



## Promoting Growth for Continuous Open Bidding

### Purpose of this resource:

The purpose of continuous open bidding (COB) is to enable those chapters that did not pledge to quota or pledged quota but did not reach total, to pledge additional new members immediately following the primary membership recruitment period. The intent of COB is to provide maximum opportunities for membership to the greatest number of women possible.

During COB, some chapters will want to meet many women and will have events anyone can attend. Other times, chapters may utilize smaller scale events like one-on-one coffee or virtual meetups. College Panhellenic Associations can help get the word out by sharing information about recruiting chapters' events through the College Panhellenic's marketing channels and sharing information about COB to member chapters. This resource is intended to help College Panhellenics promote growth all-year round and can be utilized by College Panhellenics to educate chapters and collegiate members on the benefits and functions of COB.

### Many chapters on my campus have not participated in COB before, who is responsible for COB?

While a Panhellenic recruitment officer may help to coordinate and promote recruitment efforts, each chapter is responsible for its own COB process, whether it be the officer in charge of recruitment for the chapter or perhaps overseen by a committee in the chapter.

- Chapters can form a committee of members who are excited about recruitment or who are interested in something new—this will allow the membership chair to create a COB committee of however many women they want (they could even appoint a chair of the committee).
- Having a COB committee takes the stress off of the original recruitment team and allows for more members to be a part of the recruitment process. Chapters can even encourage non-officers to take part. This can also be a great way for younger members to gain valuable leadership experience in the chapter.

### What types of goals and realistic expectations might exist for COB?

Where are member chapters at with COB? Have they ever heard of COB? Does it have a negative connotation on your campus?

- How can we educate chapters on COB?
  - Host COB workshops or share brief updates during Panhellenic meetings about COB. Share why chapters should consider doing it, the positive things it does for the chapter, etc.
- How can we make COB a positive experience?
  - Remind chapters that if they are below total, it is likely other chapters are also below total.
  - COB is a chance to offer membership to more women on campus, including those who did not or may not have wanted to participate in primary recruitment, yet still want to join a sorority.



- The Panhellenic could also establish a COB committee to get rid of negative energy and stress around COB, if it exists. Find energetic individuals to be a part of this who can help network and engage with other chapter COB committees and serve as support for one another.
- Create a plan—prior to recruitment the Panhellenic can encourage each chapter to create a COB plan that details what each chapter would do if there are still spaces in the chapter. That way when primary recruitment is complete and the chapter is able to participate in COB, the COB committee may execute its plan immediately.
  - This can be thought of as a safety net - even if the chapter doesn't have to use it, it should still create a plan with the possibility of being able to invite women to join via COB.

**Why is COB beneficial for chapters, even during this virtual time we are living in?**

- For potential new members (PNMs) seeking normalcy in their everyday lives, joining through COB allows them to have sorority membership in their college experience, especially when college is very different these days.
- For PNMs who are new to the campus, it can be extremely difficult to connect with people. This is a way for PNMs to make friends virtually in a time where a lot of people don't have such opportunities.
  - Right now, it can be hard to “make friends” if you are new to a college campus because in-person interactions are extremely limited or not happening at all. COB also can be a way for younger chapter members to work with each other and continue to develop friendships within the chapter.
- Virtual COB can be a great solution for chapters—some PNMs may be taking courses away from the campus this term.

**How can Panhellenic or chapters reach unaffiliated women?**

In Person	Virtual
<ul style="list-style-type: none"> <li>● Classes</li> </ul>	<ul style="list-style-type: none"> <li>● Campus digital platforms, including virtual involvement fairs</li> </ul>
<ul style="list-style-type: none"> <li>● Residence halls</li> </ul>	<ul style="list-style-type: none"> <li>● Open sisterhood events</li> </ul>
<ul style="list-style-type: none"> <li>● On-campus involvement fairs</li> </ul>	<ul style="list-style-type: none"> <li>● Social media or networking apps</li> </ul>
<ul style="list-style-type: none"> <li>● Other student organizations</li> </ul>	<ul style="list-style-type: none"> <li>● President's or dean's list</li> </ul>
<ul style="list-style-type: none"> <li>● Women through work, volunteering or internships</li> </ul>	<ul style="list-style-type: none"> <li>● Alumnae networks</li> </ul>
<ul style="list-style-type: none"> <li>● Faculty/staff recommendations</li> </ul>	<ul style="list-style-type: none"> <li>● List of unaffiliated women from campus</li> </ul>
<ul style="list-style-type: none"> <li>● Member networks</li> </ul>	<ul style="list-style-type: none"> <li>● Names from women who withdrew from recruitment or did not receive a bid during primary recruitment.</li> </ul>



For both virtual and in-person networking opportunities, reaching out to all women on campus should be a priority. Member and alumnae networks are helpful, but can create barriers to entry if relied on exclusively. Consider the following student services departments or affinity organizations for networking, marketing and programming opportunities to make sure all women can learn about the sorority experience and joining opportunities:

- Transfer student orientation
- Commuter student services
- First-generation student organizations
- International student services and organizations
- Upperclassmen focused campus areas

\*This is not an exhaustive or all-inclusive list. Panhellenics and recruitment chairs can collaborate on best ways to reach all women as best fits for their campus.

### What type of activities can be done for COB?

Below are some event ideas that can be done virtually. If your campus has students taking courses across multiple time zones, these could be great events to bring women together:

- Game nights
  - Host live gaming competitions. There are various resources that allow you to play games virtually and share your screen with the chapter. Think about games like Pictionary, Charades, Card Games and Lip Sync Battle.
- Health and well-being activities
  - It is no secret that stress and anxiety levels have risen during the pandemic. Plan events such as group meditation, yoga or a workout to help members stay active. Allow members and PNMs to chat about their week and relax with one another.
- Host a hobby
  - Invite members to share their hobbies during a COB event. If one member is really good at baking, have her host a baking night and teach others. Think about hobbies such as drawing, knitting, cooking and more. If you don't have members who have hobbies, teach them! Find out what members are interested in learning and learn together. Use resources like YouTube to find how-to videos.
- Coffee dates
  - This term can encompass all small "dates" whether they be at a fro-yo shop or at Starbucks. Sometimes women are more interested in COB because it is a more laid-back setting than a formal recruitment is, so have something chill with a few women and a PNM to just relax. Think creatively on how these could be executed virtually using customizable Zoom backgrounds.
- Host a virtual watch party
  - Invite PNMs to join chapter members to watch your school's team play or for a chapter favorite movie night or TV show viewing.