



## Recruitment Counselor Implementation Timeline

The most successful recruitments are planned far in advance, and the recruitment counselor program is a big aspect of the overall recruitment preparation. Every campus is unique, but the following timeline should help give the recruitment team a general idea of how to create a successful recruitment counselor experience.

### Eight Months Before Primary Recruitment

- Communicate with all chapters about the role of recruitment counselors; include the position description, expectations and selection information.
- Hold a recruitment counselor interest meeting to review the position description, expectations and selection information with potential recruitment counselors.
- Distribute recruitment counselor applications to Panhellenic delegates and chapter presidents to disseminate and to individuals who have expressed interest. Also, post the application on the College Panhellenic website and promote the opening for applicants through social media.

### Seven Months Before Primary Recruitment

- Make recruitment counselor applications due.
- Hold interviews (including reviewing the time commitments and important dates with all candidates) and select recruitment counselors.

### Six Months Before Primary Recruitment

- Set up a secure/private group on Facebook, Google, GroupMe or other online tool to maintain open communication with recruitment counselors.
- Select training topics necessary to prepare recruitment counselors.
- Create a recruitment counselor meeting and training schedule.
- Build agendas for recruitment counselor meetings that create purposeful conversations and cover training items. Training should develop the recruitment counselors personally by building skills and abilities and reviewing the logistical tasks and procedures necessary for successful recruitment.
- Contact any outside speakers needed for training.

### Five Months Before Primary Recruitment

- Begin meeting weekly or biweekly with recruitment counselors; incorporate training into every meeting.
- Work with chapter recruitment chairs and counselors to create a public relations plan to promote recruitment. Involve the recruitment team in implementing the PR plan and promoting recruitment registration.



### Four Months Before Primary Recruitment

- Receive training on any software or technology used for membership selection and/or bid matching.
- Order any recruitment team or counselor apparel.

### Three Months Before Primary Recruitment

- Book the location and plan details for a recruitment counselor retreat.
- Implement heavy recruitment promotion with assistance from the entire recruitment team, including recruitment counselors.
- Recruitment registration goes live. Assign potential new members (PNMs) to recruitment counselor groups automatically after they register.

### Two Months Before Primary Recruitment

- Finalize the recruitment counselor retreat details and agenda.
- Finalize any training materials to be used before or during recruitment.
- Continue to implement heavy recruitment promotion.

### One Month Before Primary Recruitment

- Set up a specific time to train chapter recruitment chairs, chapter recruitment advisors and counselors on any technology or computer program used for bid matching.
- Develop a PNM exit survey and post-recruitment evaluation tools.
- Put the PNMs into recruitment counselor groups.
- Have recruitment counselors meet with and get to know their PNM groups, focusing on positive Panhellenic conversations and PNM retention throughout the recruitment process.
- If recruitment counselors disassociate, do not do so for more than 30 days before recruitment begins.

### During Primary Recruitment

- Communicate constantly with the recruitment counselor team about PNM logistics, retention concerns and successes.
- Ensure recruitment counselors:
  - Communicate and guide PNMs throughout the process.
  - Assist PNMs with logistics such as traveling from event to event and entering selection data.
  - Retain PNMs by having critical, values-based conversations about the benefits of sorority life and the chapters they are visiting.
- End communication with PNMs after preference round until they sign their MRABA. NPC policy states, "recruitment counselors shall not be involved with any PNMs in completing and signing the MRABA."



### **Within the Month After Primary Recruitment**

- Send the PNM exit survey to those who withdrew from the process; encourage recruitment counselors to follow up with women in their groups to complete the survey.
- Send a recruitment evaluation to the new members who joined chapters on Bid Day; encourage recruitment counselors to follow up with women in their groups to complete the evaluation.
- Hold a recap/evaluation meeting with recruitment counselors.

### **Two to Three Months After Primary Recruitment**

- Review the recruitment counselor application and share any feedback as necessary with successors.