



## Recruitment Style Change Review Process

### Purpose of Changing Recruitment Styles

Various individuals can request a recruitment style change discussion. However, these discussions should only occur when recruitment data and feedback from potential new members and chapters in a College Panhellenic support the conversation. This document outlines the process for considering a primary recruitment style change.

### Conditions that Warrant Recruitment Style Change Consideration

The College Panhellenic should complete the [NPC recruitment style assessment](#) to determine whether it meets the conditions that warrant a recruitment style change. The assessment results will also determine whether the current recruitment style and data meet the criteria for a change. By analyzing the current recruitment style using release figure methodology (RFM) data, the College Panhellenic can evaluate the effectiveness of its approach and make informed decisions about necessary adjustments.

### Style Change Review Process

#### Step 1: Recruitment Style Change Discussion Prompt

- If conditions warrant discussing a recruitment style change, any of the following stakeholders may request a discussion by outlining the rationale for a possible change and sharing detailed results of the [NPC recruitment style assessment](#):
  - Chapter of a College Panhellenic Association via the chapter president or chapter Panhellenic delegate
  - Fraternity/sorority advisor (FSA) or, if there is no FSA, the College Panhellenic president
  - Chief panhellenic officer (CPO) of an NPC member organization with a chapter on the campus
  - NPC College Panhellenic area advisor, who supports the campus community
  - NPC Panhellenic Recruitment Committee member (PRC) who supports the campus community
  - Panhellenic RFM specialist who supports the campus community
- Deadlines for requests:
  - **November 1** for fall primary recruitment College Panhellenics
  - **April 1** for spring primary recruitment College Panhellenics
- The request must be emailed to the following stakeholders:
  - Area advisor (*who will serve as the main point of contact during this request*)
    - If the College Panhellenic participates in the NPC growth coaching program, the growth coach will *be the main point of contact*.
  - CPOs for every active chapter within the College Panhellenic Association
  - FSA and the College Panhellenic president



## Step 2: Collection of Member Organization Feedback and Responses

- Immediately following an official request made via email, the area advisor or PRC member, if applicable, will collect feedback from the CPOs of each member organization represented in the College Panhellenic through a designated NPC collection form. The form will be live for two weeks (or until all responses are received).
  - Each CPO/member organization is responsible for discussing the possibility of changing recruitment style with its local advisors, chapter members and others to gather information and make a decision.
- The area advisor or PRC member will compile the member organizations' Google form responses and email them to all stakeholders.
- *NOTE: To execute this step, contact Julie Fletcher Mincey, NPC director of growth and panhellenic recruitment, at [mincey@npcwomen.org](mailto:mincey@npcwomen.org) to get the form to send to the CPOs. Area advisors will be provided a Google folder to oversee the feedback form and the responses sheet for this process.*

## Step 3: Member Organization Discussion (If desired)

- If indicated as necessary or desirable through responses, the area advisor or PRC member will gather the CPOs.
  - The FSA may be included if a majority of CPOs desire it.
- *NOTE: To execute this step, if a Zoom meeting is needed, please contact Julie Fletcher Mincey, NPC director of growth and panhellenic recruitment, at [mincey@npcwomen.org](mailto:mincey@npcwomen.org) to set up the link on behalf of the area advisor.*

## Step 4: College Panhellenic Discussion and Education

- If most member organizations (via CPO responses) **endorse/support** a recruitment style change, the area advisor or growth coach will educate the College Panhellenic and the FSA on the endorsement and voting process, implementation and desired outcomes.
  - Then, the College Panhellenic officers will work with the FSA to educate the entire Panhellenic community on possibly changing recruitment styles.
- If most member organizations (via CPO responses) do **not** endorse/support a recruitment style change, the area advisor or PRC member should educate the College Panhellenic and FSA and recommend that no further discussion on changing styles should occur.
  - Then, the area advisor or growth coach should then lead conversations surrounding barriers to the current primary recruitment process and work with the College Panhellenic to address those instead.

## Step 5: College Panhellenic Vote (if applicable)

- The College Panhellenic may vote to recommend a recruitment style change (a two-thirds vote is required to make a change).
- Vote timing:
  - For fall primary recruitment, the vote must occur at the beginning of the spring term.
  - For winter/spring recruitment, the vote must occur at the beginning of the fall term.



- The College Panhellenic must communicate the vote results to the chapters, and the area advisor or growth coach must then share them with the CPOs.

**Step 6: Implementation (if applicable)**

- After the College Panhellenic votes to approve a recruitment style change, the Panhellenic officers will communicate with the FSA, area advisor, and chapters about implementing it.
- Regular meetings should be scheduled to discuss planning, marketing and implementation.

***Updated April 2025***