



Release Figure Methodology (RFM) Update 2024

The methodology is based on a mathematical model to determine the number of invitations issued by each participating chapter in the recruitment process.

The purpose of RFM is threefold:

1. Maximize the number of potential new members (PNMs) who ultimately affiliate with a sorority through recruitment.
2. Allow each PNM to investigate realistic options methodically and ultimately match with a chapter for which she has a preference among those options.
3. Enable each chapter to invite a sufficient number of PNMs to each event round to match to quota.

Today, over 480 College Panhellenics use RFM. These Panhellenics employ a fully or partially structured recruitment style and typically have three or more NPC member organizations on campus.

Recruitment Format

Using the RFM approved recruitment format (maximum number of events a PNM can attend each round) is vital to the success of RFM on a campus. For the RFM carry figures to work effectively, there should be an even (or close to even) release structure throughout recruitment. For example, on a campus with six groups, an event format of 6-4-2 allows for a decrease of two events in each round.

The first release should be the smallest if the difference cannot be even. For instance, the event format should be 5-4-2 on a campus with five chapters. The correct format is especially critical for mid- and high relative recruiting strength (RRS) chapters because they need to release many more PNMs in the first invitational round. RRS measures a chapter's recruiting strength relative to all other chapters on campus based on....

If your College Panhellenic has added or lost a chapter since your last primary recruitment, a format change is required and should be determined in consultation with your RFM specialist. College Panhellenics using RFM can only use approved RFM formats. A vote of the College Panhellenic is not required to utilize a new approved format.

RFM and Invitations

RFM works best when the individual chapters follow the invitation (called carry figures) and flex recommendations the RFM specialist gives them. However, there may be times when a chapter and its inter/national organization decide to make intentional membership selection decisions that may involve not following the exact carry figures given. It is within the rights of each chapter and organization to determine its criteria for membership. Each chapter should be free to choose whether or not to invite women to affiliate and the College Panhellenic cannot penalize a chapter for following its selection criteria.



As soon as any chapter knows it will not be offering a PNM an invitation for membership, it should discontinue inviting her to recruitment events, even if this puts the number invited below the chapter's carry figure. It is unfair for any PNM to be invited to events by a chapter that has already decided to release her. When these exceptions are made, the organization must communicate in advance to the RFM specialist so she can make accommodations in the RFM invitation projection.

However, inviting fewer women than the carry figure issued, or "under-inviting," is discouraged. Doing so jeopardizes a chapter's chances of matching the quota, and pervasive under-inviting in the community will jeopardize overall retention. If a chapter significantly under-invites, the RFM specialist will notify that chapter's inter/national organization.

Continued support and cooperation are needed to ensure the timely submission of invitation lists and other requests for information to the College Panhellenic. Submitting invitation lists late is unacceptable and affects Panhellenic and the RFM process. Some chapters care about things other than fines or late fees. Still, tardiness delays data processing for the next round and disrupts the personal/professional schedules of the RFM specialist and fraternity/sorority advisor (FSA).

Quota

In RFM, an initial quota estimate and a quota range are calculated using the size of the OHP, the number of chapters participating in recruitment and the College Panhellenic's historical recruitment-retention rates.

The quota estimate and quota range are re-evaluated during each recruitment round. After preference or the final event round for a campus, chapters submit their bid lists. All chapters should submit their bid list in ranked preference order. All PNMs attending a chapter's preference round should be included on its bid list. College Panhellenics hand bid-matching are given a number to compile their first (or A) bid list alphabetically. All remaining PNMs attending that round are placed in rank order on the chapter's second (or B) bid list.

After receiving all signed MRABAs and studying the matching results for each option in the quota range, the FSA and RFM specialist determine quota by mutual agreement. **Quota is not determined in advance of the preference round.**

All women who maximized their options in recruitment and attended all recruitment events during the process but who were not matched in the bid-matching process are placed as quota additions.

Importance of Flex Lists

Chapters are asked to provide a flex plus list and a flex minus list in addition to their invitation list. These are used to help optimize the invitations issued by all sororities. Flex lists are powerful tools that enable the RFM specialist to ensure the number of PNMs returning to each chapter's events most closely approximates the targeted return number based on how many PNMs the chapter needs for a successful recruitment outcome.



The chapter's plus list may provide an added buffer like a safety net in case the group is having an off year in that particular round or has simply invited a larger number than usual of PNMs who did not prioritize the chapter highly. In most cases, only five or 10 PNMs will be added from the plus list, but occasionally, the entire plus list may be used, depending on the deviation from the targeted return number. Flex plus lists, though highly recommended, are optional because a chapter cannot be required to invite women it does not wish to affiliate. The College Panhellenic cannot fine or penalize a chapter for not submitting a plus list.

Chapters that receive a flex minus list request from the RFM specialist must submit one. The flex minus list is mandatory and the full number of PNMs must be provided.

Chapters that under-invite and/or do not provide plus flex lists risk not matching to quota.

Secondary Quota

Some College Panhellenics find using a secondary quota valuable when a significant number of sophomore/junior/senior women are interested in recruitment and/or the campus historically matches a low percentage of non-freshman PNMs.

The College Panhellenic, in consultation with the RFM specialist and NPC College Panhellenic area advisor, must vote to approve the implementation of a secondary quota, ideally the term before primary recruitment. Once a College Panhellenic votes to establish a secondary quota, individual chapters may only opt out of accepting those women after consulting their inter/national organizations, the FSA, and the RFM specialist before recruitment begins.

A secondary quota is only the answer for some College Panhellenics. It is advantageous when it helps second, third or fourth-year students who were not placed through previous recruitments, they transferred in or chose not to participate in previous primary recruitments.

RFM Benefits

College Panhellenics and chapters using RFM see these benefits:

- A higher percentage of chapters match to quota.
- PNMs who complete the recruitment process in good faith and maximize their options are matched.
- More Panhellenic chapters have achieved parity (all chapters are approximately the same size), which leads to a stronger Panhellenic community.
- PNMs can focus on chapters they have a real opportunity to join.
- Chapters can focus on PNMs they are interested in pledging.



Panhellenic RFM Committee

Over seventy volunteers, called RFM specialists, comprise the Panhellenic RFM Committee, representing the NPC member organizations, including organizational council/board members, staff and FSAs. These individuals have undergone extensive training on RFM implementation and pledged their support and cooperation to maintain a Panhellenic perspective.

RFM Specialist Communication and Responsibilities

- Works with the FSA on RFM-related matters throughout the RFM process.
- Recommends to the Panhellenic and FSA necessary format (event progression) changes as needed and directed by the RFM model.
- Copies the NPC area advisor on initial RFM correspondence with the campus.
- Follows up with the area advisor after recruitment to report overall recruitment results and issues that must be addressed.
- Prepares and distributes the total summary report to the FSA and the area advisor immediately following bid matching.
- Shares any general concerns/issues with the area advisor that may have been discussed with or raised by the FSA during the recruitment process.
- Communicates with a member organization's RFM contact and/or chief panhellenic officer if experiencing an issue with a chapter not following suggested invite numbers, flex numbers and/or sudden change or concern in recruitment performance.
- Communicates to the area advisor and the FSA the method by which total will be set in the non-primary recruitment term.

NPC College Panhellenic area advisor

- Regularly communicates with the Panhellenic and FSA on Panhellenic operations, answers questions and advises on on-campus situations.
- Responds to action required regarding the results of primary recruitment (e.g., vote for extension).
- Advises on all peer accountability-related matters.

Chief panhellenic officer or member organization's RFM contact

- Communicate with the RFM specialist if her organization's chapter will incorporate any special recruitment strategies that would impact the number of women invited to recruitment rounds.
- Ensure her organizational contacts respond promptly to requests/issues the RFM specialist raises during recruitment.