



## College Panhellenic Recruitment Counselor Support During COVID-19

### Role of the Recruitment Counselor

During this time of crisis, it is important to think about opportunities to reimagine and repurpose the role of recruitment counselors to best support the whole sorority community. The NPC Recruitment Contingencies Task Force described the recruitment counselor role as an opportunity to serve as an “ambassador” for the Panhellenic community as potential new members (PNMs) and their families/caregivers seek to understand what sorority membership might mean during this time.

- What does this look like for the recruitment counselor?
  - Market the sorority experience in conversations and over all social media platforms. This is where an “ambassador” should promote the general sorority experience to PNMs and bring students to the joining pipeline.
    - Review [this resource](#) from Phired Up on how to assemble a “Fraternity/Sorority Street Team.”
  - Participate in institution-sponsored welcome and recruitment activities to encourage potential students to commit to the institution.
  - Coach individual PNMs to sign-up for the recruitment process.
  - Once PNMs are signed-up for the recruitment process, continue to engage with them and their families/caregivers to answer questions they may.
- Recruitment counselors need to understand the way their job responsibilities adapt due to changes in the recruitment structure and logistics as a result of the decisions made by the Recruitment Response Team and College Panhellenic.
  - E.g., if rounds are no longer in person and are virtual, the recruitment counselor role and job responsibilities will need to be adapted accordingly.
- The recruitment counselor role should begin earlier than usual to build positive relationships and engage with PNMs over the summer. This can be an opportunity to serve as a role model for chapters regarding how to build positive relationships in appropriate ways with PNMs and keep them engaged in the sorority experience before the recruitment process begins.
- The role of the recruitment counselor may also extend past a primary recruitment process. Recruitment counselors should continue marketing ongoing opportunities for sorority membership, engaging new PNMs throughout the fall term.

### Recruitment Counselor Training

As the role of the recruitment counselor shifts due to the change in recruitment structure, so too will the training needs for recruitment counselors. Here are some items to consider as you think through an adjusted training:

- The timing of training may need to be moved, adjusted or added to. If primary recruitment takes place in early August and recruitment counselors have already completed training, additional virtual summer training may be needed. If recruitment counselor training is scheduled to take place immediately prior to or after the start of the fall term, training may need to move to a virtual format and take place earlier in the summer.
- There will likely be additional topics to cover in training. The recruitment structure should inform these topics; however, some ideas include:
  - The adjusted role of the recruitment counselor, including examples and expectations about serving as ambassadors for the Panhellenic community.
  - How changes to the recruitment structure affect recruitment counselors outreach to PNMs, support of recruitment and daily/weekly/monthly tasks.
  - What new expectations there are related to communication with PNMs.



- Include information about updated NPC policies related to recruitment with specific attention given to changes in contact policies. Consider how contact policy changes impact these communications. Include specific examples of appropriate ways to engage PNMs.
- What technology, including virtual platforms, for group and one-on-one meetings will be utilized. Include best practices for using these platforms as well as building relationships virtually.
  - Learn more about how to build virtual relationships in this blog post [here](#) and [here](#).
- Reviewing state, local, and institutional guidance for safety protocols during recruitment.
  - This may include when and how to report symptoms, supporting sick PNMs, using PPE or hand sanitizer effectively, etc.
- How to address COVID-19 specific PNM questions, including:
  - “How have financial expectations changed due to COVID-19?” “What do dues support if activities are largely virtual?”
  - “How have housing expectations changed due to COVID-19?”
- How to talk about a “virtual sisterhood” experience with PNMs. Be able to share why a PNM should join if they will not be able to be with sisters in person?

It is important to note that many topics covered during recruitment counselor training will remain consistent and suggested content can be found in NPC-provided recruitment counselor training resources:

- [NPC Recruitment Counselor Guide.](#)
- [NPC Recruitment Counselor Training Online.](#)

### Supporting Recruitment Counselors

The changing role of the recruitment counselor will likely create a sense of loss from some who imagined a different reality for their role. Acknowledging this reality and thinking through ways to support and encourage them is important. We encourage those working with recruitment counselors to consider the follow ideas:

- Make sure recruitment counselors are told about recruitment-related changes as soon as possible. Consider creating a communication strategy to ensure they have the opportunity to ask questions, gain updated information, build relationships with one another and share their feelings and anxieties about the changes.
- Send notes of encouragement or care packages for things recruitment counselors might need in their new role.
- Engage chapters in supporting recruitment counselors; identifying ways they can send notes of gratitude to recruitment counselors from their chapter before, during and after the recruitment process.
- Identify ways to build community among the recruitment counselors over the summer and the early fall (if prior to a recruitment process) to allow them to have community and support in their role. This could include virtual gatherings, one-to-one pairings for connection or pen pal opportunities.