



## Recruitment Style Assessment for College Panhellenics

The following Recruitment Style Assessment may be completed by a College Panhellenic as part of its recruitment evaluation following primary recruitment. Questions are designed to stimulate thought by highlighting many of the key indicators that will assist in determining the best recruitment style for the campus, student life and accessibility and interest in the sorority experience.

NPC supports three recruitment styles (fully structured recruitment, partially structured recruitment and continuous recruitment) that a College Panhellenic should use to recruit potential new members (PNMs). No one style is best, but it is important to select the recruitment style most appropriate for the College Panhellenic community and campus.

### Recruitment Style Assessment (2003) – POLICY

If the results of the recruitment style assessment for a College Panhellenic indicate that a change in recruitment style is warranted, the College Panhellenic may, in consultation with the fraternity/sorority advisor and the approval of the NPC area advisor, vote to adopt the appropriate recruitment style for its campus.

Once the assessment is taken, review with the fraternity/sorority advisor and NPC College Panhellenic area advisor for the campus. Discuss the results and determine if the campus is best staying with the current recruitment style or adjusting to provide opportunities for the greatest possible number of women to join the community.

### Step 1: Understand your campus demographics

- What is the campus undergraduate enrollment?
  - Is enrollment trending towards growing the community or trending down?
- How many students are undergraduate women?
  - Is the women's population trending upwards or downwards?
- What percentage of the undergraduate women student body belong to a sorority?
- How many chapters have left your campus in the last three years?
- How many chapters have been added to the campus in the last three years?
- Do you have any local sororities on campus that participate in recruitment? If so, how many?



## Step 2: Understand your Panhellenic recruitment

Question:	Column A	Column B	Column C	Notes:
How many NPC chapters are on campus?	1 – 3	3+	4 – 26	
What was the Open House Pool (OHP)* last primary recruitment?	0 – 50	40 – 80	80 +	
What was the OHP two years ago?	0 – 50	40 – 80	80 +	
What was the OHP three years ago?	0 – 50	40 – 80	80+	
What was the percentage of OHP matched last primary recruitment?				
What was the percentage of OHP matched two years ago?				
What was the percentage of OHP matched three years ago?				

\*Open House Pool (OHP) = The number of women who registered and showed up to the first round of recruitment.

Question:	Column A	Column B	Column C	Notes:
What was total adjusted to following primary recruitment?	0 – 50	40 – 80	60 +	
What was total adjusted to following primary recruitment two years ago?	0 – 50	40 – 80	60 +	
What was total adjusted to following recruitment three years ago?	0 – 50	40 – 80	60 +	

Note: These columns are not applicable in final score.

Based on trends, do you expect recruitment registration to	Increase		Remain stable	Decrease	
Is your campus considered a commuter campus?			No	Yes	Unsure
Is student life an important part of campus life?			Yes	No	Unsure
Is there an overall interest in joining the Panhellenic community?			Yes	No	Unsure
Is the fraternity/sorority community supported by the campus's staff and administration?			Yes	No	Unsure



Do you market sorority membership to potential new members? If yes, how?

Do you have a year-round marketing program? If yes, please describe.

### **Step 3: Additional considerations**

#### **Do not look at the information for just one or two years.**

A change from last year to this year might just be an outlier. Look back for at least five years when talking about trends on your campus. The farther you can go back, the better look you will have at the bigger picture.

#### **Has the number of women on campus grown, declined or held steady?**

Consider the actual number of women coming to your campuses. Generally, smaller populations lend themselves to less structured styles and larger populations call for more structure.

#### **Has the proportion of eligible women who participate in recruitment been growing, declining or holding steady?**

Look at the number of women in primary recruitment as compared to the number of women who are eligible. If your campus is seeing a progressive decline or a progressive increase in the proportion of women participating in recruitment, a change might be warranted. Be sure to look at this in conjunction with the actual number of women on your campus. For example, if your proportion of women participating has gone up, but the actual number of women on campus has declined, you may not need to change.

#### **Are the needs of your potential new member pool changing?**

Even if the numbers on your campus are not changing, you should still evaluate your recruitment style. Some campuses might be accustomed to PNMs who are mostly incoming freshmen with lots of time to devote to recruitment and sorority activities. But, this may be changing on many campuses. Study the women who have been participating in your recruitment. Is there a growing number of women who have jobs and need more flexible opportunities to participate in recruitment? Are there more upper-class students who would like to join a sorority, but do not want to participate in the way recruitment has historically been happening on your campus? Alternatively, are you seeing a swing toward more traditional college students who are interested in the typical structured recruitment process?



**What is the Panhellenic history of the women in your potential new member pool?**

Historically, PNMs have been knowledgeable about Panhellenic recruitment processes and have come from families and communities that have prepared them for these expectations. More and more, though, undergraduate sorority life is getting the attention of women who have not had much exposure to Panhellenic sororities. This is a positive aspect to keep in mind when evaluating the Panhellenic recruitment process and style. Sometimes, women who have attachments to sororities that are not part of Panhellenic will have expectations that do not match the way Panhellenic conducts recruitment. Or, potential new members may not know what to expect at all because they are first-generation college students with no frame of reference. When recruitment comes, the women who could be excellent members can be disillusioned and confused by too much structure and complexity. College Panhellenics should stay aware of their changing population of potential new members and be sure their recruitments are as uncomplicated as possible in order to attract as many top-notch women as possible.

*Continue to next page to complete Step 4.*



#### **Step 4: Review assessment results**

**If the majority of your answers line up with column A**, it is likely that continuous recruitment is best for your campus.

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.
- PNMs are not interested in participating in a centrally planned recruitment process.

**If the majority of your answers line up with Column B**, it is likely that partially structured recruitment is best for your campus.

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.

Campus characteristics:

- Pool of 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).
- May attract more women who may have been "unlikely" or "maybe" joiners.

**If the majority of your answers line up with Column C**, it is likely that fully structured recruitment is best for your campus.

Panhellenic characteristics of formally structure recruitment includes:

- NPC chapters number from four to 26.
- Quota is 20 or more.
- Approximately 10 percent or more women on campus usually affiliate.

Campus characteristics:

- The number of PNMs is relatively large, and recruitment registration remains high.