



Training Concept: Recruitment Logistics

Logistics may not be the most exciting part of training, but is vital to a successful recruitment. Keep recruitment counselors engaged during this training segment with active participation. For example, when reviewing the walking route from chapter to chapter, take them on that walk. When covering the computer program, reserve a computer lab on campus and use a mock login so counselors can practice navigating the site.

This training section is also a great opportunity to use additional College Panhellenic members as presenters.

Chain of Command

Each recruitment counselor must know who to call with a question or in an emergency. Problems become magnified if a counselor is unsure where to turn for help. Review the chain of command to facilitate effective communication among all stakeholders. Be sure to include chapters, advisors, fraternity/sorority staff, inter/national organizations and family members.

With the group, draw or print your official chain of command on a blank organizational chart with bubbles and arrows indicating the flow of communication. Ask recruitment counselors to fill in each bubble and arrow as a group, walking through the correct information and additional data they may need.

Terminology

The phrase “it’s all Greek to me” really does apply to sorority life. Although some PNM’s arrive on campus with little knowledge about sororities, others will pronounce the Greek letter chi as they would “chai tea.” However informed a PNM is, every campus has community terms and definitions. While many of them are standard, local definitions may be confusing. Recruitment counselors must know and be able to explain important terminology. When educating counselors, first decide which terms are the most applicable.

Ways to reinforce terminology include word searches and crossword puzzles, which counselors can complete between training sessions. Alternatively, counselors may split into teams for a game-show challenge.

Common terms:

- Alumna – a sorority member who is no longer a member of a collegiate chapter.
- Bid – an invitation to join a sorority.
- Bid Day – the last day of recruitment when potential new members receive invitations (bids) to join chapters.
- Chapter – a membership unit of an inter/national sorority.
- Charter – the official document recognizing a chapter’s status by the inter/national sorority.
- College Panhellenic Association – the cooperative campus organization of all collegiate members of NPC member organizations and associate members on campus.



- College Panhellenic Council – the governing body of a campus College Panhellenic Association. Each member chapter of the College Panhellenic Association chooses a delegate to sit on the College Panhellenic Council.
- College Panhellenic Executive Board – the officers of a College Panhellenic Association responsible for running the day-to-day business of the College Panhellenic Association.
- Continuous open bidding (COB) – an opportunity for chapters that do not reach quota during primary recruitment to bid to quota and/or for chapters that are not at total to bid to total. The College Panhellenic does not structure the COB process, and only chapters with available spaces in quota/total are eligible to participate in COB.
- Delegate – the official representative of each NPC chapter to the College Panhellenic Council.
- Dues – the cost of joining a sorority generally covers chapter operations, events and activities.
- House director/mother – a person hired to live in the chapter house and manage the facility.
- Initiation – a ritual ceremony that brings new members into full sorority membership, including its lifelong benefits. Once a woman is initiated into an NPC sorority, she is ineligible for membership in any other NPC sorority.
- Intentional single preference – when a woman lists only one chapter on her membership recruitment acceptance binding agreement (MRABA) following the preference round but attended more than one preference event.
- Inter/national or executive office (“headquarters”) refers to the central organization of a given sorority.
- Legacy – a daughter, sister or granddaughter of an initiated member of a sorority. Each NPC member organization has its own definition of and invitation policies regarding this.
- Membership recruitment acceptance binding agreement (MRABA) – the binding agreement signed by a potential new member following the final preference event she attends during primary recruitment.
- National Panhellenic Conference (NPC) – the umbrella organization for 26 inter/national sororities.
- New member – a woman who accepted a bid from a sorority but is not yet an active member of a chapter.
- New member educator – the officer in each chapter charged with educating new members about the values, history, standards and expectations of the organization.
- Newly established – an NPC member sorority’s status on campus before being installed and receiving a charter.
- Philanthropy – a specific organization or cause to which members donate volunteer hours and money.
- Pin/badge – an insignia of fraternity or sorority membership worn by initiated members.
- Potential new member (PNM) – any woman who is eligible to participate in recruitment
- Preference - the final round of primary recruitment.
- Quota – the number of potential new members to which each chapter can offer bids during primary recruitment.
- Recommendation – a form completed by a member of a sorority, recommending a potential new member for membership.





- Recruitment – a period of time during which events are held by each sorority for the purpose of selecting new members; recruitment is organized and implemented by the College Panhellenic.
- Recruitment event – each chapter a PNM visits during a round of recruitment is an event.
- Recruitment round – a round is a day or days during recruitment when you visit a specific number of chapters; rounds typically have a theme, some examples of names you may hear a round called are 8-event round, open house round, philanthropy round or preference round.
- Release – when a PNM’s stated willingness to receive an invitation or bid from a chapter does not match with that organization’s list of PNMs invited to its recruitment event or membership.
- Ritual – sacred and inspirational ceremonies used to inspire and educate members about the values of the organization.
- Snap bidding – an option available to chapters that did not match to quota during bid matching. This process takes place before bids are distributed. This only applies to potential new members who withdraw from primary recruitment before signing the membership recruitment acceptance binding agreement (MRABA) and/or were not matched in the bid-matching process.
- Social – a get-together with another group for a party, dinner or other fun occasion.
- Sorority – a Greek-letter sisterhood; NPC refers to all its member organizations, regardless of formal title, as sororities.
- Strict silence – the period of time after the conclusion of preference events until the distribution of bids when there is no communication between potential new members and sorority women.
- Total – the allowable chapter size on a campus which includes both new and initiated members.

Quota/Total

All chapters are eligible to pledge to quota, either through the primary recruitment period or in COB. Quota is set after the final round of recruitment.

When total is too low, the College Panhellenic community cannot grow due to a lack of spaces to accommodate women interested in membership. In addition, the smaller chapters do not have the opportunity to work toward parity with the larger chapters.

When total is too high, parity is also difficult to achieve. PNMs have incentives to withdraw from primary recruitment and join during COB if they do not receive an invitation from one of the perceived “popular” chapters on campus. This trend can also suppress quota and create wide gaps in size among the larger and smaller chapters.

Each chapter has the right to COB to reach quota or total during the regular school year as defined by the school calendar.



Chapter Education

Recruitment counselors need to be familiar with each sorority on campus. However, they must not speak on behalf of the sororities when potential new members have questions. If PNMs have questions about chapter dues, philanthropy, membership expectations, social calendars, etc., recruitment counselors should empower and coach PNMs to ask those questions to the chapter at the next available recruitment opportunity.

Membership Acceptance Binding Agreement (MRABA)

Recruitment counselors must fully understand and be able to articulate the MRABA's meaning and impact. Although they are prepared to answer questions about the document, recruitment counselors must not be present with PNMs when completing and signing the MRABA.

Every PNM should be informed of her options for joining a sorority. At the completion of the primary recruitment period, all women are allowed to sign an MRABA. The MRABA must be signed to receive a bid from a Panhellenic sorority on campus. The MRABA is used on every campus in the United States and Canada with a College Panhellenic.

Some MRABAs are completed on paper and then entered into a computer system; others are submitted directly via recruitment technology. When a PNM indicates she has completed her selections, no changes may be made to her selections or the order of her preferences.

Before the MRABA is signed, College Panhellenic recruitment staff or volunteers must read the "MRABA script" to PNMs. If questions arise, the fraternity/sorority advisor, other staff members, or fraternity/sorority volunteers present should provide the correct answers.

Recruitment counselors should discuss the MRABA before and throughout recruitment to prepare PNMs for this crucial step. Leverage the resources on the NPC website within the MRABA folder to improve PNM MRABA education, specifically a PNM final preference options and impact.

The Manual of Information has three MRABAs to review before recruitment: primary recruitment, continuous open bidding/continuous recruitment, and newly establishing chapter MRABA. A copy of these MRABAs is also on the [NPC website](#) along with additional educational resources like the script video and a brief explainer video.

Below is a breakdown and explanation of the MRABA sections.

Identifying Information and Introduction:

- The PNM lists her contact information. If written, it should be legible. She also agrees to the introduction section of the form and understands this is a contract with NPC and that if signed electronically, the electronic signature is also binding.



Part 1:

- The PNM can submit the MRABA by making her sorority ranking selection(s). The MRABA must be signed to remain eligible to receive a bid through primary recruitment. She also has the option not to submit the MRABA and remove herself from the recruitment process. Should she choose not to submit an MRABA, she will still be eligible for a snap bid and continuous open bidding (COB).

Part 2:

- The PNM only lists the sororities in which she attended preference events.
- She should only list the sororities from which she will accept a bid for membership.
- She should not submit an MRABA if she is certain she will not accept a bid from a chapter where she attended their preference events.
- A PNM should never be forced to write down all her options. Maximizing her options does not increase the likelihood of receiving a bid for her first-choice sorority.
- The PNM acknowledges that if she chooses to limit her options and does not write all the sororities whose preference event(s) she attended, she may not receive a bid through primary recruitment's bid matching process.

Part 3:

- Once the MRABA is signed and submitted, a PNM cannot change her selections, including adding, subtracting, or changing the preference rank order.
- If a PNM does not receive a bid at the end of primary recruitment's bid matching process, the PNM is eligible for COB. Not all sororities may have available spots in their membership or participate in COB. a PNM will need to be aware of her options.
- If a PNM declines a bid after receiving it, she will be ineligible to join any sorority on this campus until the next primary recruitment period. The PNM acknowledged that she would only list the sororities from which she is willing to accept a bid for membership. By declining the bid, she is bound by the MRABA to wait until the next primary recruitment on this campus because she is ineligible for membership.
- NPC Unanimous Agreement III, the Panhellenic Compact, explains that women who sign the MRABA are bound until the next primary recruitment.

Part 4:

- The PNM will list in rank order her preference of the sororities she is willing to join and accept a bid.

Part 5:

- By signing and dating the MRABA, the PNM accepts the terms of the agreement. Clicking submit on an electronic version of the MRABA denotes a signature and agreement to the terms listed. She also confirms she has not been previously initiated into an NPC member organization and acknowledges that she cannot



join another if she is initiated into an NPC organization. Again, her preference ranking order cannot be altered once she submits the form.

Facts about the MRABA:

- PNMs should list only those chapters on the form in which they are willing to accept a bid.
- They should not be “forced” to maximize their options if they are unwilling to accept a bid from a chapter.
- Listing more than one option on the MRABA does not increase the chances or the probability that a PNM will get matched to her first choice.
- All PNMs who attended a preference event for the chapter should then be placed on the bid list for that chapter.

PRO TIP! Try this activity!

Conduct a mock MRABA signing. Set up a sample MRABA signing session in the same room, with the same computer access that will be for the PNMs. Have the fraternity/sorority advisor read the MRABA script aloud and/or show the video script online while each recruitment counselor reads and completes her MRABA using made-up sorority names.

This could lead to a sample bid-matching activity to understand the RFM process further.

Release Figure Methodology (RFM)

If RFM is used, educate recruitment counselors on the basics, including the purpose and benefits of RFM.

The purpose of RFM is threefold:

1. To maximize the number of PNMs who ultimately affiliate with a sorority during recruitment.
2. To allow each PNM to methodically investigate realistic options and match with a chapter for which she has a preference among those options.
3. To enable each chapter to invite a sufficient number of PNMs to each round to match to quota at the conclusion of recruitment.

Benefits of RFM

Campuses and chapters that use RFM see these benefits:

- A higher percentage of chapters pledge quota.
- PNMs who complete recruitment in good faith and maximize their options are matched.
- More chapters achieve size parity, which equals a stronger College Panhellenic community.
- PNMs can focus on the chapters they have a realistic opportunity to pledge.



- Chapters can focus on PNMs they are interested in pledging.

Recruitment Selection Process

Recruitment counselors should explain the recruitment selection process for PNMs so they are fully equipped to navigate recruitment and make educated decisions.

Mutual selection refers to the selection process by which PNMs and sororities mutually choose each other. While this is true, a statement about the final stage of the recruitment process after MRABA signing to bid matching is more accurate.

As recruitment counselors, it is vital to educate PNMs on the selection process, which begins with priority ranking for PNMs and invitation lists for chapters. Priority ranking is a method by which PNMs cluster chapters together for the maximum number of events they can attend in the next round. The cluster ranking does not have a preference order. However, the remaining chapters outside of the cluster must be listed in the PNMs' preference order.

Here is a case study of priority ranking for a campus with a 7-5-2 RFM format.

The PNM, Emma, ranks all seven chapters she attended for the first round of recruitment in this way. She will cluster rank five chapters because that is the maximum number of chapters she could visit for round two. Then, the PNM will rank the remaining chapters in order.

- 1 Beta Beta
- 1 Gamma Gamma
- 1 Chi Chi
- 1 Epsilon Epsilon
- 1 Zeta Zeta
- 2 Delta Delta
- 3 Alpha Alpha

As you can see, Emma will not release any chapters. She *could* receive her second or third-ranked chapter options (Delta Delta and Alpha Alpha) on her round two schedule.

Following this example, Emma received her round two schedule and was invited back to four chapters. Her schedule includes Beta Beta, Gamma Gamma, Zeta Zeta, and Alpha Alpha.

After attending round two, Emma would submit another priority ranking selection hopeful for round three invitations. For round three, Emma can attend up to two events for the preference round, so she would cluster rank two chapters and then order rank the remaining two chapters she attended for round two. Again, Emma



does not release any chapters; she only ranks them and could be invited and scheduled to attend her second and third-ranked chapter options for preference events.

- 1 Beta Beta
- 1 Zeta Zeta
- 2 Gamma Gamma
- 3 Alpha Alpha

We will continue with this example in the PNM's preference schedule. The PNM received her round three schedule for preference and was invited back to two chapters. Her schedule includes Zeta Zeta and Alpha Alpha.

Emma would then attend both preference events and if she wants to continue in the primary recruitment process, she would complete, sign and submit an MRABA. To finalize this example, the PNM completes her MRABA by submitting the following preferences:

- 1 Zeta Zeta
- 2 Alpha Alpha

In the final selection of preferences on the MRABA, order is extremely important.

Chapter Invitation Lists

Before we share which chapter this PNM received a bid to on Bid Day, let's review the chapter's perspective of recruitment selection.

After round one, all chapters were given a number for their invitation list, also known as a carry figure. The chapter could not invite more than the number provided. Emma was on four chapters' invitation lists for round two. Three chapters chose not to invite Emma back to round two. Even though she cluster ranked Chi Chi and Epsilon Epsilon, she was not scheduled for those chapters because the chapters did not invite her back. This exemplifies why "mutual" selection might not best describe chapter invitation lists and PNM priority ranking.

Continuing with the chapter's perspective from round two by making invitation lists for round three (preference), Emma received two chapter preference invitations. One chapter, Zeta Zeta was in Emma's cluster ranking. However, one was not: Alpha Alpha.

Moving forward, every chapter will operate a little differently. However, these two chapters that invited Emma to their preference event would then list her on their bid list and this is where the decision moves from the chapter to more of a decision on PNM Emma.



PNM Preferences

After Emma submits her preferences and the chapters submit their bid lists, bid matching can take place. As stated before, both chapters would have put Emma on their bid list; however, we do not know where that placement might be compared to the campus quota for that primary recruitment.

For example, Emma listed Zeta Zeta as her number one preference and then listed Alpha Alpha. Zeta Zeta had Emma on their list within the quota of 50, so because Emma put Zeta Zeta first and she matched to Zeta Zeta within the quota, she became a **Zeta Zeta new member!**

Conclusion

Mutual selection ensures that PNMs and sororities have authority in recruitment decisions. It allows PNMs to find a sorority that aligns with their values and interests while allowing sororities to recruit members who they believe will be a good fit for their organization.