



## Comprehensive Recruitment Assessment

Before positive changes and growth can occur, it is imperative to identify the strengths, weaknesses, opportunities and threats to the College Panhellenic community. The best way to do that is to engage the entire community in a comprehensive analysis to identify the root causes of challenges and determine a path toward the goal of growing the Panhellenic community.

Gather stakeholders in the community, including Panhellenic officers, chapter officers and advisors, the primary panhellenic advisor and your NPC College Panhellenic area advisor, to have a conversation. Below are sample questions to prompt a high-quality discussion.

### Strengths

- What are you most proud of regarding Panhellenic recruitment?
- Why would potential new members (PNMs) be interested in joining a sorority on your campus?
- What keeps PNMs engaged as they experience recruitment on campus?
- What does the sorority experience provide on campus that no other student organization can?
- What contributes to overall Panhellenic recruitment and COB success?

### Weaknesses

- What is holding your Panhellenic community back from seeing substantial growth?
- What do PNMs frequently complain about?
- What do chapters frequently complain about?
- Are there rules restricting the growth of the community?
- What factors prevent community growth?

### Opportunities

- What portions of recruitment can the College Panhellenic change?
- What portions of recruitment can each chapter within the College Panhellenic change?
- What opportunities exist for sharing your campus sorority experience through social media?
- Are there campus departments that Panhellenic can partner with to reach a wider audience?
- Are there ways to make the sorority experience more visible and attractive on campus?

### Threats

- Why are PNMs choosing not to sign up for recruitment?
- Why are PNMs leaving recruitment?
- Why are PNMs unengaged and/or resigning from the primary recruitment process?
- What is happening in the campus climate and culture that is threatening Panhellenic growth?



<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>



## Recruitment Evaluation & Assessment

- What information from previous recruitment or PNM surveys exists?
- What do various constituents say about the Panhellenic recruitment experience?
  - Active members
  - Chapter leadership
  - Recruitment counselors
  - PNMs
  - Panhellenic officers
  - Non-members/unaffiliated women
  - Campus administration
  - Parents/caregivers
- Are PNMs who withdraw from the recruitment process being surveyed about their experience? If yes, what do the surveys reveal?
  - Are they interested in joining a sorority through continuous open bidding (COB)?

## Recruitment Rules

*Review before the College Panhellenic votes*

- Is the College Panhellenic using the NPC panhellenic recruitment rules [template](#)?
- Is the College Panhellenic following NPC Unanimous Agreements and policies ([reference the MOJ](#))?
- Are there restrictive policies that need to be removed?
  - Marketing, promotion and communication restrictions - *Look for sections on contact or strict silence.*
  - COB restrictions or limitations
- Are there policies that are difficult to enforce that need to be removed?



## Recruitment Schedule

*Review the detailed schedule (round by round, event by event)*

- Is recruitment held before or after classes?
  - If before classes, are there additional costs to the PNM?
- What type of space is recruitment held (e.g., chapter houses or on-campus facilities)?
- Are there any large campus-wide events to consider regarding recruitment timing?
- What is the [RFM format](#) used?
- What rounds are hosted (e.g., philanthropy, sisterhood, preference)?
  - Consider updating round titles to focus on why unaffiliated women are motivated to join, such as friendship, belonging, community, leadership/involvement and networking.
- What is the length of each round and should it be edited?
- What is the typical length of recruitment (i.e., number of calendar days)?
  - Is recruitment held over two weekends or longer than two weeks?
- Is the College Panhellenic avoiding conflicts with the institution's orientation or academic schedule?
- Is the College Panhellenic avoiding conflicts with religious or cultural holidays?
- When are recruitment events hosted (e.g., events held during night classes or when commuter students travel to and from class)?

## Recruitment Marketing

- What audience is your marketing for?
- Where is your registration link posted for social media?
  - If not, post the registration link in your social media bio using a linktr.ee link. Ask each chapter to do the same.
- What do PNMs for your campus need to know about the sorority experience and recruitment?
- How can PNMs be better educated by reading/following your content?
- How can information shared on social media be more engaging for PNMs?
- How are you sharing the value of the sorority experience – a support network, a sense of belonging, a home away from home, academic achievement, philanthropic impact and beyond?
- Does your content calendar include daily storytelling, galvanizing your community to post/share and amplifying your voice with paid ads (if your budget allows)?
- What events or activities are hosted to promote recruitment?
- What is the communication plan for PNM outreach to drive interest in recruitment registration?



## Continuous Open Bidding

- What is the perception of COB on campus?
- On average, how many chapters on campus invite women to join the chapter through COB?
- On average, how many women join collectively through COB during each primary recruitment term? In the non-primary recruitment term?
- How does the College Panhellenic market the sorority experience after primary recruitment ends?
- What is the College Panhellenic doing to educate PNMs on chapters that have COB opportunities?

## Recruitment Counselor Training

- How does the College Panhellenic market the leadership role to the Panhellenic community?
- What does the recruitment counselor's application and selection process look like?
- What does training for recruitment counselors look like? What topics are covered during the training?
- What education needs to be added to recruitment counselor training?
- What are PNMs saying about their recruitment counselor?
- Does your campus execute an associated or disassociated recruitment counselor program?

## Recruitment Registration

*Review before registration goes LIVE*

- Leverage this [recruitment registration resource](#) for feedback.
- Is the registration form too long and/or needs to be edited?
  - Are there questions asked and information required that could be removed?
- Does the registration fee correlate to the College Panhellenic's expenses for primary recruitment?
  - Reduce recruitment registration fees, but at a minimum, a \$25 registration fee is suggested.
- Are the dates when registration opens and closes listed on the registration landing page?
  - Registration should open **three months** from the date of the first round.
  - Registration should close **at most** one week before the first round (ideally three to five days before recruitment starts).
- Where is the registration link?
  - It should be listed here:
    - Institution website
    - College Panhellenic website
    - College Panhellenic social media
      - Pinned Instagram grid post
      - Instagram highlight
      - Linked to Instagram linktr.ee



## PNM Engagement

- Communication
  - What is the communication plan for sharing updates, events, and important information, increasing transparency in the recruitment process?
  - What is the communication plan before recruitment for recruitment counselors to provide information, answer questions and keep them engaged and informed?
- Engagement
  - When are recruitment counselors assigned to PNMs?
  - How are recruitment counselors instructed to engage with PNMs in frequent dialogue and intentional outreach to share detailed information about recruitment preparation?
  - If hosting recruitment after classes begin, are your recruitment counselors hosting in-person, interactive small group gatherings where PNMs can ask questions and receive clarifying details so they are well informed and prepared for the upcoming recruitment rounds?
- Education
  - How are recruitment counselors educating PNMs to understand what to expect throughout the recruitment experience?
  - How are recruitment counselors distributing the Membership Recruitment Acceptance Binding Agreement (MRABA) and other detailed priority ranking information?
  - When do PNMs receive the MRABA?

## Potential New Member Orientation

- When is PNM orientation hosted?
- What topics are covered during PNM orientation?
- Are the PNMs on your campus knowledgeable about the recruitment process and equipped to make decisions regarding ranking and selections?
  - If not, what can be improved about orientation and PNM education?