

## Setting Realistic Expectations to Keep Club Execs and Members Engaged

You've probably heard that an ounce of prevention is worth a pound of medicine. That's definitely true when it comes to keeping club execs and members engaged. Keeping your executives and members engaged starts from the moment of your first interaction.

Imagine it's clubs day or just a regular day of tabling, do any of the following describe your current approach to outreach?

- I ask students what they're interested in then try to cater what the club does to that interest (even if it's stretching a bit)
- When asked what and how much members have to do, I answer something like "members can contribute as much or as little as they like and members contribute in many different ways."
- Our flyers are more about the club as a whole than what members do in particular.

If you said yes to any of the above, then you may think you're appealing to the widest audience but you're actually setting wishy washy expectations that will later result in:

- **Confusion** over what exactly members are actually supposed to do
- **Disappointment** in members not living up to expectations you never shared with them (e.g. why don't they come to our events? They're members after all!)
- **Mismatches** of skills and interests as members discover the club isn't quite what you made it out to be
- **Mission drift** as you try to be all things to all people.

Fortunately, the solution is simple. When it comes to recruitment, whether it's 101 week, a regular day of tabling, or 1-on-1 discussions with a friend you're inviting onto the board, make sure to make the following clear:

- The purpose of the club (keep a copy of your constitution on hand and write your flyers carefully)
- The weekly time investment expected of members
- The specific activities you need done and the skills needed to do them

Clear expectations are a two way street, so make sure to ask members and executives to make their own expectations clear:

- When are they available? When aren't they available? (e.g. maybe your member can never make a Saturday or Sunday meeting for religious reasons)
- Are they expecting volunteer hour recognition?
- How do they envision their role?
- How much time are they willing to give?