



## Training Concept: Ethical Behavior

Recruitment counselor training must include a review of recruitment rules, what qualifies as an infraction and guidelines for disassociation (as applicable) because recruitment counselors play a key role in ensuring recruitment is conducted as equitably as possible, with respect, honor and a spirit of sisterhood. Refer to the NPC Manual of Information for a list of NPC policies and best practices for recruitment counselors.

### Code of Ethics

Many College Panhellenics adopt a code of ethics. A code of ethics gives members a sense of ownership and promotes community buy-in. Your College Panhellenic should have a code of ethics for members and potential new members (PNMs).

Have the recruitment counselors brainstorm their code of ethics to teach the importance of ethical behavior. Based on the size of the team, do this as one large group or in small groups that come back together to combine common themes.

A code of ethics should include approximately 10 broad statements about doing the right thing during recruitment, even when it is hard. This differs from recruitment rules where details about do's and don'ts for chapters, members, recruitment counselors and PNMs are shared. Instead, a code of ethics supports ethical decision-making and applies to the day-to-day practices of the recruitment counselors. It sets an expectation they will follow the highest standards of integrity and honesty.

Start the discussion by asking the following questions:

- What is the role of the recruitment counselor before, during and after recruitment?
- What Panhellenic values do recruitment counselors need to support?
- What do we want PNMs to feel during recruitment?
- How is being a recruitment counselor different from being an active member during recruitment?

A College Panhellenic code of ethics template is available on the [NPC website](#).

**Once the code is created, turn it into an ethics contract for each recruitment counselor to sign.**



## Recruitment Rules

After creating a code of ethics, review all pertinent recruitment rules with the recruitment counselors. Provide a copy of the rules to each person. Cover the guidelines chapters and members must follow and the rules for recruitment counselors. Here are some ideas to make this engaging:

- Divide the recruitment counselors into groups and have each group create a brief role-play to illustrate a section of the rules. No matter how silly or creative the recruitment counselors become, the rule should be the “star” and clearly explained and demonstrated. Give each group approximately 20 minutes to develop its role-play, then showcase each rule. Leave time after each presentation for discussion/explanation.
- Create a PowerPoint presentation to cover all recruitment rules and details. Use pictures to highlight relevant points.
- After reviewing the rules, create a game in which recruitment counselors must identify the correct rule or procedure. Make false choices close enough to the correct ones to make the game fun and challenging.

Whatever activity you choose, ensure each recruitment counselor fully understands the rules.

## Promoting the Sorority Experience to PNMs

The Promotion of the Sorority Experience (2020, 2023)—This policy encourages sorority women to actively promote and share their personal sorority experience with PNMs and the overall sorority experience for the Panhellenic community. This should include recruitment counselors.

PNMs are a valuable resource for maintaining a fair environment. Make time to cover contact rules with them as early as possible. Discuss how chapter members (including anyone representing Panhellenic) should and should not communicate with them.

Opportunities to engage with PNMs include:

- During orientation sessions about sorority membership.
- On the College Panhellenic website.
- In recruitment materials.
- During Panhellenic recruitment interest sessions.

Current members – If your campus has the opportunity to educate all current members at the same time on contact and communication with PNMs, you ensure the message is clear and consistent. An option would be to record a message from the Panhellenic president or vice president of recruitment that chapters can play at a chapter gathering. The next best thing is to train by having College Panhellenic officers go from chapter to chapter.



In addition, address contact between recruitment counselors and chapters to provide consistency. Being a recruitment counselor is sometimes difficult, but it is even harder when a sister from her chapter unknowingly or knowingly makes inappropriate contact with her.

## Disassociation

Disassociation of recruitment counselors may be used to help ensure the actions and decisions of recruitment counselors support the welfare and best interests of the Panhellenic community. The practice is meant to assist recruitment counselors in maintaining an impartial mindset when helping each PNM in her decisions, guarding the PNM from influence by any personal bond formed with her counselor. Disassociation should not begin more than 30 days before the start of primary recruitment.

If applicable, when discussing disassociation with the recruitment counselors, acknowledge that it is difficult to be away from one's sisters for an extended period, and to pretend that one knows little about her own sorority. You should also emphasize the critical role recruitment counselors play in the Panhellenic community, and that what they do makes a huge difference — helping PNM's make commitments to being better women by joining sororities.

Each Panhellenic has its own disassociation guidelines related to being a neutral representative of the community. You may stipulate a recruitment counselor must:

- Refrain from attending her chapter's recruitment-preparation activities and events.\*
- Keep her chapter affiliation a secret until Bid Day.
- Avoid talking more favorably about her own chapter than others to PNM's.\*
- Refrain from wearing chapter T-shirts or letters and sorority jewelry.\*
- Remove publicly visible paraphernalia such as car decals, laptop stickers and key chains.
- Avoid speaking to members of her chapter in public or common spaces until Bid Day.
- Refrain from attending chapter functions, including meetings, sisterhood events or socials, during the recruitment period.
- Set all social media to private settings so that PNM's cannot "accidentally" find out her affiliation.\*
- Avoid stereotyping chapters on campus; instead, be able to provide accurate, unbiased information.\*
- Respect all decisions that PNM's make regarding their choices, even if she has a different opinion.\*

\*Also applies to associated recruitment counselors. Remember, although recruitment counselors can remain associated, it is their association with Panhellenic that should be highlighted for PNM's to view and to share.

There may be times when a recruitment counselor becomes frustrated, lonely or upset, and wishes she could seek reassurance from a sister. Below are suggestions to share with the counselors in case they need emotional support during disassociation:



- Make new friends with fellow recruitment counselors. Organize a girls' night. Go to a movie or dinner together.
- Join another campus organization to gain new friends and new experiences.
- Spend time with family.
- Take up a hobby, such as scrapbooking, reading, doing word puzzles or playing a musical instrument.
- Volunteer on campus or in the community.
- Plan ahead and stay on top of coursework. Have a big paper due in the next week? Start an outline.
- Journal your feelings. Writing down concerns helps get them off your chest.
- Spend time with your PNM group. Their excitement about sorority life will help you remember how excited you were as a PNM during recruitment.
- Make a list of the things you appreciate about your chapter and sisters, and keep the list in a special place. Long after recruitment is over, it can serve as a reminder of what you cherish about your sorority.

Recruitment counselors are enormously influential in the lives of PNMs. Without their selflessness, which may include disassociation, many prospective members would be lost. A recruitment counselor who models a panhellenic spirit can inspire the same in her PNM group.

### **Tip: Associated Recruitment Counselors**

Suggestions for implementing a program that allows recruitment counselors to remain associated to their chapter are available in the [Considerations for Associated Recruitment Counselors](#) resource.

### **Recruitment Rule Violations and Peer Accountability Procedures**

Ideally, everyone involved in recruitment follows all the rules; however, the ideal does not always happen. Recruitment counselors and PNMs are authorized to report violations/infractions, and they need to know the correct procedures to do so. The peer accountability officer or fraternity/sorority advisor should lead this topic because of their involvement in the process.

The best way to illustrate this concept is through role play. First, counselors should walk through common recruitment rule violations. Then they should walk through what to do when an alleged infraction report must be filed. Have copies of the [College Panhellenic Alleged Infraction Report](#) on hand so each recruitment counselor can practice completing the form when watching or role-playing the scenarios. In addition, cover the basics of a recruitment counselor's and PNM's role in this process if they file a violation report.

For additional training ideas, feel free to use the [Peer Accountability Process Guide](#) the [peer accountability infographic](#) or any of the resources in the Peer Accountability folder on the NPC website.



## Not a Guessing Game

Remind recruitment counselors not to encourage PNMs to try to guess their sorority membership. Being a counselor is about assisting the PNMs — not about the counselors themselves. As fun or flattering as a sorority membership guessing game might seem, the number-one priority is to keep PNMs focused on finding a chapter that matches their values and needs.

## How Ethics Guide Behavior

Teach recruitment counselors how to translate Panhellenic values and the code of ethics into action. The following activities will help counselors connect the Panhellenic Creed to the choices they will help PNMs make during recruitment.

### Activity 1

#### Materials

- Pens/pencils (enough for each participant)
- Copies of word collage below (enough for each participant)

#### Instructions

Distribute the word collage and then ask these questions:

- Do these words look familiar? If so, why?
- Select the words that stick out to you. Why do these words catch your eye?
- Which words do you actively live out in your daily life?
- How do these words relate to your role as a recruitment counselor?

Distribute copies of the Panhellenic Creed with the title removed. Read the creed together out loud.

Ask these questions:

- Do the words sound more familiar now?
  - The words in the collage are from the Panhellenic Creed.
  - Let's dissect this a little more, based on your role as recruitment counselors.
- How can you, in your role as a recruitment counselor:
  - Stand for good scholarship?
  - Maintain fine standards?
  - Serve your college community?
  - Further sorority (fraternity) life?
  - Stand for service?
  - Develop character?
  - Foster individual and Panhellenic friendships?
  - Be mutually respectful and helpful?
  - Live the words of the Panhellenic Creed every day?



- Why is it important for you to demonstrate Panhellenic values to PNMs?
- How can you help PNMs understand why this creed should matter to them during recruitment?

**Activity 2**

Recruitment counselors may encounter situations that put Panhellenic values to the test. This activity allows counselors to think about such situations ahead of time, so they are better prepared if the situations occur. The goal is to create a basis for practical and ethical decision-making during recruitment.

**Materials**

- Markers
- Flip chart paper
- Situational examples (created by the recruitment team ahead of time)

**Instructions**

- Create the following grid on flip chart paper as an example of what the recruitment counselor team will do:

Potential Challenge	Panhellenic Values	Ethical Solution
Preference just ended and you know a PNM is choosing between your sorority and another. You want this woman to join your sorority.	Develop character, foster Panhellenic friendships and be mutually respectful and helpful.	Allow the woman to make her own decision. Encourage her to compare her values to the values of the sororities she is considering. Reminder her that all sororities have strong values that last a lifetime.

- Discuss the situational examples (created by the recruitment team). Ask the participants to connect the presented challenges to specific Panhellenic values and devise ethical solutions.

Example situations:

- One of the new members in your group stated that she had a negative experience with your chapter.
- A PNM says she is only interested in sorority life for social opportunities.
- A PNM tells you she felt pressured by a chapter when one of its members said, “Everyone here loves you, and you are in for sure!”