



Recruitment Reform Discussion Guide

Many College Panhellenic Councils are having conversations to ensure the recruitment experience is a more inclusive and equitable. This resource provides guidance on how to start a discussion about a more inclusive and equitable recruitment experience and what areas should be looked into when talking about reform.

Identifying Challenges

Before any reform can occur, you should identify what challenges the Panhellenic community is trying to address. While making change is important, it is more important the entire community lead the change, reform is impactful and it addresses the root causes of problems/needs a community has.

To do this, you'll need to gather together stakeholders in the community including chapter and Panhellenic officers, as well as chapter advisors, your fraternity and sorority advisor and your NPC College Panhellenic area advisor. Below are sample questions to prompt the identification of needs your reform must address.

- What do your various constituents say about the Panhellenic recruitment experience? [Consider current members, potential new members (PNMs), non-members, campus administration, parents/caregivers, etc.]
 - What information do you have from previous recruitment or PNM surveys?
- What portions of recruitment does the College Panhellenic have the ability to change, and what portions of recruitment does each chapter within the College Panhellenic have the ability to change?
- Why are PNMs choosing not to sign up for recruitment?
- Why are PNMs leaving recruitment?
- Why are collegiate members unengaged and/or resigning?

Determining Solutions

Once you determine what challenges you are trying to address, then you can begin brainstorming solutions to meet those needs/concerns. Below is a list of concerns and possible solutions your community may consider when discussing recruitment reform. This list is NOT exhaustive, but simply meant to assist in idea generation.

Concern: "Being a member of a sorority is too expensive."

- Reduce recruitment registration fees or consider fee waivers for students in need.
- Review recruitment budgets to determine what items can be removed.
- Consider ways in which financial transparency can be highlighted.
- Have community-wide discussions about costs of sorority membership and look into adjusting the budgets of the College Panhellenic and/or chapters.



- Review the Values-Based Recruitment – POLICY to see which chapter costs can be eliminated. Continue to decrease costs that don't contribute to enabling authentic conversations among PNMs and chapter members during recruitment.

Concern: "All sorority members are the same and I don't fit that stereotype."

- Consider the elimination of dress codes and attire requirements to ensure authenticity and individuality are valued.
- Consider the elimination of decorations, videos, etc. that do not portray the authentic experience of being a sorority member on campus.
- Assess whether to shift locations to ensure accessibility of the experience.
- Review the time constraints involved; make sure no events are scheduled during religious or cultural holidays.
- Educate on what authentic conversations before and during recruitment look like.
- Adjust the marketing and social media of the College Panhellenic and chapters to more accurately reflect an authentic sorority experience and Panhellenic values.
- Reconsider any required/recommended uniformity of hair, make-up, etc.
- Review recruitment rules to allow for more authentic conversations between members and PNMs prior to recruitment.

Concern: "The recruitment process is overwhelming."

- Review the number of questions PNMs are asked during recruitment registration, what the answers are helping chapters identify and any additional requirements for PNMs signing up for recruitment. Can you simplify the registration process?
- Review the recruitment schedule and assess the timing, style and locations that are creating barriers.
- Host community-wide conversations around authenticity in recruitment.
- Review written recruitment materials and/or PNM orientation to ensure PNM information needs are being met.
- Review recruitment rules to ensure unnecessary rules and structure are removed.

Again, this list is not exhaustive, but meant to help you begin brainstorming ways in which College Panhellenics can begin making changes to processes to allow for an/a more accessible and equitable recruitment experience.

Additional resources that may be helpful to you include:

- [Cultivating a More Inclusive Recruitment Experience and Addressing Implicit Bias \(Educational Session Video | Resource Guide\)](#).
- [Recruitment Style Assessment For College Panhellenics](#).
- [Resolved to Educate – Positive Panhellenic Contact and Promotion of the Sorority Experience](#).