



Training Concept: Being a Panhellenic Brand Ambassador & Influencer

Recruitment counselors could and should function as influencers and ambassadors for recruitment. They are pivotal in recruiting women to register for primary recruitment. A lot of the time, recruitment counselors are a potential new member's (PNM's) introduction to the sorority experience. As such, recruitment counselors must understand the importance of promoting the sorority experience and how to promote it successfully.

Think of ways to highlight recruitment counselors before registration opens. This will allow non-likely joiners to see the benefit of membership and identify a friendly face before recruitment. Highlighting recruitment counselors can also help answer questions and concerns PNMs may have that might prohibit them from going through recruitment or lead to withdrawing from recruitment.

Activity

Materials:

- Small packages of Skittles or M&Ms. Enough for each recruitment counselor to receive one package

Instructions:

- Give each recruitment counselor a package.
- Have each recruitment counselor pick out one skittle (or M&M) from their package.
- Have each recruitment counselor answer one of the following questions based on what color skittle (or M&M) they picked out from their package.
 - Red - Why did you choose to attend [insert institution name]?
 - Orange - What was the hardest part of adjusting to college and/or being in a sorority?
 - Yellow - Why have you chosen to stay an active member of your sorority?
 - Green - Where do you see yourself in five years?
 - Purple - What motivates you to continue working toward graduation?
- After everyone has answered one question, discuss the reflection questions as a group.

Reflection:

- Why is it important that we know each other deeper than just the surface level?
- How can we share these sides of ourselves with PNMs?
- How are these answers seen in our sorority story?



Recruitment Counselors as Ambassadors

Recruitment counselors should be used as ambassadors to the sorority experience. The role could include representing the College Panhellenic during orientation and new student events for the institution. Recruitment counselors could assist with recruitment informational sessions or serve on panels to educate prospective sorority women.

Another important aspect of being an ambassador for Panhellenic is having recruitment counselors initiate contact with PNMs consistently immediately after they have registered for primary recruitment. This early outreach allows recruitment counselors to get assigned PNMs as they register or before registering for recruitment. College Panhellenics, through marketing the sorority experience, can ensure recruitment counselors are at the forefront of all messaging to PNMs and parents/caregivers. Identify common questions and concerns from parents and caregivers, then train and educate all recruitment counselors so that they are equipped to address all questions and concerns for recruitment. Finally, recruitment counselors can schedule meetings, coffee dates or meals with PNM before recruitment begins to build their relationship early on, allowing for open and honest conversations throughout the recruitment, starting with registration and continuing even after Bid Day.

Topic: Tabling

One of the most common ways recruitment counselors interact with unaffiliated women is through tabling. This could be at an involvement fair during the first week of classes, an orientation session over the summer, or a Panhellenic-hosted tabling event. It is important that recruitment counselors can effectively engage with and express the value of the sorority experience to PNMs in these short, casual conversations. The following are some tips for a recruitment counselor participating in a tabling event:

1. Stand in front of the table. This provides a more welcoming environment that makes a PNM feel comfortable approaching the table.
2. Provide an activity at the table. Can something engaging happen at the table that will break the ice and lead to an organic conversation?
3. Provide a handout or printed guide on Panhellenic recruitment. Many PNMs might need time to process questions and a takeaway to review on their own time will be helpful.
4. Bring the FUN! If you don't look like you're having fun and enjoying the sorority experience, neither will future members.

Activity

Instructions:

- Split recruitment counselors into groups of three or four
- Identify roles for the scenario: one recruitment counselor and two to three PNMs
- Distribute the scenarios to each group
- Have the groups act out their scenarios for the larger group



- Switch roles
- Debrief experiences and discuss what went well and provide feedback to groups

Scenarios:

- PNM Amanda has heard the negative stereotypes about being in a sorority and is hesitant.
- PNM Julie walks up to the table and has no idea what a sorority is. She is interested in learning more.
- PNM Hannah has already registered for primary recruitment but has questions about the financial obligations.
- PNM Rebekah is very skeptical about joining a sorority. She is concerned that being in a sorority will get in the way of her academic goals.
- PNM Katelyn is a junior. She transferred this past term worries she will not get a fair shot in primary recruitment.

Reflection:

- Did any of the scenarios or questions the “PNMs” asked catch you off guard?
- Did the interactions differ for those PNMs who had already signed up and those who had not? How?
- What other scenarios or questions do you think you may encounter as a recruitment counselor?

Recruitment Counselors as Influencers

Recruitment counselors should be selected and trained to assist in marketing the sorority experience. As some of the most visible women promoting primary recruitment, recruitment counselors should be able to articulate the benefits of sorority membership and influence PNMs to register for primary recruitment. They should communicate directly with PNMs to facilitate continued interest and retention in the primary recruitment process. Recruitment counselors are pivotal in encouraging PNMs not only to consider signing up for recruitment but also to keep an open mind throughout the process. Recruitment counselors should also be equipped to answer questions from PNMs and parents/caregivers.

Topic: Outreach Action Plan

Recruitment counselors should be in constant communication with PNMs, sometimes starting before a woman registers for primary recruitment, and continuing through primary recruitment. It is crucial that recruitment counselors are consistently building relationships with the PNMs. This will help retain PNMs who register for recruitment before the deadline.



Activity

Instructions:

- Break recruitment counselors into groups of three or four
- Have the groups brainstorm potential outreach messages for each of the following scenarios:
 - Sarah posts on Instagram that she will be attending your institution next fall. You are not sure whether or not she has registered for primary recruitment.
 - Hannah has registered for primary recruitment but it is still two months before PNM orientation. Hannah has been assigned to your recruitment counselor group.
 - It is a month before primary recruitment begins. Amanda is registered for primary recruitment.
 - It is the week before the deadline to register for primary recruitment. You have seen Samantha attending some of the tabling events that Panhellenic has hosted, but she hasn't signed up yet.
- Discuss as a group some of the messages that each group came up with for each scenario.