



NPC Values-Based Recruitment Policy 2015

Notes of Clarification from the Recruitment Committee

Nov. 17, 2016

The values-based recruitment policy was adopted by NPC in October 2015. Clarification notes on each statement of the policy are below to address questions received at the regional conferences and from conversations area advisors are having with College Panhellenics.

Policy (2015) All College Panhellenics and their member chapters shall incorporate the following policies into their membership recruitment programs:

- Focus on conversations between chapter members and potential new members about organizational values and member organizations.
Each individual organization should provide this information during their events, in addition to the Panhellenic booklet summarizing fees and time commitments for the organizations. Beginning round one, the information may be shared in the form of individual conversations with members, table place cards, display boards, presentations by officers, etc. Include discussions/presentations on accurate new member obligations (e.g. academic requirements, financial requirements and time commitments of sorority membership).
- Establish guidelines for membership recruitment budgets and set a cap on membership recruitment expenses, including the value of all donated goods and services.
The College Panhellenic establishes the budget for the recruitment rounds of primary recruitment. Bid Day is not included in the recruitment budget and the College Panhellenic has no jurisdiction on what items are purchased and how these expenses are handled by the chapter. However, celebrations should be values-based and focus on the new member experience. Budgets may vary in amount, especially if there is a newly installed chapter on campus.
- Keep decorations to a minimum and confined to the interior space used for recruitment rounds.
The front of a housed chapter's facility should look like it does year-round. Ice sculptures, excessive flower arrangements, balloon arches and blacking out walls/windows in chapter houses should be eliminated. Areas used in college or university facilities may have parts blocked from view with screens or basic draping, as long as needed materials are included in the chapter recruitment budget. This is not applicable to Bid Day activities.
- Determine recruitment event attire for chapter members that reduces individual financial burden and eliminates costuming.
Bulk ordering of clothing, specifying designers or accessories, is not allowed. Chapter members may be asked to wear a color or type of clothing item (dress, shorts, T-shirts, etc.). Bulk ordering of Panhellenic shirts that each sorority woman will wear during one round is acceptable, if voted on and passed by the College Panhellenic.



- Eliminate gifts, favors, letters and notes for potential new members.
These are not acceptable during any rounds of recruitment. Letters and notes can represent an oral bid and mislead PNMs. A personal statement or reflection may be read aloud to all PNMs as part of a preference ceremony. Flowers may be used during a preference ceremony, but the PNMs may not leave with them.
- Eliminate recruitment skits.
All skits/performances will be eliminated by all NPC member organizations by fall 2016. Music, chants and door songs are still allowed. No dance routines, choreographed performances, stunts or similar activities are allowed during any recruitment round. Skits should not be videotaped and played back in the form of a video--this is considered a skit and is not in compliance with NPC policy. It is permissible to decrease event durations with the removal of skits, but thoughtful review of event lengths should occur. The purpose is not to remove the skit and then eliminate time for members to talk to PNMs. We should be encouraging genuine conversation as our number one goal of recruitment events. Eliminating skits should also allow budgets for recruitment rounds to be reduced.

In addition, we hear questions on videos. There are no statements in the values-based recruitment policy about videos. However, below are some best practices for video use to assist College Panhellenics.

Best practices for video use:

- *Encourage the use of member organization inter/national videos*
- *Use no more than one video per recruitment period*
- *Keep video length to five minutes or less*
- *Do not include a skit on a video*
- *Consider highlighting year-round activities in video*
- *Include film footage shot year-round in video*
- *Use talents of chapter members to produce a video instead of hiring a professional*