Recruitment Success Assessment

Many College Panhellenic Councils are having conversations to ensure the recruitment experience is more inclusive, equitable and accessible. This resource provides guidance on how to improve the primary recruitment experience with these areas in mind.

Identifying Challenges

Before any changes can occur, it is imperative to identify what challenges the Panhellenic community has and the best way to do that is to engage the entire community in identifying challenges and the root causes of those challenges.

To do this, gather stakeholders in the community, including chapter and Panhellenic officers, as well as chapter advisors, your fraternity and sorority advisor and your NPC College Panhellenic area advisor to have a conversation. Below are sample questions to prompt the identification of challenges your reform must address.

- What do your various constituents say about the Panhellenic recruitment experience? [Consider current members, potential new members (PNMs), non-members, campus administration, parents/caregivers, etc.]
  - What information do you have from previous recruitment or PNM surveys?
- What portions of recruitment can the College Panhellenic change, and what portions of recruitment can each chapter within the College Panhellenic change?
- Why are PNMs choosing not to sign up for recruitment?
- Why are PNMs leaving recruitment?
- Why are collegiate members unengaged and/or resigning?

Determining Solutions

Once you determine what challenges you are trying to address, then you can begin brainstorming solutions to meet those concerns. Below is a list of concerns and possible solutions your community may consider when discussing change. This list is NOT exhaustive, but simply meant to assist in idea generation.

Concern: "Being a member of a sorority is too expensive."

- Reduce recruitment registration fees but at a minimum a $25 registration fee is suggested.
- Review recruitment budgets to determine what line items can be removed.
- Increase communication of financial transparency to clearly highlight the financial obligations of membership and make the information available for PNMs to access before primary recruitment begins.
- Have community-wide discussions about costs of sorority membership and investigate adjusting the budgets of the College Panhellenic and/or chapters.
- Review the Values-Based Recruitment – POLICY to see which chapter costs can be eliminated. Continue to decrease costs that do not contribute to enabling authentic conversations among PNMs and chapter members during recruitment.

Concern: "All sorority members are the same and I am not that stereotype."
- Eliminate dress codes and attire requirements to ensure authenticity and individuality are valued.
- Eliminate decorations, videos, etc. that do not portray the authentic experience of being a sorority member on campus.
- Assess whether to shift locations to ensure accessibility of the recruitment process.
- Review the recruitment time constraints involved to make sure no events are scheduled during religious or cultural holidays.
- Educate on what authentic conversations before and during recruitment look like.
- Adjust the College Panhellenic and chapters' marketing and social media efforts to reflect an authentic sorority experience and Panhellenic values more accurately.
- Edit recruitment rules to allow for more authentic conversations between members and PNMs prior to recruitment.
- Shift to associated recruitment counselors that will increase the authentic conversations taking place between recruitment counselors and PNMs.

Concern: "The recruitment process is overwhelming."
- Simplify the recruitment registration process.
- Assess the recruitment schedule, timing, style and locations that are creating barriers. Consider shifting to a less structured style to allow more flexibility for both PNMs and chapter members.
- Audit PNM communications and educational materials, including both physical and digital, to ensure PNM expectations and recruitment logistics are clearly communicated.
- Edit recruitment rules to ensure unnecessary rules and structure are removed.

Again, this list is not exhaustive, but meant to help you begin brainstorming ways in which College Panhellenics can begin making changes to processes to allow for a more accessible and equitable recruitment experience.

Additional resources that may be helpful to you include:
- Cultivating a More Inclusive Recruitment Experience and Addressing Implicit Bias
  - ([Educational Session Video](#) | [Resource Guide](#))
- [Recruitment Registration Resource](#)
- [Recruitment Style Assessment](#)
- [Recruitment Style Side-by-Side Comparison](#)
- [Resolved to Educate – Promotion of the Sorority Experience](#)