



Non-RFM 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 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?

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?

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 join a Panhellenic chapter?
- Why are PNMs unengaged with the primary recruitment process?
- What is happening in the campus culture that is threatening Panhellenic growth?

Overall comments, observations, or recommendations:



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 say they are interested in recruitment but never join being surveyed about their experience? If yes, what do the surveys reveal?
 - Are they interested in joining a sorority through continuous open bidding (COB)?

Overall comments, observations, or recommendations:

Recruitment Rules

Review before the College Panhellenic votes

- Is the College Panhellenic using the correct NPC panhellenic recruitment rules template?
 - [Continuous recruitment template](#)
 - [Structured recruitment template](#)
- Is the College Panhellenic following NPC Unanimous Agreements and policies ([reference the NPC Manual of Information](#))?
- 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?

Overall comments, observations, or recommendations:



Interest Form Review

Review before link goes LIVE

- Does your College Panhellenic have an interest form?
- Is the form too long and/or needs to be edited?
- Are the dates when the interest form opens and closes listed?
 - The interest form should be live at all times.
 - Who is monitoring the interest form responses?
 - How is the College Panhellenic following up?
- Where is the interest form link?
 - It should be listed on the:
 - Institution website
 - College Panhellenic website
 - College Panhellenic social media
 - Pinned Instagram grid post
 - Instagram highlight
 - Linked to Instagram linktr.ee

Overall comments, observations, and recommendations:

Recruitment Schedule

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

- What do sorority promotional events look like?
- What does a typical recruitment schedule look like?
- When are chapters hosting recruitment events (e.g., events held during night classes or when commuter students travel to and from class)?
- What type of space is used (e.g., chapter houses or on-campus facilities)?
- What is the typical length of recruitment (i.e., number of calendar days)?
- 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?

Overall comments, observations and recommendations:



Recruitment Marketing

- What audience is your marketing for?
- Where is your interest link posted for social media?
 - Post the interest link in your social media bio using a linktr.ee link. Ask each chapter also to do this.
- What do PNMs for your campus need to know about the sorority experience and joining a Panhellenic chapter?
- 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 the Panhellenic sorority experience?
- What is the communication plan for PNM outreach to drive interest in recruitment?
- Does your Panhellenic have ambassadors or influencers (recruitment counselors) that promote the panhellenic sorority experience on campus?
 - If not, could the Panhellenic community benefit from this type of leadership/marketing role?

Overall comments, observations and recommendations:

PNM Engagement & Education

- Engagement
 - Once a PNM completes an interest form, who will follow up with her and make a connection?
 - How are Panhellenic officers and/or recruitment counselors instructed to engage with PNMs in frequent dialogue and intentional outreach to share detailed information about recruitment preparation?
- Education
 - What is the plan to share updates, events and important information, increasing transparency in the recruitment process?
 - How is the College Panhellenic educating PNMs on what to expect about recruitment opportunities?
 - How is Panhellenic distributing the Membership Recruitment Acceptance Binding Agreement (MRABA)?
 - When do PNMs receive the MRABA?
 - Does Panhellenic host a PNM orientation or informational session?
 - If so, when?



- What is covered during the orientation?

Overall comments, observations and recommendations:

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 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?

Overall comments, observations and recommendations:

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