

Recruitment Based on Principles

The Promotion of Friendship, the Development of Character, the Diffusion of Liberal Culture, the Advancement of Justice.

At the 2006 Leadership Institute in Kansas City in August, the attendees were challenged by a Principles-based concept for recruitment. Recruitment by the Four Founding Principles was led by Rick Taylor, *North Carolina State '82*, Paul Taylor, *North Carolina State '89*, Aaron Clevenger, *Central Florida '97*, and Mindy Sopher, North Carolina State University. They were assisted in the interactive forum by a dozen alumni facilitators.

First considered by the discussion groups were the dictionary definitions of the words: Friendship, Character, Culture, and Justice. Next, the groups were challenged to define what these Principles meant to Delta Upsilon Brothers.

These points established, the men were then charged to:

- **KNOW** the Principles;
- **UNDERSTAND** the Principles;
- **BELIEVE** the Principles;
- **LIVE** the Principles...
- and then **RECRUIT** the Principles.



Relating these Principles to everyday life brings men to be able to recognize these traits and characteristics in those DU wants to recruit to become members.

At the same time, these prospective Brothers recognize DU men by what they say and do, how they live, the recruitment functions they host and likewise make their decisions about whether they want to be members of Delta Upsilon.

This may at first glance seem a daunting task. However, DUs take more than a glance – they look more closely and see the tremendous impact they will have on their peers when they build their chapter membership based on DU's Four Founding Principles.

Watch the *QUARTERLY* for future articles about Principles-based recruitment. Send your questions and comments to:

Recruitment Based on Principles
C/o The *DU Quarterly*
P. O. Box 68942
Indianapolis, IN 46268
IHQ@DeltaU.org