

MARKETING GREEK LIFE ON YOUR RESUME

Students often want to know if they should add Greek life to their resumes, and if so, how they can highlight such experiences in professional and relevant ways. Ultimately the decision as to whether or not to include your sorority or fraternity organization on your resume is up to you, however we do encourage you to include it on your resume. Many recruiters and employers may have been involved in Greek life and connect with your involvement, or be aware of the strong transferable skills that come from being involved in Greek life.

Maggie Becker from WPI's Career Development Center wrote an article for the Association of Fraternity/Sorority Advisors (AFA) on **Helping Students Highlight Their Fraternity/Sorority Experience in the Job Search** that is a helpful resource to get started. Information from the article is integrated into the items below to provide a detailed overview of how you can best describe and market your Greek life experiences on your resume.

Be confident in your experience

No two Greek experiences are the same. Be confident in your experience and recognize the importance of the skills you gained from that experience. Whether or not you held a leadership position, you should include your time in your sorority or fraternity on your resume. You can enhance your resume by highlighting your participation in philanthropy events, experience organizing or decorating for events, or ability to present ideas or opinions during meetings.

Use Greek life to stand out. Express the values-based experience of being in a sorority or fraternity, your ability to work on a team, and the opportunities the sorority or fraternity has given you for growth. Including your Greek experience on your resume can also give you networking opportunities unlike those found in other organizations or clubs.

Another way to sell your Greek experience is to connect the values of your organization and membership to the values of the company. You can do this in your cover letter, highlighting similar values and interests, along with making a connection if community service/

engagement is prevalent in both the company and your organization. On an interview is another time you can inquire about the company's values or commitment to philanthropy, making a parallel to the reasons or highlights you might have from your experiences.

Part I: Brainstorm to List your Skills and Experiences

Ask yourself

- What committees were you on and what activities did you participate in?
- Did you have leadership positions?
 - What did you do?
 - What skills did this require?
 - How do these activities relate to your future career goals?
- What were the requirements of membership in your chapter such as community service, philanthropy, professional development, or mentorship to name a few?



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- What skills do you have now that you didn't have before you joined Greek life?
- Talk to an alumni from your organization about what experience(s) they found most valuable to list on their resume.

Tips

Perhaps being involved in a sorority or fraternity enhanced your public speaking skills or attending weekly meetings improved your time management abilities. Use such phrases as...

- **Leadership:** If you held an office or served as a Chair, outline your duties. Chances are you participated in the local Chapter or national leadership training opportunities. Note the length, breadth, and content of such endeavors.
- **Organization & Time Management:** Note that in order to juggle so many activities within your sorority or fraternity, not to mention school work and other obligations, you had to be extremely organized.
- **Teamwork:** Emphasize the complex types of projects completed, number of members coordinated, and communication skills involved in productive teamwork.

Tailor your Greek experiences to the position. If you are applying for financial positions, highlight your ability to follow a budget. For marketing or communications positions, recruitment experience is a good starting point. Make your position and experiences work for you professionally.

Part II: Describing the Items from Part I

Greek Life Action Verbs

Use action verbs to enhance your experiences. For example, explain how you created a marketing plan to improve recruitment or developed an alumnae relations program to re-connect 500 graduates.

Sample verbs to begin each point include:

- Achieved
- Arranged
- Assisted
- Attended
- Budgeted
- Chaired
- Collaborated
- Coordinated
- Created
- Entrusted
- Led
- Managed
- Organized
- Planned
- Promoted
- Publicized
- Ran
- Served
- Sponsored
- Supported
- Trained
- Volunteer

Quantify Your Experiences (to the best of your ability)

When discussing your experience, give concrete quantifiable details to provide employers with a better idea of what you did and how often you did it. These numbers give your experiences more relevance to the company.

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- How many...People at events? Number of events planned? Dollars raised/counted? People working together as a team? Hours put into planning an event?
- How often...Do you speak in public? Attend meetings? Volunteer? Plan events?

Include Details

The easiest way to explain the importance of your experience in Greek life is to provide concrete details. Be specific about the tasks you completed. If you don't provide details about what you did, employers will fill in those blanks on their own, which could be either a benefit or a detriment. Provide the company with tangible insights into your experiences and skills. Also, try to use the word member rather than sister/brother/rushee.

Types of details to provide include:

- Marketing & Events
 - The purpose of an event, who the event serveds (community, Greek life, alumni, etc.), your role in the event (coordinated, planned, attended, facilitated)
 - Social media campaigns and results
 - Branding and marketing campaigns, method, and results
 - Educating new members
 - If you managed new member education, list how many new members you trained. Emphasize training as a verb more so than education.

- Finances
 - If you were the treasurer, include the amount of money you handled.
 - What did you use to manage/monitor the budget?
- Housing
 - How many members lived in the facility you managed (i.e. "managed a 12-person facility")?
 - What budget did you manage?
 - What modifications/remodeling did you lead?
 - What type of chore schedule did you maintain?
 - What type of boards (alumni, housing, etc.) did you collaborate with?
- Secretary
 - How many records did you manage?
 - What kind of documentation did you keep?
- Judicial
 - Overseeing monitoring rules and policies
 - Overseeing judicial cases and ensuring fair and correct processes were followed
- Recruitment/Membership
 - Recruited X number of members, resulting in a new member class of X men/women
 - Directed and delegated X number of recruitment events to promote membership and values and introduce members
 - Developed and/or facilitated curriculum for new member education; conducted training and values and introduce members

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- President
 - Led chapter of X number members and developed goals to promote/enhance/develop _____
 - Managed executive board of X members to oversee _____ and facilitate _____ Member
 - Participated in X number of events to help raise X number of dollars for our charity, St. Jude's Children's Hospital
 - Represented organization on campus and in the local community

Departments & Parallels to Industry

Have you thought about how your leadership and committee work might align well with different functional areas in industry? Sometimes your experiences are directly related to fields and careers. You may want to think about creating sections to highlight some of that. Some areas that can connect to functional areas:

- Finance & Operations: Business, Finance, Project Management, Logistics, Quality, Regulatory and Compliance, Sourcing
- Marketing & Membership/Recruitment: Business, Communications, Customer Service, Human Resources, Project Management, Sales Engineering, Marketing, Customer Engagement, Public Relations
- Risk Management: Business, Legal, Environment Health & Safety, Logistics, Manufacturing, Product Management, Risk Management, Quality, Regulatory and Compliance
- Housing & Chapter Facilities: Facilities Management, Operations, Logistics, Quality, Project Management
- President/Additional Roles: All of the above

Part III: Adding Greek Life to Your Resume

We recommend that you check your organization's international/national headquarters website for sample language on positions held within. You can put Greek life on your resume in one of two places:

Option 1: Leadership Section

- If you have a Leadership section and have a position, you can follow this template (or do something similar). This gives you space to describe your position and work.

2 different positions

Theta Chi Fraternity, WPI, Aug. 2014-Present

Scholarship Chairman, Aug. 2015-Present

- Maintain database of members and majors to provide resource, support, and assistance to other members in academics
- Coordinate career development workshops to support personal and professional development of members to secure internships and jobs
- Plan Faculty/Staff Social to facilitate collaboration and awareness between members and community

House Manager, Jan. 2015-Dec 2015

- Oversee facility management for 30 residents, ensuring maintenance and routine cleaning is executed
- Assess and develop maintenance plan for short and long term projects

1 position

Vice President Chapter Operations, Alpha Phi International Fraternity, WPI, Jan. 2015-Present

Manage facility for 12 residents. Oversee elections and bylaw review process for 120+ membership. Manage three direct reports including finances, administrative processes, and housing. Lead weekly department meetings for committee of ten. Document activities and reporting for university and fraternity annual reports.

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Option 2: Activities Section for Your General Membership

If you do not have a leadership position, or if you do but don't want to have a Leadership section on your resume, you can put Greek Life under your Activities section. Here, you wouldn't describe your position, but you can still list it.

House Manager/Secretary, Sigma Pi Fraternity, WPI, Aug. 2014-Present

Or

Recruitment Chair, Chi Omega Fraternity, WPI, Aug. 2015-Present

Or

Tau Kappa Epsilon Fraternity, WPI, Aug. 2013-Present

Disclaimer

Greek life should take only about **2-3 lines on your resume**. Some of the above tips can be better used in describing your Greek experience in an interview, especially when an interviewer asks about teamwork, leadership, and campus involvement.

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