

Recruitment Structure Changes

Is your campus looking for a less structured and more relaxed primary recruitment?

YES

NO

Do you want some Panhellenic involvement?

YES

NO

Partially structured recruitment

Continuous recruitment

Fully structured recruitment



Continuous Recruitment (CR) Benefits

What are the CR benefits to PNM's?

- Very flexible scheduling to accommodate women with varying schedules and/or in different time zones.
- More relaxed setting to improve relationship building.
- Potentially less intimidating to some women.
- PNM's choose which events to attend.

What are the CR benefits to the College Panhellenic and chapters?

- Little to no Panhellenic involvement.
- Potentially reaching a broader pool of women.
- Likely reduced recruitment budgets.
- More flexibility for chapters in event styles and execution.
- More relaxed atmosphere and no enforced time limit for events.
- Chapters may use CR to reach total.

Continuous Recruitment (CR) Overview



Chapters
Contact PNMs
as they choose.



Chapters set their
own schedules.



PNMs sign a COB
MRABA immediately
after accepting a bid.

PSR includes:

- CR may include recruitment counselors to promote the sorority experience.
- Panhellenic may still promote and advertise sorority recruitment.
- CR does not use release figure methodology (RFM) or quota-setting methods.
- Chapters may need to work with their fraternity/sorority advisor (FSA) to confirm any PNM eligibility requirements prior to extending a bid.



How Does My Campus Implement Continuous Recruitment?

Step 1 Use the NPC Recruitment Style Assessment tool to see if CR is a good fit for your campus.

Step 2 Talk to your fraternity/sorority advisor and NPC College Panhellenic Area Advisor about the change.

Step 3 Share the information at a Panhellenic meeting.

Step 4 Get input from the chapters on your campus.

Step 5 Panhellenic votes on implementing CR.