



Considerations for Associated Recruitment Counselors

Knowing a recruitment counselor's affiliation is ideal for campuses that have issues with attracting strong candidates to fill the recruitment counselor role, have numerous recruitment infractions filed regarding disassociation, spend too much time and energy hiding or masking recruitment counselor affiliation before recruitment, or have deferred or sophomore recruitment.

Benefits to Associated Recruitment Counselors

- Focuses potential new members (PNMs) on their experience rather than guessing their recruitment counselor's affiliation
- Builds relationships between PNMs and recruitment counselors from chapters they have preconceived notions about
- Decreases tension between chapters and allows for chapters to focus on the recruitment process
- Reduces recruitment costs (accommodations for Panhellenic officers and recruitment counselors are not needed)
- Increases an authentic, PNM-focused recruitment experience
- Promotes positive Panhellenic contact on campus
- Ensures the most qualified chapter members are nominated for consideration as recruitment counselors
- Simplifies recruitment violations or the influence of a recruitment counselor on a PNM

How to Make the Switch to Associated Recruitment Counselors

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
- Guidelines on using social media accounts and specified dates when the outlined use is in place
- 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.