



Evaluating the Recruitment Counselor Program

There is still work to be done after PNMs have become new members and recruitment counselors have returned to their chapters. To determine the effectiveness of the recruitment counselor program, survey both PNMs and counselors.

Surveys are easily created using online tools like SurveyMonkey® or Zoomerang®. Using an online survey instead of a paper one allows PNMs and recruitment counselors to respond independently after reflection. If you choose an online assessment, test the survey extensively to be sure all questions function properly.

Before sending the survey, let the women know they will be receiving it. For the PNM survey, ask the recruitment counselors to share with their group when the survey will arrive and how to access it (through a link via email or another option). Set a deadline and offer an incentive for completion of both surveys, such as a drawing for a campus T-shirt, Panhellenic prize or gift certificate to a local shop with sorority apparel. Send reminders out about the deadlines in an effort to get as many responses as possible.

What to Ask PNMs About Their Recruitment Counselors

The College Panhellenic recruitment team should work together to develop a post-recruitment survey about the PNM experience. It should include questions related to the intended outcomes of the recruitment counselor program. You want to know how well the recruitment counselor aided the PNM throughout recruitment and if the program “worked” as intended.

Use the following statements in the survey, based on the information covered in this guide: Rate on a 1-4 scale (from 1 - strongly disagree – to 4 – strongly agree)

My recruitment counselor helped me:

- Gain a better understanding of the recruitment process.
- Understand the purpose of the sorority experience.
- Understand the relevance of the sorority experience in college life.
- Through support and encouragement during recruitment.
- Explore my personal values.
- Identify what I was looking for in a sorority experience.
- Realize how to keep an open mind throughout the recruitment process.
- Understand what to expect throughout recruitment.
- Realize the typical expectations of sorority membership.
- Know how to explore the values and purpose of the individual sororities.

My recruitment counselor:

- Was easy to reach.
- Did not influence the decisions I made regarding chapters to visit.
- Was impartial regarding the chapters on campus.



After responses are collected, review the information carefully. Identify unsatisfactory outcomes to note areas that need additional focus for the next year.

What to Ask Recruitment Counselors About the Program

You should evaluate what recruitment counselors derived from participating because the program is meant to foster leadership, facilitation, mentoring and coaching skills. Do an in-depth evaluation of all program elements, including selection, training, meetings with PNM groups and returning to the chapters after recruitment. Develop a useful survey with the help of the fraternity/sorority advisor and recruitment team that is tailored to your College Panhellenic’s recruitment style, timeline, selection process and training sessions.

Conduct the survey online and follow it up with an in-person debriefing/celebration. During the gathering, break the recruitment counselors into small groups to discuss areas needing improvement.

Sample Recruitment Counselor Program Evaluation

Please rate your responses to the following questions according to the scale:

1 Strongly disagree 2 Disagree 3 Agree 4 Strongly agree

1	2	3	4	The application to become a recruitment counselor was clear and easy to complete.
1	2	3	4	The interview questions asked were good examples of some of the situations I encountered while serving as a recruitment counselor.
1	2	3	4	The process for selecting recruitment counselors was thorough.
1	2	3	4	The recruitment counselor training prepared me for questions and situations I encountered with potential new members (PNMs).
1	2	3	4	I understood the computer and bid-matching systems.
1	2	3	4	I was prepared to deal with PNMs who were confused and upset with the recruitment process.
1	2	3	4	The meetings I held with my PNM group were helpful in educating PNMs about the recruitment process and allowed PNMs to build relationships with myself and each other.
1	2	3	4	PNMs understood the MRABA and the impact of signing it.
1	2	3	4	All recruitment counselors displayed the utmost integrity during recruitment.
1	2	3	4	Bid Day was a positive end to recruitment and promoted good Panhellenic relations.
1	2	3	4	Reentry into my chapter after serving as a recruitment counselor has been easy and seamless.



1	2	3	4	Serving as a recruitment counselor was a rewarding experience.
				Comments regarding the questions above:
				Other:

Please list any suggestions you have for future recruitment counselor programs.