



Resolved to Educate

Educational support for: Panhellenic Officer Disassociation During Recruitment

Recruitment counselors - associated or disassociated

Recognizing that campuses have a range of needs, dynamics and cultures, each College Panhellenic is allowed to determine whether their recruitment counselors will be disassociated for recruitment. It is important to understand that NPC does not have a recommendation about all campuses having associated or disassociated recruitment counselor programs. Our recommendation is that all College Panhellenics carefully consider all aspects before making the best decision for their campus.

Policy (2003, 2016) Panhellenic officers should be “disassociated” from their respective NPC chapters for the period immediately preceding recruitment (not to exceed 30 days) and during recruitment so their actions and decisions support the welfare and best interests of the Panhellenic community. Recruitment counselors should be disassociated for the same period of time as Panhellenic officers, unless the College Panhellenic votes to allow recruitment counselors to remain associated with their respective chapters based on NPC recommended best practices.

Why might you consider associated recruitment counselors? Some campuses, depending on the size of the Panhellenic community and the timing of primary recruitment, find that disassociation of recruitment counselors requires much more work than it is worth. There are benefits and potential challenges related to either of these options and no one-size-fits-all approach. **Things to consider:**

If your recruitment counselors are disassociated, these are some benefits:

- You can feel like recruitment counselors can be perceived as unbiased. You won't worry about recruitment counselors persuading members to choose their own organizations.
- Recruitment counselors' lack of contact with their organization can help them focus on potential new members (PNMs).
- Recruitment counselors are truly seen as part of the Panhellenic team, rather than chapter representatives.

If your recruitment counselors are disassociated, these are some potential challenges:

- PNMs spend a lot of time determining affiliations, going to great lengths to uncover information. By the end of the process, many of them know anyway.
- Those recruitment counselors who violate communication policies with their chapters are going to do it anyway.
- Panhellenic officers spend a lot of time monitoring websites and social media.
- Some candidates do not want to join the team because of the added steps of disassociation.

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If your recruitment counselors remain associated, these are some benefits:

- Chapters and women won't put so much time in concealing affiliation. It will remove the desire of PNMs to exert effort to determine their recruitment counselor's affiliation.
- Chapters will take steps to ensure their most qualified members are nominated for consideration as recruitment counselors since they know these women will be representing their chapter.
- The expectation of ethical behavior and limited contact with the chapter is still in place, so recruitment counselors should be able to be trusted and unbiased. Recruitment counselors adopt a Panhellenic mindset and become part of this team, even though they remain associated with their chapters.
- Recruitment counselor training can focus directly on the skills needed to make the best impact on PNMs, focusing on active listening and coaching skills rather than the logistics of hiding their affiliation.
- Recruiting violations or the influence of a recruitment counselor on a PNM is easier to track. It might also reduce the number of judicial infractions related to a recruitment counselor's affiliation.

If your recruitment counselors remain associated, these are some potential challenges:

- The PNMs will know the affiliation of the recruitment counselors, so even the most fair-minded recruitment counselor will have a known affiliation.
- Chapters must trust one another to allow their women to serve as associated recruitment counselors.
- Your Panhellenic will still need to set up parameters that work for your campus.
- If chapters are disproportionately represented among the recruitment counselors, it could be visible.

Things to consider when deciding whether to have associated recruitment counselors:

- **How long is your primary recruitment period?** If your recruitment takes place over more than one week, concealing affiliation may be unreasonably difficult.
- **When is your primary recruitment period?** Holding recruitment before school or within the first two or three weeks may make it easier to conceal affiliation than later in the fall or spring.
- **What is your PNM culture?** Are the PNMs on your campus going to great lengths and spending a silly amount of time trying to find out the affiliation of their recruitment counselor, making the time and effort of disassociation a waste?
- **What is the role of your recruitment counselors?** If they are doing more logistics/support work, as opposed to actual counseling/coaching and one-on-one interaction, disassociation may not be necessary.
- **How qualified is your recruitment counselor candidate pool?** The idea of disassociation may be hurting your pool of applicants.
- **What is the level of trust among chapters?** If you have a good working relationship within your Panhellenic, recruitment counselors who remain associated may be easier to implement and trust.

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If you decide to move forward with associated recruitment counselors, these are some things to consider:

- The Panhellenic team members who lead recruitment, such as Panhellenic officers, are still to be disassociated as they are part of the Panhellenic throughout the recruitment process and may be involved in conversations that require them to be fully disassociated.
- Recruitment counselors are still expected to be unbiased and should keep all interactions with PNMs confidential. The recruitment counselors would still not participate in any chapter discussions or voting about PNMs. Positive Panhellenic Contact is a key concept, whether recruitment counselors remain associated or not, as is good training.
- The College Panhellenic should establish an agreement outlining the parameters and expectations and include these in its standing rules. Considerations might include:
 - » Will your rules allow them to wear letters? Have stickers on cars and laptops?
 - » Will your recruitment counselors start off by volunteering their affiliation, or, must they wait and only answer when asked?
 - » What should their social media look like? Will they be made to clear out old posts that promote their own organization?
 - » Are they allowed to be included in their chapter's recruitment video/slideshows?
 - » Can they attend public events hosted by their organization?
 - » Are they allowed to live in chapter facilities during recruitment?
- Any restrictions a Panhellenic puts on recruitment counselors are still to fall within the 30-day window prescribed by the recruitment policies in the NPC Manual of Information.
- Develop strong training on what being neutral should look like. Consider having an agreement for all recruitment counselors to sign. Sample language might include:

I, _____, in accordance with the privilege and responsibility of serving as a recruitment counselor, understand I will remain associated with my sorority throughout the duration of recruitment. I will uphold the letter and spirit of Positive Panhellenic Contact, the _____ College Panhellenic Code of Ethics and the recruitment rules pertaining to recruitment counselors. Although I am associated, I may not discuss potential new members or their recruitment experiences with chapter members. Additionally, I may not participate in my organization's recruitment preparations or membership selection activities or discussions.