



College Panhellenic Recruitment Roles & Responsibilities

For fully and partially structured recruitment styles

Primary recruitment is one of the most important and rewarding activities coordinated by a College Panhellenic. Successful recruitment requires all members of the College Panhellenic to work together to coordinate an experience where potential new members (PNMs) are educated about the values of joining the sorority community and choose to join based on that experience.

Every College Panhellenic has a team of women responsible for carrying out recruitment. This group, known as the recruitment team, helps ensure recruitment is well-planned and implemented. This resource will detail various recruitment positions and roles on campus.

Vice president of recruitment

The vice president of recruitment leads the recruitment process. The main focus for the vice president of recruitment is to ensure each recruitment component is being executed appropriately by the recruitment team.

Responsibilities with recruitment counselors:

- Train them on the procedures they need to implement values-based recruitment.
- Serve as a role model.

Director of recruitment counselors

The director of recruitment counselors teaches recruitment counselors the ins and outs of recruitment and the sorority community. Along with the support of the recruitment team, the director of recruitment counselors takes the recruitment counselors through a journey to become well-prepared role models for PNMs and leaders in the community.

Responsibilities with recruitment counselors:

- Oversee the selection process, including generating interest, creating and disseminating applications and interviewing.
- Develop a training program and obtain a location (or multiple locations) to teach the roles and responsibilities through “classes”/meetings or retreats.
- Produce objective liaisons to guide and advise PNMs through the recruitment process.
- Provide opportunities and activities for the recruitment staff to be well-informed about the College Panhellenic community and its individual chapters.

* If a College Panhellenic does not have a director of recruitment counselors position, these responsibilities would fall under the vice president of recruitment.



Recruitment counselors

Recruitment counselors model the way for PNMs. They serve as confidants and mentors as PNMs participate in the partially structured recruitment process. Recruitment counselors guide PNMs at each step of the process as they explore the sororities on campus that meet their needs and match their values.

Responsibilities to PNMs:

- Provide thorough knowledge of the College Panhellenic community.
- Promote the positive benefits of sorority membership and the Panhellenic community's impact on campus.
- Discuss their personal values with PNMs and how those will better inform their decision-making.
- Advise them through the recruitment process by finding effective ways to help them reason how their values connect with each chapter.
- Encourage them to keep an open mind throughout the process and approach each chapter as a group that could develop them personally.
- Stay in contact with each PNM to provide support and guidance to contribute to her retention throughout the recruitment process.
- Serve as a positive contact and sorority role model during and after recruitment.
- Ensure PNMs who attended the flexible round have registered for recruitment before the deadline.
- Track PNM attendance during the flexible round and ensure PNMs attend an event for each chapter.

Responsibilities to the director of recruitment counselors:

- Be present during all training sessions by actively participating in activities and providing insightful comments.
- Act with dignity and pride as a representative of the College Panhellenic community.
- Be a team player and enthusiastic volunteer to assist with recruitment promotion and implementation tasks.
- Complete all required logistical duties, including assisting PNMs as they travel between recruitment locations, explaining recruitment procedures, assisting with data entry, contacting PNMs who do not arrive on time, and so on.

Responsibilities to the College Panhellenic community:

- Model the way by providing the PNMs with the utmost customer service.
- Become an advocate for the entire sorority community by upholding the values of the Panhellenic Creed and the College Panhellenic code of ethics.