



Open House Round Video Recommendations

The National Panhellenic Conference (NPC) has created this resource with additional guidance for creating open house videos that will be used during a virtual or hybrid (virtual and in-person) recruitment. This guidance includes setting parameters, suggested topics and other video considerations.

Why We Recommended Videos in Place of Open House Events

NPC recommends eliminating conversation-based open house rounds for some recruitment formats (particularly a three invitational format) when hosting a virtual or hybrid recruitment, substituting informational videos about each chapter in its place. We realize this is a shift in how things are usually done, but believe it is in the best interest of both potential new members (PNMs) and chapter members to make this change.

Three specific reasons were identified for this shift:

1. The size of open house events on most campuses do not allow for the maintenance of appropriate social distancing/health and safety measures to be implemented.
2. The amount of time PNMs and chapter members would need to spend in front of a computer to participate a traditional open house round virtually is not healthy.
3. The same outcomes accomplished during an open house event (i.e., typical length and substance of conversation) could take place through chapter informational video presentations.

Informational videos allow chapters to put their best foot forward, sharing important information about their chapter, specifically educating PNMs about their organization and operations. These videos will allow PNMs to learn necessary information about individual chapters (who they are, what they do, what they care about) so PNMs may make priority rankings decisions for their first invitational event. **Our guidance is simple: Chapter video presentations should provide education and information on the organization/chapter. They should NOT provide entertainment.**

We recommend that campuses that host a fully structured recruitment process with three invitational rounds, only use videos during open house round. Campuses that host a fully structured recruitment with two invitational rounds may offer videos in conjunction with conversations when rounds are held virtually. For in-person open house rounds, we do NOT recommend the use of videos.

Setting Parameters for Open House Videos

Other than expressing the need for chapter videos to be primarily informative rather than entertaining, College Panhellenics should refrain from regulating individual chapter videos and avoid focusing on policing content. We encourage College Panhellenics to see this as an opportunity for individual chapters to highlight who they are and demonstrate the type of new members they are looking to recruit. Uniformity is not the priority, and in fact, it should be a red flag. College Panhellenics should not require use of videos from inter/national organizations but also should not prohibit the use of inter/national videos by local chapters.



Suggested Topics for Open House Videos

Below are suggestions for topics chapters should include in open house videos. Again, the focus should be on providing information to PNMs, not entertainment.

- Organizational values, purpose, creed and/or mission.
- Basic information about the sorority chapter.
- Stories of how the chapter has improved the community or members' lives.
- Member testimonials of how the organization has positively impacted them, particularly during COVID-19 social distancing.
- Information a PNM would want to know about your chapter in order to decide to attend another round.

Video Length

Marketing experts indicate the ideal marketing video is approximately two minutes in length. With that understanding, we recommend videos be at least two minutes in length but no longer than five minutes total.

Considerations for Virtual “House Tour” or Video of Chapter Facility

We understand the necessity for housed chapters to show their facilities as a part of recruitment efforts; however, we would ask you to consider the safety of facility residents when sharing public videos or even semi-public videos of secure facilities. For instance:

- Avoid aerial shots of the facility or complete floor plan tours or photos. These can create vulnerabilities in the security of the facility. Instead, highlight individual spaces without showing how those spaces are interconnected.
- Avoid showing secured entrances, exits, security systems, etc. It's good to highlight that security measures are in place, but refrain from detailing what they are—which could allow someone to understand how to circumvent them.

Again, NPC's overall guidance is simple: Chapter video presentations should provide education and information on the organization/chapter. They should not provide entertainment.