



Resolved to Educate

Educational support for: Positive Panhellenic Contact and Promotion of the Sorority Experience

The 26 National Panhellenic Conference (NPC) member organizations believe that the best way to market the sorority experience comes from the conversations and outreach of our collegiate and alumnae members to potential new members (PNMs). As a Panhellenic community and as individual organizations, we must communicate the value of the sorority experience, highlighting the continued relevance and power of sorority.

As such, all NPC organizations continue to promote the Positive Panhellenic Contact – POLICY and introduce the new Promotion of the Sorority Experience – POLICY.

Positive Panhellenic Contact (2003) – POLICY

All College Panhellenics and Alumnae Panhellenics will promote personal and informative Panhellenic-spirited contact with potential new members at all times, year-round.

Promotion of the Sorority Experience (2020) – POLICY

All sorority women including collegians, alumnae, College Panhellenics, Alumnae Panhellenics, inter/national organizations and the National Panhellenic Conference should actively promote the overall sorority experience and membership opportunities in organizations. This should be done through all forms of communication (e.g., print, digital, in person) in the spirit of Panhellenic unity and desire to reach out to all women to share the opportunity for sorority membership. College and Alumnae Panhellenic rules should not infringe on the rights of individuals, chapters and/or organizations in the content or forms of communication to promote the sorority experience.

These two policies outline the appropriate communication that can take place between a PNM, her parents/caregivers and members of NPC sororities. All current and alumnae members must be educated that this opportunity is to promote the overall sorority experience.

This policy IS:

- **Intended to promote Panhellenic. Communication related to the broader sorority experience must be at the forefront of all messaging to PNMs and parents/caregivers.**
All communications should be in support of a PNM and her parents/caregivers learning more about the sorority experience and should direct her to the College Panhellenic's recruitment process.
- **Providing the ability for current and alumnae members to actively show their sorority affiliation and not be forced to delete social media accounts, cover up their association or be penalized for talking about their association.**
All local rules and regulations banning communications between PNMs and current/alumnae members must be removed. Members should not be asked to remove their affiliations from social media accounts, shut down any profiles or not communicate with PNMs on campus or in any normal circumstances. Members can accept and request friend requests from PNMs, like/comment on posts and answer questions about the sorority experience over social media.
The only limitations of communication will be:
 1. during the recruitment process when College Panhellenic officers and recruitment counselors (if applicable) are disassociated, and
 2. during the time of Strict Silence only between the end of preference events and bid distribution.
- **Providing the ability to promote the sorority experience, engage PNMs in conversations to sign up for the recruitment process and answer any questions PNMs and parents/caregivers may have about the sorority experience.**
These communications should ultimately lead PNMs to find more information about the recruitment process and registration from the College Panhellenic.

This policy is NOT:

- **Granting permission to actively recruit PNMs to one organization.**
All conversations must promote the Panhellenic experience and be focused on encouraging PNMs to register for the recruitment process.
- **Granting permission to bid promise, give gifts or in any way lead a PNM to believe she will automatically become a member of an organization.**
The Values-Based Recruitment – POLICY continues to ban these actions. This also includes talking poorly of other chapters, telling PNMs to think singularly about one organization and not keep an open mind and saying anything that could be misconstrued as offering a bid or guaranteeing her membership in a chapter.
- **Encouraging activity that might single out a PNM, making her feel uncomfortable or overwhelmed.**
The PNM experience should continue to be at the forefront. Always consider how a PNM might feel in when receiving communication.

- Could a PNM feel left out by not being tagged in a social media post?
- Could a PNM feel no longer interested in the sorority experience if an entire chapter's membership sends her a direct message?

NPC policy supersedes all local Panhellenic Association restrictions. As such, Panhellenic Associations must remove all excessive restrictions on communication with potential new members from governing documents (i.e., bylaws, standing rules and recruitment rules). NPC member organizations will be advising their chapters to follow these less restrictive NPC policies and start outreach to PNMs to garner interest in signing up for Panhellenic recruitment.

The focus of the College Panhellenic should not be the policing of interactions of members and potential new members. Instead, the focus should be on positive PR and marketing the sorority experience to all women on campus. Should concerns arise, the College Panhellenic Council should have informal discussions to address these behaviors and concerns, as outlined by the first step of the College Panhellenic judicial procedure.

What should we do if we believe there have been communications that are not in line with the spirit of these policies? The positive Panhellenic contact and the promotion of the sorority experience policies allow all members of sororities to reach out to potential new members and create excitement around the sorority experience. These policies provide opportunities for members to speak about their experiences in their organizations and as members of the Panhellenic community without fear of breaking the rules. That being said, the spirit of these policies is to outreach to women who may have never considered the sorority experience, or have not yet registered for recruitment, in order to market the opportunity and benefits all sorority organizations bring to their members.

If the local College Panhellenic feels that there is continued confusion or violations of these policies, conversations should begin at the local level to focus on how all chapters should market the sorority experience to encourage PNMs to sign up for sorority recruitment. You should do what works best for your community while also supporting the policy.

Educational support for: Positive Panhellenic Contact and Promoting the Sorority Experience

What does positive Panhellenic contact and promoting the sorority experience look like?

In-person interactions:

Be ready to talk about your personal experience as a sorority woman and member of the sorority community.

Members should reach out to all women they know (e.g., from high school, camp or faith-based institution) to promote the sorority experience – even if the PNM will be attending a different school. Talking to any woman about sorority membership could be the starting point of her interest in finding out about opportunities on her campus.



Create a positive conversation where a PNM can learn about being a member of the sorority community. The positive promotion of the sorority experience should encourage a PNM to participate in recruitment, but have it be her decision to associate with the organization she feels best fits with her values.

Social media:

Individuals, chapters and Panhellenic associations should continue to have a social media presence.

Members of sororities should not be required to privatize or remove their accounts.

Interaction via social media is allowed to promote the overall sorority experience, encourage participation in Panhellenic recruitment and answer specific questions about joining a sorority.

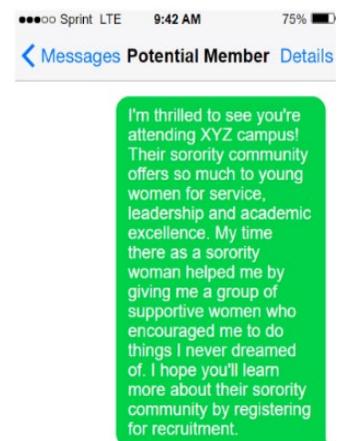
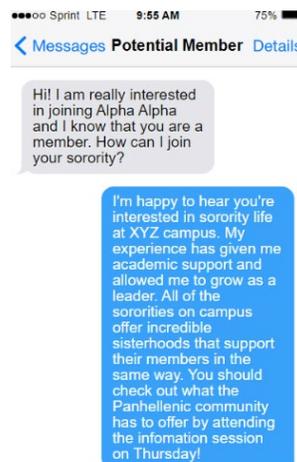
Members and chapters should answer questions about the recruitment process and sorority experience, encourage participation in Panhellenic recruitment and answer specific questions about their chapter.

When doing so, promote the values of each organization and membership within the Panhellenic community. Consider using hashtags for your organization, the College Panhellenic and your campus.



Consider these tips:

- Use hashtags promoted by your college/university
- Tag the College Panhellenic to direct PNMs to the College Panhellenic social media accounts.
- When posting on Instagram, tag your location as your campus to spread your reach.



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What does positive Panhellenic contact and promoting the sorority experience not look like?



In-person interactions:

Don't ignore PNM's when on campus, or go out of your way to avoid interactions. You can have normal, everyday interactions with unaffiliated women. If the topic of sorority does come up, the subject should be handled in line with positive Panhellenic contact and promotion of the overall sorority experience.

A PNM should be learning the specifics about your organization and chapter through recruitment events.

This updated policy still restricts PNM's from attending any unofficial recruiting events that chapters or organizations may have. This policy does not mean inviting PNM's to social events with the hope of potentially recruiting them or gaining an unfair advantage. NPC policy continues to restrict the use of men and alcohol in any recruitment related activities.

Social media:

Outreach and promotion should NOT be singular to one organization or chapter.

- "You should only be an Alpha Alpha Alpha."
- "I/We love you and you have a place here."

Communication via social media should not bombard PNM's with messages from every woman of your chapter or should not single out PNM's being tagged in images in your chapter posts.

There should always be discussion about joining the overall sorority experience and community on campus.

Any conversations that pressure a PNM, imply she would receive a bid (bid promising), or would not encourage her to keep an open mind through the recruitment process are not allowed.

- "You will become a member of our chapter."
- "You should come out with us, all the Alpha Alpha Alphas will be there and I want you to get to know as many active sisters as possible before recruitment."

Disparaging or degrading remarks about an organization, chapter or another member of the Panhellenic community are prohibited.

The communication should be mindful of the PNM's – they should not feel left out when they are not communicated with – they should not be led to believe they are already or are not a part of the community.

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Messages Potential Member Details

Hi! I am new to XYZ university and I am thinking about joining a sorority. I know you are in Alpha Alpha Alpha, should I join that sorority?

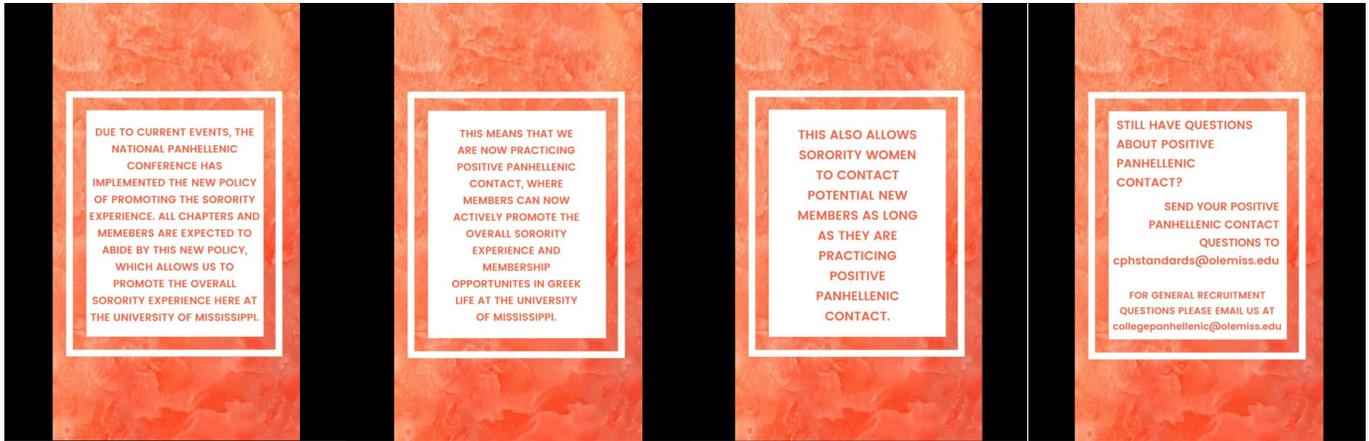
Yay! That is so exciting. You should definitely be an Alpha Alpha Alpha. We have a great philanthropy and sisterhood.



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What can our College Panhellenic do to teach our community about these policies?

[The University of Alabama Panhellenic Association](#) and [The University of Mississippi – Panhellenic Council Facebook](#)



Georgia Institute of Technology
Phi Mu chapter education

DID YOU KNOW

NPC now recommends that campuses "eliminate social media and contact restrictions with a goal of proactive, positive Panhellenic contact by all community members"

Your chapter can and should be reaching out to PNMs to promote the sorority experience and to tell them about Phi Mu

Your conversations should remain values based & focused on bringing members into the sorority system, but you do not have to hide the fact that you are a Phi Mu

YOU CAN:

- ★ Accept and request friend requests from PNMs
- ★ Like/Comment on their posts
- ★ Answer general questions about the sorority experience

YOU CANNOT:

- ✗ Bid Promise
- ✗ Talk poorly of other chapters
- ✗ Tell PNMs to "Go Phi Mu"
- ✗ Say anything that could be misconstrued as offering a bid

Washington State University
(The College Panhellenic is reaching out to all potential new members registered for recruitment.)

