



Considerations for Associated Recruitment Counselors

As the name suggests, an associated recruitment counselor remains affiliated with their chapter while serving as a recruitment counselor. Having associated recruitment counselors is ideal for College Panhellenics struggling to attract strong candidates, facing many disassociation infractions, spending too much time hiding or masking recruitment counselor affiliation before recruitment or hosting deferred or sophomore recruitment (when the chapter membership of sorority members is likely already known). Additionally, associated recruitment counselors recenter the primary recruitment process around the potential new member's (PNMs) experience and lessen the focus around a recruitment counselor's affiliation. Other benefits to associated recruitment counselors include:

- Reducing the PNM's stress by providing a more open and honest space to communicate
- Encouraging PNMs to reconsider overlooked chapters due to biased perceptions
- Decreasing tension between chapters and allowing chapter members to focus on the recruitment process
- Reducing excessive housing accommodations and unneeded recruitment costs
- Promoting positive Panhellenic spirit on campus
- Ensuring the most qualified chapter members are nominated as recruitment counselors
- Simplifying recruitment violations
- Diminishing the influence of a recruitment counselor on a PNM.

The Spectrum of Association

Recruitment counselor association can look different from College Panhellenic to College Panhellenic. For example, some College Panhellenics choose to have recruitment counselors share their affiliation openly in the first group meeting with their PNMs; other College Panhellenics let recruitment counselors decide if and when they want to share their affiliation. What is important to remember is that at no point should the recruitment counselor's affiliation be the focus of conversation with PNMs. The recruitment counselor should make it clear that their role is to be a representative for Panhellenic and remain unbiased. The focus of any/all conversations should be about the PNM and the primary recruitment experience.

Myth Busting

College Panhellenics have been implementing associated recruitment counselors for over five years; however, many misconceptions remain. In fall 2023, the National Panhellenic Conference (NPC) conducted focus groups with 14 College Panhellenics that use associated recruitment counselors. Based on those findings, below are some of the most common myths busted.





- **Myth:** Knowing a recruitment counselor’s affiliation makes PNMs less comfortable sharing honest opinions about chapters.
 - **Busted:** PNMs shared through the focus group that they felt more comfortable sharing their honest opinions with their recruitment counselors because they knew their affiliation.
- **Myth:** Associated recruitment counselors influence PNMs to join their chapter.
 - **Busted:** There is no correlation between the recruitment counselor’s affiliation and where PNMs in their group received bids.
- **Myth:** Associated recruitment counselors have no rules to follow and can share PNM information with chapters.
 - **Busted:** A College Panhellenic’s recruitment rules should still include parameters and boundaries for recruitment that the chapter members and recruitment counselors should agree to follow.

Establishing Recruitment Counselor Expectations

The College Panhellenic should establish an agreement outlining associated recruitment counselor expectations. The recruitment counselor is responsible for demonstrating positive Panhellenic behavior and remaining impartial in her interactions with PNMs. If a recruitment counselor is asked about her sorority affiliation, she can acknowledge it; however, her role is to support all chapters on campus. Specific questions about a chapter should be directed to the chapter.

Suggested items to include in the associated recruitment counselor agreement:

- List of chapter and campus activities that recruitment counselors can or cannot participate in before and during the recruitment
- Behavioral expectations of recruitment counselors
- Recommendations on recruitment counselor contact with their chapter members
- Protocols for using and displaying sorority letters and membership identifiers, such as clothing, jewelry and accessories.

In all cases, each recruitment counselor is expected to continue to execute her role with a Panhellenic mindset to carry out her duties.

Shifting to Associated Recruitment Counselors

If your College Panhellenic is considering shifting the recruitment counselor program to an associated recruitment counselor program, begin the discussion as early as possible. It is important to gain buy-in



from stakeholders such as chapter leaders, advisors and College Panhellenic delegates. Host roundtable discussions to allow everyone to voice their opinions and concerns about shifting to associated recruitment counselors. Increasing discussions and communication before a proposal and vote occurs will provide an opportunity to actively myth-bust concerns and worries from stakeholders.

Once buy-in is achieved, the College Panhellenic recruitment rules should be edited to reflect the change. The delegates will need to vote on and approve these changes. Ensure the amended recruitment rules have been shared at least one week before they are voted on so the Panhellenic delegates have time to review and provide feedback. Once the recruitment rules have passed, they are official!