



Recruitment Retention Survey Analysis

The National Panhellenic Conference (NPC) surveyed College Panhellenics with 95% or higher recruitment retention from the primary recruitment term of the 2022-23 academic year. For this survey, recruitment retention was defined as the change from the recruitment registrants to the open house pool (OHP).

There were 87 College Panhellenic fraternity/sorority advisors (FSAs) who completed the survey (out of the 110 the survey was sent to), nearly 80% of the identified campuses. Below are the takeaways and insights from high recruitment retention campuses:

- 47% have primary recruitment registration live for **three months**.
- 76% host the open house round **within one week** of closing recruitment registration.
- 72% charge **\$75 or less** as a recruitment registration fee.
- A positive correlation exists between the number of women registered for recruitment and the recruitment registration fee (the more women registered, the higher the registration fee), where the **lowest** likely **registration fee** would be **\$25**.
- College Panhellenics, with a **disassociated recruitment counselor** program, charge potential new members (PNMs) nearly two times (\$86) the registration fee of an **associated recruitment counselor** program (\$44).

Survey Respondent Details

- Primary Recruitment Term
 - 64 in the fall
 - 23 in the spring
- Recruitment Counselor Programs
 - 60 disassociated recruitment counselors
 - 27 associated recruitment counselors

Top Themes to Increase Registration to OHP Retention

- Communication
 - Ensure effective and consistent communication with PNMs before recruitment by providing information, answering questions and keeping them engaged and informed.
- Engagement
 - Create a proactive, supportive and engaging environment for PNMs by establishing personal connections with recruitment counselors by offering opportunities to build relationships, provide resources and address questions about recruitment before the open house round.
- Education
 - Begin education early, often and through a variety of methods and modalities. Host a comprehensive PNM orientation, provide clear instructions and equip PNMs with the necessary education, knowledge and resources to navigate recruitment.



Top three directives for College Panhellenics to communicate, engage and educate PNMs once registered for recruitment.

1. Execute a Communication Strategy

- Establish effective communication plans to create a comprehensive strategy informing PNMs about updates, events and important information, increasing transparency in the recruitment process.
- Utilize websites, email newsletters, recruitment software, group messaging or social media platforms to communicate consistently with PNMs.
- Send regular updates, reminders and important details about the recruitment process, events and deadlines through your communication channels.

2. Foster Engagement

- Assign knowledgeable, supportive and engaging recruitment counselors to PNMs once registered.
- Recruitment counselors should establish early and regular interactive communication through group chats or messaging platforms to develop relationships, address questions, provide guidance and offer support before recruitment.
- Consistently engage with PNMs leading up to recruitment events to ensure they can access accurate information and feel connected during the pre-recruitment period.
- Encourage recruitment counselors to maintain strong contact with PNMs through intentional outreach and providing guidance to create a supportive and engaging relationship.
- Create opportunities for PNMs to engage in conversations and build connections with their recruitment counselor by organizing activities that promote interaction and fun.

3. Provide Comprehensive Education

- Quickly after PNMs register ensure they understand what to expect throughout the recruitment experience by providing detailed resources such as information guides or videos to review before recruitment starts. These resources should include essential information, including recruitment expectations, round details, schedules, time commitment and logistics.
- Conduct a well-rounded PNM orientation to provide essential information about the recruitment process, rules and expectations. Ideally, orientation is at most five days before the first round of recruitment.
- If hosting recruitment after classes begin, host in-person, interactive small group gatherings where PNMs can ask questions and receive clarifying details from their recruitment counselor so they are well-informed and prepared for the upcoming recruitment rounds.
- Distribute the Membership Recruitment Acceptance Binding Agreement (MRABA) and other detailed priority ranking information to all PNMs once registered so they are fully equipped to make educated decisions throughout recruitment. Additional MRABA education can be conducted at PNM orientation and in recruitment counselor small groups.

College Panhellenics can provide PNMs with a strong foundation of information, personalized support systems and meaningful connections with recruitment counselors to seamlessly navigate and enjoy their recruitment experience.