



Recruitment Counselor Training Overview

Hosting and facilitating engaging, thought-provoking training is vital to recruitment counselor success. This training should help ensure recruitment counselors fully understand their responsibilities to the College Panhellenic and to PNMs.

Equally as important, training should promote enthusiasm among recruitment counselors and provide time to enhance leadership, facilitation, mentoring and interpersonal skills.

When the training program is complete, the recruitment counselors should feel comfortable and confident in their new role.

Planning Training Programs

Planning a training program is much like coordinating the details of any important event. Take the time and make the effort to prepare the agenda and logistics to ensure the training program is well-organized and properly focused.

One of the first questions to ask is, what needs to be accomplished during each training session? By the time recruitment registration begins, what does each recruitment counselor need to know? What about by the time recruitment begins? What is the best method of teaching all this information? When and in what order should this information be taught? Think about the progression of the training; just as teachers start with the basics and progress to more difficult or specific concepts, so should those who train recruitment counselors.

After reflecting on the questions above, make a list. As a recruitment team, write down all of the topics that need to be covered during the training period. Review that list with the fraternity/sorority advisor before creating training agendas. Cover the topics outlined in this guide, using the provided discussions and activities, while integrating information unique to your campus, including logistical details.

For each training session, keep things interesting by varying the topics. For example, feel free to use the leadership team-building activities sporadically throughout the discussions of operating topics to keep recruitment counselors engaged.

Recruitment Counselor Training Progression

1. Leadership
2. Effective/strategic Communication
3. Ethical Behavior
4. Values Education & Integration
5. Coaching Skills
6. Recruitment Logistics
7. Being a Panhellenic Brand Ambassador



What's on the agenda?

Whether a training session lasts two hours or a full day, and no matter what the topics are, plan accordingly for the following elements:

- **Variety of presenters:** If one person presents all the information at each session, no matter how dynamic that person is, the recruitment counselors will get tired of seeing only one face and hearing only one voice. Mix things up by asking other Panhellenic leaders, advisors and campus staff members to present on different topics.
- **Learning styles:** Each recruitment counselor may have a different preferred learning style, so plan to incorporate each style into the training: visual, auditory and kinesthetic. Visual learners process information best when they see it; think flip chart paper, handouts, movie clips and pictures. Auditory learners process information best when they hear it; think music, reading content out loud, movie clips and pair and share exercises. Kinesthetic learners process information best when they can physically interact; think role-playing, get-up-and-move activities and having items on the table for them to “play” with when sitting in a classroom setting.
- **Breaks:** There will be many topics to cover and not a lot of time to cover them; however, throughout training recruitment counselors must get ample breaks. Plan snack breaks and a little bit of downtime when recruitment counselors can hang out casually for a few minutes every few hours. It will recharge them for continued preparation and help build a solid team.
- **Fun:** Don't forget this essential part of Panhellenic sisterhood. If recruitment counselors are not enjoying the experience, it will show in the way they interact with PNMs. By planning team builders and morale boosters throughout the training sessions, recruitment counselors can get to know one another better and have fun in the process.
- **Location is everything:** If possible, hold one or more of the training sessions in a unique location, outside a typical meeting space. Doing so could invite new enthusiasm among the recruitment counselors. In a new setting, they are less likely to get caught up in what they could or might be doing if they were not in training. Be sure to line up locations in advance.

Building an Agenda

Planning Checklist

- **Date, time and location:** Review this at least a month in advance with the recruitment counselor team. Get it on their calendars early.
- **Transportation** (if not held on campus): Use university vehicles or private transportation.
- **Food:** If the session is during a typical meal time or lasts all day, feed the participants. No one wants hungry recruitment counselors! Making snacks and beverages available at all times is also a good idea.
- **Agenda:** Print a detailed agenda for all presenters. Provide each recruitment counselor with an abbreviated agenda with the topics that will be addressed.
- **Speakers and presenters:** Ask leaders to present at least one month in advance, provide them with adequate information and ensure each presenter is comfortable with his or her part of the training session.
- **Handouts:** Provide each participant with a binder or folder that contains important handouts, tip sheets and other materials. This will help them work with their PNM groups.
- **Materials:** Make a list of the materials or props necessary to complete each training session, such as flip chart paper, markers and other supplies.



- **Audio/visual needs:** Bring a projector, laptop, DVD player and sound system as needed.

Use this chart as an agenda builder for each training session:

Time needed	Topic & description	Presenter(s)	Materials or visuals needed
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At the beginning or end of recruitment counselor training, consider hosting a recruitment counselor ceremony. Two sample ceremonies can be found [here](#).