



**College Panhellenic Recruitment Scenario: A fully structured recruitment (FSR) hosted with social distancing guidelines in place (a hybrid model of virtual and in-person).**

**Recruitment Scenario Description:** Students are back on campus but with limitations on the size of gatherings. The College Panhellenic uses a fully structured recruitment with a combination of events conducted virtually in the early rounds and in-person during later rounds in compliance with local health and safety recommendations. The College Panhellenic coordinates recruitment registration, schedule and Bid Day.

**Key Priorities:** The following key priorities have been identified for this scenario:

- College Panhellenics will need to reshape the implementation of primary recruitment. This will require all chapters to think differently about how recruitment is implemented. Better and more information will need to be made available virtually for PNMs on chapter experience, values, sisterhood, finances, membership expectations, housing, etc. Information must be made available to the PNM to either view on their own or through virtual experiences so the PNM may get a realistic understanding and “feel” of the chapter. PNMs will need to provide additional information (through registration portals) about themselves – e.g., submit a resume, picture, provide responses to some short answer questions – that will assist chapters in having a more comprehensive understanding of the PNM.
- Health and safety protocols, including for social distancing, will vary per institutional policy as well as local and state mandates, and the latter will vary from state to state. College Panhellenics must follow these protocols. Depending upon what those protocols are, it will impact the number of people that can participate in the designated recruitment space (e.g., campus room, chapter house, classroom). It may be very unlikely that one-on-one recruiting will happen, especially in the earlier recruitment rounds, given the parameters the Panhellenic will have to operate under and the overall size of recruitment.
- In current social distancing requirements, virtual recruitment will become a necessity. The mindset needs to shift to finding the best possible method to engage the PNM and chapter members. Although not ideal, the focus should begin immediately on developing options that facilitate an environment and opportunity for PNM and chapter engagement, all-the-while communicating and demonstrating the value and purpose of sorority membership.

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## **Implementation Plan:**

- **Marketing:**

- Create robust web pages and FAQ documents/videos. Make them engaging and available on multiple platforms. Chapters will need to improve their own websites and social media on positive College Panhellenic messaging as well as providing chapter information, costs, programming, etc. All materials should focus on promoting the sorority experience.
- Work with the campus enrollment/admissions office to access student email addresses for all incoming and/or transfer women. Leverage the important role sororities can play in terms of bringing students to campus and retaining them. College Panhellenics can send detailed emails with video or a presentation about sorority recruitment and link to the Panhellenic recruitment website.
- Begin a robust College Panhellenic-led marketing campaign to promote recruitment and the sorority experience. Welcome incoming students and encourage them to check out sorority membership. Promote the opportunities of belonging, acclimation to campus, friendships and support that membership provides. Acknowledge the process may look different this year, yet sisterhood is staying and is for a lifetime.
- Just as the recruitment process will be different/adjusted, the new member experience will be as well (e.g., meetings, social events, retreats). Discuss what will happen and what will be expected. Chapters should discuss/promote the experiences of their sorority membership in a recent socially distant environment before/during recruitment and how their chapter stayed connected.
- Engage other college/university departments (e.g., orientation, freshman experience, academics). We need their support and understanding of the changes the College Panhellenic is making.
- Update all recruitment materials and online platforms with information about updated processes and Panhellenic's commitment to safety. Outline the steps that will be in place to protect PNMs and chapter members, including potential plans to pivot to an entirely virtual experience.
- Recommend/determine guidelines of what information can and should be shared online about the chapter/organization websites and materials (e.g., videos, financial information, background information, programming) to provide the PNM with a solid overview of the chapter.

- **Registration:**

- Update or revise materials to reflect the process that will be used. Provide more detail about the College Panhellenic community and sorority membership upfront via virtual means (e.g., email, social media, websites).
- PNM registration application should allow a PNM to provide more information about herself than in previous years. Questions could include, "Tell us why you are interested in joining a sorority?" or "What contributions would you make to a sorority?" If there is not an in-person open house round, it must be made clear to PNMs that the information on their registration form will be used for first round selections and included in the registration instructions.
- College Panhellenics should revisit their recruitment budget and make the necessary changes to implement virtual recruitment options. This could lead to a reduced overall budget which can lead to a reduced registration fee. A reduced fee would be more attractive to PNMs that may be dealing with financial concerns.



- College Panhellenics are encouraged to use their registration system to auto-enroll PNMs into recruitment counselor groups to allow recruitment counselors to communicate with PNMs throughout the time leading up to when recruitment begins.
- **Summer Orientation:**
  - Many campuses have shifted to virtual summer orientation, which may impact College Panhellenics' ability to market and share the opportunities to join sorority life on a campus. College Panhellenics should leverage the resources and infrastructure and ask for opportunities to promote the co-curricular experience during any orientation sessions.
  - This is an opportunity to serve campus and orientation staff in a mutually beneficial and unique way by welcoming incoming students, building affinity for the institution and contributing to future retention efforts.
  - Where opportunities to participate in the campus orientation are limited or unavailable, College Panhellenics should create and share similar messages on their websites and social media platforms.
  - Sorority orientation materials should also include contact information for PNMs and parents/caregivers with an overview of joining opportunities and how to get in touch with the College Panhellenic for any questions.
- **Use of Summer:**
  - Discuss how will recruitment be implemented given social distancing protocols (e.g., limited number of people in a gathering, cleaning, and contact, or if health conditions or institutional delays happen; bid distribution; recruitment orientation).
- **Recruitment Counselors:**
  - If recruitment counselors have not already been selected, then the College Panhellenic should immediately create a plan for how to recruit, interview and select recruitment counselors virtually.
  - Additional recruitment counselors may be needed to allow for smaller groups to fit within institution guidelines and expectations for in-person events.
  - After recruitment counselors have been selected, College Panhellenics will need to create a plan to train them in a virtual environment.
  - When PNMs register for recruitment, they should be automatically put into a group with a recruitment counselor. The recruitment counselor should then be allowed to communicate with the members of her group throughout the summer to keep them up to date with any changes that are taking place with the recruitment process and to retain them in the recruitment process.
  - Training for recruitment counselors should include how to communicate in a virtual environment and how to support women through a virtual and in-person recruitment process.
  - Recruitment counselors should be allowed to "recruit" for the recruitment process over social media. They should be allowed to talk with incoming and returning students and encourage them to sign up for the recruitment process.
  - Determine how the College Panhellenic Executive Board and recruitment counselors can assist in attracting and retaining PNMs virtually pre-recruitment. Suggest recruitment counselors be able to do this orientation with the PNM group to be able to explain, debrief and answer questions. It will be important to promote and explain safety standards that will be in place to protect the PNM and chapter members.



- **Recruitment Schedule:**
  - Recruitment schedules may need to change to add more events and/or days to recruitment rounds to ensure event sizes can be as small as needed.
  - Recruitment schedule options can be more flexible if some or all rounds are held virtually. This allows PNMs to either participate when they are able or to do so from their home (meaning events can take place at unique times and transportation in between/before/after events is less necessary). The schedule for subsequent invitation rounds may need to be lengthened to accommodate for smaller event sizes.
  - See schedule template at the end of this document for full schedule details.
- **Financial Transparency:**
  - All chapters will share detailed financial information (member dues, chapter fees and assessments, etc.) with PNMs prior to extending a bid in line with the NPC Financial Transparency (1963, 2017, 2018, 2020) – POLICY.
  - Financial information should be provided during a specified round of recruitment. In addition, this financial information can be made available online for PNMs and parents.
  - PNMs should be made aware of the round of recruitment where financial information will be addressed by chapters to submit questions to chapters before recruitment and be prepared to have these conversations virtually.
  - Chapters should be educated by the College Panhellenic about the NPC Financial Transparency Program, and they should be provided guidance by their member organizations about the information that should be shared about their chapters' finances during recruitment.
- **Release Figure Methodology (RFM):**
  - Campuses using a fully structured recruitment (FSR) will be using RFM and following the guidance of RFM specialists who will make recommendations to fit the situation.
- **Quota/Quota Additions/Quota Range:**
  - College Panhellenic should continue to set quota and place quota additions per NPC policy and procedure.
- **Bid Matching:**
  - Use current process (electronic or hand bid matching) for bid matching.
- **Snap Bidding:**
  - Snap bid placement should follow NPC policy and procedure. PNMs eligible for snap bidding must have attended at least one round of the primary recruitment process and not be matched with an organization in the bid matching process.
- **Bid Day:**
  - Develop a virtual Bid Day celebration or have multiple celebrations on a smaller scale (if possible) either consecutively or at different times or locations to accommodate institutional social distancing regulations.
  - Incorporate virtual Bid Day ideas (e.g., TikTok reveals, Instagram/Facebook/YouTube Live celebrations, drive-by celebrations).
  - Develop a process for bid distribution that incorporates social distancing protocols or reserve/rent larger campus facilities that accommodate large numbers of people (e.g., fieldhouse, stadium, basketball arena) where PNMs can be spaced 6 feet apart.



- **Total:**
  - College Panhellenics will set total in accordance with the Automatically Adjusting Total (2013, 2015, 2016, 2019, 2021) – POLICY. The spring 2022 proviso states: All spring 2022 primary recruiting (deferred recruitment) College Panhellenics may not set total to be less than spring 2020 total. All other College Panhellenics may not set total to be less than fall 2021 total.
- **Logistics:**
  - Campuses should immediately begin identifying several smaller spaces (both on campus and off campus, including chapter facilities) that could be used as small group gathering space for in-person recruitment events. While the CDC and state/county guidelines might impact group gathering sizes, reserving space now or at least identifying alternative/additional recruitment locations will prove beneficial.
  - College Panhellenic will need to identify for each in-person round held, if, and what kind of, transportation is needed. Where possible, eliminate the need for transportation that requires people to be closely gathered. College Panhellenics might need to plan for additional transportation to allow for less dense space and/or additional time for PNMs to travel to recruitment locations on foot for in-person events.
  - Food and meals served need to be evaluated and possibly eliminated.
  - Consider the space and time PNMs spend together waiting for their scheduled events. PNMs will need to avoid condensed group gatherings and schedules may need to be adjusted for efficiency.
  - Entrance and exit from a recruitment facility/event will need to be evaluated to meet social distancing regulations and PNM/chapter member safety. Door stacks and gatherings of chapter members while PNMs enter or leave a facility will need to be changed.
  - If there are sorority facilities, determine how they will be showcased. Instead of in-person tours, a house tour video may be made and posted to the chapter's website.
  - Preliminary Scenario with Social Distancing in Place:
    - Panhellenic Recruitment Orientation: Conducted virtually via Zoom or comparable platform, with key messaging setting realistic expectations. College Panhellenic can share screen to show a PowerPoint presentation with a Q&A following the presentation via chat rooms or in their recruitment counselor groups. For larger campuses, there will need to be several orientation sessions over a several days or an interactive virtual course hosted on the campus learning management system.
    - Open House Round: Will need to be re-envisioned and be virtual. Each chapter would produce a 5-10-minute presentation about their chapter focusing on the promotion of sorority membership. College Panhellenics could consider online chat rooms for the PNM to ask basic questions depending on size/numbers. These presentations could be given to all PNMs at the same time—so they see them collectively or asynchronously (with questions asked in recruitment counselor groups or via live chats separately hosted). Another option is following the recruitment orientation, chapter videos are posted online, and each PNM given a timeframe to watch the videos. PNMs would prioritize their choices for round 2.
    - Invitational Rounds 1 & 2: Likely that round 2 will also need to be virtual if PNM numbers are large. The amount of time allocated for





each round and each event may need to be altered due to social distancing restrictions. For virtual rounds, suggest Zoom or comparable platform for introduction and presentation on the round's theme (e.g., philanthropy, leadership, academics, sisterhood) followed by the opportunity for member/PNM interaction. Financial information will be presented and explained. Following presentation, PNMs should be split into group chat rooms that allow them to meet and converse with chapter member(s).

- Preference Round: In a hybrid model, this is done in person. This may require many more events in the preference round to meet space availability, PNM numbers and social distancing protocols. Event design will need to be changed to meet social distancing protocols (i.e., ceremonies will change with PNMs watching instead of actively participating; consider elimination of food; important/intimate conversations must follow social distancing protocols).

- **College Panhellenic Recruitment Rules:**

- Rules will need to be adjusted and communicated given changes in the Summer Recruitment (1995, 2020) – POLICY and Promotion of the Sorority Experience (2020) – POLICY.
- Adjust to accommodate timing of any hybrid recruitment format.
- Address financial models (e.g., registration fees, Panhellenic member fees, staff compensation).

- **Health and Safety:**

- Determine what guidelines the college/university is requiring that student organizations follow and implement those guidelines.
- If space in sorority house is used for recruitment, additional housing-related guidelines by the organization to promote safety protocols may be in place.

- **State of the Returning Chapter:**

- Recruitment held virtually or under social distancing regulations could benefit chapters returning smaller than normal or smaller than other chapters. Recruitment events will not have the complete chapter in attendance and therefore PNMs will not have the opportunity to compare sizes.
- Inter/national organizations will need to work with their chapters on adjustment to the new norm for chapter operations, member engagement, chapter meetings, ritual, sisterhood, programming, etc., that meets social distancing protocol standards enacted by the institution.
- Work with chapters on how to engage and include new members to make them feel a part of the chapter. Provide opportunities to meet members of the chapter (virtual opportunities or small group meetings as allowed). Engagement of PNMs will be critical in retention.
- Share mental health resources with PNMs, recruitment counselors (“when to refer”-type training), chapter members and volunteer advisors.
- Acknowledge there will be an emotional or mental impact on members. Emotional and mental impact of the process will look a lot different in addition to the general anxiety around the pandemic and overall financial concerns.

- **Potential New Members (PNMs):**

- Communication is critical and will need to be enhanced. Remember most PNMs have never been through recruitment before, so they do not know the differences from what has happened in prior years.



- Recruitment counselor group meetings (Zoom or other platforms) should be held when PNMs register for recruitment, before recruitment starts and after PNMs attend the PNM orientation. Get PNMs excited and invested in the recruitment experience.
  - Conduct recruitment counselor group meetings before/after PNMs make their first selections. Recruitment counselors should personally connect via phone to every PNM who received a low number of invites to the invitational round(s) to counsel these PNMs before the round begins.
- **Parent/Caregiver Issues:**
  - Need to promote and reassure parents/caregivers about recruitment and the sorority experience. Demonstrate the value of membership during these times. Chapters need to promote their “new” membership experience.
  - Alleviate concerns over their daughter’s well-being and safety. Recruitment materials need to promote safety standards that will be in place.
  - Address concerns over the cost of sorority membership and/or the cost of participating in the recruitment process.
  - Conduct virtual parent orientation programs to promote the experience, explain the recruitment process and allow parents/caregivers ask questions and calm concerns.
- **Alumnae Advisors:**
  - Calm concerns and explain how the new process will work, including what the financial implications will be.
  - Demonstrate/explain/reassure how the hybrid recruitment format will provide more flexibility and may allow more PNMs to participate in the recruitment process. More students may need to work part-time jobs while in college and this format will allow the flexibility for students to work and still participate in recruitment.
  - Work with the chapter to revise the recruitment budget to accommodate expenses that will no longer be needed (e.g., rented furniture, flowers, pipe and drape, food) and then include new expenses (e.g., safety products, technology, video production).
  - Determine what changes will need to be made to use chapter facilities for recruitment and/or what changes will need to be made for use of space traditionally not used. How can house tours be showcased virtually?
- **Use of Technology:**
  - Determine an online meeting platform that can be used for large groups and small chat groups in multiple locations.
  - Determine video sharing platform for recruitment orientation, open house round and invitational rounds (as needed).
  - Determine use of ICS or CampusDirector app to positively benefit the PNM in preference entering.
  - Consideration of MRABA signing via technology systems that already exist.
  - Determine guidelines and additional resources for chapters to prepare and present their information through presentations.
  - Develop short videos of house tours to be posted online.
  - Recommend/determine guidelines of what information can and should be shared online about the chapter/organization (e.g., videos, financial information, background information, programming) to provide the PNM with a solid overview.
- **Staffing From Campus:**



- Panhellenic advisors play a critical role in the successful implementation of recruitment and will work with the Recruitment Response Team. Panhellenic advisors work with NPC College Panhellenic area advisor and contact information can be found on the College Panhellenic's [FS Central](#) page and NPC staff contact information can be found on the [NPC website](#).
- **Fall Activities:**
  - Revisions to the established schedule will need to be reviewed to avoid conflicts with established campus events and new student programming.
  - Revisions may be needed to avoid large online lectures to minimize bandwidth disruptions and enhance PNMs' and chapter members' ability to attend events.
- **Special Accommodations:**
  - College Panhellenic will need to assess spaces used for recruitment to accommodate any special needs and/or PNMs with low vision or hearing loss.
  - Also make considerations for level of comfort/safety of immunocompromised individuals wanting to participate in the recruitment process.
  - Consideration should be given to bandwidth for virtual events, member selection spaces as well as time "on-screen" to minimize screen burnout, eye strain and other harmful effects of blue light devices.
  - Consideration should be given to the availability of internet and computers to PNMs and chapter members.
- **Additional Considerations:**
  - Quarter system campuses: The College Panhellenic and all member organizations should be aware of timelines for new member education, especially if there are guidelines/deadlines for initiation set by the college/university. Consult with Recruitment Response Team for assistance in schedule modification.

You can find sample schedules for this scenario [here](#).