



College Panhellenic Plan Recruitment Scenario: A continuous recruitment hosted virtually or in a hybrid model with social distancing guidelines in place.

Recruitment scenario description: There are no in-person classes on campus or students are back with restrictions for social distancing. The College Panhellenic uses continuous recruitment and allows chapters to recruit up to total. There is no formal registration for potential new members (PNMs) to participate or schedule created by the College Panhellenic; however, names of interested PNMs may be kept by the College Panhellenic and shared with all chapters.

Key Priorities: Virtual recruitment is becoming a reality for many College Panhellenic communities as they endeavor to cultivate continued growth and proceed with their usual primary recruitment process. This plan is meant to guide College Panhellenics through the process of implementing a socially distant or virtual continuous recruitment experience. It is intended for communities already using Continuous Recruitment as their primary means of membership recruitment and will likely have utility for College Panhellenics pivoting to continuous recruitment from another recruitment style due to health and safety concerns.

Key priorities for continuous recruitment implementation fall into three areas:

- Cultivating honest, transparent relationships with PNMs by sharing information and building trust. This requires chapters to explore vulnerability outside the bounds of social media and a screen – to connect as real people; respond to genuine concerns about costs, belonging and safety; and own up to the answers they might not have. The success of the continuous recruitment experience hinges on these foundational needs being met with compassion and truth.
- Connecting interested women with joining opportunities. With a limited or prohibited on-campus environment, this priority demands current members to embrace the skills of their generation and get creative in digital and physical spaces. Building on the priority, it requires planning, flow charts, follow-up and overcommunication between chapters, members, PNMs and the College Panhellenic.
- Removing barriers for women to join the sorority community as soon as possible in the fall term. Sorority membership has demonstrated its benefits for years – for creating a home away from home, providing support networks for collegiate women and supporting institutional persistence to graduation and retention. Advocacy in this area should center on these aspects and build a bridge between the previous on-campus experience and the current reality of hybrid or virtual models of collegiate life.

Please continue to Page 2 for the Implementation Plan.



Implementation Plan:

- **Marketing:**
 - Plans in this area should seek to answer the question: How does one find out about opportunities to join sororities on the campus? The goal is to create a membership pipeline that allows individual relationships to be built between chapters and PNMs.
 - Messages to PNMs and their parents/caregivers should include the benefits associated with sorority membership, where to receive updates, promote individual chapter events and schedules and information about the joining process.
 - Messages to chapters and alumnae advisors should contain similar messages while also adding how to submit completed COB MRABA information, expectations about positive Panhellenic contact and tactics to use when pushing out information to saturate social media channels and create the greatest reach.
 - Considering methods for marketing is important. Social media and websites are easy to access in a virtual environment. Physical letters or mailers may be more challenging if the physical residence or location of the PNMs and/or their parents/caregivers is not attainable.
 - The College Panhellenic should market the benefits of sorority membership to PNMs and their parents/caregivers year-round. Each sorority chapter should also create and maintain a marketing plan for membership recruitment.
- **Registration:**
 - There is no formal or required registration process for continuous recruitment; however, it can be helpful to create and maintain a lead generator that collects PNM information and shares it with chapters on a regular basis.
 - Leads generation should serve two primary functions: 1) to connect interested students with joining opportunities and 2) to provide chapters with the largest possible pool of potential candidates early in the joining process.
 - The lead generator should be straightforward, no-cost and be able to be embedded within websites, emails and social media feeds/bios. It should integrate with PNMs experience rather than create a barrier to joining.
 - Continuous recruitment does not require a registration fee because the cost for continuous recruitment is low or nonexistent.
- **Summer Orientation:**
 - Many campuses have shifted to virtual summer orientation, which may impact College Panhellenics' ability to market and share the opportunities to join sorority life on a campus. College Panhellenics should leverage the resources and infrastructure and ask for opportunities to promote the co-curricular experience during any orientation sessions.
 - This is an opportunity to serve campus and orientation staff in a mutually beneficial and unique way by welcoming incoming students, building affinity for the institution and contributing to future retention efforts.
 - Where opportunities to participate in the campus orientation are limited or unavailable, College Panhellenics should create and share similar messages on their websites and social media platforms.
 - Sorority orientation materials should include contact information for PNMs and parents/caregivers on how to contact the College Panhellenic for any



questions and also an overview of how to connect with joining opportunities.

- **Use of Summer:**
 - College Panhellenics should use this summer to jumpstart marketing efforts, allow chapters to build relationships with PNMs, learn about and share continuous recruitment best practices and build affinity and friendship between PNMs and the campus.
 - College Panhellenic women can be ambassadors for the institution and summer should be used for making plans and executing them to position themselves strategically in the fall if utilizing a hybrid or face-to-face recruitment, complying with local, state and federal health and safety protocols.
 - Unanimous Agreement VI. College Panhellenic Association Agreement, 2. Establishment and Regulation of Membership Recruitment B. has been amended to include the following, “If a College Panhellenic is utilizing a virtual continuous recruitment as its primary method of recruitment, a chapter may offer an invitation of membership (a bid) to a woman upon her completion of high school and when she is an undergraduate regularly matriculated at the institution.” This goes into effect July 1, 2020, and expires Dec. 31, 2020.
- **Recruitment Counselors:**
 - Recruitment counselors are not usually used in a continuous recruitment style, though identifying women to serve as ambassadors may help a recruitment be more successful.
 - If a campus is pivoting to continuous recruitment and has recruitment counselors selected, these women should have comprehensive training/understanding of the recruitment logistics, be willing to share and promote the events individual organizations are hosting, serve as confidential mentors and guides through the process and promote Panhellenic in their virtual settings, social media, etc.
 - These women may also advocate the benefit of sorority membership to campus administrators and parents/caregivers in addition to the members of the College Panhellenic Council and Executive Board.
- **Recruitment Schedule:**
 - There is no formal schedule created by the College Panhellenic and chapters set their own plans in continuous recruitment.
- **Financial Transparency:**
 - Within the scope of continuous recruitment, each individual chapter decides how to share information about membership costs with PNMs. Chapters should use the NPC Financial Transparency Program materials (available on the NPC website) to share financial and housing information.
 - Chapters should work with their inter/national organizations to decide when/how to provide these materials before extending a bid and how members should communicate about the financial expectations of membership.
 - Communication should also address inconsistencies or cost differentials caused by refunds, new dues structures, etc. Providing this information to PNMs builds trust and allows them to make informed decisions about which joining opportunities suit their current wants, needs and abilities.



- **Release Figure Methodology (RFM):**
 - Release figures are not used in continuous recruitment.
- **Quota/Quota Additions/Quota Range:**
 - Quota is not used as chapters are able to pledge to total per NPC policy.
- **Bid Matching:**
 - Bid matching is not used.
- **Snap Bidding:**
 - Snap bidding is not used.
- **Bid Day:**
 - Typically, with continuous recruitment, chapters celebrate Bid Day on their own at the conclusion of their recruitment. The focus of these events should be on welcoming new members to a lifetime of sisterhood and socializing them to the culture of the chapter in a positive way.
 - College Panhellenics can support chapters by organizing a list of options that can be used while complying with health and safety mandates and protocols. Both virtual and in-person options should be explored.
 - This may be an opportunity for campuses that pivot to continuous recruitment to adapt/adjust budgets and redirect those funds elsewhere.
- **Total:**
 - All College Panhellenics must use fall 2019 total for the fall 2020 total; unless the evaluation of total in fall 2020 results in a higher total than in fall 2019.
- **Logistics:**
 - Logistics are completely chapter-driven in continuous recruitment. However, resources and support should be provided by the College Panhellenic where possible, especially on campuses and with chapters that lack continuous recruitment experience or who are using virtual recruitment for the first time.
 - This may look like compiling resources for various technology platforms, answering potential member and parent/caregiver questions and facilitating communication between campus stakeholders and chapters.
 - The College Panhellenic may consider supporting chapters who need to revisit their recruitment budgets if they are pivoting away from in-person events to a virtual experience. This may mean eliminating space, décor and refreshment costs and adding line items for software, upgraded internet services and design services for virtual backgrounds and/or house tours, if applicable.
 - Continuous recruitment has many moving, autonomous parts that culminate in the collection and maintenance of COB MRABAs.
- **College Panhellenic Recruitment Rules:**
 - For continuous recruitment to be successful, these policies should be revisited to minimize administrative barriers to the process of joining, provide clarity on the timing and nature of continuous recruitment activities and encourage the cultivation of positive relationships between affiliated and unaffiliated women.
 - Revisit contact rules to align with Positive Panhellenic Contact (2003) – POLICY and share accurate information about the current state of sororities on campus. The adoption of the Promotion of the Sorority Experience (2020) – POLICY should also guide decisions on matters of communication.
 - Rules specifying a joining period that limit a chapter’s ability to recruit to campus total should also be amended.



- **Health and Safety:**
 - The health and safety of chapter members and PNMs must be prioritized, and contingency plans may need to be developed in preparation of the event that face-to-face continuous recruitment needs to pivot to a hybrid or entirely virtual experience. Collegians should follow health and safety guidelines of the CDC, WHO and local public health officials in deciding how and when to plan events.
 - All chapters should familiarize themselves with protocols for in-person meetings that align with campus expectations, sanitation guidelines for common spaces that may be used and procedures for contact tracing and isolation should a chapter member and/or PNM exhibit symptoms.
- **State of the Returning Chapter:**
 - Each chapter will look different based on the needs and experiences of current members. College Panhellenics can be instrumental in consolidating and sharing resources related to mental and physical health, financial assistance and accessibility at the institution.
- **Potential New Members (PNMs):**
 - Decreasing stress/anxiety/confusion associated with the joining process and reassuring PNMs that they can safely and successfully navigate the recruitment process is crucial. Encourage them to have confidence in who they are, have patience and grace with themselves and extend that to chapters in a time when recruitment looks different than previous years.
 - College Panhellenics should work to empower PNMs in all messaging and acknowledge that chapters are also navigating this new environment for the first time. Sharing information about the community, the continuous recruitment process, health and safety precautions and ways and where to direct questions should be readily available and easily accessed.
- **Parent/Caregiver Issues:**
 - The focus in this area is like that outlined for the PNMs: decreasing stress/anxiety/confusion associated with the process and reassuring them that their student will be healthy, safe and successful. Health and safety precautions, communications plans and ways and where to direct questions can mitigate these concerns while preserving the autonomy of PNMs to make empowered decisions.
- **Alumnae Advisors:**
 - Alumnae Advisors support their organizations and enable them to succeed; however, they are also entering uncharted territory with virtual recruitment and even, perhaps, continuous recruitment.
 - Share questions and concerns with them, as they likely have answers or can provide direction on where to find them.
 - Advisors may also take time to be trained and get comfortable with the different technologies that may exist and be implemented this fall. Encourage chapters to work with them to ensure mutual understanding at each stage of the continuous recruitment process.
- **Use of Technology:**
 - Use of technology in the continuous recruitment style will likely be necessary in fall 2020. Security and accessibility of those spaces should be at the forefront of conversations for College Panhellenics. This is also an opportunity for the digital natives of Generation Z to shine, as they are highly adaptable and creative when it comes to the use of technology.
 - College Panhellenics should consider providing financial and/or logistics assistance as chapters make this transition. This may include collecting



helpful campus support information and distributing it to chapters, repurposing program funds to create a technology fund to offer chapters grants for upgrades and sharing start-up guides for how to secure a Zoom call.

- **Staffing from Campus:**
 - Panhellenic advisors play a critical role in the successful implementation of recruitment and will work with the Recruitment Response Team. Panhellenic advisors work with the NPC College Panhellenic area advisor and contact information can be found on the College Panhellenic's [FS Central](#) page and NPC staff contact information can be found on the [NPC website](#).
- **Fall Activities:**
 - Events such as welcome week, orientation, football or other major campus programming, if moved to virtual experiences, can be used as marketing opportunities for continuous recruitment. Chapters should plan their events around these experiences to maximize attendance and minimize priority conflicts for chapter members and PNMs.
- **Special Accommodations:**
 - Considerations chapters and College Panhellenics should make in this area vary based on how the continuous recruitment process will take place. Continued focus on minimizing barriers to membership is vital for success.
 - In hybrid or face-to-face scenarios, College Panhellenics should work with chapters to find alternatives for immunocompromised individuals, those concerned with contact with others and those who may have been exposed to COVID-19 but wish to join a sorority.
 - In virtual environments, College Panhellenics should work with chapters to address concerns around access to internet/Wi-Fi/data and different levels of familiarity with software and social media platforms.
- **Additional Considerations:**
 - Quarter system campuses: Decisions around continuous recruitment may be expedited on quarter system campuses. All efforts mentioned in this scenario may be emphasized with the intention of supporting Panhellenic chapters to grow, sustain and thrive on campus. Consult with Recruitment Response Team for assistance in schedule modification.

You can find a sample schedule for this scenario [here](#).