

Educational Support for Continuous Recruitment

What is continuous recruitment (CR)

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.

Panhellenic communities that possess the following qualities are ideal for using CR.

Panhellenic characteristics:

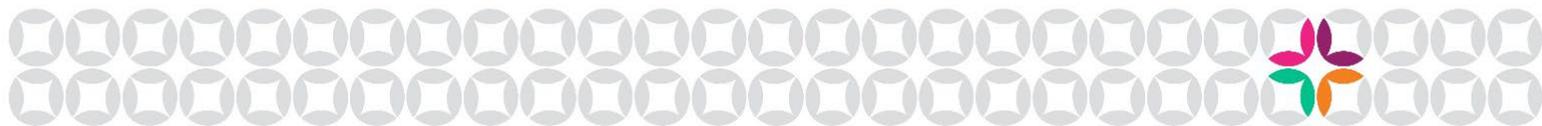
- NPC chapters on a campus number from one to three.
- Quota is from two to nine (when fully structured recruitment is used).
- Chapters recruit almost as many or more women through continuous open bidding (COB) as during fully structured recruitment.
- COB has been the preferred style of recruitment.

Campus characteristics:

- Most women exhibit little interest in affiliation or have no plans to affiliate.
- Potential new members (PNMs) are not interested in participating in a centrally planned recruitment process.

What does CR look like?

- **Marketing:** Emphasis is on one-on-one marketing, developing relationships and making friends. The Panhellenic Council and chapters work together to market sorority membership year-round, especially in summer or fall prior to recruitment.
- **Registration:** There is a simple registration process, but it is not required. A one-on-one process is emphasized. Each chapter obtains the name, phone number and email address of PNMs.
- **Orientation:** This process is designed to meet needs of PNMs via email, small-group informational events and sessions with recruitment counselors to provide information on the sorority experience. Visits with students in their residence halls, the student union and other areas on campus should be used for contacting the PNMs and meeting with them. (Most registrations, if used by College Panhellenic, will occur as a result of the orientation. However, a more structured official orientation or series of optional orientations is allowed.)
- **Recruitment counselors:** While recruitment counselors are not required with CR, they can be most helpful to assist with marketing the Panhellenic experience and to represent the College Panhellenic by encouraging women to participate in this experience. They may also help to communicate with PNMs regarding recruitment opportunities of membership. Consider utilizing College Panhellenic officers as the recruitment counselors.
- **Recruitment schedule:** There is no structured schedule. The Panhellenic Council does not set dates for recruitment or offering of bids. Chapters may incorporate recruitment events into their established chapter programs. While there isn't necessarily a structured schedule, the Panhellenic Council will adopt one academic term that primary recruitment is held (the earliest allowable time a



woman may pledge a sorority). Chapters should collaborate to avoid conflicting events. Those accepting bids sign a Continuous Open Bidding Membership Recruitment Acceptance Binding Agreement (COB MRABA).

- **Financial transparency:** The College Panhellenic should set parameters for ensuring chapters are communicating financial requirements to women who visit them during the process.
- **Release figures:** Not used.
- **Quota:** Not used; chapters bid to total.
- **Bid matching:** No bid matching is necessary with this style.
- **Bid Day:** There is no formal Bid Day. However, a College Panhellenic may coordinate an initial distribution of bids should they feel it necessary. 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 potential new members. This event must be in accordance with NPC Unanimous Agreements and policies. The potential new member signs a COB MRABA in order to receive a bid from a chapter.
- **Total:** In the academic term that primary recruitment is held, total should be set prior to chapters beginning their recruitment efforts and events. Total should be set within one week after the start of the academic term according to the method indicated in the College Panhellenic recruitment rules. The method in selecting total should be high enough to ensure the maximum growth for each chapter, taking into consideration the number of women interested in sorority affiliation through primary recruitment and COB efforts for the remainder of the term. A campus should consult its NPC area advisor on method of setting total. In the non-primary recruitment term, total should be evaluated and/or adjusted according to NPC policy. Chapters would not begin their recruitment efforts and events until total is established.

Recruitment Style Assessment tool

The Panhellenic Council, in addition to evaluating the recruitment process on an annual basis, should work in consultation with the fraternity/sorority advisor and NPC area advisor to assess if the current style of recruitment suits the needs of the campus and College Panhellenic community.

The [Recruitment Style Assessment](#) tool will help a College Panhellenic address data that may indicate if the Panhellenic should consider a specific recruitment style or change other processes. NPC supports three recruitment styles that the College Panhellenic can use to recruit potential new members. No one style is best, but it is important to select the recruitment style most appropriate for the College Panhellenic community and campus.

Why would our College Panhellenic community consider moving to CR?

CR provides for opportunities to relax the structure in 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 recognizing the campus community has changed and the College Panhellenic community is ready to change with it.

Generally, campuses with small Panhellenic communities are ideal for using CR. As such, the ownership of recruitment is on individual chapters and not the Panhellenic Council or Executive Board. 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 discussing 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 in the College Panhellenic community. The College Panhellenic officers and fraternity/sorority advisor should work together to prepare pertinent 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 can see the change is possible. The area advisor should receive copies of anything created and distributed. As possible changes to recruitment are presented, allow for discussion and debate. The Panhellenic Council will need to ultimately vote for a change in recruitment structure, and they should be well informed before voting on behalf of their chapter. Chapter presidents, recruitment chairs and chapter advisors should also be included in the conversations and asked for feedback. Follow the 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 of 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 later in the bylaws and recruitment rules. When the delegates vote on updated recruitment rules and the calendar, the details will be final.

How do we implement the change on our campus?

The value of researching other campuses and finding similar recruitment styles cannot be overstated. There is no need for a campus to reinvent the wheel when there are great models already being utilized by fellow College Panhellenics.

Remember the recruitment style affects PNMS the most. The PNM experience should be at the forefront of discussing a change in recruitment style. Those interested in your College Panhellenic (PNMs, parents, university administrators, alumnae, etc.) will need additional education about the new expectations of the primary recruitment period.