



Educational Support for Partially Structured Recruitment

What is Partially Structured Recruitment?

Partially structured recruitment (PSR) is a relaxed structure of recruitment that is ideal for Panhellenic communities looking for flexibility in recruitment scheduling and also increasing Panhellenic membership opportunities.

Campus characteristics:

- Pool of potential new members (PNMs) initially interested in sorority membership is large enough for a central planning process
- Fully structured recruitment presents a barrier in converting the interested women into members (large withdrawal rates)

Panhellenic characteristics:

- Quota has historically ranged from 10-24 PNMs
- Open house pool has historically ranged from 1-99 PNMs
- There are five or less chapters on campus
- The community needs more flexibility in the scheduling and implementation of recruitment events

Recruitment Style Assessment

The Panhellenic Council, should work in consultation with the fraternity/sorority advisor and NPC College Panhellenic area advisor to assess if the current style of recruitment meets the needs of the campus and College Panhellenic community.

The [Recruitment Style Assessment](#) will address data indicating if the Panhellenic should consider a recruitment style shift. No one style is best. Select the recruitment style most appropriate for the College Panhellenic community and campus.

Why would our Panhellenic community consider moving to PSR?

PSR provides a relaxed start to primary recruitment and ends in a structured way allowing for a centralized bid matching process. Many factors may lead to PSR being a beneficial style, such as lowering the barriers of entry to the sorority experience, hosting casual open house style events that are attractive to unlikely joiners, and closing registration after PNMs can attend first round events. Moving away from structure in recruitment recognizes that the campus culture and community has changed and the Panhellenic community is ready to change with it. Once a campus is using PSR, they can be flexible in determining what works best.

From continuous recruitment to PSR:

If the pool of PNMs grows to the point that a central registration and planning process is necessary, but a fully structured model would prompt PNMs to become disinterested, a PSR could meet all needs.

How do we begin to discuss a change in recruitment style?

If the [Recruitment Style Assessment](#) indicates a change in recruitment style should be considered, begin the discussion with all key stakeholders. The College Panhellenic officers and fraternity/sorority advisor should work together to prepare information and statistics that will inform future decisions. The NPC area advisor can be helpful in finding similar campuses in structure and size. These may provide great examples so stakeholders (specifically, chapter presidents, recruitment chairs and chapter advisors) can see change is possible. As possible changes to recruitment are presented, allow for discussion. The Panhellenic Council will ultimately vote for a change in recruitment style and should be informed before voting. Follow your College Panhellenic bylaws for specifics on vote timing, etc.

NOTE: When the Panhellenic Council votes to make the change, they do not have to settle all the details of the new style in one vote. It is acceptable for the delegates to vote on the overall change in recruitment style, and then the details can be worked out in the recruitment schedule and rules. When the delegates vote on updated recruitment rules and the schedule, the details will be final.



How do we implement the change on our campus?

- **Marketing:**
 - The Panhellenic community should market the sorority experience year-round and promote membership benefits.
 - The College Panhellenic and chapters should interact with all unaffiliated women on campus to become interested in the sorority experience in alignment with NPC policy. Direct communication to PNMs should be informative about the overall sorority experience and opportunities to join.
- **Registration:**
 - Simplified registration is suggested. College Panhellenics should keep registration open as long as possible, even beyond the start of recruitment.
- **Orientation:**
 - The purpose of orientation is to provide the opportunity for PNMs to be introduced to, learn more about and understand the opportunities for membership in the sorority chapters on campus.
 - An orientation should result in more recruitment registrations from PNMs interested in the sorority experience.
- **Recruitment counselors:**
 - Recruitment counselors should be used as ambassadors to the sorority experience. They should be selected and trained to assist in marketing the sorority experience, communicate directly with PNMs to facilitate continued interest and retention in the recruitment process and answer questions from PNMs and parents/caregivers.
- **Recruitment schedule:**
 - The timing of recruitment is determined by the Panhellenic Council.
 - The schedule of recruitment events consists of two rounds: open house round and preference round. Open house round typically spans over a few days, with chapters hosting multiple events for PNMs to attend. During this round, recruitment events are scheduled with flexibility in mind so PNMs can attend several events and will not withdraw due to the scheduling format.
 - PNMs are required to attend at least one event for each sorority before the invitational round/preference.
 - Preference is invitation only based on the mutual selection between PNMs and chapters.
- **Financial transparency:**
 - The College Panhellenic should ensure chapters are providing detailed financial information to PNMs before extending a bid.
- **Release Figure Methodology (RFM):**
 - RFM is used, and the College Panhellenic must use an approved RFM format.
 - Quota is used
 - Bid matching is completed.
- **Bid Day:**
 - A short Panhellenic event to welcome new members. Location and timing are determined by the campus needs and situations.
- **Total:**
 - Total is determined, set and announced following bid matching to all chapters before bid distribution.

A sample schedule for partially structured recruitment can be found [here](#).