



## Educational Support for Partially Structured Recruitment

### What is partially structured recruitment (PSR)?

Partially structured recruitment (PSR) is a relaxed structure of recruitment that is ideal for Panhellenic communities looking for flexibility in recruitment scheduling and also increasing Panhellenic membership opportunities.

Panhellenic communities that possess the following qualities are ideals for using PSR.

Panhellenic characteristics:

- Three or more NPC chapters.
- Quota is 10-30 (if fully structured recruitment process is used).
- Community may be losing chapters or needs more flexibility in the scheduling and implementation of recruitment events.
- To gain interest in recruitment registration and participation in recruitment.

Campus characteristics:

- Pool of potential new members (PNMs) initially interested in sorority membership is large enough for a central planning process.
- Fully structured recruitment presents a barrier in converting the interested women into members (large withdrawal rates).
- PSR would allow for the creation of a relaxed start to recruitment that may attract more women who may have been "unlikely" or "maybe" joiners.

### What does PSR look like?

- **Marketing:** A professional approach is extremely important even if the structure is more casual. Complete the marketing assessment (found in the NPC Manual of Information) to understand why the community is no longer drawing interest as it once did. Panhellenic should seek to attract those who might be interested in joining. Any extended "silence" period outside of Strict Silence observed between the end of preference events and bid distribution, should be eliminated and Positive Panhellenic contact shall be advocated at all other times to promote the sorority experience.
- **Registration:** Simplify registration and keep it open as long as possible beyond the open house round. Encourage registrants to bring friends. Campuses should make it as easy as possible for potential new members to participate.
- **Orientation:** Panhellenic implements multiple events in different locations to stimulate interest. Make these events more than providing rules and schedules.
- **Recruitment counselors:** Panhellenic should train recruitment counselors to sustain contact with PNMs, retain their interest in recruitment and improve retention.
- **Recruitment schedule:** The timing of recruitment is determined by the Panhellenic Council. Recruitment events are scheduled with flexibility in mind so PNMs will not withdraw due to the scheduling format. Hold initial events in neutral on-campus locations with representatives from all NPC organizations, if possible. Consider values-based themes that will persuade "maybe joiners" to remain in recruitment and ultimately affiliate. PNMs are required to attend at least one event for each sorority. Events are scheduled so PNMs can

attend several events. The College Panhellenic sets the date for distribution of bids. (See sample schedule.)

- **Financial transparency:** The College Panhellenic should set parameters for ensuring chapters are communicating financial requirements to the women who visit them during the process.
- **Release figures:** If traditional events are used, NPC Release Figure Methodology (RFM) is implemented. If traditional rounds are not used, then a custom approach managed by an RFM specialist is advisable. If RFM is utilized, the Panhellenic must use a recommended RFM format.
- **Quota:** The number of potential new members (determined at the end of recruitment) that each chapter is allowed to pledge regardless of a chapter's total membership number. Every chapter is entitled to bid to quota.
- **Quota additions:** A procedure used to help potential new members who maximized their options during recruitment to receive an invitation to membership.
- **Quota range:** When using RFM, a quota range is given as an indication of where the actual quota number will be determined. During bid matching, each of these numbers is processed so the RFM specialist and fraternity/sorority advisor may determine the most appropriate number for the Panhellenic.
- **Bid matching:** Bid matching is done with partially structured recruitment. To allow for bid matching to take place, at least one invitational round must be hosted.
- **Bid Day:** A short Panhellenic event to welcome new members. Locations and timing are determined by the campus needs and situations.
- **Total:** Chapters may pledge to quota and/or up to total through continuous open bidding (COB). Total is automatically reset within 72 hours following bid distribution during primary recruitment. In the non-primary recruitment term, total should be evaluated and/or adjusted according to NPC policy.

#### Sample schedule

- Event 1 — Panhellenic fair. The College Panhellenic hosts an open event or simultaneous events on campus in centrally located areas. Greeters are College Panhellenic officers, recruitment counselors and a selected group from each chapter. Displays, discussions and a schedule of events sponsored by the chapters are available.
- Event 2 — Open house tours available to all PNMs.
  - Recruitment counselors may escort or greet PNMs at the chapter site.
  - PNMs sign in at each event so there is a record of attendance.
- Event 3 — Chapters have events of their choice during the week (two to three events).
  - Events are scheduled for PNMs' convenience (after classes, weekends and evenings).
- Event 4 — Invitational preference events are scheduled.
  - Chapters call or give invitations to their guests.
  - PNMs may attend a specified number of events determined by the Panhellenic Council.
  - At the conclusion of preference events, all PNMs sign a membership recruitment acceptance binding agreement (MRABA), listing in rank order the sorority(ies) whose preference event she attended and where she is willing to join.
  - Bid matching takes place.

- Event 5 — Bid Day. The College Panhellenic determines the time and place for distributing bids.

### **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 Panhellenic address data that may indicate if the College Panhellenic should consider a specific recruitment style or change other processes. NPC supports three recruitment styles 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 Panhellenic community consider moving to PSR?**

From fully structured recruitment to PSR:

Campuses using fully structured recruitment usually have long-standing practices for moving through every step of the recruitment process. Moving to partially structured recruitment requires reflection on the practices that do the most to encourage women to participate in primary recruitment. This could mean multiple open house nights the week before recruitment where PNMs may participate without registering. It could also mean a week of open houses until an invitational round and then preference. Once a campus is using PSR, they can be flexible in determining what works best.

From continuous recruitment to PSR:

If the pool of PNMs grows to the point that a central registration and planning process is necessary, but a fully structured model would prompt PNMs to become disinterested, a partially structured recruitment could meet all needs. The College Panhellenic would coordinate PNM registration and provide orientation. Chapters' recruitment events would be coordinated so as to not conflict with one another. The College Panhellenic could manage the scheduling of an invitational round and then preference.

### **How do we begin discussing a change in recruitment style?**

If the [Recruitment Style Assessment](#) indicates a change in recruitment style would be advisable, begin the discussion with all key stakeholders in the 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 that 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.