



## **Growth Through Total: The Importance of Primary Recruitment**

As College Panhellenic communities set total at a method that allows for growth outside of the primary recruitment process, some campuses are concerned that more women will withdraw from primary recruitment and, ultimately, diminish and counteract the goal of growth through total. To achieve the greatest number of potential new members (PNMs) joining the community and overall growth, a College Panhellenic should FIRST promote primary recruitment, followed by continuous open bidding (COB). Retaining more PNMs through primary recruitment ultimately creates more opportunities for women to join sororities.

### **Purpose of Total**

The purpose of total is to provide opportunities for growth of the Panhellenic community, parity among the chapters and to allow the maximum number of women to participate in the sorority experience.

### **Higher Total and COB**

All chapters are only guaranteed the opportunity to COB after primary recruitment if total is set at largest chapter size plus (LCS +). And, since total is decided at bid matching, chapters will only know if they can COB or the exact number of bids they can offer once bid matching occurs.

### **PNM Education**

College Panhellenic should educate PNMs so they understand there is no predetermined amount of sorority spots in the community. This is a common misunderstanding of the quota/total system. Recruitment counselors and those assisting with the Membership Recruitment Acceptance Binding Agreement (MRABA) signing process should provide accurate information regarding total to answer PNMs' questions accurately.

### **COB Bid Promising**

If PNMs desire to withdraw from primary recruitment because chapters discuss potential COB opportunities, that is bid promising and 1) should be reported through the recruitment infraction process and 2) it should be reiterated to the PNM that there is no guarantee a sorority will have COB opportunities and 3) if a chapter can COB there is still no guarantee a chapter will extend a bid to them.