



## Educational Support for Continuous Recruitment

### What is Continuous Recruitment?

Continuous recruitment (CR) is a relaxed structure of recruitment that is ideal for College Panhellenic communities looking for a less rigid schedule and more fluid opportunity for Panhellenic membership.

Campus characteristics:

- Most women exhibit little interest in affiliation or have no plans to affiliate
- Potential new members (PNMs) are interested in a flexible approach to joining a sorority
- There is a low percentage of undergraduate women who belong to a sorority

Panhellenic characteristics:

- Quota has historically ranged from one to nine
- There are two to three chapters on campus
- The community may be losing chapters

### Recruitment Style Assessment

The Panhellenic Council, should work in consultation with the fraternity/sorority advisor and NPC College Panhellenic area advisor to assess if the current style of recruitment meets the needs of the campus and College Panhellenic community.

The [Recruitment Style Assessment](#) will address data indicating if the Panhellenic should consider a recruitment style shift. No one style is best. Select the recruitment style most appropriate for the College Panhellenic community and campus.

### Why would our Panhellenic community consider moving to CR?

CR provides a relaxed sorority recruitment. Many factors may lead to CR being a beneficial style, such as lowering the barriers of entry to the sorority experience, hosting a process attractive to PNMs on campus and increasing the trust between the chapters through relaxing rules and regulations associated with the recruitment process. Moving away from structure in recruitment recognizes that the campus culture and community has changed and the Panhellenic community is ready to change with it.

Campuses with small Panhellenic communities are ideal for using CR. As such, the ownership of recruitment is on individual chapters and not the Panhellenic. The chapters work together to coordinate recruitment activities. The Panhellenic Council, while it is not responsible for planning and conducting a detailed recruitment process, is responsible for promoting recruitment and encouraging women to learn more and join a Panhellenic sorority. The Panhellenic Council may manage the recruitment calendar which may only need a date to reset total and perhaps an orientation for interested women.

### How do we begin to discuss a change in recruitment style?

If the [Recruitment Style Assessment](#) indicates a change in recruitment style should be considered, begin the discussion with all key stakeholders. The College Panhellenic officers and fraternity/sorority advisor should work together to prepare information and statistics that will inform future decisions. The NPC area advisor can be helpful in finding similar campuses in structure and size. These may provide great examples so stakeholders (specifically, chapter presidents, recruitment chairs and chapter advisors) can see change is possible. As possible changes to recruitment are presented, allow for discussion. The Panhellenic Council will vote for a change in recruitment style and should be informed before voting. Follow your College Panhellenic bylaws for specifics on vote timing, etc.

NOTE: When the Panhellenic Council votes to make the change, they do not have to settle all the details of the new style in one vote. It is acceptable for the delegates to vote on the overall change in recruitment style, and then the details can be worked out in the recruitment schedule and rules. When the delegates vote on updated recruitment rules and the schedule, the details will be final.



## How do we implement the change on our campus?

- **Marketing:**
  - The Panhellenic community should market the sorority experience year-round and promote membership benefits.
  - The College Panhellenic and chapters should interact with all unaffiliated women on campus to become interested in the sorority experience in alignment with NPC policy. Direct communication to PNMs should be informative about the overall sorority experience and opportunities to join.
  - Each chapter should have a specific marketing plan to directly engage with PNMs.
- **Registration:**
  - A registration process is not required. The College Panhellenic can assist in collecting a list of names and contact information to provide to chapters if desired.
  - Chapters are responsible for the one-on-one connection with PNMs and collecting PNM contact information.
- **Orientation:**
  - An orientation, if hosted, should result in contact information gathered from PNMs interested in the sorority experience. It should not be a barrier to membership or required in order to receive a bid.
- **Recruitment counselors:**
  - Recruitment counselors are not required but may be used as ambassadors to the sorority experience. They may assist in marketing the sorority experience, provide information about joining opportunities to PNMs, and answer questions from PNMs and parents/caregivers.
- **Recruitment schedule:**
  - The College Panhellenic does not set a recruitment schedule or restrict chapter events. Chapters determine recruitment events and logistics.
- **Financial transparency:**
  - The College Panhellenic should ensure chapters are providing detailed financial information to the PNMs before extending a bid.
- **Release Figure Methodology (RFM):**
  - RFM is not used, which means quota, bid matching, quota additions and snap bidding is not utilized.
- **Bid Day:**
  - There is no centralized, formal or collective bid distribution. The College Panhellenic should experience a seamless transition from CR to COB. Should the College Panhellenic wish to celebrate the chapters' new members, a social event may be scheduled at an appropriate and convenient time to honor new members.