



## Release Figure Methodology (RFM) 101

### About RFM

The methodology uses a mathematical model to determine the number of invitations issued by each chapter participating in primary recruitment based on three years of historical data. RFM has existed since 2003 and today over 500 campuses use it to assist in executing a fully or partially structured recruitment.

The purpose of RFM is threefold:

1. To maximize the number of potential new members (PNMs) who receive a bid through primary recruitment.
2. To allow each PNM to investigate realistic options and ultimately match with a chapter for which she has a preference among those options.
3. To enable each chapter to invite enough PNMs to each round to match to quota (i.e., the number of PNMs each chapter can offer bids to during primary recruitment).

RFM benefits:

- A higher percentage of chapters match to quota
- PNMs who complete the recruitment process and maximize their options are matched
- More chapters have achieved parity, which leads to a stronger Panhellenic community
- PNMs can focus on chapters they have a real opportunity to join
- Chapters can focus on extending membership to PNMs likely to match to their chapter

### RFM and Invitations

It is within each chapter's and organization's rights to determine its membership criteria. As soon as any chapter knows it will not be offering a PNM an invitation for membership, it should discontinue inviting her to recruitment events. However, inviting fewer women than the number issued by an RFM specialist during each round is discouraged. Doing so jeopardizes a chapter's chances of matching to quota and pervasive under-inviting in the community will threaten overall retention. Women invited to the preference round by the chapter should appear on the bid list submitted by the chapter.

### Quota

A quota range is estimated at the beginning of recruitment using the size of the open house pool, the number of chapters participating in recruitment and the College Panhellenic's historical recruitment-retention rates. RFM re-evaluates the quota range estimate during each round of recruitment. After the preference round, chapters submit bid lists and PNMs submit their Membership Recruitment Acceptance Binding Agreement (MRABA). The MRABA is the contract PNMs must sign to receive a bid from a National Panhellenic Conference (NPC) sorority. After MRABAs are signed, quota is determined from within the range at the point that maximizes the benefits for the Panhellenic community.