



## **College Panhellenic Plan Recruitment Scenario: A fully structured recruitment (FSR) hosted virtually.**

**Recruitment Scenario Description:** There are no in-person classes on campus or students are back with strict constraints on organized campus events. The College Panhellenic uses a fully structured recruitment (FSR), but all events are conducted virtually. The College Panhellenic coordinates the registration, schedule and Bid Day.

### **Key Priorities:**

- In current social distancing requirements, virtual recruitment will become a necessity. The mindset needs to shift to finding the best possible method to engage potential new members (PNMs) 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.
- The College Panhellenic will need to rethink how the sorority experience is marketed on their campus and ensure marketing is updated to showcase a virtual recruitment.
- 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 for the PNM to 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, possibly provide responses to some short answer questions – that will assist chapters in having a more comprehensive understanding of the PNM.
- The College Panhellenic will need to identify a virtual recruitment platform and identify appropriate technology options given campus size and resources. The National Panhellenic Conference (NPC) is currently identifying a list of options for virtual recruitment platforms. It is likely the College Panhellenic will need to engage in training for chapter members, advisors and other volunteers and stakeholders to ensure chapters feel comfortable using the technology.

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## Implementation Plan:

- **Marketing:**

- Marketing and outreach are critical during the summer months from all Panhellenic women, both passive and direct. The College Panhellenic should eliminate social media and contact restrictions with a goal of proactive, positive Panhellenic contact by all community members. College Panhellenic officers and recruitment counselors reach out to PNMs over the summer to create affinity, answer questions and provide direction about the process now. Encourage chapters and members to market the sorority experience as the College Panhellenic cannot be the only entity providing promotion.
- Create robust web pages and FAQ documents/videos. Make materials 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.
- Individual chapter members need to influence their networks and reach out at a deeper level to their communities in a different way than they might during a traditional recruitment process.
- 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.
- College Panhellenics should begin a robust 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). Chapters should discuss what will happen and what will be expected with their inter/national organizations. 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.
- Determine how the College Panhellenic Executive Board and recruitment counselors can assist in attracting and retaining PNMs virtually pre-recruitment.
- 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 and how they can help promote recruitment to new students.
- Update all recruitment materials and online platforms with information about updated processes and College 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).
  - Use CampusDirector or ICS to allow for continued structure of events. Clearly outline refund information.
  - PNM registration application should allow a PNM to provide more information about herself than in previous years, in written or video format. 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, make clear to PNMs in the recruitment registration instructions that the information on their registration form will be used for first round selections.
  - 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 could be 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 recruitment beginning.
  - The College Panhellenic should open registration electronically and immediately to allow for interested PNMs to sign up. To remove barriers for signing up for recruitment, College Panhellenic should try to eliminate a registration fee or decrease this fee as much as possible.
  - To engage and retain PNMs who have signed up and expressed interest in joining a sorority, the College Panhellenic shall provide registration information to chapters at an earlier date.
- **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.



- **Use of Summer:**
  - The College Panhellenic should use the summer months to promote the sorority experience and the unique intricacies of a virtual recruitment (See the Promotion of the Sorority Experience-POLICY).
  - The College Panhellenic should use the summer months to update governing documents that may need to be aligned with recent NPC legislation changes.
  - The College Panhellenic should use the summer months to train chapters and alumnae advisors and other alumnae volunteers on virtual recruitment platforms and how recruitment will be executed.
- **Recruitment Counselors:**
  - The role of recruitment counselors will be very different starting **now**. Their primary responsibility will need to shift from counseling PNMs during the recruitment process to that of “ambassador” and “salesperson” for the sorority experience—engaging with women who have expressed interest in sorority membership and searching out those who have not yet expressed interest to encourage them to explore joining.
  - They will also need to be well-versed in the logistics of the virtual experience to provide support for PNMs navigating the space and process. Some recruitment counselors may be uncomfortable with this new focus. Consider engaging other women in the community who are naturally oriented to member cultivation and sales to assist in the outreach effort.
  - Recruitment counselors will have no participatory role in (and should not attend) chapter-specific virtual events or explanations of specific member organization policies including financial information.
- **Recruitment Schedule:**
  - Campuses may consider a recorded open house versus a virtual operational (“live”) day. This would require each chapter to film a short video about the chapter. The PNM would make selections after watching all videos over a 48-hour period. Chapters would do their selections based upon information the PNM provided in their registration. Additional registration questions will need to be added to recruitment registration to help chapters in decision making.
  - Consult with the Recruitment Response Team to set the detailed schedule for the campus, using the schedule templates provided in the NPC Recruitment Contingencies Task Force Report as a guide.
- **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 Policy.
  - 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 FSR will use RFM as in previous years.
- **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 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:**
  - The College Panhellenic will need to develop a virtual Bid Day celebration or have multiple celebrations on a smaller scale with a couple of different locations; new members could rotate between locations to meet more chapter members (e.g., a small celebration in the chapter house and a small celebration outside the chapter house). Incorporation of virtual Bid Day ideas (e.g., TikTok reveals, Instagram/Facebook/YouTube Live celebrations, drive-by celebrations/parties).
- **Total:**
  - All College Panhellenics must use fall 2019 total for the fall 2020 total; unless the evaluation of total in fall 2020 results in a higher total than in fall 2019.
- **Logistics:**
  - The College Panhellenic will need to secure a virtual recruitment platform and train chapters and alumnae advisors on how to work with and feel comfortable with the new technology.
  - Accommodations should be arranged for accessibility with the virtual platform.
- **College Panhellenic Recruitment Rules:**
  - Rules will need to be adjusted and communicated given changes in the Summer Recruitment Policy (1995, 2020) and Promotion of the Sorority Experience Policy (2020).
  - Adjustments made to how total will be set for fall 2020 term.
  - Adjustments made to accommodate timing/schedule of any virtual recruitment format.
  - Adjustments made to address financial models for the 2020-21 term (e.g., registration fees, Panhellenic member fees).
- **Health and Safety:**
  - Due to this scenario being conducted in a completely virtual setting, there are not the same health and safety considerations in place.
- **State of the Returning Chapter:**
  - Recruitment held virtually 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 online or virtual parent/caregiver orientation programs to promote the experience, explain the recruitment process and allow parents/caregivers to ask questions and calm concerns.
- **Alumnae advisors:**
  - Alumnae advisors may have many concerns surrounding the process of virtual recruitment. Virtual training sessions should occur to address their concerns, including some of the following: Acknowledge concerns and explain how the new process/norm will work including and what the financial implications will be.
  - Demonstrate/explain/reassure how the virtual 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).
- **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 (if applicable).
- 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 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:**
  - The College Panhellenic should take into consideration conflicts with welcome week, orientation, football or other major campus programs. Hold virtual recruitment as soon as possible to alleviate conflicts.
- **Special Accommodations:**
  - PNMs and/or chapter members may not have reliable/constant access to internet/data for long interrupted stretches of time. Additional thought should be given to maximum time spent recruiting per day to avoid digital burnout, eyestrain and promote recovery time.
  - 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 will follow above suggestions for the 10-week term. Consult with Recruitment Response Team for assistance in schedule modification.

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