Recruitment Tips, Tricks and Lessons Learned From Early Fall 2020

Purpose of This Resource
This resource shares quick tips, tricks and lessons learned from early fall 2020 Panhellenic recruitments while identifying red flags for campuses yet to begin virtual recruitment. In early September, the NPC Panhellenic Recruitment Committee shared a short questionnaire with College Panhellenic Associations that had completed fall primary recruitment. Below are some highlights. Some of the campus contributors have been noted for reference. Thank you to the College Panhellenics that responded to our questionnaire.

Leveraging Resources
In our questionnaire, many campuses referenced leveraging their resources, specifically their campus IT departments and technology that was already available to all students (Zoom licenses or Blackboard/Canvas, for example). Many College Panhellenics shared that they used their learning management systems to track training for recruitment counselors and/or orientation/educational pieces for potential new members (PNMs). Campuses also worked with campus IT departments or academic technology services for students requiring accommodations.

Preparing Potential New Members (PNMs) and Stakeholders
Overcommunication to both PNMs and caregivers was key in being as transparent about recruitment as possible. Panhellenics used Instagram live sessions or Instagram stories to provide answers to questions. Multiple Panhellenics shared they used the LaunchPoint Potential New Member Orientation (PNMO) and parent PNMO programs. Campuses also collected new information from PNMs this year to help address any issues that could come up in preparing for and participating in recruitment, including the type of technology they planned on using, what browser they planned to use, what time zone they were participating in etc., so that if support was needed, there was already some information known.

- "For marketing, we sent emails, text messages and postcards to all eligible women on campus and hosted multiple Zoom and Facebook Live sessions to answer questions in addition to tailoring our Instagram to be what a PNM or caregiver would be looking for information-wise (highlight bubbles for every chapter, process, FAQs, etc.)" – Wichita State University

- "We educated students on changes to our recruitment process during our virtual university summer orientation program. We also held two virtual parent orientation sessions the week prior to recruitment and a PNM virtual orientation on the first day of recruitment. Marketing was done mostly through social media and the Panhellenic website and Rho Gammas were trained using virtual meetings during the spring and summer semesters. We also created a Canvas page for all PNMs to share important recruitment information." – Florida Gulf Coast University

"We collaborated with parent and family programs and hosted a Panhellenic recruitment Q&A for all parents pre-recruitment. We then hosted a parent orientation during Panhellenic recruitment." – Kennesaw State University

Zoom/Virtual Platform Logistics and Tips

The clear majority of College Panhellenics used Zoom for virtual recruitment. Here are some tips and tricks shared:

- Designate technology officers to help serve as resources for one another and communicate any vital information among chapters and the College Panhellenic.
- If available, use college/university-licensed accounts that allow for 300 (or more) guests each.
- Schedule at least 20 minutes between each event to allow appropriate time for breaks and attendance.

> "We transitioned our operations Pi Chi (recruitment counselor responsible for transportation & buses) to the virtual operations Pi Chi (recruitment counselor responsible for communicating with chapter Zoom chairs and being experienced in Zoom to help with any quick and simple technical issues)." – University of Florida

- Build in an extra event at the end of each round in case one needs to be made up for technical issues.
- Assign designated individuals as "alternate hosts." That individual can then access an account/Zoom room to troubleshoot technology without disrupting the chapter's event.
- Consider purchasing a business Zoom license for each chapter. Panhellenics that did this used these accounts outside of chapter recruitment events to host recruitment counselor and PNM meetings.
- Determine early how you will handle assigning breakout rooms. Pre-assigning breakout rooms via a .CSV file can be challenging especially for college/university-licensed Zoom accounts where legal names or email addresses may vary. Some chapters chose to assign breakout rooms while the chapter was hosting their larger event prior to sending to PNMs to breakout rooms.
- Have a plan for if technical issues arise. Each College Panhellenic should use the Virtual Recruitment Troubleshooting resource to document your go-to troubleshooter contact list.
- "In Zoom, if a chapter removes a PNM (perhaps one who joined too early and was admitted with the chapter women) she can't join back in. In this case, good practice would be to move her to the waiting room instead so she doesn't have to join from someone else's account." – Kansas State University
- If your campus does not have video conference account for students, the University of North Alabama shared the following: "Remo producer level was an AMAZING program. Honestly, it was a good cost and the company was amazing to work with. We have encouraged others to use it because it's easy to navigate for bump groups. Our campus has invested in it this fall because of how great it was for us."

> "I am thankful that we took so much time to practice with chapters and PNMs prior to the start of recruitment with using Zoom and getting used to how we would conduct each round." – Wichita State University

Supplemental Technology

Outside of the video conferencing platforms, College Panhellenics used other technology platforms to communicate with each other, chapters and PNMs.

- Some campuses used Canvas, Blackboard or similar platforms to track completion of a video open house round.
- Many College Panhellenics used GroupMe for fast communication, but one shared they wish they had used Remind, an education-based communication tool, which the Panhellenic has used in years past. Another recommended Discord for recruitment counselor and recruitment team communication.
- One Panhellenic shared they used Visibook to schedule meetings between PNMs and recruitment counselors.
- One Panhellenic shared how they tried to avoid "Zoom Fatigue" by using Airmeet events and meetups, which is currently free.
- While overcommunication is key, the University of Central Florida shared that "sometimes less is more when it comes to how many online platforms are utilized to share information with PNMs."

Practice, Prepare and Forgo Perfection

"Practice, practice, practice" and "prepare, prepare, prepare" were common recommendations. Practice and preparation remained important for chapter members, recruitment counselors and PNMs to help them become comfortable with the virtual platform and logistics. Like any recruitment however, there are always some things that come up you can't anticipate (a nationwide Zoom outage, for example).

> "I would definitely suggest a mock recruitment to show them (members) how short the break between events is!" – Texas A&M University

- "While it is important to think of every single detail possible, it is also important to recognize that there will be bumps along the way and that's inevitable. Nothing will be perfect, but it's okay because everyone is just excited to have some type of normalcy back in their lives, even if that is getting to meet some new women at your campus." – Washington State University
- Mock recruitments have helped chapters and PNMs become comfortable with virtual recruitment. Chapters can work in pairs to facilitate a mock recruitment, or chapters can work with Alumnae Panhellenic Associations or member organization alumnae for a mock recruitment activity. PNMs can participate in a mock recruitment hosted by recruitment counselors to help both parties become comfortable in the virtual platform.

Recruitment Counselors

Recruitment counselors were more important than ever before. When asked about what they wish they could have changed about recruitment, one campus shared they wish they would have taken time to better train recruitment counselors. Many campuses mentioned their recruitment counselors engaged with PNMs prior to recruitment to host fun activities, both passive and active. One campus even hosted a recruitment counselor meeting via Zoom at the beginning and end of each day to share the best parts of their day and fun stories, which made all the hard work worth it.

- "Recruitment counselors are more important this year than any other year, utilize them as much as you can." —University of Nebraska, Kearney
- "Recruitment counselors were made cohosts of each Zoom event/party. They took attendance of who was there and who was missing. Before PNMs were allowed

into the meeting, the recruitment counselor in charge would report the attendance to the chapter and then leave right before the start of the party/event." – Nebraska Wesleyan University

- "Make sure to communicate well with Rho Gammas (recruitment counselors) and they truly understand what they are expected to share with PNMs. Make sure all Rho Gammas understand the recruitment rules. Our Rho Gammas did virtual game nights with PNMs to engage prior to recruitment." – University of North Texas
- One campus shared that they wish they had taken time to better train recruitment counselors specifically on how to connect with PNMs virtually.

Membership Recruitment Acceptance Binding Agreement (MRABA) & Ranking Logistics

- Many campuses used technology available from service providers including CampusDirector and Interactive Collegiate Solutions (ICS). If PNMs entered their own priorities after each round, Panhellenic hosted an open Zoom account for those looking for assistance.
- Many campuses used the MRABA script recording.
- Campuses stressed the importance of ensuring there are enough personnel (staff and/or volunteers) to assist with the MRABA signing.
- For the MRABA signing, one Panhellenic shared they hosted a Zoom event with both a staff person and volunteer to facilitate MRABA signing. PNMs entered the main Zoom room 20 at a time, the script was read by a staff person who directed the PNMs to a volunteer in a breakout room to make their final preferences, allowing 20 more PNMs to enter the main room and continuing the process.

"Trust me, people are going to be able to make genuine connections over Zoom!! There will probably be a few tech issues, but just roll with the punches and remember that you can't prevent tech issues from happening, but you can solve them as they arise." – University of Nebraska, Kearney

Miscellaneous

- Don't overlook financial transparency despite recruitment platform changes.
- Provide virtual breaks for PNMs. Washington State University shared, "Our College Panhellenic officers held a few different virtual breaks during the week for PNMs to log on and participate in if they had a break. These were optional and each themed differently, some were playing Kahoot about Panhellenic and WSU trivia, others were watching women's empowerment videos and some were ice breakers where you got to know other women going through recruitment. These offered a nice chance for PNMs to connect with others virtually!"
- If showing a video via a screen share, download the video to the computer being used to share and ask all attendees to turn off their cameras while showing the video. This helped decrease video lag.