



## Notable Trends in Panhellenic Recruitment

The ever-evolving demographics of college-bound women, lower enrollments of women on many campuses and the need to clearly communicate the benefits of sorority membership has necessitated a change in the way sorority recruitment functions. Sorority alumnae need to be aware of the current landscape of primary recruitment and the sorority experience in order to accurately and authentically promote sorority membership to potential new members (PNMs) and their support systems.

### Promotion of the Sorority Experience

One of the changes is the culture of increased communication between sorority women and PNMs. All sorority women are expected to promote the sorority experience. This shift was implemented to better promote sorority membership in an effort to increase growth in sorority communities by encouraging every affiliated woman to promote her personal sorority experience, therefore encouraging PNMs to participate in recruitment.

Even though NPC has strengthened its stance on promoting the sorority experience, it should be executed with a spirit of transparency and ethical behavior. Bid promising, whether verbal or through digital communication, is prohibited.

Alumnae Panhellenics should inform PNMs that they might be contacted not only by the Panhellenic but also by chapters and chapter members. This engagement should be positive and uplifting to the overall Panhellenic community. Communication and engagement should drive interest in sorority membership and point toward primary recruitment registration. Alumnae members can specifically clarify that outreach, communication and engagement (in-person or digital) never guarantees a bid or membership.

### Recruitment styles

Another change is in the (re)consideration of the style of primary recruitment. There are various ways that young women can join a sorority today. While most participate in the primary recruitment process, which is likely fully structured, more and more PNMs are joining through a process with less (partially structured) or no structure (continuous recruitment or continuous open bidding (COB)).

There are three primary recruitment styles College Panhellenics implement:



**Continuous recruitment (CR)**

- PNMs are interested in a flexible approach to joining a sorority.
- Chapters recruit almost as many or more women through COB as during fully structured or partially structured recruitment.
- Does NOT use release figure methodology (RFM).

**Partially structured recruitment (PSR)**

- The number of PNMs interested in sorority membership is large enough for a central planning process.
- There are less than six NPC chapters on campus.
- The community needs more flexibility in scheduling and implementing recruitment events (considering the size of the commuter population).

**Fully structured recruitment (FSR)**

- The number of PNMs is relatively large and recruitment registration remains high.
- The open house pool has historically been 100 PNMs or more.
- There are six to 26 NPC chapters on campus.
- At a minimum, 80 women are being matched through the recruitment process.

**Total Setting**

Finally, NPC is piloting a program where total, the allowable chapter size in a College Panhellenic community that includes new and initiated members, is set by an NPC volunteer instead of the College Panhellenic. This pilot is currently scheduled to last through the 2024-25 academic year.

Total for every College Panhellenic is set at the time of bid matching in the primary recruitment term and within the first 24 hours of the beginning of the non-primary term. College Panhellenics that use release figure methodology (RFM), will have total set by their RFM specialist. College Panhellenics that do not use RFM, will have total set by an assigned total specialist.

**How Can You Help?**

- Promote the sorority experience far and wide. Share your sorority experience with college-going women and their caregivers. Help share accurate information on today's sorority experience.
- Host sorority information events using NPC resources to explain the recruitment process and myth bust some of the assumptions about sorority membership.
  - Consider a wider range of accessibility for PNMs in your area when selecting between a physical or virtual location for any sorority information event(s).





- Decrease emphasis on letters of recommendation as they are barriers to entry.
- Focus on sharing expectations and benefits of membership by explaining the general structure of primary recruitment and highlighting the opportunities unique to sorority membership like networking and internships.