



# Motivating the Middle: Fighting Apathy in College Student Organizations

*T.J. Sullivan*

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## **Motivating the Middle: Fighting Apathy in College Student Organizations** T.J. Sullivan

If you're a college student leader and you're frustrated that you and a few others do all the work, you need to start "Motivating the Middle" in your organization. It's the concept that will set student leaders free. Stop focusing on the bottom third members, those who check out or cause problems, and start focusing on the "middle third members" who hate drama, care for your organization, and prefer to play a supporting role. Directing your efforts toward the middle -- and understanding what makes them different, what gets them engaged, and what they can contribute -- may solve your most pressing leadership challenges. Motivating the Middle offers a simple, empowering strategy for student government officers, team captains, chapter presidents, club leaders, residence life staff, and other college students looking to make a difference on today's campuses.

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