



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 entire community in a comprehensive analysis to identify the root causes of the challenges and determine a path toward 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 during recruitment on campus?
- What does the sorority experience provide on campus that no other student organization can?
- What contributes to overall Panhellenic recruitment and COB success?

Weaknesses

- What is holding your Panhellenic community back from seeing substantial membership growth?
- What do PNMs frequently complain about?
- What do chapters frequently complain about?
- Are there rules restricting the growth of the community?
- What factors prevent community growth?

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 sign up for recruitment?
- Why are PNMs leaving recruitment?
- Why are PNMs unengaged and/or resigning from the primary recruitment process?
- What is happening in the campus climate and culture that is threatening Panhellenic growth?
- What is impacting recruitment that is not in control of the College Panhellenic?



Overall comments, observations, or recommendations:

Strengths	Weaknesses
Opportunities	Threats



Continuous Open Bidding

- What is the perception of COB on campus from unaffiliated women, active sorority members and advisors?
- On average, how many chapters on campus invite women to join the chapter through COB?
- On average, how many women join collectively through COB during 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?
 - How much support does the College Panhellenic provide chapters? Is it a collaborative effort or mostly hands-off?
- What barriers exist to PNMs joining through COB?

Overall comments, observations and recommendations:



Recruitment Evaluation & Assessment

Survey Feedback

- 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
- When do most PNMs withdraw from the process?
- Are PNMs who withdraw from the recruitment process being surveyed about their experience?
If yes, what do the surveys reveal?
 - Are they interested in joining a sorority through continuous open bidding (COB)?

Recruitment Data

- What trends or information can we learn from the RFM report?
- How can we use this data to make strategic plans and decisions?

Overall comments, observations, or recommendations:



Recruitment Rules

Review before the College Panhellenic votes

- Is the College Panhellenic using the [NPC Panhellenic recruitment rules template](#)?
- Is the College Panhellenic following [NPC Unanimous Agreements and policies](#)?
- 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 or no longer relevant that need to be removed?
- Are fines assessed only for quantifiable, measurable violations?

Overall comments, observations, or recommendations:



Recruitment Schedule

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

- When is primary recruitment hosted (e.g., before or after classes begin, events held during night classes or when commuter students travel to and from class)?
 - If hosted before classes, are there additional costs to the PNM?
- What type of space is recruitment held in (e.g., chapter houses or on-campus facilities)?
- Are there any large campus-wide events to consider regarding recruitment timing?
- What [RFM format is](#) used, and is it NPC-approved?
- What rounds are hosted (e.g., philanthropy, sisterhood, preference)?
 - Consider updating round titles to focus on why unaffiliated women are motivated to join, such as friendship, belonging, community, leadership/involvement and networking.
 - Do chapters prepare songs/videos/slideshows or any other material for PNMs? Does it align with the round theme or purpose?
- What is the length of each round, and should it be edited?
- What is the typical length of recruitment (i.e., number of calendar days)?
 - Is recruitment held over two weekends or longer than two weeks?
- 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 Communication and Storytelling

- Who leads your communication efforts?
 - Is it a vice president of communications, vice president of recruitment or a team effort?
- What audience is your marketing for? What do you think they take away?
- What information or marketing is being shared with audiences other than PNMs (e.g., parents/caregivers, campus administrators)?
- What do you want every woman on campus to feel or understand about sorority life after seeing your marketing?
- What sorority membership misconceptions need to be addressed?
- What do PNMs for your campus need to know about the sorority experience and recruitment?
- 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?
- How are you sharing your community's achievements?
- How can PNMs be better educated by reading/following your content?
- Through your College Panhellenic's storytelling, what is the call to action?
- Where is your registration link posted for social media?
 - If not, post the registration link in your social media bio using a linktr.ee link. Ask each chapter to do the same.
- What is the communication plan for PNM outreach to drive interest in recruitment registration?
- How can you make information shared on social media more engaging for PNMs?
- 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 recruitment?
- Are there any opportunities to feature the Panhellenic Community outside of social media (e.g., website, campus newspaper, residence halls or partnerships with other student organizations)

Overall comments, observations and recommendations:



Recruitment Counselor Program

Application and selection process

- What role do recruitment counselors play in recruitment and how do you communicate this role to chapters?
- How does the College Panhellenic market the leadership role to the Panhellenic community?
- Do you utilize any of the NPC resources for selection, training and engagement of recruitment counselors?
- What does the recruitment counselor's application and selection process look like?
- Are recruitment counselors associated or dissociated?
 - If disassociated, has the community discussed moving to associated recruitment counselors? What are the pros and cons?

Education and training

- What does training for recruitment counselors look like?
- What topics are covered during the training?
- What education needs to be added to recruitment counselor training?
- Are there any components you would like to improve?
- How is PNM feedback used to improve recruitment counselor training?

Recruitment counselor communication

- When will a PNM first hear from a recruitment counselor?
- What are PNMs saying about their recruitment counselor?
- Does your campus execute an associated or disassociated recruitment counselor program?

Overall comments, observations and recommendations:



Recruitment Registration

Review before registration goes LIVE

- Leverage this [recruitment registration resource](#) for feedback.
- Is the registration form too long and/or needs to be edited?
 - Are there questions asked and information required that could be removed?
- Does the registration fee correlate to the College Panhellenic's expenses for primary recruitment?
 - Reduce recruitment registration fees; at a minimum, suggest a \$25 fee.
- Are the dates when registration opens and closes listed on the registration landing page?
 - Registration should open **three months** before the first round.
 - Registration should close **at most** one week before the first round (ideally three to five days before recruitment starts).
- Where is the registration link?
 - It should be listed here:
 - Institution website
 - College Panhellenic website
 - College Panhellenic social media
 - Pinned Instagram grid post
 - Instagram highlight
 - Linked to Instagram [linktr.ee](#)
- Are you sharing the registration and any posting expectations with chapters?

Use the [recruitment registration launch checklist](#) before your registration goes live!

Overall comments, observations, and recommendations:



PNM Communication, Engagement & Education

Communication

- What is the communication plan for sharing updates, events, and important information to increase transparency in the recruitment process?
 - Who owns the communication plan? Who is responsible for PNM outreach?
 - Are recruitment counselors equipped to make personal contact early, provide information, answer questions and keep them engaged and informed?
- Do PNMs receive timely and frequent information? When does Panhellenic start communicating with PNMs?
- Are you using:
 - A confirmation email with clear next steps
 - A welcome message from a real person (recruitment counselors, VP Recruitment, etc.)
 - A consistent plan of 3–5 messages before orientation?

Engagement

- When are recruitment counselors assigned to PNMs?
- How are recruitment counselors instructed to engage with PNMs in frequent dialogue and intentional outreach to share detailed information about recruitment preparation?
- What is the plan for building relationships before PNM orientation?
 - Are recruitment counselors texting, calling or direct messaging PNMs before they arrive?
 - Are there small group chats, “meet your recruitment counselor” nights or bonding opportunities before recruitment?
- If hosting recruitment after classes begin, are your recruitment counselors holding in-person, interactive small-group gatherings where PNMs can ask questions and receive clarifying details so they are well-informed and prepared for the upcoming recruitment rounds?
- What feels inviting versus intimidating?
 - Could Panhellenic host informal PNM events, such as ice cream socials or “Recruitment Q&A” nights?
 - Is your social media accurately representing the real sorority experience on your campus?

Education

- When do PNMs get information that builds confidence?
 - When do PNMs receive the MRABA and other detailed priority-ranking information?
 - When are you planning to send the MRABA explainer video?
 - Is your orientation interactive, clear and helpful, not overwhelming?
- How are recruitment counselors educating PNMs to understand what to expect throughout the recruitment experience?
 - Do PNMs know what they are walking into?



- Is your recruitment schedule visible online?
- When does your Panhellenic educate PNMs on the schedule and logistics of recruitment?

PNM Orientation

- When is PNM orientation hosted?
- What topics are covered during PNM orientation?
- Are the PNMs on your campus knowledgeable about the recruitment process and equipped to make decisions regarding ranking and selections?
 - If not, what can be improved about orientation and PNM education?
- Are you using PNM feedback to improve PNM education? If so, how?
- Is PNM orientation and education all being shared in person or are there other methods being used?
- Are there make-up opportunities for PNMs who have to miss the in-person orientation?

Overall comments, observations and recommendations:

Updated October 2026