Sample Recruitment Evaluations

**Potential New Member Evaluation – Withdraw**

Please indicate whether or not each statement had an impact in your decision to withdraw from membership recruitment, according to the following scale:

1 Strongly Disagree 2 Disagree 3 Neither agree nor disagree 4 Agree 5 Strongly Agree

1 2 3 4 5 Didn’t intend to join — just wanted to see what it was about

1 2 3 4 5 Concerned about financial obligations of membership

1 2 3 4 5 Felt pressure from nonsorority friends

1 2 3 4 5 Felt pressure from male friends

1 2 3 4 5 Influenced by family

1 2 3 4 5 Wasn’t asked back to chapter of choice

1 2 3 4 5 Didn’t feel a sense of belonging

1 2 3 4 5 Decided sorority membership would take too much time

1 2 3 4 5 Didn’t understand what recruitment was all about

1 2 3 4 5 Needed more time to decide

1 2 3 4 5 Didn’t care for the actual recruitment process

1 2 3 4 5 Didn’t understand the selection process

1 2 3 4 5 Received too much communication prior to recruitment

1 2 3 4 5 Felt too much tension and strain in recruitment schedule

1 2 3 4 5 Don’t care for the sorority image; didn’t feel that I fit into the image

1 2 3 4 5 Felt unaccepted for who I am/felt that people disregarded my identities/ my past experiences or background

1 2 3 4 5 Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following (open ended responses):

1. What could Panhellenic have done to make sorority membership more appealing to you?

2. How could membership recruitment be improved?

3. How could this experience be more inclusive and equitable? *(Inclusivity is the act of including everyone who may not normally have been included such as marginalized or minority groups. Equitable is the act of being fair and impartial.)*

4. How did you learn about recruitment?

5. Who or what influenced your recruitment expectations?

**Potential New Member Evaluation – New Member/Accept**

Did you receive information on recruitment from the College Panhellenic prior to arrival on campus?   
Yes \_\_\_\_\_ No \_\_\_\_\_

Did you receive information on recruitment from chapters or chapter members prior to arrival on campus?

Yes \_\_\_\_\_ No \_\_\_\_\_

Rate your responses to the following questions, according to the scale:

1 Strongly Disagree 2 Disagree 3 Neither agree nor disagree 4 Agree 5 Strongly Agree

1 2 3 4 5 The pre-recruitment material was helpful.

1 2 3 4 5 I was given enough information and felt knowledgeable about recruitment.

1 2 3 4 5 I learned about all types of sorority membership on campus prior to choosing to participate in Panhellenic recruitment.

1 2 3 4 5 Information about the sorority experience was easily available.

1 2 3 4 5 Recruitment registration was easy to use.

1 2 3 4 5 Orientation meeting(s) provided me with enough information that I felt   
 comfortable.

1 2 3 4 5 The recruitment schedule was workable with my class schedule.

Did you miss class? Yes \_\_\_\_\_ No \_\_\_\_\_\_

1 2 3 4 5 Panhellenic representatives were helpful and knowledgeable.

1 2 3 4 5 Explanations of personal and financial responsibilities of membership were adequate and understandable.

1 2 3 4 5 Explanations of time commitment and expectations of membership were adequate and understandable.

1 2 3 4 5 I felt that the College Panhellenic and recruitment counselors put an emphasis on recognizing diversity, equity and inclusion during this process.

Would you have liked additional membership recruitment events to meet more members?

Yes \_\_\_\_\_ No \_\_\_\_\_\_

1. What did you like best about membership recruitment?
2. How did you learn about recruitment?
   1. Affiliated chapter member
   2. Panhellenic
   3. Parent or caregiver
   4. Sorority alumnae
   5. New student orientation
   6. Family friend
   7. Other (please list).
3. If you registered for recruitment after arrival on campus, how did you find out about recruitment? (open ended)
4. How would you improve the content and format of the information shared prior to recruitment?
5. What did the College Panhellenic do to help membership recruitment make you feel included?
6. Could something have been done to make membership recruitment more enjoyable for you?

**Chapter members and advisors evaluation**

Obtaining chapter member feedback about the membership recruitment process is another important step in the evaluation process. Feedback can be gathered in any or all of the following ways:

* Distribute a brief written survey to each chapter member.
* Have chapter membership recruitment officers or Panhellenic delegates lead discussions with their chapters. Have chapters provide a brief written summary to Panhellenic.
* Hold a discussion/evaluation session with chapter membership recruitment officers and their alumnae membership recruitment advisors.
* Discuss recruitment in focus groups with random samples of chapter members and provide a brief written summary to Panhellenic.

Please take a few minutes in a chapter officers’ meeting or chapter meeting to evaluate the current recruitment processes. Your comments and recommendations will be considered in planning for the next recruitment cycle.

Circle the appropriate number, according to the following scale:

1 Strongly Disagree 2 Disagree 3 Neither agree nor disagree 4 Agree 5 Strongly Agree

**Marketing**

1 2 3 4 5 The overall marketing of sororities was well-done.

1 2 3 4 5 The recruitment marketing towards new students was effective and inclusive.

1 2 3 4 5 The recruitment marketing towards returning students was effective and inclusive.

1 2 3 4 5 I felt the diversity of community was accurate, representative and embraced in marketing materials

Suggestions:

**Recruitment Counselors**

1 2 3 4 5 Recruitment counselors were well-trained and represented all sororities.

1 2 3 4 5 Recruitment counselors were representative of the sorority community.

Comments:

**Recruitment Schedule**

1 2 3 4 5 The recruitment dates worked well.

1 2 3 4 5 The recruitment schedule was adequate

1 2 3 4 5 The recruitment schedule and timing took into consideration religious holidays

Comments:

**Code of Ethics**

1 2 3 4 5 Ethical conduct was displayed throughout recruitment by the Panhellenic.

1 2 3 4 5 Ethical conduct was displayed throughout recruitment by recruitment counselors.

1 2 3 4 5 Ethical conduct was displayed throughout recruitment by other chapters.

1 2 3 4 5 Ethical conduct was displayed throughout recruitment by potential new members.

Comments:

**Bid Day**

1 2 3 4 5 Bid day served as a good welcome to sorority life.

1 2 3 4 5 Bid day was well organized.

1 2 3 4 5 Overall evaluation

Recommendations:

**Recruitment Counselor Evaluation**

Obtaining recruitment counselor feedback can be vital to improving your process whether that be training readiness, selection of recruitment counselors, or improvement of the primary process.

**Marketing/Recruitment of Recruitment Counselors:**

Rate your responses to the following questions, according to the scale:

1 Strongly Disagree 2 Disagree 3 Neither Agree Nor Disagree 4 Agree 5 Strongly Agree

1 2 3 4 5 The recruitment counselor application was marketed well.

1 2 3 4 5 The recruitment counselor application was easy to understand and easily accessible.

1 2 3 4 5 I felt that the recruitment counselor selection process was fair.

Any additional comments/feedback:

**Recruitment Counselor Training:**

Rate your responses to the following questions, according to the scale:

1 Strongly Disagree 2 Disagree 3 Neither Agree Nor Disagree 4 Agree 5 Strongly Agree

1 2 3 4 5 I was able to accomplish all of the training before recruitment.

1 2 3 4 5 Recruitment counselor training fit into my schedule and I did not have to miss class.

1 2 3 4 5 The training material was relevant to my experience as a recruitment counselor.

1 2 3 4 5 I felt well prepared for the recruitment process from the training I received as a recruitment counselor.

Any additional comments/feedback about recruitment counselor training:

**Recruitment Experience:**

Rate your responses to the following questions, according to the scale:

1 Strongly Disagree 2 Disagree 3 Neither Agree nor Disagree 4 Agree 5 Strongly Agree

1 2 3 4 5 The recruitment process was well organized.

1 2 3 4 5 The College Panhellenic displayed ethical conduct throughout the recruitment process.

Any other comments/feedback on the recruitment experience: