Consider asking participants to share a quick video of their workspace/living space on a platform that only those intended to participate have access to, such as a secure Zoom call or Instagram story. You never know what similarities or common interests might be revealed.