

RECRUITMENT

Hector Tsamis, Secretary General

LI International Presidents' Meeting
Thessaloniki, August 2015

elsa

The European Law Students' Association

The Word

Etymology

- Latin: **[re]crescere** (v.) = to grow [again]
- French: **[re]croître** (v.) = to grow [again]
- French: **recrute** (n.) = new growth

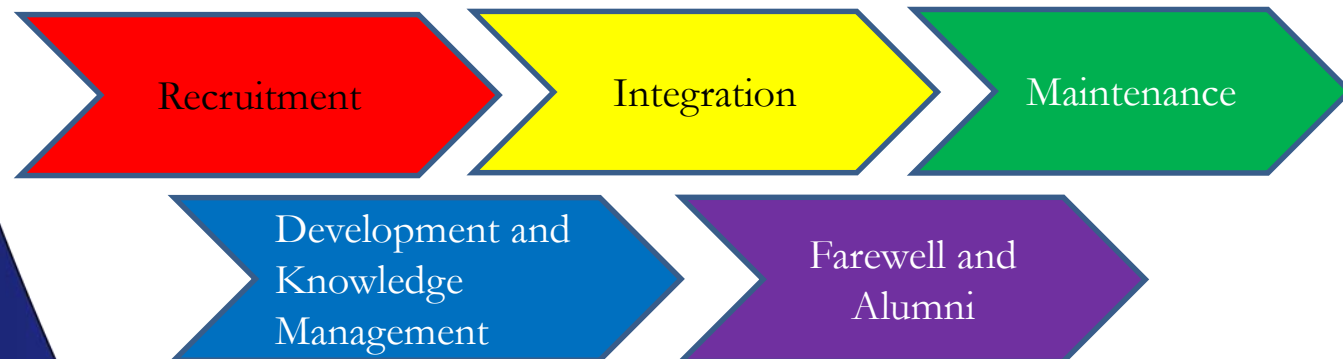
First uses

- 1630s - 1650s:
 - to recruit = to enlist new **soldiers**
 - recruitment = military reinforcement
- 1913:
 - to recruit = to register new **student athletes**

Recruitment in ELSA

Decision Book, *Internal Management*
Human Resources, Article 3

- Core structural provision of the new Human Resources Strategy
- The 1st Human Resources Cycle



Recruitment in ELSA

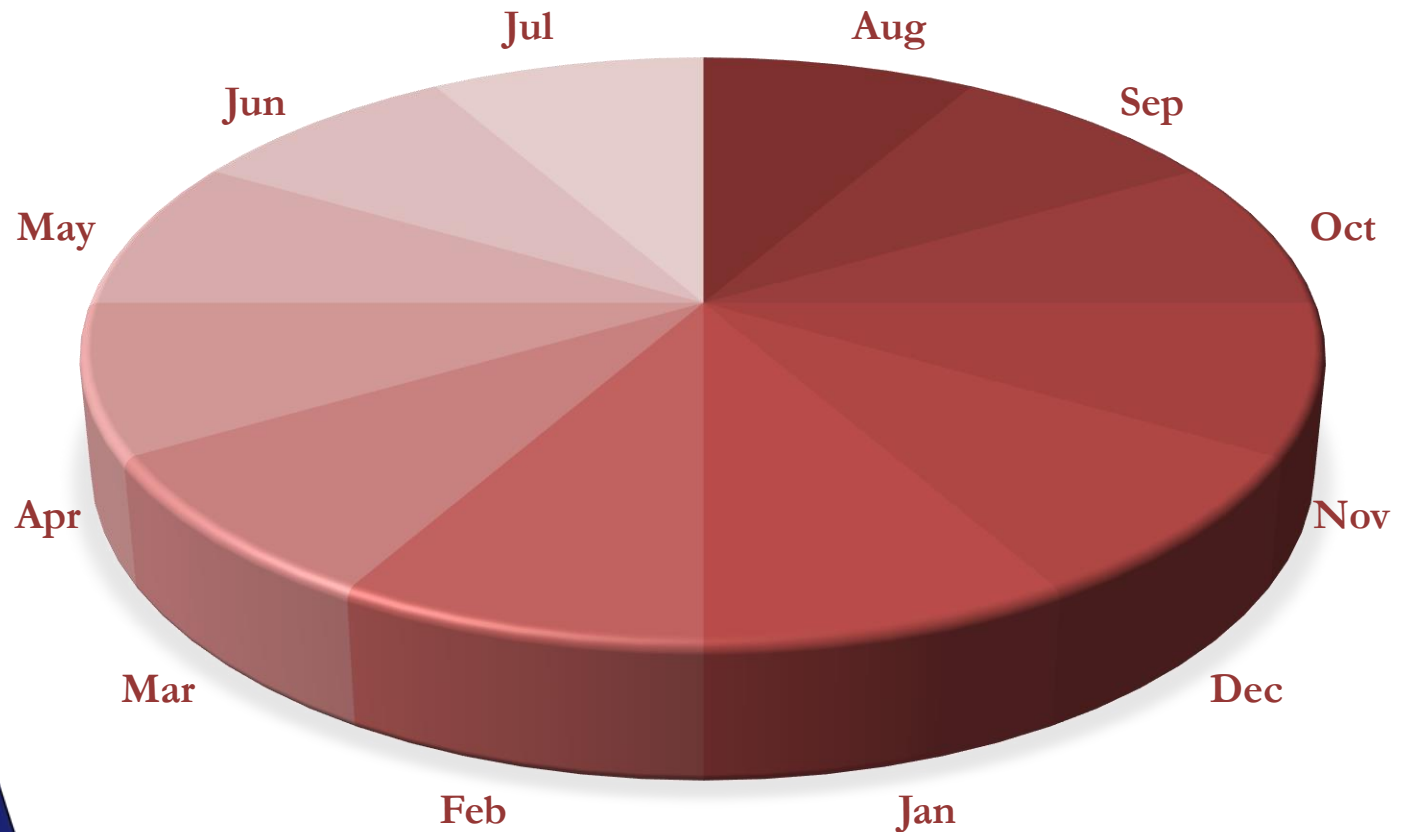
Decision Book, *Internal Management*
Human Resources, Article 3

Recruitment

- is an ongoing process at all levels of ELSA.
- is the stage of approaching a potential ELSA member and gaining additional human resources.



Recruitment Timeline



Recruitment is surely related with the beginning of the academic year, however it lasts throughout the whole term in office.

There is no beginning or end.

There can be recruitment opportunities all year long.

elsa

The European Law Students' Association

Informative Meetings

Aim: **PRIME**

- **Present** ELSA to potential ELSA members.
- **Renew** the interest of existing ELSA members.
- **Income** about upcoming
 - local,
 - national, and
 - internationalevents, projects and opportunities.
- **Mee**t your human resources.
- **Evalu**ate your performance.

Informative Meetings

Find the location

Create the presentation

Inform about the
presentation

Make the presentation

Get the contacts of the participants
OR
Collect membership application forms

Content of the Presentation

- ELSA Vision and Principles
- Structure of the Association
- Reasons to join ELSA
 - personal development
 - professional development
 - connections
 - travelling
 - internationality
 - enjoyment
- ELSA Events, Projects and Opportunities



Tips for the Presentation

- DO NOT use ELSA language.
- Keep it short and simple.
- Use visuals and photos.
- Include contact information.

Tips for the Meeting

- Introduce yourself.
- Get your whole board involved.
- Invite alumni.
- Have a Q&A session after the presentation.
- Have some membership application forms already printed.
- Be available after the meeting.
- Have a coffee break after the meeting.
- Give out your business cards.

Tips following the Meeting

- Be available.
- Have open office hours.
- Contact the people interested.
- Send activity updates and information to the new members.
- Have a follow-up meeting, activity, social gathering for freshers.
- Present possibilities for integration and development.

General Tips

- Human Resources fall under the area of Internal Management.
- Human Resources is an issue that concerns all areas.
- Encourage cooperation between the Secretary General and the Vice President for Marketing.
- Be open-minded.
- Be friendly.
- Be approachable.
- Transfer the ELSA Spirit.

Interactive Exercise

You are going to be divided into groups and will share your own experience from when you were recruited.

You are requested to respond to the following questions in your groups:

- When were you recruited?
- At which context were you recruited?
- Who recruited you?
- How were you convinced?
- What do you have to comment on your recruitment experience?
- Did you know about ELSA before that recruitment experience?

After that, please write down three positive and three negative comments that you have on your recruitment experiences as a group.

In the end, you will be given time to present your points before the Workshop.



*You are not just recruiting members,
you are sowing seeds.*

Recruitment

LI International Presidents' Meeting
Thessaloniki, August 2015

elsa

The European Law Students' Association