



OMICRON DELTA KAPPA

The National Leadership Honor Society

OΔK National Invitation to Membership Program

Introduction

The OΔK National Invitation to Membership Program leverages the resources and prestige of the national organization to assist local circles with recruitment by directly contacting eligible students and, when economical, their families. OΔK research indicates that many prospective members ignore recruitment notifications from local circles for a variety of reasons. Included in those reasons are: 1) the lack of knowledge about OΔK at the national level, and 2) belief that there are no benefits to the student beyond the specific campus. This program would link the potential new member directly to the resources of the National Headquarters. Circles would still retain complete control over the selection and initiation of new members but be required to follow specific timelines and recruiting practices in order to achieve maximum effectiveness.

Process

The OΔK National Invitation to Membership Program is a six-step process.

Step 1: Circles would agree in principle to add the National Invitation to Membership Program to their recruiting process by August 1 or December 1 in any academic year. [See Sample Timeline] Once OΔK National Headquarters (OΔK-HQ) and the circle agree on the process and timeline, the national staff member assigned to each circle (national contact) will begin working closely with the circle to implement the national recruitment strategy. One critical element of the program will be for the circle and national contact to agree on membership targets including a percentage increase over the previous year's membership yield.

Circles would agree to initiate between October 18 and November 24, 2019, or between March 15 and May 2, 2020. Circles would also be highly encouraged to recruit undergraduate classes that are 60% juniors and 30% seniors with 10% reserved for other membership types.

Step 2: The circle requests and receives a list of all juniors and seniors who rank in the top 35% of their class respectively from the appropriate office. Given that each institution calculates this differently, the circle requesting this information for the first time should plan on two to three weeks processing time.

Step 3: The circle provides the list of potential members to OΔK-HQ and any specifics about the local recruiting process such as information sessions, application deadline, special application information, etc. OΔK-HQ will format student email template and family letter template, which the circle will review and approve.

Step 4: Once the email and letters have been approved, OΔK-HQ will manage the process of sending the emails and letter. Two emails will be sent to the student and one printed letter will be sent to the family.

Student Email

The circle would provide the OΔK-HQ with a spreadsheet of specific information about students that meet the minimum standards for OΔK.

- Junior, Senior or Graduate/Professional student standing as defined by the institution
- Top 35% of the junior or senior class (graduate/professional student standards may be set by the campus)

OΔK-HQ would send an email to a list of potential student members as defined by their circle and institution. OΔK-HQ would field general questions about the national organization but forward all circle specific questions to the circle officers of the participating circles. Emails would be sent to individuals twice during the established recruiting timeline. OΔK-HQ will provide institutional registrars or academic administration officials the necessary documentation on the security of the data and adherence to FERPA.

Family Letter (for mailing lists under 500)

Part of the list provided by the circle to OΔK-HQ would be the permanent home address of the students. OΔK-HQ, through a contracted vendor, would send a letter via US Postal Service to the parents/families. This letter, on OΔK stationery with the signature of OΔK President/CEO, would explain the importance of the invitation to their student, encouraging the families to discuss membership with their student, and offering national level assistance for questions. Only one letter would be sent to families during the recruitment period.

Step 5: OΔK-HQ will monitor the emails providing circles with data on open and click rates. If rates are extremely low, an additional email could be considered after consultation between OΔK-HQ and the circle.

OΔK-HQ will also monitor the mailing providing the circle with information about return rates and inquiries from families.

Step 6: Once the circle has completed the application, selection, and initiation process, OΔK-HQ and circle officers will review the program to determine if the program was successful.

Sample Fall Timeline

Template for October 19 Initiation

Date	Action
By August 1	Circle agrees to National Recruitment Process
August 5	Circle provides the list of eligible students
August 9	OΔK provides circle officers with draft email with circle information for approval. Circle updates and finalizes National Lifetime Membership Application Form
August 13	Circle approves complete or revised letter
August 15	1st Email is sent to students Printed letter is sent to families Circle posts flyers on campus Circle invites faculty/administration/members to nominate individuals Posts in social media
August 29	2nd Email is sent to students Circle sends reminder invites faculty/administration/members to nominate individuals Refresh flyers on campus Posts in campus newspaper and social media
August 15- September 11	All applications are screened as submitted by the circle membership committee to ensure all necessary information has been submitted and is complete. All incomplete applications are either resubmitted or rejected
September 12	Application deadline (no extensions)
September 12-19	Application screening to ensure all information is submitted
September 19-22	Circle meets to vote on applicant selection
September 23	Acceptance emails are sent to prospective initiates. With instructions that they have 2 weeks to pay fees
October 7	All membership payments must be submitted by initiates

Date	Action
October 8	Invitations to the ceremony are sent to students, families (from OΔK ?, from circle?) Applicants are informed of initiation date at the time of application and told to hold date and time in case they are selected.
October 8	Final certificate order is submitted (10 calendar days)
October 11	Certificate order is processed and shipped to circle
October 15	Certificate order is received by circle
October 19	Initiation ceremony
October 23	Make-up ceremony for anyone who could not attend October 19 ceremony