



College Panhellenic Recruitment Scenario Plan: A partially structured recruitment (PSR) hosted virtually.

Recruitment scenario description: There are no in-person classes on campus or students are back with strict constraints on organized campus events. The College Panhellenic uses a partially structured recruitment (PSR), but all events are conducted virtually. The College Panhellenic coordinates the recruitment registration and minimal schedule and chapters host Bid Day in conjunction with a short Panhellenic event to welcome new members.

Key Priorities: The following key priorities have been identified for this scenario:

- Panhellenic officers should be in touch with college/university administrators about how they can be involved and advocate for the sorority community in making decisions about recruitment.
- Panhellenic officers should focus on a sorority-wide summer marketing campaign that eliminates contact restrictions with a goal of proactive, positive Panhellenic contact by all community members.
- Panhellenic officers should consider ways the College Panhellenic can help lower costs of registration for potential new members (PNMs) and increase participation in sorority recruitment.

Implementation Plan:

- **Marketing:**
 - Marketing and outreach, both passive and direct, is critical during the summer months from all Panhellenic women. The College Panhellenic should eliminate social media and contact restrictions with a goal of proactive, positive Panhellenic contact by all community members. Panhellenic officers and recruitment counselors reach out to PNMs over the summer to create affinity, answer questions and provide direction about the process. Encourage chapters and members to market the sorority experience as Panhellenic cannot be the only entity providing promotion.
- **Registration:**
 - The College Panhellenic should open registration electronically and immediately to allow for interested PNMs to sign up.
 - To engage and retain the PNMs who have signed up and expressed interest in joining a sorority, the collegiate chapters should be given immediate access to registrants to begin reaching out to PNMs.
 - PNMs should also be immediately placed into recruitment counselor groups to begin engagement and relationship building for retention purposes.
 - To create a way for PNMs to share about themselves, the College Panhellenic should work with ICS/CampusDirector to allow and perhaps create a chatbot for questions to be answered during the registration process.
 - To remove barriers for signing up for recruitment, College Panhellenic should try to eliminate a registration fee or decrease this fee as much as possible. Registration should be kept open if possible, with the ability to add more women even after the open house round has begun.



- **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 also include contact information for PNMs and parents/caregivers with an overview of joining opportunities and how to get in touch with the College Panhellenic for any questions.
- **Use of Summer:**
 - Continue College Panhellenic meetings virtually to provide ongoing discussions about recruitment changes and ways to promote the sorority experience.
- **Recruitment Counselors:**
 - Recruitment counselor training should begin immediately and be done virtually, with a dual focus on process changes and creating ambassadors for the sorority experience.
 - The College Panhellenic will need to determine if the number of recruitment counselors selected is enough to facilitate recruitment virtually. Specifically, the College Panhellenic should evaluate if recruitment counselor group sizes need to be adjusted to provide more individual support throughout a virtual process.
- **Recruitment Schedule:**
 - Use current resources that exist for partially structured recruitment campuses (i.e., those found in the NPC Manual of Information and in Educational Support for Partially Structured Recruitment).
 - It may not be possible to facilitate a Panhellenic "fair" physically so the College Panhellenic may need to start with the virtual open house round and then work to be sure they are coordinating chapter events with no overlap during the other rounds they are scheduling. If possible, the College Panhellenic should host a Panhellenic kickoff to set expectations, and then the College Panhellenic can help coordinate a schedule for open house, event and preference rounds that happen virtually.
 - Create a "check in" process for PNMs so the College Panhellenic has a record of who has attended which round and at which chapter. For more information, please refer to the sample schedule for partially structured recruitment hosted virtually.
- **Financial Transparency:**
 - Financial transparency resources (the Financial and Housing Information Form) should be shared on campus websites where registration is housed to give PNMs the opportunity to review and understand the financial commitment of joining a sorority. Financial information should also be shared during the Panhellenic Fair or open house round and the College Panhellenic officers should follow Financial Transparency Program procedures to be sure financial information is an apples-to-apples comparison when provided to PNMs. The Financial and Housing



Information Form includes the “amount due on Bid Day” and “Amount due within XX days of pledging” to help retain women throughout the process and immediately after Bid Day.

- **Release Figure Methodology (RFM):**
 - Release figures should be used as used in previous years.
- **Quota/Quota Additions/Quota Range:**
 - College Panhellenics should continue to set quota and place quota additions per NPC policy and procedure.
- **Bid Matching:**
 - Use current process (electronic or hand bid matching) for bid matching.
- **Snap Bidding:**
 - Snap bid placement should follow NPC policy and procedure. PNM's eligible for snap bidding must have attended at least one round of the primary recruitment process and not be matched with an organization in the bid-matching process.
- **Bid Day:**
 - The College Panhellenic will need to develop a virtual Bid Day celebration or have multiple celebrations on a smaller scale with a couple of different locations; new members could rotate between locations to meet more chapter members (e.g., a small celebration in the chapter house and a small celebration outside the chapter house). Incorporation of virtual Bid Day ideas (e.g., TikTok reveals, Instagram/Facebook/YouTube Live celebrations, drive-by celebrations).
- **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:**
 - The College Panhellenic should ensure they are prepared with appropriate technology platforms. All Panhellenic officers and chapter officers should be trained and have access prior to recruitment starting.
 - For a Panhellenic fair or open house round, the College Panhellenic should consider short videos for each chapter that the Panhellenic pushes out to PNM's. They also should allow PNM's to make short videos that are built into their registration.
- **College Panhellenic Recruitment Rules:**
 - Rules will need to be adjusted and communicated given changes in the Summer Recruitment Policy (1995, 2020) and Promotion of the Sorority Experience Policy (2020).
 - Adjustments made to how total will be set for fall 2020 term.
 - Adjustments made to accommodate timing/schedule of any virtual recruitment format.
 - Adjustments made to address financial models for the 2020-21 term (e.g., registration fees, Panhellenic member fees).
- **Health and Safety:**
 - The College Panhellenic must follow all campus guidelines related to health and safety standards.



- **State of the Returning Chapter(s):**
 - Recruitment held virtually could benefit chapters with smaller than normal returning numbers or that are smaller than other chapters. Recruitment events will not have the complete chapter in attendance and therefore PNMs will not have the opportunity to compare sizes.
 - Inter/national organizations will need to work with their chapters on adjustment to the new norm for chapter operations, member engagement, chapter meetings, ritual, sisterhood, programming, etc., that meets social distancing protocol standards enacted by the institution.
 - Chapters should work with chapter members on how to engage and include new members to make them feel a part of the chapter. Provide opportunities to meet members of the chapter (virtual opportunities or small group meetings as allowed). Engagement of PNMs will be critical in retention.
 - College Panhellenics should share mental health resources with PNMs, recruitment counselors (“when to refer”-type training), chapter members and volunteer advisors.
 - Everyone should acknowledge there will be an emotional or mental impact on members. Emotional and mental impact of the process will look a lot different in addition to the general anxiety around the pandemic and overall financial concerns.
- **Potential New Members (PNMs):**
 - The College Panhellenic should hold a Panhellenic Fair or “kickoff” for members to provide expectations for PNMs (this should include expectations such as implications of the MRABA). Panhellenic Fair should define expectations of the recruitment process, the member experiences, etc. This fair can take place in a virtual format or in-person with consideration to social distancing guidelines.
- **Parent/Caregiver Issues:**
 - College Panhellenics should provide a FAQ for parents/caregivers to address health, safety and well-being concerns.
 - College Panhellenics should identify the health and safety items the institution is providing and communicate that information to parents/caregivers regarding how that applies to sorority recruitment.
 - College Panhellenics should provide a dedicated support channel for parents via email, prepaid mobile phone or chatbot.
- **Alumnae Advisors:**
 - Alumnae advisors may have many concerns surrounding the process of virtual recruitment. Virtual training sessions should occur to address their concerns, including some of the following: Acknowledge concerns and explain how the new process/norm will work including and what the financial implications will be.
 - Demonstrate/explain/reassure how the virtual recruitment format will provide more flexibility and may allow more PNMs to participate in the recruitment process. More students may need to work part-time jobs while in college and this format will allow the flexibility for students to work and still participate in recruitment.
 - Work with the chapter to revise the recruitment budget to accommodate expenses that will no longer be needed (e.g., rented furniture, flowers, pipe and drape, food) and then include new expenses (e.g., safety products, technology, video production).



- **Use of Technology:**
 - Determine an online meeting platform that can be used for large groups and small chat groups in multiple locations.
 - Determine use of ICS or CampusDirector app to positively benefit the PNM in preference entering.
 - Consideration of MRABA signing via technology systems that already exist.
 - Determine video sharing platform for recruitment orientation, Panhellenic Fair, open house, and invitational rounds (as needed).
 - Determine guidelines and additional resources for chapters to prepare and present their information through presentations.
 - Develop short videos of house tours to be posted online (if applicable).
 - Recommend/determine guidelines of what information can and should be shared online about the chapter/organization (e.g., videos, financial information, background information, programming) to provide the PNM with a solid overview of the chapter experience.
- **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 is on the [NPC website](#).
- **Fall Activities:**
 - The College Panhellenic should not program over college/university events. Instead, they should leverage these events, specifically for registration and marketing purposes. When building the recruitment schedule, conflicts with college/university events and/or large virtual lectures should be mitigated by having alternate plans in place or spreading events over multiple days.
- **Special Accommodations:**
 - PNMs and/or chapter members may not have reliable/constant access to internet/data for long interrupted stretches of time. Additional thought should be given to maximum time spent recruiting per day to avoid digital burnout, eyestrain and promote recovery time.
 - College Panhellenics will need to assess spaces used for recruitment to accommodate any special needs and/or PNMs with low vision or hearing loss.
 - Also make considerations for level of comfort/safety of immunocompromised individuals wanting to participate in the recruitment process.
 - Consideration should be given to bandwidth for virtual events, member selection spaces as well as time “on-screen” to minimize screen burnout, eye strain and other harmful effects of blue light devices.
 - Consideration should be given to the availability of internet and computers to PNMs and chapter members.
- **Additional Considerations:**
 - Quarter system campuses: The College Panhellenic and all member organizations should be aware of timelines for new member education purposes, especially if there are guidelines/deadlines for initiation set by the college/university. Consult with Recruitment Response Team for assistance in schedule modification.

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