



## Best Practices for Communicating About Fall 2020 Recruitment

College Panhellenic Associations are communicating in many ways about Panhellenic recruitment for fall 2020. That includes discussing how Panhellenic recruitment might look different this year. Following are some examples of the kinds of communications Panhellenics are using, from emails and news stories to social media and websites.

### Email Message to All Women Registered for Panhellenic Recruitment

*From Kansas State University to all women registered for recruitment*

We have big news for you! **Panhellenic Council at K-State is happy to announce our new recruitment dates - August 21-23 & 26-28.** Learn what you can expect:

#### SCHEDULE

##### Prior to August: Convocation & Education

You will have access to a few different resources that walk you through what to expect, introduce you to Panhellenic and the recruitment guides, explain the process, and more! These modules should take no more than 1 hour.

##### August 1-19: Virtual Round 1 - Open House

You will view chapter videos, where you will be introduced to all 13 sororities. These videos will be no longer than 5 minutes long, and the entire unit should take no more than 90 minutes.

You also have the option to upload an introduction video to your profile. *More on that in next week's email!*

##### August 19: Recruitment Group Meeting

This post-dinner meeting will allow you to meet in small groups outside, to discuss the first weekend of recruitment, get to know other potential new members, and ask questions.

##### August 21-22: Round 2 - Philanthropy & Service

You will receive your personalized schedule Friday evening before events begin. Events will continue Saturday. Saturday evening you will enter your priorities for Sunday. You may visit up to 10 sororities between Friday and Saturday, but there are 16 event times to ensure small event sizes to allow for social distancing.

##### August 23: Round 3 - Sisterhood & House Tours

Sunday morning you will receive your personalized schedule. You will be able to see up to 6 sororities, but again, there are 10 event times to ensure small event sizes that will allow for social distancing. You will enter your priorities Sunday night.

##### August 26 & 27: Preference Round

Multiple events will be held on Wednesday and Thursday nights, and you will have one or two chapters to visit. We will of course work with any woman who has a Wednesday or Thursday night class (*this will be an added question within your profile - more on that next week!*).



### August 28: Bid Day

Friday evening, you will receive your bid telling you which sorority you are now a new member of. We hope to finalize details for this day in July, as we work with local health officials and K-State to ensure health and safety for our new members and chapter members.

### **HEALTH & SAFETY**

We are in communication with local health officials and will follow all federal, state, and local guidance as it relates to health and safety. At this point, please plan on wearing a mask throughout recruitment activities, congregating in groups of less than 50, and social distancing before & during recruitment activities. Note: There may be necessary changes made to the format as we get closer to August, but our overall schedule will stay the same.

### **YOUR NEXT STEPS**

Watch your email! Next week you'll receive more details about updating your Campus Director profile and in July you will receive access to our online modules.

In the meantime, follow Panhellenic on Instagram @PHCatKState. We can't wait to welcome you this August!

The Office of Fraternity & Sorority Life

### **News Story on Recruitment Plans**

*From Auburn University as [reported in The Auburn Plainsman](#)*

#### **Auburn Panhellenic announces revised recruitment plan**

The Auburn University Panhellenic Council posted a revised recruitment schedule on its social media pages on Tuesday, June 16.

There are three options for the new sorority recruitment schedule, which will be held the week of Aug. 8-15, according to Auburn Panhellenic.

“We also reviewed recommendations from the National Panhellenic Conference, the governing body of the 26 member organization sororities, who recently released a Recruitment Contingencies Task Force Report encouraging the use of virtual and/or in-person recruitment with physical distancing guidelines,” the council said in the post.

Option one, the preferred option, will have the ice water tea and philanthropy rounds done virtually with the sisterhood and preference rounds done in-person.

Option two will take place in the event of an elevated risk of COVID-19 on campus, in which the ice water teas, philanthropy and sisterhood rounds will be done virtually and the preference round will be done in-person.

Option three will take place in the event of immediate risk of COVID-19 on-campus, in which all rounds will be done virtually, except for Bid Day.

In any of these three cases, the council has made the decision to not allow parents, family, or guests to attend Bid Day as done in the past. This decision was made to prevent the further spread of COVID-19 and to ensure “the safest way to allow our



potential new members and their new sisters to have the Bid Day experience,” Auburn Panhellenic said.

As for how the revised schedule will affect other areas of campus life, move-in for potential new members will be the first week in August. During recruitment, both the potential new members and the active chapter members will be required to wear face masks for all in-person rounds that may take place.

### Social Media Examples

*From Texas A&M College Panhellenic on Instagram – sharing a news release*

## PRIMARY RECRUITMENT UPDATE

### PANHellenic PRESS RELEASE

JUNE 16, 2020

Howdy!

The Collegiate Panhellenic Council (CPC) is excited to announce the official schedule for Fall 2020 Primary Recruitment! To prioritize the health and safety of Potential New Members (PNMs), active members, and our community, we are planning a hybrid model of both virtual and in-person events.

- August 7 - Convocation (Virtual): PNMs will attend a virtual presentation to prepare for the week and receive access information for the first round of recruitment. PNMs will also meet with their Rho Gamma groups to get to know their Rho Gammas (recruitment counselors) and other PNMs.
- August 7-8 - Open House (Virtual): PNMs will watch videos from all chapters. During this round, chapters will watch one-minute videos of PNMs. More information on the PNM video can be found in the PNM Orientation program (which will be sent out July 1).
- August 9-10 - Philanthropy (Virtual): PNMs will attend events on a virtual platform.
- August 11-13 - Sisterhood\* (In-Person): PNMs will attend events on Sorority Row one of these three days. CPC will optimize parties to limit the number of PNMs on Sorority Row each day.
- August 14-15 - Preference\* (In-Person): PNMs will attend events on Sorority Row one of these two days. CPC will optimize parties to limit the number of PNMs on Sorority Row each day.
- August 16 - Bid Day: Chapters will host individual Bid Day celebrations for the PNMs following state, local, and university guidelines.

\*For in-person rounds, if a PNM is not comfortable attending events in person, we will do our best to provide virtual options.

We are continuing to monitor the COVID-19 situation. In the event that we need to make more events virtual for health and safety reasons, we will notify PNMs by email. If any changes are made to the recruitment format, the dates will remain the same.

Registration is now open and will close Friday, July 31, 2020! PNMs will also be required to complete an online orientation for recruitment by Saturday, August 1. An email will be sent to PNMs on Wednesday, July 1 with information on how to access the orientation.

If you have any questions:

1. Visit our website [cpc.tamu.edu](http://cpc.tamu.edu) for more information. You can register for recruitment here.
2. On Wednesday, July 1 we will send an email about online orientation, Recruitment Guide, PNM Open House video, and dress suggestions for each round.
3. Email Alexandra Campbell, CPC President at [cpctamu@gmail.com](mailto:cpctamu@gmail.com) or Whitney Gerro, CPC Vice President of Recruitment at [tamurecruitment@gmail.com](mailto:tamurecruitment@gmail.com).
4. Call the Office of Fraternity & Sorority Life at Texas A&M University at (979) 862-5636.

Thanks, Gig 'Em, and Go Creek!

Alexandra Campbell  
CPC President

tamupanhellenic • Follow
...

---

**tamupanhellenic** ☆☆☆ An important update regarding Fall 2020 Primary Recruitment ☆☆☆

2w

+

**sydneywallach** So excited for this!! #gogreek!!

1w Reply

**tatum\_smith** So excited! So thankful we still get to have recruitment! 🥰

1w Reply

Liked by **aggiepibetaphi** and others

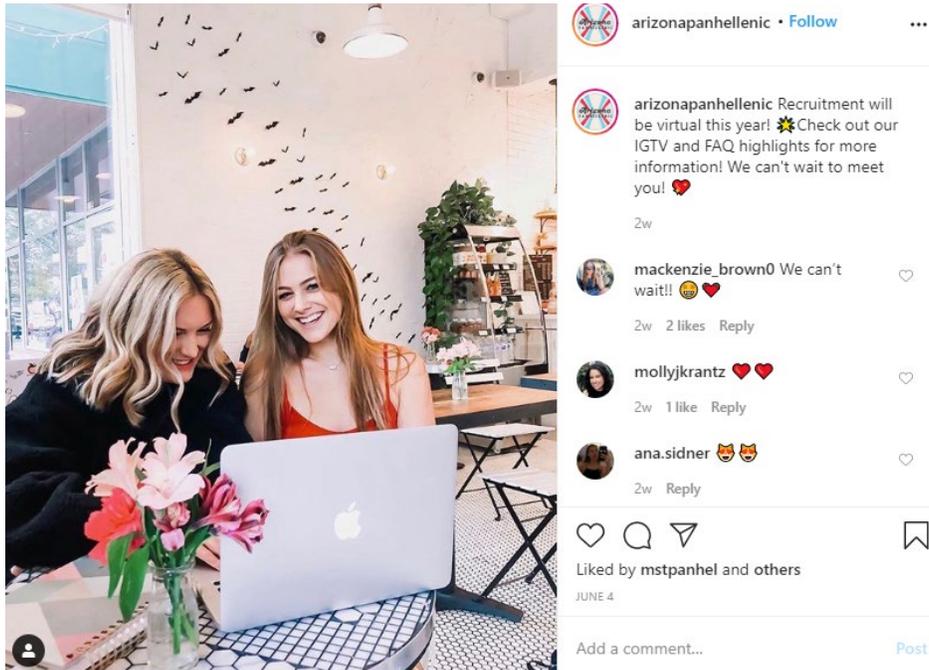
JUNE 16

Add a comment...
Post

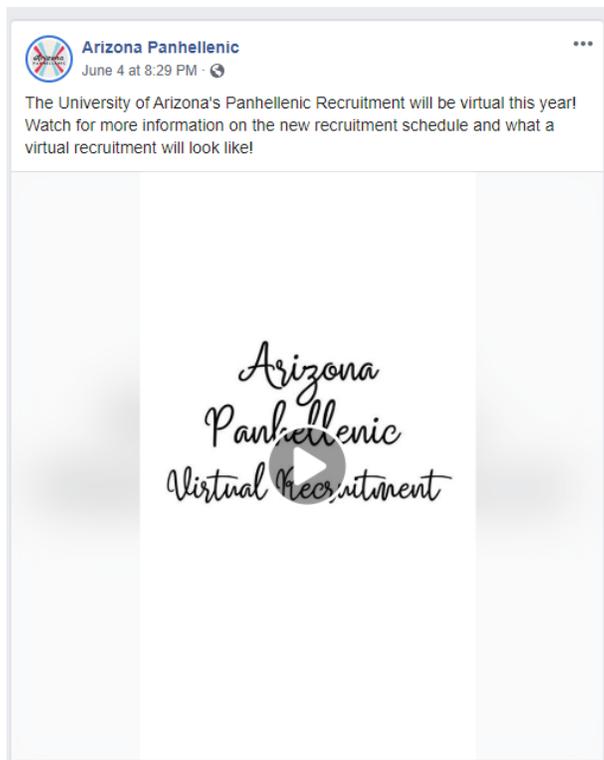
national panhellenic conference | 3



*From University of Arizona College Panhellenic on Instagram who hosted an IG Live session that now is available on the Panhellenic's IGTV*



*Also a Facebook post*





## Panhellenic Website

*From University of Arizona College Panhellenic on their recruitment registration page. Editor's note, the information below appears at the top of the web page and only the information relevant to virtual recruitment is include here. Some hyperlinks also have been removed.*

### **How to Join**

There will be no in-person recruitment in the fall 2020 semester. However, potential members can join a Panhellenic sorority through the fully structured recruitment which will be hosted virtually. It is very similar to a formal in-person structured recruitment, but allows chapter members to recruit women to sorority while physically distant.

#### *Fall 2020 Recruitment*

##### *A Fully Structured Recruitment hosted virtually*

Due to the COVID-19 pandemic, there will be no formal in-person recruitment. Instead, a fully structured recruitment will be hosted virtually. The College Panhellenic uses a fully structured recruitment, but all events are conducted virtually. It is very similar to a formal in-person structured recruitment, but allows chapter members to recruit women to sorority while physically distant. In order to participate in Panhellenic virtual recruitment in the fall and receive a bid from any organization, you must be registered. By registering for virtual recruitment, your name and information is made available to all of the Panhellenic organizations. However, just because you registered does not mean you will receive a bid for membership. [Click here to register for Panhellenic sorority recruitment.](#)

For recruitment-related questions, please email [uapanhellenic.recruitment@gmail.com](mailto:uapanhellenic.recruitment@gmail.com)

[Check out our recruitment FAQ sheet!](#)

...

For Recruitment-related questions, please email [uapanhellenic.recruitment@gmail.com](mailto:uapanhellenic.recruitment@gmail.com)