

# Recruitment Structure Changes

Is your campus looking for a less structured and more relaxed primary recruitment?

YES

NO

Do you want some Panhellenic involvement?

YES

NO

Partially structured recruitment

Continuous recruitment

Fully structured recruitment



# Continuous Recruitment (CR) Benefits

## What are the CR benefits to PNM's?

- Very flexible scheduling to accommodate women with varying schedules and/or in different time zones.
- More relaxed setting to improve relationship building.
- Potentially less intimidating to some women.
- PNM's choose which events to attend.

## What are the CR benefits to the College Panhellenic and chapters?

- Little to no Panhellenic involvement.
- Potentially reaching a broader pool of women.
- Likely reduced recruitment budgets.
- More flexibility for chapters in event styles and execution.
- More relaxed atmosphere and no enforced time limit for events.
- Chapters may use CR to reach total.

# Continuous Recruitment (CR) Overview



Chapters  
Contact PNMs  
as they choose.



Chapters set their  
own schedules.



PNMs sign a COB  
MRABA immediately  
after accepting a bid.

## PSR includes:

- CR may include recruitment counselors to promote the sorority experience.
- Panhellenic may still promote and advertise sorority recruitment.
- CR does not use release figure methodology (RFM) or quota-setting methods.
- Chapters may need to work with their fraternity/sorority advisor (FSA) to confirm any PNM eligibility requirements prior to extending a bid.

# How Does My Campus Implement Continuous Recruitment?

**Step 1** Use the NPC Recruitment Style Assessment tool to see if CR is a good fit for your campus.

---

**Step 2** Talk to your fraternity/sorority advisor and NPC College Panhellenic Area Advisor about the change.

---

**Step 3** Share the information at a Panhellenic meeting.

---

**Step 4** Get input from the chapters on your campus.

---

**Step 5** Panhellenic votes on implementing CR.