



RECRUITMENT REFORM PROJECTS



Executive Summary
Dec. 31, 2021



12730 Meeting House Road, Suite 200
Carmel, IN 46032
317-872-3185 | NPCwomen.org

Recruitment Reform Projects

Final Reports

Dec. 31, 2021

Respectfully submitted by:
Jenny Greyerbiehl, NPC chief operating officer

Executive Summary

In April 2021, the NPC Board of Directors accepted the [Recruitment Reform Projects](#) proposal that outlined five projects to help transform Panhellenic recruitment. An overview of these projects were shared with the Council of Delegates at the 2021 NPC Annual Membership Meeting. The five projects are:

- Project #1: Fully Structured Recruitment.
- Project #2: Transparency of Sorority Membership.
- Project #3: Cost of Recruitment.
- Project #4: Promotion of the Sorority Experience.
- Project #5: Alternative Approaches to Recruitment.

The board appointed new task forces to lead the first two projects. NPC staff lead projects three and four. The NPC Panhellenic Recruitment Committee was tasked with completing the fifth project.

Each of the five project teams met regularly between May and December 2021 to accomplish their individual charges. The chairmen of these projects also met together monthly with NPC Chief Operating Officer Jenny Greyerbiehl to discuss the projects and any potential overlap in work or questions among the project teams. The project teams have now completed their work and submitted their final reports and recommendations to the NPC Board of Directors.

Below is a summary of the work of each project team. Please see the individual project reports for specific charges, team members, accomplishments and recommendations.

Project #1: Fully Structured Recruitment

Angie Fellers and Gretchen Foran, Recruitment Reform Task Force co-chairmen

The Recruitment Reform Task Force was charged with reimagining the Fully Structured Recruitment (FSR) style. Task force members researched a variety of organization recruitment methods outside of sorority recruitment to generate ideas on how to reimagine fully structured recruitment and envision new ideas that would allow for a flexible and authentic experience for members and potential new members (PNMs). The task force determined it was not the structure of recruitment that was the challenge, but rather the variety of barriers that have been created around the structure that pose the greatest challenge to success. As a result, the task force's recommendations focus on removing those barriers as summarized below.

1. **Structure:** The task force outlined more FSR options that enable College Panhellenics to choose what works best for the campus' size, spaces and student population.
2. **Registration:** The task force recommended NPC create a model recruitment registration template to provide a shorter and less intrusive recruitment registration process for PNMs.

3. **Values-Based Recruitment:** The task force proposed changes to this NPC policy to provide clarity regarding attire expectations and performances.
4. **Recruiting in the Non-Primary Recruitment Term:** The task force proposed all College Panhellenic chapters be able to conduct Continuous Open Bidding (COB) during the non-primary recruitment term.
5. **Small College Panhellenics:** The task force recommended NPC form a Small College Panhellenics Advisory Council to support these College Panhellenics and NPC College Panhellenic area advisors in making changes to their recruitment structure, such as shifting to partially structured recruitment or continuous recruitment.
6. **Recruitment Counselors:** The task force proposed to eliminate the Panhellenic Officer Disassociation During Recruitment – POLICY to further decrease College Panhellenic recruitment costs and increase authenticity and the focus on PNMs during recruitment.
7. **Marketing:** The task force recommended expanding the information NPC gathers about PNMs in order to create more personalized marketing to PNMs. They also recommended NPC continue to invest in enhancing the College Panhellenic Marketing Toolkit and Panhellenic marketing officer training.

Project #2: Transparency of Sorority Membership

Christy Adams, Education and Transparency Task Force chairman

The Education and Transparency Task Force was charged with reimagining the PNM education process to provide consistent and accurate education to all PNMs and their caregivers, participating in any style of Panhellenic recruitment on any campus. The task force members reviewed existing PNM education and determined the educational topics fell into two categories: 1) understanding the recruitment process and 2) understanding the sorority experience.

Then, based on their findings, the task force provided the recommendations summarized below.

1. **Assessment Tool for PNMs:** The task force recommended the development of an assessment tool to help PNMs identify what aspects of the sorority experience are most influential to their decision to join and how to use those aspects to find the right fit.
2. **PNM Orientation:** The task force recommended the creation of widely available PNM orientation focused on 1) finding the right fit, 2) understanding the recruitment process, 3) understanding membership obligations and 4) finances.
3. **Caregiver Information:** The task force recommended an orientation for caregivers that focuses on the same four categories as the PNM orientation but is adapted to the caregiver audience.
4. **Implementation Campaigns:** In order to ensure the recommendations are seen by the greatest number of people in the potential audience, the task force recommended both a national marketing campaign and College Panhellenic-level campaigns to help promote these tools.
5. **Additional Education for College Panhellenics and Advisors:** The task force recommended corresponding training be developed for College Panhellenics and member organization chapter advisors.

The task force members also outlined in detail the topics, resources and implementation strategy for each of their recommendations.

Project #3: Cost of Recruitment

Gretchen Foran, NPC director of panhellenic support and education

As a part of NPC's larger Cost of Membership project, the Panhellenic Support Team was charged with gathering and reviewing data regarding the costs associated with Panhellenic

membership recruitment in an effort to reduce or eliminate cost-related barriers to membership. Their first two recommendations were implemented earlier in 2021: the Tiered Recruitment Registration Fee (2021) – POLICY and the Virtual Open House Round (2021) – BEST PRACTICE. During summer 2021, the team worked on additional budgeting resources for College Panhellenics, new resources to better prepare recruitment counselors and PNMs for financial discussions and updating other existing resources to add language specific to why a policy/practice exists and/or why it is changing.

In early 2022 the project will culminate with an additional feedback survey to member organizations regarding the Financial Transparency Program, with the end goal of developing a new webinar to reeducate College Panhellenics on financial transparency.

Project #4: Promotion of the Sorority Experience

Loretta Good, NPC chief marketing officer

This project focused specifically on additional ways to train College Panhellenics on marketing directly to non-likely joiners in order to expand the open house pool. The Board of Directors named a Marketing Advisory Committee to assist in completing this project as well as to offer ongoing advice to the NPC Marketing Team. For this project, the Marketing Advisory Committee provided three recommendations to improve how College Panhellenics market to non-likely joiners.

1. **New Marketing Tactics:** The committee recommended new marketing tactics for College Panhellenics and NPC staff added those recommendations to an existing NPC resource.
2. **College Panhellenic Academy Curriculum Improvements:** The committee provided recommendations on the College Panhellenic Academy marketing and public relations track curriculum and their feedback was incorporated by NPC staff for delivery during the January 2022 event.
3. **Digital Advertising Training for College Panhellenics:** The committee recommended technical training for College Panhellenics regarding using digital advertisements to grow the open house pool. NPC staff expects to finish that work during this fiscal year.

Simultaneously, NPC staff were involved in three projects related to attracting more women, including non-likely joiners, to the sorority experience: **1) Join a Sorority Week, 2) College Panhellenic marketing education delivered by Phired Up and 3) seeking an additional Her Campus-like partner and/or influencers** for a spring 2022 campaign to reach college-bound high school women.

Project #5: Alternative Approaches to Recruitment

Mary Barlow, NPC Panhellenic Recruitment Committee chairman

The Panhellenic Recruitment Committee split into subgroups to complete work related to helping a variety of constituents understand recruitment doesn't have to be a one-size-fits-all endeavor. The areas of focus included new and updated recruitment style education resources, new and updated education/resources for Alumnae Panhellenics to help them support "shifts in sorority recruitment," a recommendation for transparency for caregivers, a recruitment counselor resource related to early outreach/engagement with PNMs, new and updated COB resources, new messaging related to shifting mindsets around recruitment and a revised Recruitment Style Assessment. The committee remained focused on providing the "why" behind the changes and continued to have conversations regarding additional ways to help shift mindsets away from doing recruitment the way it has always been done.

The committee noted a number of key findings from their work, and based on those findings, the committee also submitted the recommendations outlined below.

1. **Alumnae Support:** The committee recommended continued board support for Alumnae Panhellenic education related to notable and timely changes to recruitment to ensure alumnae are sharing accurate and current information, particularly with PNMs.
2. **Recruitment Style Support:** The committee recommended a small group be established to provide recruitment style support to campuses that may benefit from a recruitment style other than fully structured recruitment.
3. **Recruitment Style Educational Resources:** The committee recommended the continued maintenance and promotion of recruitment style education resources.
4. **COB:** The committee asked that the Board of Directors and the Council of Delegates provide further guidance and strategy related to COB, especially as it relates to the authorities and oversight of COB and eliminating stigmas.