

Resolved to Educate

Recruitment Styles

Every College Panhellenic should assess its recruitment style annually and determine whether a change is needed to meet the needs of its community. All membership recruitment programs should be planned to provide opportunities for the greatest number of women to become sorority members.

Recruitment Style (2003, 2023) – POLICY

Should a change in recruitment style be determined by a College Panhellenic, implementing the new style shall go into effect for the next regularly scheduled primary recruitment period or a future primary recruitment period as voted upon by the College Panhellenic.

Recruitment Styles

Fully structured recruitment (FSR): FSR is successful where the number of interested women and recruitment participants is high. This style requires registration, a fully Panhellenic coordinated schedule and multiple invitational rounds that must adhere to Release Figure Methodology (RFM) procedures and follow the [approved RFM format](#). It is the most restrictive recruitment style.

Partially structured recruitment (PSR): PSR is successful when the College Panhellenic culture calls for flexibility to make sorority membership more attractive to unaffiliated women. PSR is the best style fit if the College Panhellenic needs structure and flexibility. This style still requires registration and must follow RFM procedures and the [approved RFM format](#). The Panhellenic and individual chapters collaborate to create the PSR schedule.

Typically, PSR only has two recruitment rounds (first round/open house round and preference). Unlike the other two recruitment styles, it can be tailored (within parameters) to meet community needs. All flexibility needs must be met within the first round. PSR cannot have multiple invitational rounds. It can suit growing College Panhellenics, who are ready for more structure but not FSR. This style is only recommended for College Panhellenics with three to five chapters participating in primary recruitment. If there are College Panhellenics that have a higher chapter count interested in PSR, questions should be directed toward the NPC College Panhellenic area advisor or the NPC Recruitment staff.

Continuous recruitment (CR): CR is successful with a small pool of women interested in the sorority experience and a few sororities. This style is recommended for College Panhellenics, which has one, two, and sometimes three chapters. It also suits College Panhellenics with low sorority interest and a high commuter population. RFM is not used in this style. A College Panhellenic should promote the sorority experience rather than manage the recruitment activities of the chapters. The College Panhellenic coordinates general marketing, basic guidelines, a

calendar with essential dates and collects signed [continuous open bidding membership recruitment acceptance binding agreements \(COB MRABAs\)](#).

When to Assess Recruitment Style

Assess immediately after primary recruitment ends to make necessary changes before the next one. Implement recruitment evaluations to review qualitative data in combination with RFM quantitative data.

How to Assess Recruitment Style

The [Recruitment Style Assessment](#) will help determine if the Panhellenic should consider a specific recruitment style change for the primary recruitment process. The College Panhellenic, in consultation with the fraternity/sorority advisor and NPC College Panhellenic area advisor, should complete the assessment to determine the style best suited for the College Panhellenic.

How to Begin a Recruitment Style Shift Discussion

If the Recruitment Style Assessment indicates a change, begin the discussion with all key stakeholders in the Panhellenic community, such as chapter presidents, recruitment officers and advisors. College Panhellenic officers and the fraternity/sorority advisor should work together to prepare information and statistics for future decisions.

Remember that the recruitment style impacts the potential new member's (PNM's) experience. Their experience should be at the forefront of discussions about changing recruitment styles.

How to Implement a Recruitment Style Shift

When changes to recruitment are presented, allow for discussion. The College Panhellenic will ultimately need to vote for a change in recruitment style, and the chapter Panhellenic delegates should be well-informed before voting on behalf of their chapter. Follow the College Panhellenic bylaws for specifics on vote timing, etc. It is acceptable for the delegates to vote first on the overall change in recruitment style and then the details can be worked out later (in the recruitment rules). The schedule and logistics section of the recruitment rules template should reflect the details of the recruitment style.

When implementing a recruitment style shift, stakeholders will need education. Those interested in your Panhellenic (PNMs, parents, campus administrators, alumnae, etc.) will need additional education about the new expectations of the primary recruitment period.

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