



## Training Concept: Recruitment Logistics

Logistics may not be the most exciting part of training but are 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, actually 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 section of training 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 easily 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 when talking about sorority life. Although some PNM’s arrive on campus with a great deal of knowledge about sororities, others are going to pronounce the Greek letter chi as they would “chai tea.”

However informed a PNM is, every campus has its own community terms and definitions. While many of them are standard, local definitions may cause confusion. 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 a 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 COB process is not structured by the College Panhellenic, 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 membership of a sorority 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 preference round but attended more than one preference event.
- Inter/national or executive office (“headquarters”) – a term referring 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 a 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 close of preference events and prior to the distribution of bids when there is no communication between potential new members and sorority women.
- Total – the allowable chapter size on a campus, as determined by the College Panhellenic, 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 is unable to grow due to 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 suppress quota as well 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., you should empower and coach PNMs to ask those questions to the chapter at the next available opportunity in recruitment.



## **Recruitment Rule Violations and Judicial 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 Panhellenic president and fraternity/sorority advisor should lead this topic because of their involvement in the judicial process.

The best way to illustrate this concept is through role play. First, counselors should walk through common recruitment rule violations, practicing informal discussions that resolve the issue. Then they should walk through what to do if informal discussion fails and an infraction must be filed. Have copies of the [College Panhellenic Violation 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 a mediation or judicial board hearing if she does file a violation report.

For additional training ideas, feel free to use Unanimous Agreement VII. College Panhellenic Judicial Procedure, the [judicial procedure infographic](#) or the [judicial officer e-learning module](#).

## **Membership Recruitment Acceptance Binding Agreement (MRABA)**

Recruitment counselors must understand and be able to articulate the meaning of the MRABA.

Although they are prepared to answer questions about the document, recruitment counselors should not be involved with any PNMs in the process of 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 given the opportunity to sign an MRABA. In order to receive a bid from a sorority on campus at that time, the MRABA must be signed. The MRABA is used on every campus that has a College Panhellenic.

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

Before the MRABA is signed, all PNMs should be read the approved "MRABA script." If questions arise, the fraternity/sorority advisor, other staff members or fraternity/sorority volunteers present should provide the proper answers.

Recruitment counselors should discuss the mutual-selection process and, specifically, the MRABA throughout recruitment to prepare PNMs for this crucial step.

Below is an explanation of the sections of the MRABA. A copy of the MRABA and the MRABA script are in the NPC Manual of Information.



### **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 has the choice to submit an MRABA, make her sorority ranking selection and receive a bid. She also has the option to not submit an MRABA and remove herself from the recruitment process. She will still be eligible as a snap bid and for continuous open bidding (COB) should she choose not to submit an MRABA.

### **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 of membership.
- She has the option to not list a sorority if she is certain she will not accept a bid.
- While maximizing options will increase a chance of a PNM receiving a bid, she should never be forced to write down all her options. Maximizing her options does not increase the likelihood of receiving a bid to her first choice.
- The PNM acknowledges, should she choose to limit her options and not write all the sororities whose preference round she attended, she may not receive a bid at the end of this recruitment process.

### **Part 3:**

- Once the MRABA is signed and submitted, a PNM cannot change her selections. This includes adding, subtracting and changing the rank order.
- If a PNM does not receive a bid at the end of this process, the PNM is eligible for COB. Not all sororities may be open or participate in COB, so 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 did acknowledge she would only list the sororities that she would accept a bid of membership. By declining the bid, she is bound by the agreement to wait until the next primary recruitment on this campus.
- The MRABA states NPC Unanimous Agreement III. The Panhellenic Compact that explains being bound to the MRABA until the next primary recruitment.

### **Part 4:**

- The PNM will list in rank order of her preference the sororities from which 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 if she is initiated into an NPC organization, she cannot join another.

Again, once she submits the form, the order cannot be altered. Facts about the MRABA:

- PNM's should list on the form only those chapters from which they are willing to accept a bid.
- They should not be "forced" to maximize their options if they are not willing 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.
- PNMs who maximize their options (that is, list all or the maximum number of chapters whose preference events they attended) are guaranteed placement in the recruitment process.

Participating in a mock MRABA signing is enlightening. Set up the session in the same way (same room, with the same computer access) that it will be for the PNMs. Have the fraternity/sorority advisor read aloud the MRABA script while each recruitment counselor reads and completes her own MRABA.

### **Release Figure Methodology**

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 for which they have a realistic opportunity to pledge.
- Chapters can focus on PNMs they are interested in pledging.