



## 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

#### Administrative Tasks

- Distribute [surveys](#) to gather feedback from any registered PNMs, chapter officers, chapter advisors, College Panhellenic officers and recruitment counselors from the previous primary recruitment.

#### Operational & Logistical Tasks

- Evaluate primary recruitment using the [Recruitment Success Assessment](#). Determine any necessary shifts needed for the next primary recruitment.
  - *If applicable*, secure recruitment venues and facilities.

#### Recruitment Counselor Tasks

- Determine the recruitment counselor application [timeline](#) and make necessary edits to the [application](#).

**Complete By Date:** \_\_\_\_\_

### 8-10 Months Before Recruitment

#### Administrative Tasks

- Review recruitment rules using the NPC [recruitment rules template](#).
  - *If applicable*, 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).

#### Recruitment Counselor Tasks

- 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 on social media.
- Book the location for recruitment counselor training.

#### Recruitment Marketing Tasks

- Determine recruitment branding materials (e.g., logos, fonts).

**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.
- 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

- 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. Host a Panhellenic photoshoot if chapters are not able to provide enough photos.
- Create a communications plan for recruitment counselors/recruitment team to engage with PNMs after registering.

**Complete By Date:** \_\_\_\_\_

### 5 Months Before Recruitment

#### Administrative Tasks

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

#### Recruitment Counselor Tasks

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

#### Recruitment Marketing Tasks

- Work with chapter recruitment chairs and counselors to create a marketing plan to promote recruitment.
- Involve the recruitment team in implementing the marketing plan and promoting recruitment registration.
- Host a chapter marketing round table to discuss promoting the sorority experience.

**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.
- Utilize the recruitment marketing checklist to determine how the recruitment team, recruitment counselors and chapters will promote the sorority experience collectively.

**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.

#### 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.
- Monitor PNM engagement on social media and respond to comments and questions.
- Implement heavy recruitment promotion with assistance from the entire recruitment team, including recruitment counselors.
- Execute the communications plan with PNMs after they register.
- **Follow PNMs who register!**

**Complete By Date:** \_\_\_\_\_

### 2 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.

#### 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.
- Supplement marketing with paid posts (ads) that share the value of the experience and drive women to your reg 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.

#### 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.

#### Recruitment Marketing Tasks

- Host weekly sorority life/recruitment interest sessions live sessions on Zoom, Instagram Live, etc.

**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.
- Recruitment counselors send encouraging notes of excitement to PNMs and any detailed information needed to share.

**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 to all registered PNMs about priority ranking and the MRABA options.

#### 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

- Recruitment counselors should 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!

#### Recruitment Marketing Tasks

- Encourage chapters to implement a final social media push for registering for recruitment.

**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)

#### Operational & Logistical Tasks

- Host PNM orientation - schedule no more than seven days out.
- Close recruitment registration.

#### Recruitment Counselor Tasks

- Send final reminders to PNM groups about their schedule and expectations.
- Encourage PNMs to ask any questions before recruitment begins.

#### Recruitment Marketing Tasks

- Execute one final social media push for PNMs to register

**Complete By Date:**\_\_\_\_\_