



Nonprofit Leadership Alliance

Recruitment Experiences and Future Directions of Indiana State University's Nonprofit Leadership Student Association



Alyssa Hess, Merritt Johnson, Khari Jones, Lauren LaDow, Wyatt Lawson, Katie Lugar Karlie McGee, Leah Salmon & Dr. Nathan A. Schaumleffel

HISTORY OF MEMBERSHIP AT ISU

Indiana State University's Nonprofit Leadership Alliance certification program was established in 2001 and has been recognized nationally. It received the 2013 Sprint Campus Partner of the Year Award as the top nonprofit leadership and management academic program in the country and the 2009 Outstanding Student Recruitment Benchmark Award from the national office. In 2015, the Wabash Valley District, Crossroads of America Council, Boy Scouts of America was recognized as the Alliance's National Nonprofit Partner of the Year because of its strategic partnership with Indiana State University. Membership has fluctuated throughout recent years, so specific recruitment efforts are utilized in order to increase and maintain membership within the program.

NEED AND PURPOSE FOR RECRUITMENT

Recruitment is the action of finding new people to join an organization or a cause. When recruiting, specific criteria relevant to the organization are critical to attract persons with similar ideals and values. Without proper recruitment techniques in our organization, we would lack the necessary quantity and quality of persons to sustain our mission. This would also impact the quality of our organization in regards to personal and professional development. Recruitment efforts are necessary in order to further invest in our campus and community as we seek to enhance to nonprofit sector.

EXPERIENCES WITH RECRUITMENT PROCESS

- The student club Recruiter creates/maintains email lists of both students and student organizations. This creates a bank of student and organizations within programs that have an interest or correlates in the nonprofit sector. The Recruiter also plans an informational night using incentives like food and free merchandise to improve attendance.
- Campus wide events expand our outreach by generating names for our email list and directly reaching interested students.
- Current students of the program recruit within their majors/organizations which creates personal ties to the program and what it offers.

RETENTION EFFORTS

- Individual Advising: Director has direct mentoring sessions with students trying to complete CNP to ensure completion.
- CNP profile/Integration of Coursework : A requirement for the Recreation and Sport Management: Nonprofit Leadership Minor and Major. The Nonprofit Leadership minor also counts for the University Honors Program's Leadership and Civic Engagement Concentration.
- Student Club: The student club is a part of the required curriculum for the Nonprofit Leadership major and minor. This way it ensures that all students are able to fit this requirement in their schedule, and it increases retention and recruitment.
- ASANA: A program implemented last year, which is utilized now to keep all members of the organization connected and informed.
- Social Media: One of our quickest recruitment tactics to reach out to the largest body of students possible is through Twitter, Facebook, and the ISU Treehouse. This tactic is usually in conjunction with other recruitment tactics

EVALUATION OF RECRUITMENT PROCESS

Throughout the years of building our student association, as new methods of recruiting have increased, we have worked to adapt our evaluation efforts. We have worked to recruit a diverse group of students and find students with a wide variety of interests.

- The program used to only attract students with majors related to health and human services – the program is now attracting biology, art majors, etc.
- Students are evaluated through coursework in the RCSM nonprofit classes.

As we move forward with our student association, we would like to practice new evaluation practices in the following ways:

- Align recruitment process with mission
- Recruit members in the same way nonprofits recruit donors
- Ensure we are recruiting members that will bring something unique and fresh to our student association

FUTURE DIRECTIONS FOR STUDENT ORGANIZATION

As the organization continues to flourish, it is important to identify areas for growth and what direction we want the organization to take. Our hope for the organization includes:

- Hiring adjunct faculty to assist in the teaching responsibility
- Incorporating graduate assistants within program
- Facilitating more frequent recruitment events
- Operating the organization as a nonprofit
- Hosting events benefiting other organizations (State DM, Autism Speaks, etc.)
- Partnering with other student organizations

REFERENCE

Indiana State University. (2016). Nonprofit Leadership Alliance. Retrieved from <http://www.indstate.edu/health/departments/krs/programs/bs/npl>

WANT TO Make Money \$\$\$?
Become a **Certified Nonprofit Professional**

50% CNPs remain in the nonprofit sector 50% longer than non-CNPs.

7x CNPs are 7x more likely to reach a director level or higher position at a nonprofit organization than non-CNPs.

2009 2009 Nonprofit Leadership Alliance Outstanding Student Recruitment Benchmark Award

2013 2013 Nonprofit Leadership Alliance Sprint Campus Partner of the Year

MAJOR
B.S. in Recreation and Sport Management with a concentration in Nonprofit Leadership
Enroll in RCSM-150: Intro Nonprofit Ldrshp & Mgt (Fall Only)

MINOR
Nonprofit Leadership Minor
Enroll in RCSM-150: Intro Nonprofit Ldrshp & Mgt (Fall Only)
Counts for the University Honors Program: Leadership and Civic Engagement Concentration

PROFESSIONAL COMPETENCIES
Nonprofit management and leadership competencies ensure that certified students are meeting equivalent learning outcomes as part of their Certified Nonprofit Professional (CNP) credential.

1. Communication, Marketing and Public Relations
2. Cultural Competency and Diversity
3. Financial Resource Development and Management
4. Foundations & Management of the Nonprofit Sector
5. Governance, Leadership and Advocacy
6. Legal and Ethical Decision Making
7. Personal and Professional Development
8. Program Development
9. Volunteer and Human Resource Management
10. Future of the Nonprofit Sector

FOR MORE INFORMATION
Campus/Executive Director: Dr. Nathan A. Schaumleffel, CNP
nathan.schaumleffel@indstate.edu, Arena C-09
<http://nonprofitleadershipalliance.org/>
www.indstate.edu/cnp
Follow us on Twitter: @IndstateNLSA

JOB OPPORTUNITIES
Professional Job Titles:

- Executive Director
- Fundraiser
- Volunteer Manager
- Program Director
- Case Manager
- Marketing and Public Relations Director
- Finance Director
- District Executive
- Special Events Manager

INDIANA STATE UNIVERSITY