

H. Jacob Carlson

Sociology, CLA, 2009

Mentor: David Knoke, Sociology

Recruitment Strategies of University of Minnesota Student Groups

The nature of student organizations in a university setting is that every year people graduate and new people enroll. This places student groups in a constant state of recruitment in order to sustain annual membership levels. During the first weeks of the new academic year, students are bombarded by efforts from various student groups to gain their membership, but of these efforts, what is really effective in garnering new members? Much has been studied on how the qualities and conditions of potential members affect participation outcomes, but less is known about the organizational qualities and behaviors that influence participation. For this project, a survey was conducted of a sample of University of Minnesota student groups and data have been collected on their benefit structures and recruitment strategies and will be compared against observed participation quality and quantity outcomes. The research hopes to provide insight to organizational recruitment strategies and benefit structures that help increase student participation. With the findings, student organizations can use them to adjust their recruitment behaviors, and make their efforts more effective.



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