



Tips for Working With Admissions/Orientation Staff to Promote Sorority Recruitment

The COVID-19 crisis presents an opportunity for College Panhellenics to review, and potentially increase or improve, how sorority life is marketed to incoming students in orientation activities and communications. You want to ensure new students and their parents/caregivers are aware of sorority life on your campus and first-year women and transfer students consider registering for recruitment and joining a sorority.

This document offers tips for your College Panhellenic to consider as well as an email template/phone script you can use to reach out to the campus department in charge of orientation, which varies from campus to campus but is typically the admissions, orientation or new student office. If you're not sure, your fraternity/sorority advisor may be able to help you determine which department(s) you need to contact.

Ideas for Reaching Incoming Students

- Ask for materials/messaging about the sorority experience be included in upcoming new student and/or parent/caregiver mailings.
- Ask for a message about sorority life on campus be included in a new or special incoming student email. Also ask to send information to parents/caregivers.
- If information about sorority life cannot be included in a mailing or email, ask whether your College Panhellenic may have access to the contact information for incoming students for you to send communications.
- Ask for sorority life information (e.g., Panhellenic website, recruitment registration link) to be included on webpages specifically for new and prospective students.
- Ask for sorority life to be included in virtual orientation sessions.
 - Can officers from your Panhellenic participate during a live webinar to share sorority information?
 - Can you share a video highlighting the sorority experience on your campus?
 - Can you host a panel presentation, either live or recorded, to highlight sorority life on campus and answer questions from incoming students?
- If sorority life will not be included in virtual orientation sessions, ask whether the campus would provide the Panhellenic with a standalone webinar on their platform (e.g., Zoom, Google Meet) and allow the Panhellenic to use new student and parent contact lists.
- Suggest outstanding Panhellenic women to be featured on the admissions/orientation social media channels, whether as standalone posts or social media takeovers by Panhellenic women.
- Ask admissions/orientation staff if they will host a Panhellenic or fraternity/sorority life day on social media to highlight outstanding students, chapter information and the benefits of membership.
 - Include quotes that speak to incoming student and parent/caregiver concerns (e.g., how sorority life helped the member feel connected to the campus and other students, friendships, finances, academic support, home away from home, community building—whether virtual or in person).
 - If the response is no due to fairness, suggest they offer communities such as athletics to have their own day as well.



- Request to join your college/university’s incoming student or parent/caregiver groups on social media (e.g., Facebook groups) to help answer questions about sorority life. (Note: You may want to limit this to a small number of officers, such as the Panhellenic officer in charge of marketing or the officer in charge of recruitment.)

COVID-19 Considerations

In addition to talking about why and how incoming students should register for recruitment and join a sorority, the Panhellenic also might want to include information about:

- The immediate benefits of joining a sorority, even if social distancing is in place or chapters are operating virtually.
- Highlighting what chapters and members are doing (or did last term) to create community, social interaction, service and philanthropy in a time of distancing.
- The benefits of sorority life when campus life returns to a more normal schedule.

Email Template/Phone Script for Contacting the Admissions/Orientation Office

Note: Before sending, replace the words in all capital letters with specific details.

Dear NAME,

I am writing to you today on behalf of the SCHOOL NAME Panhellenic Association and the NUMBER sororities on campus. Even in a time of virtual instruction and/or social distancing, we firmly believe the sorority experience has significant benefits for all who join and will help to attract and keep incoming students at SCHOOL NAME. Like the other student organizations that are involved in orientation, we believe we can be helpful in welcoming new students to our school.

We want to partner with you throughout this summer and during new student orientation to help our new students feel good about their choice to enroll. This fall will look very different for incoming students, and we know that now more than ever, they will need a support system.

We are prepared to continue fall recruitment activities to bring in new members, even if recruitment is held virtually, and we know that being able to join one of our organizations will be a huge draw to incoming students. They have missed out on so much during the past few months, and we are prepared to provide an exceptional membership experience, whether in person or online.

We will help provide an immediate community and lifelong friends that will ensure these students feel connected to our school and stay at SCHOOL NAME.

Are you available at INSERT DATE, TIME to discuss ways we can partner?

Thank you for your consideration. I look forward to speaking with you.

Sincerely or INSERT SCHOOL SAYING/SLOGAN (e.g., Fight On, Go Dawgs),

YOUR NAME

PHONE NUMBER

EMAIL