

Resolved to Educate

Values-Based Recruitment

The National Panhellenic Conference (NPC) is a values-based organization. The shared values of the Panhellenic Creed bind together its 26 member organizations. Each College Panhellenic and individual chapter must ensure that all Panhellenic recruitment events are values-based and reflect the Panhellenic sorority experience.

Expressing Panhellenic sorority values publicly illuminates the expectations and standards guiding the member organizations and chapters. It assures that the women attracted to our organizations understand and embrace the commitment to living those values.

A values-based approach must be used with all recruitment styles.

Values-Based Recruitment Policy (1989, 1991, 1997, 2003, 2015, 2019, 2022) – POLICY

All College Panhellenics and their member chapters shall incorporate the following policies into their membership recruitment programs:

- Focus on conversations between chapter members and potential new members about organizational values and member organizations.
- Establish guidelines for membership recruitment budgets and set a cap on membership recruitment expenses, including the value of all donated goods and services.
- Keep decorations to a minimum and confined to the interior space used for recruitment rounds.
- Eliminate the required purchasing of recruitment event attire for chapter members.
- Eliminate gifts, favors, letters and notes for potential new members.
- Eliminate all forms of bid promising, oral or written, to join a certain sorority before bids are distributed by Panhellenic.
- Eliminate extraneous and costly performances. This includes but is not limited to recruitment skits and door stacks.

What is the purpose of values-based recruitment?

- To make meaningful connections and build authentic relationships between chapter members and potential new members (PNMs)
- To discover shared interests and values among chapter members and PNMs
- To display the high standards held by all NPC member organizations
- To provide PNMs with an opportunity to make informed decisions through an open, fair and unbiased experience
- To eliminate barriers to membership and create more opportunities for equity and access

What are the benefits of values-based recruitment?

- It offers a more authentic environment focused on PNMs
- There is improved transparency of financial obligations and time commitments, which provides PNMs with an increased awareness of member expectations
- Members are engaged in meaningful programming and conversations consistent with their reasons for joining
- It allows chapters to focus conversations on personal and organizational values with PNMs

What should values-based recruitment look like?

- Genuine conversations
- Warm words of welcome from chapter officers
- Inter/national philanthropy video
- Testimonials by members about chapter activities and experiences
- Tour of living facilities
- Presentation on chapter support and involvement of campus and Panhellenic events
- Organizational history, values and strengths presentations
- Sharing financial obligations, academic expectations or new member requirements

Values-based Recruitment Frequently Asked Questions

What is an extraneous performance?

Recruitment should focus on sharing information about the membership experience and getting to know PNMs. Connection and genuine relationships should be the focus. Anything not focused on those things, such as practicing, rehearsing, and organizing a moment of song, dance, or musical instrument, should be reconsidered. Ask this question to prompt discussion: Does this take time away from focusing on building conversation skills?

Can a chapter wear matching philanthropy T-shirts?

Yes, chapters can purchase philanthropy T-shirts for members through their recruitment budget. This cost should be in the chapter recruitment budget and not assessed to the individual member at a later time. These T-shirts could also be from a philanthropy event from last year.

What is a door stack?

A door stack is a performance (singing/chanting/clapping) for PNMs to pause and watch before they enter a recruitment event. A doorstack includes, but is not limited to, active members hovered together, inches apart, in rows kneeling, squatting and bending over to create layers (stacking). It is organized and systematic. It requires practice and assignment of members into particular locations within the pyramid or stack. When the doors open to the recruitment event, PNMs should be able to walk in immediately, waiting for a performance is not allowed.

Are entrance and exit songs sung by members allowed?

First, the College Panhellenic should dialogue with chapter recruitment leadership regarding whether entrance/exit songs add value to recruitment events. Ultimately, entrance and exit songs are allowed if they are not executed as performances. If entrance/exit songs do not pause the PNMs from entering or require the programming to stop and the PNMs must watch the songs, then they are not considered performances. Singing/chanting while entering a recruitment event must not be a performance for PNMs to watch/observe.

How can a College Panhellenic coach chapters to share organizational values in recruitment rounds?

- Host round table discussions about recruitment education, training and coaching to active sisters who will be executing recruitment.
- Discuss the idea of changing the round themes to “values,” “belonging,” or “community” nights. Detail the stories and experiences that could be shared in conversation to enhance the PNMs' experience of learning more about what it is like to be in a sorority.
- Determine which round the financial transparency information will be shared with PNMs. Host a mock recruitment session with other chapters focused on finances to clarify if there are any unclear or confusing components a PNM may experience.

Sample questions to provide PNMs to have values-based recruitment conversations with chapter members

- Why did you choose this campus?
- Tell me about your hometown.
- What are you involved in on campus?
- How do you like to spend your time?
- How did your chapter provide belonging or a sense of community?
- How did you balance academics and sorority activities?
- What have you gained from sorority membership?
- How do you give back as a sorority woman?
- What most excites you about sorority membership?
- What about your chapter is most interesting?

What is the role of the College Panhellenic?

The College Panhellenic should regularly discuss current recruitment practices and ensure that chapters continue to provide an authentic experience for PNMs. Panhellenic officers and recruitment counselors can coach PNMs on how to ask questions centered around values-based recruitment. Chapters should also be willing to challenge the status quo on previous traditions on campus that no longer feel authentic to the current sorority experience.

What is bid promising and why is it not values-based?

PNMs should have a recruitment experience that is informed by the conversations and values of each chapter and not influenced by misleading promises. Bid promising, the intentional or unintentional actions that lead a PNM to perceive she will be receiving a bid to a particular chapter, can set up a PNM for unrealistic expectations, lead to disappointment and may result in the PNM removing herself from the recruitment process.

Values-based recruitment means sharing information about chapters within positive Panhellenic contact. As bid promising may look different on each campus, potentially outlined in Panhellenic recruitment rules, it is important that the College Panhellenic educate all women, including PNMs, on bid promising and what it looks like.

How does values-based recruitment enhance a PNM's experience?

Values-based recruitment is solely focused on the foundational principles of sorority membership. It provides a transparent experience for PNMs that allows them to better understand what it means to be in a sorority. PNMs would see the authentic and genuine relationships between sisters and be able to envision themselves as part of that chapter. Chapters would communicate the lifelong support, acceptance, and growth that membership offers to women.

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