



Resolved to Educate

Recruitment Styles

As Panhellenic communities have varying structures, calendars and recruitment climates, College Panhellenics are able to align their environments with the three styles of recruitment (fully structured recruitment, partially structured recruitment and continuous recruitment). Regardless of the style used, every College Panhellenic should assess their recruitment model, and review whether a change in style is warranted. The National Panhellenic Conference (NPC) believes all membership recruitment programs should be planned to provide opportunities for the greatest possible number of women to become sorority members while protecting the rights and privileges of both the individuals and the chapters. Membership recruitment has many processes. Determining and implementing the appropriate recruitment style for a campus requires careful planning.

While the recruitment style a campus has been using may continue to be a good fit, some campuses may explore the opportunity for change. It is easy to think of the details in the recruitment process as tradition because they have been going on for so long, but they are not. Initiation is a tradition. Wearing letter shirts on the first day of school is a tradition. We can still hold on to our traditions even as the way we recruit is ever-evolving.

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.

What are the three styles of recruitment?

Fully structured recruitment (FSR): While some campuses with four, five or six chapters may need this format, it is best used by campuses with larger numbers of chapters. This style is the most restrictive and is for use on campuses where the number of interested women participating in recruitment is high and the proportion of women participating in the process is also high. This format utilizes a strict registration process, a strict schedule and invitational rounds that must strictly adhere to NPC Release Figure Methodology (RFM) procedures.

Partially structured recruitment (PSR): This style allows for the widest variety of models. If the campus uses more structure than continuous recruitment and less than fully structured recruitment, it will fall into this category. If traditional events are used, NPC RFM is implemented. If traditional rounds are not used, then a custom approach managed by an RFM specialist is advisable. This model allows campuses to have schedules and registration processes that are more fluid than fully structured recruitment without being as imprecise as continuous recruitment. This model is good for campuses with three or more chapters in their College Panhellenic. More than the other two recruitment models, partially structured recruitment is a continuum. It can be tailored (within parameters) to suit different needs. It can suit growing Panhellenics that are ready for more structure, but not ready for fully structured recruitment. It can also suit Panhellenics where interest was once strong, but campus culture and dynamics are shifting in a way that calls for changes to make sorority membership more attractive to women on campus.

Continuous recruitment (CR): This style is the least restrictive and is recommended for campuses with one, two and sometimes three chapters. It also suits campuses where interest is low or women do not live on or near campus. There is no bid matching or Panhellenic-coordinated invitation system. While it is advisable for the College Panhellenic to have an orientation and to market/promote sorority membership on campus, the College Panhellenic is not very involved in managing the recruitment activities of the chapters. In fact, in CR, the College Panhellenic only coordinates general marketing, very basic guidelines, a calendar with only a few essential dates, a loose optional registration and collection of the signed Continuous Open Bidding Membership Recruitment Acceptance Binding Agreements (MRABA). Total is set in accordance with NPC policy and chapters recruit to total each academic term.

When do we assess our recruitment style?

Right after primary recruitment on your campus in alignment with your annual recruitment evaluations. Do not wait until just before recruitment begins, as there will not be time to make the necessary changes. Assess right after primary recruitment so you will have time to make necessary changes before the next primary recruitment.

How do we assess our recruitment style?

NPC has developed a [Recruitment Style Assessment](#) tool. The College Panhellenic officers and fraternity/sorority advisor can complete the assessment. If the findings show it might be time to discuss a change in style, a committee could be formed for a deeper review before a recommendation is made to the delegates for voting.

How do we begin the discussion on our campus?

If the Recruitment Style Assessment indicates a change in recruitment style would be advisable, 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 to work out later in the bylaws and recruitment rules. When the delegates vote on updated recruitment rules and calendar, the details will be final.

How do we implement the change?

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.