



OMICRON DELTA KAPPA

The National Leadership Honor Society

OΔK National Invitation to Membership Program FY 2022

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 at least 60 days in advance of initiation. [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 before May 30, 2022. Circles would also highly be encouraged to recruit undergraduate classes that include 90% sophomores, juniors, seniors, and graduate students with 10% reserved for other membership types.

Step2: The circle requests and receives a list of all sophomores, 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.

OΔK requires the institution/circle to sign an agreement stating that OΔK has institutional permission to email these students and that the institution has received permission from the students and or families to receive this kind of email invitation.

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 email template, which the circle will review and approve.

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

Student Email

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

- Sophomore, 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 Email

A family email can be sent in the same manner as the student email. We would only need an email for the family. Only one email would be sent to the family.

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 60 DAY NIMP PROGRAM

DATE	Days/Weeks Before Ceremony	Circle Action	ODK Action
October 5, 2021	60 days (8.6 weeks)	Circle Agrees to National Recruitment Process	
October 5, 2021	60 days (8.6 weeks)	Circle provides the list of eligible students and local information for emails and letter	
October 15, 2021	50 days (7.1 weeks)		ODK provides circle officers with draft email with circle information for approval
October 25, 2021	40 days (5.7 weeks)	Circle updates and finalizes National Lifetime Membership Application Form	
October 25, 2021	40 days (5.7 weeks)	Circle approves final letter for email and postal	
October 26, 2021	39 days (5.6 weeks)	Application Opens	1st Email Letter is sent to students
October 26, 2021	39 days (5.6 weeks)		Email to Families is sent
October 27, 2021	38 days (5.5 weeks)	Circle posts flyers on campus, Circle invites faculty/adm/members to nominate individuals, Posts in social media	ODK Send Reminder to circle to refresh local marketing
October 30, 2021	35 days (5 weeks)	1st Information Session Held	
November 2, 2021	32 days (4.6 weeks)		2nd Email Letter is sent to students.
November 2, 2021	32 days (4.6 weeks)	Circle sends reminder invites faculty/adm/members to nominate individuals, Refresh flyers on campus, Posts in campus newspaper and social media	
November 9, 2021	25 days (3.6 weeks)	2nd Information Session Held	
October 29, 2021	36 days (5.1 weeks)	All applications are screened as submitted by Membership Committee to ensure all necessary information has been submitted and is complete. Any incomplete applications are either resubmitted or rejected.	
November 13, 2021	21 days (3 weeks)	Application Deadline (no extensions)	
November 13, 2021	21 to 14 days (3-2 weeks)	Final Application screening to ensure all information is submitted	
November 19, 2021	15 days (2.1 weeks)	Circle meets to vote on applicant selection	

November 20, 2021	14 days (2 weeks)	Acceptance Emails are sent to initiates. Informed they have 2 weeks to pay fees	ODK Starts Monitoring Payments
November 24, 2021	10 days (1.4 weeks)		ODK Provides Payment Update
November 24, 2021	10 days (1.4 weeks)	All National Lifetime Membership Fees must be submitted by initiates to the circle or paid online	ODK Provides Payment Update
November 25, 2021	1 day <i>after</i> all payments confirmed	Invitations to the ceremony are sent to students, families from the circle. Applicants are informed of initiation date at the time of application and told to hold date and time in case they are selected.	
November 24, 2021	10 days (1.4 weeks)	Final Certificate Order is submitted	
November 28, 2021	6 days		Certificate Order is Processed and Shipped to Circle
December 1, 2021	3 days <i>after</i> order submitted	Certificate Order is received by Circle	
December 4, 2021		Initiation Ceremony	
December 11, 2021	within 7 days (1 Week)	Make-up ceremony for anyone who could not attend original ceremony	
January 3, 2022	within 30 days (1 month)	Payment of outstanding National Lifetime Membership Fees is received by ODK-NHQ	