



Recruitment Monthly Task List

This resource includes most tasks that a College Panhellenic needs to complete for a successful primary recruitment. Some items may not apply to every campus. In most cases, these tasks should be a shared responsibility among multiple officers (i.e., president, recruitment officer and marketing officer).

All tasks have been assigned one of the following categories:

- Administrative Tasks
- Operational & Logistical Tasks
- Recruitment Counselor Tasks
- Recruitment Marketing Tasks

10-12 Months Before Recruitment
<p>Administrative Tasks</p> <ul style="list-style-type: none"> ● Distribute surveys to gather feedback from registered PNMs, chapter officers, chapter advisors, College Panhellenic officers and recruitment counselors from the previous primary recruitment. <p>Operational & Logistical Tasks</p> <ul style="list-style-type: none"> ● Evaluate primary recruitment using the Recruitment Success Assessment. Determine any necessary shifts needed for the next primary recruitment. <ul style="list-style-type: none"> ○ <i>If applicable</i>, secure recruitment venues and facilities. <p>Recruitment Counselor Tasks</p> <ul style="list-style-type: none"> ● Determine the recruitment counselor application timeline and make necessary edits to the application. <p>Complete By Date: _____</p>

8-10 Months Before Recruitment
<p>Administrative Tasks</p> <ul style="list-style-type: none"> ● Review recruitment rules using the NPC recruitment rules template. <ul style="list-style-type: none"> ○ <i>If applicable</i>, review recruitment dates and other promotional event dates. ● Ensure chapters share proposed recruitment rules with their inter/national organization (e.g., chief panhellenic officer) to review and provide feedback. ● Send proposed recruitment rules to your NPC College Panhellenic area advisor to review and provide feedback. ● Organize chapter recruitment chair contact information. Set up a secure/private group on Facebook, Google, GroupMe or another online tool to maintain open communication with these leaders and include the chapter recruitment advisor. ● Set a deadline for chapters to submit any required items for approval (e.g., accessibility plans). <p>Recruitment Counselor Tasks</p> <ul style="list-style-type: none"> ● Recruit Panhellenic members for recruitment counselor applications by holding interest meetings to



8-10 Months Before Recruitment

review the role, expectations and selection process.

- Promote the recruitment counselor role by speaking at chapter meetings, distributing the application to Panhellenic delegates and posting it on social media.
- Book the location for recruitment counselor training.

Recruitment Marketing Tasks

- Determine recruitment branding materials (e.g., logos, fonts).
- Review and edit the College Panhellenic website.
 - Ensure the value proposition for joining a sorority is front and center.
 - Include recruitment dates, registration deadlines, fees and a brief overview of the recruitment structure and what PNMs can expect.
 - List contact information for the Panhellenic advisor and Panhellenic recruitment team on the campus and College Panhellenic website.

Complete By Date: _____

6-8 Months Before Recruitment

Administrative Tasks

- Finalize recruitment rules and dates.
- Present recruitment rules to delegates and vote to approve the recruitment rules at the next College Panhellenic meeting.

Operational & Logistical Tasks

- Develop a comprehensive recruitment schedule to include day-by-day and event-by-event details.
 - *If applicable*, plan transportation logistics.

Recruitment Counselor Tasks

- Recruitment counselor applications are due.
- Hold [interviews](#) (including reviewing the time commitments and important dates with all candidates) and select recruitment counselors.

Recruitment Marketing Tasks

- Create a recruitment marketing plan, including but not limited to social media, print media and common campus marketing avenues.
 - Laser in on your audience: potential new members (PNMs).
 - Focus on the platforms that matter most to your audience. (TikTok and Instagram)
 - Create the right content
 - What do the PNMs for your campus need to know?
 - How can they be better educated by reading/following your content?
 - What information is engaging for PNMs? ■ How are you sharing about the value of the sorority experience – a support network, a sense of belonging, a home away from home, academic achievement, philanthropic impact, and beyond?
- Design a recruitment brochure or guide through Canva (or similar platforms) that includes recruitment expectations, logistic details and round information.



- Print the recruitment guide to pass out at sorority promotional events if budget allows.
- Link the digital version of the recruitment guide to the institution’s website, College Panhellenic website and Instagram’s LinkTree.
- Utilize the NPC [recruitment marketing checklist](#).
- Update the campus, College Panhellenic website and all social media channels with correct recruitment dates and other important information.

Complete By Date: _____

6 Months Before Recruitment

Administrative Tasks

- If not completed, vote on recruitment rules for the next primary recruitment.
 - Don’t forget to include the schedule with event details.
- Review and update Panhellenic recruitment team tasks (e.g., discuss who is responsible for what and determine deadlines).
- Schedule and begin to hold monthly meetings with chapter recruitment teams.

Recruitment Counselor Tasks

- Set up a secure/private group on Facebook, Google, GroupMe or another online tool to maintain open communication with recruitment counselors.
- Create a recruitment counselor meeting and training [schedule](#).
- Build agendas for recruitment counselor meetings that create purposeful conversations and cover training items.
- Contact any outside speakers needed for recruitment counselor training.

Recruitment Marketing Tasks

- Host a chapter marketing round table to discuss promoting the sorority experience.
- Plan for any printed materials needed.
- Collect photos from all chapters to promote the sorority experience on the CPH social media accounts leading up to recruitment. If chapters cannot provide enough photos, host a Panhellenic photoshoot.
- Create a communications plan for recruitment counselors and the recruitment team to engage with PNMs after registering by making a list of topics when the information will be shared through email and recruitment counselor group chats.

Complete By Date: _____

5 Months Before Recruitment

Administrative Tasks

- Request to archive recruitment technology data 60-90 days before opening registration. If applicable, renew a contract with a recruitment technology company.
- Review and edit the registration form.
 - [Review registration](#) questions and make necessary edits. Keep it simple and easy to navigate.



- Remove essay questions or video requirements.
- Work with your fraternity/sorority advisor and Admission/Enrollment office to get a list of incoming (new and transfer) students to contact about sorority recruitment (personal introduction, email, paid social media ads).

Recruitment Counselor Tasks

- Begin meeting with recruitment counselors; incorporate training into every meeting.

Recruitment Marketing Tasks

- Create short recruitment educational videos for PNMs and their caregivers on Instagram and TikTok.
 - What is a sorority?
 - What is sorority life like on campus? ○ Why join and how to join? ○ What are membership expectations?
 - What does sorority membership cost?
 - What are the benefits of sorority membership?
- Involve the recruitment team in implementing the marketing plan and promoting recruitment registration.
- Work with chapter recruitment chairs and counselors to create a marketing plan to promote recruitment.

Complete By Date: _____

4 Months Before Recruitment

Administrative Tasks

- Confirm recruitment registration form information and questions.
- Finalize the email confirmation message once a PNM registers.
- Ensure the registration site has information, instructions and important details.

Recruitment Marketing Tasks

- If not scheduled, host round table discussions for chapters to discuss how they will collectively market and promote the sorority experience this year for recruitment.
- Create a content calendar that includes daily storytelling, galvanizing your community to post/share, and amplifying your voice with paid ads (if your budget allows).
- Organize organic social media pushes leading up to recruitment that engages Panhellenic women in sharing stories from their sorority experience. Once a month ask the entire panhellenic community to post on a particular topic (e.g., belonging, leadership, home away from home and sisterhood).
- Send postcards to incoming students to share the story of sorority life on campus and include registration information.

Complete By Date: _____



3 Months Before Recruitment

Administrative Tasks

- Post the registration link and deadline on the campus and College Panhellenic websites.
- The recruitment registration link should go LIVE.
- Send weekly registration updates to chapter officers so that chapters know all PNMs registered.
 - OR provide open access to all chapters so there is full transparency regarding PNM registration.
- Send email confirmation of registration to all PNMs. Follow up one week later with a welcome email from the vice president of recruitment or panhellenic present expressing encouragement and excitement.

Recruitment Counselor Tasks

- Assign recruitment counselors as soon as PNMs register.
- Engage PNMs via intentional outreach from recruitment counselors with detailed information about recruitment expectations and education.

Recruitment Marketing Tasks

- Post the registration link in your social media bio using a linktr.ee link. Ask each chapter also to do this.
- Create a recruitment registration checklist graphic to post frequently on Instagram stories.
 - List items needed for registration and the time to complete it.
 - List where potential new members (PNMs) can find links to register.
- Create a “How to Register” Instagram highlight.
- Create a “Recruitment” highlight on Instagram, add Story images with key info (dates, registration deadline, value of joining a sorority) and testimonials.
- Create an Instagram-pinned post with this critical information.
 - Include relevant hashtags for your campus, class years and your Panhellenic.
- **Follow PNMs who register!**
 - Monitor PNM engagement on social media and respond to comments and questions.
- Execute the communication plan with PNMs after they register.
 - Include both email and recruitment counselor group chats.
- Participate in new student and transfer orientation by hosting engaging tabling activities at community-fair events.

Complete By Date: _____

2 Months Before Recruitment

Administrative

- Send all registered PNMs a welcome email from the vice president of recruitment if not completed early.
- Create an email campaign with a list of topics to inform and educate PNMs the two months before recruitment.

Operational & Logistical Tasks



- Plan and conduct sorority info sessions for potential new members.
- Share training on any software or technology used with chapter officers, advisors and Panhellenic officers.

Recruitment Counselor Tasks

- Finalize the recruitment counselor refresher training details and agenda.
- Finalize and print any recruitment counselor refresher training materials.
- Contact all registered PNMs directly via text message or direct message for engagement, education and support.

Recruitment Marketing Tasks

- Continue implementing heavy recruitment promotion, including running paid ads for sorority recruitment registration.
- Create monthly community-wide social media pushes (Add Yours, Questions, story templates) for organic promotion of your sorority community.
 - Develop a plan to get your sorority community to share their experiences on a particular day.
 - Coordinate content with the social media chairs from chapters on campus on topics and timing to amplify content they are already creating.
 - Create a theme or topic for the day to guide members on what they post.
- Supplement marketing with paid posts (ads) that share the value of the experience and drive women to your registration site.

Complete By Date: _____

1 Month Before Recruitment

Administrative Tasks

- Order name tags, lanyards and other needed materials.
- Develop a PNM exit survey and post-recruitment evaluation tools.
 - *If applicable*, print any paper materials and signage.
- Send all registered PNMs (and their caregivers if you have the information) the MRABA explainer video along with the MRABA education document titled Preference Education: Final Preferences and the MRABA.

Operational & Logistical Tasks

- Ensure recruitment dates and round details are accurate in recruitment technology software.
- Host a Bid Day round table with chapter officers and advisors to review the day's logistics.

Recruitment Counselor Tasks

- Recruitment counselors contact PNMs directly for engagement, education and support.
 - If applicable, meet with and get to know their PNM groups, focusing on positive Panhellenic conversations and PNM retention throughout recruitment.
- If recruitment counselors are disassociated, disassociation begins no more than 30 days before recruitment.
- Send the PNMs a list of conversation starter questions or topics via email or group chats.

Recruitment Marketing Tasks



- Host weekly sorority life/recruitment interest sessions live sessions on Zoom, Instagram Live, etc.
- Create a video series on leadership and sisterhood.
 - Ask chapters to participate in filmed interviews about sisterhood and leadership.
 - Have a Panhellenic executive officers representative interview chapter leaders who can discuss various topics to edit or for short promotional videos.

Complete By Date: _____

2 Weeks Before Recruitment

Operational & Logistical Tasks

- Create a minute-by-minute schedule and share it with Panhellenic officers, recruitment counselors and chapters.

Recruitment Counselor Tasks

- Host recruitment counselor refresher training online or in person.
- Send encouraging notes of excitement to PNMs and any detailed information needed to share.

Recruitment Marketing Tasks

- Put signage around campus with a QR code for recruitment registration with clear deadlines.
- If classes have resumed, host informational sessions about sorority recruitment/membership and invite all unaffiliated women.
- Host a promotional table at the involvement fair or other tabling opportunities.

Complete By Date: _____

1 Week Before Recruitment

Administrative Tasks

- Host a final chapter recruitment officer round table to discuss details before recruitment.
- Prepare PNM nametags.
- If complete now, distribute PNM information to chapter recruitment officers.
- Send information about priority ranking and the MRABA options to all registered PNMs.

Operational & Logistical Tasks

- Host a mock minute-by-minute recruitment round for chapter officers and recruitment counselors.
- Keep registration open as long as possible.

Recruitment Counselor Tasks

- Host a gathering for their group to meet, get to know each other and ask questions. Grab ice cream or eat in the cafeteria together!
 - Host multiple events at different times to meet varying needs of PNM schedules.

Recruitment Marketing Tasks

- Encourage chapters to implement a final social media push for registering for recruitment.
- Host a promotional table at the involvement fair or other tabling opportunities.
 - Pass out business cards with a recruitment registration QR code.



Complete By Date: _____

3-5 Days Before Recruitment

Administrative Tasks

- Confirm that all PNMs are enrolled and have completed registration.
 - Verify accurate information (e.g., student ID number, GPA self-reported matches institutional records)
- Send one final email about recruitment round information and details about PNM orientation.

Operational & Logistical Tasks

- Host PNM orientation - schedule no more than seven days before the first recruitment round.
 - Plan the agenda to half large group session and then breakout into recruitment counselor small groups.
- **Close recruitment registration.**
- Send all registered PNMs a copy of the MRABA and link the MRABA explainer video.

Recruitment Counselor Tasks

- Send final reminders to PNM groups about their schedule and expectations.
- Encourage PNMs to ask any questions before recruitment begins.
- Educate PNMs on priority ranking for each round.
- Host a group gathering before recruitment begins (meal in the cafeteria or ice cream off campus)

Recruitment Marketing Tasks

- Execute one final social media push for PNMs to register.
- Continue to promote the sorority experience on social media.
- Share “behind the scenes” videos of the recruitment team or recruitment counselors preparing for recruitment.

Complete By Date: _____