**Recruitment**

* Hold informational meetings for prospective members. Prior to the meetings, it can be helpful to advertise for students to bring a friend(s) to this meeting so they can feel comfortable.
* At informational meeting, have ice breakers and introductions for people to get to know each other.
* There should be a space for current members to discuss the mission of the organization, benefits of the organization, and possibly a Q&A with prospective members.
* Application process—depending on the organization. This is how you can have a set list of members you can expect for meetings/events.
* Utilize social media to feature takeovers, such as a Day in the Life of current organization members. Showcase aspects of being a WashU student
* Try to see what times work best for current and prospective members.
* Set expectations for organization.
	+ How often must members attend meetings?
	+ How will members notify about missing meeting?
	+ Expectations around group communication (GroupMe, Email, What’s App)
	+ Constitution overview?

**Retention**

* Stay personable and genuine with members. This means knowing people’s names/pronouns
* Utilize time wisely. All of the members have classes, jobs, and other obligations outside the organization. It is vital to make sure meetings are concise and to the point. This allows for better engagement.
* What keeps your members engaged throughout the year?
	+ Traditions
	+ Social gatherings
	+ Professional development
	+ Collaboration with other partners