

# Create Recruiting Strategy

*Here are some Ideas! Personalize strategy based on your environment!*

- Invite ALL majors
- Allow members to join at any time of year
- Participate in campus events
- Put together a barbeque event that is advertised across campus
- If flyers don't work, send mass email(s) to students
- Expect to lose 90% of first recruits
- Retention is the key, so BE PREPARED TO GIVE PROJECTS!
- How do the newer members of the team fit in?
- Leaders need to realize the new member's limitations, but must be prepared to treat all members with respect
- Encourage new ideas: "out of the box" thinking



# Example Recruiting Forms



STUDENT CHAPTER AT SAN JOSE STATE UNIVERSITY

CONTACT INFO:  
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SAE.SJSU@GMAIL.COM

WANT TO RACE?

BE A PART OF AN SJSU TEAM THAT *DESIGNS, BUILDS, MARKETS, AND COMPETES* THEIR OWN RACING MACHINE AGAINST UNIVERSITIES FROM AROUND THE WORLD.



BAJA SAE      FORMULA HYBRID  
FORMULA SAE

WE ARE CURRENTLY LOOKING FOR DEDICATED STUDENTS INTERESTED IN:

<ul style="list-style-type: none"> <li>• GRAPHIC DESIGN</li> <li>• ART &amp; DESIGN</li> <li>• MARKETING</li> <li>• MODELING</li> </ul>		<ul style="list-style-type: none"> <li>• JOURNALISM</li> <li>• BUSINESS</li> <li>• HOSPITALITY</li> <li>• MASS COMMUNICATION</li> </ul>
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PLEASE EMAIL [SAE.SJSU@GMAIL.COM](mailto:SAE.SJSU@GMAIL.COM) FOR MORE INFO.

**FORMULA**  
**ELECTRIC** *Racing Team*

**RECRUITING:**

- GRADUATE & UNDERGRADUATE STUDENTS
- ENGINEERING STUDENTS
- BUSINESS, MARKETING, FINANCE STUDENTS...
- DRIVEN INDIVIDUALS!**

**About Project:**

High performance electric Formula car  
Eligible for international competition  
Designed and Built NOW, entirely on campus  
Supported by companies like Ford, Bosch, DTE, etc



UMD  
[UMD.electrics@gmail.com](mailto:UMD.electrics@gmail.com)  
1060 IAVS Building

# Plan Retaining Strategy

- Key to retention:
  - Involvement without being in over-their-head
  - Giving 'newbies' interesting and worthwhile tasks
- Possible solutions
  - Apprenticeships
  - Machining simple parts
  - Simple fabrication
  - Making detail drawings from layouts or for more complex assemblies
  - Making assembly drawings from details
  - Updating/fixing older cars
- Give empowerment: ownership of projects



# Agenda

- Introduction
- Overview of the Project
- Project Goals
- Project Scope
- **Conclusions**
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# Conclusions

- ◉ Establishing the Team
- ◉ Defining the Project
- ◉ Using Resources
- ◉ Plan for Continuity
- ◉ Questions

# Questions

- Introduction
- Project Overview
- Project Objectives
- Project Organization
- Project Management
- Project Results

## • Questions

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