



2023-24 Recruitment Retention Survey Analysis

In June of 2023, the National Panhellenic Conference (NPC) conducted a comprehensive survey of College Panhellenics, focusing on those with a recruitment retention rate of 95% or higher from the primary recruitment term of the 2022-23 academic year. The survey defined recruitment retention as the change from the recruitment registrants to the open house pool (OHP), aimed to provide valuable insights into these successful organizations' recruitment and retention strategies.

In 2023-24, the survey was extended to all College Panhellenics using the release figure methodology (RFM) to ensure a comprehensive data set, regardless of their recruitment retention rates. This analysis presents the data collected and analyzed from the College Panhellenics that implemented primary recruitment using RFM in 2023-24. NPC sent the survey to all College Panhellenics using RFM (484). The responding campuses were 142, which is 29.33%.

Survey Respondent Details

- Primary Recruitment Term
 - 120 Fall
 - 39 before classes
 - 103 after classes
 - 22 Spring
- Recruitment Counselor Programs
 - 100 Disassociated recruitment counselors
 - 42 Associated recruitment counselors

Data Findings

- 37% of the responding College Panhellenics have primary recruitment registration open for **three months**.
- Campuses that **do not charge** for primary recruitment registration are losing **50% or more** PNMs from registration to OHP. The cost should start at \$25.
- College Panhellenics, with a **disassociated recruitment counselor** program, charges potential new members (PNMs) nearly two times (\$71) the registration fee of an **associated recruitment counselor** program (\$37)
- College Panhellenic that had 95% or higher OHP retention matched at 76% compared to campuses that had less than 95% reg to OHP retention at 63%



- There is a 13% difference between these College Panhellenics.
- If the College Panhellenic wanted to have 13% more women in the pool to match on bid day, they could multiply their previous registration number by .13 and that number of PNMs could have joined the community.
- The average registration to OHP retention for RFM campuses is 84%; 88% is the median.
 - The high is 95% - a standard deviation above the average
 - In 2022-23 - 110 College Panhellenics achieved high recruitment retention from registration to OHP
 - 2023-24 - 119 College Panhellenics achieved high recruitment retention from registration to OHP. An increase of 8.18% in College Panhellenics.

Top Themes to Increase Registration to OHP: PNM Education & Engagement

- Personalized outreach
 - Individualized Outreach: Recruitment Counselors conduct personalized outreach to address PNMs' needs and concerns, fostering positive experiences and connections.
- Digital communication
 - Social Media Engagement: Using platforms like Instagram to host Q&A sessions, giveaways, and recruitment-related content to cultivate interest and increase engagement.
 - Group Chats: Creating group chats and online spaces for PNMs to connect, interact with recruitment counselors, and build community.
 - Email Communication: Leverage email to provide important information, reminders, and updates to PNMs, ensuring they are well-informed and engaged.
- In-person contact
 - Pre-Recruitment Events: Hosting personalized events to provide PNMs with opportunities for face-to-face interaction and engagement with the Panhellenic community.
 - Orientation and Information Sessions: Conducting in-person orientation sessions and events to provide PNMs with essential knowledge about the recruitment process and create opportunities for engagement and dialogue.



Educate:

Provide PNMs with information and knowledge about the Panhellenic recruitment process, expectations, and sorority membership.

- Send a confirmation email to registered PNMs with the next steps to prepare them for recruitment.
- Offer information sessions where PNMs learn about sorority membership and recruitment logistics.
- Host PNM orientation sessions to provide comprehensive information about the recruitment process, expectations, and schedules.
- Develop a PNM Guide to educate PNMs about the recruitment process, outfits for each round, vocabulary, and information about each chapter.
- Provide financial transparency information with detailed breakdowns for all chapters.
- Conduct information sessions for parents of PNMs to answer questions about recruitment and sorority membership.
- If applicable, host house tours will allow PNMs to learn about each chapter and interact with members before recruitment begins.
- Utilize social media to share essential recruitment information and updates, such as frequently asked questions.

Engage:

Actively involve PNMs in the recruitment process by fostering connections with them, recruitment counselors, and sorority members.

- Hosting events like "Meet Your RC" and PNM bonding nights to facilitate interactions between PNMs and recruitment counselors, allowing them to connect and build relationships.
- Organize group activities during orientation and meet-and-greet events to help PNMs feel comfortable and engaged.
- Create group chats for PNMs and recruitment counselors to foster ongoing communication and engagement.
- Encouraging recruitment counselors to contact PNMs individually through calls, texts, and emails to provide support, answer questions, and build rapport.
- Host virtual kickoff events and social hours to encourage PNMs to interact and engage with each other and sorority members.
- Provide opportunities for PNMs to participate in icebreaker activities and discussions during orientation and information sessions.