



Resolved to Educate

Educational support for: Values-based recruitment

The National Panhellenic Conference (NPC) is a values-based organization. Its 26 member organizations are bound together through the shared values expressed in the Panhellenic Creed. Those values must be portrayed in the activities of College Panhellenics and individual chapters. Each, College Panhellenics and individual chapters must ensure that all Panhellenic activities, including recruitment events, are values-based and reflective of the NPC sorority experience.

Expressing NPC sorority values publicly sheds light on the expectations and standards guiding the member organizations and chapters. It assures that the women attracted to our organizations understand and embrace the commitment to living those values.

A values-based approach should be used with all recruitment styles.

Values-Based Recruitment Policy (1989, 1991, 1997, 2003, 2015, 2019) - POLICY

All College Panhellenics and their member chapters shall incorporate the following policies into their membership recruitment programs:

- Focus on conversations between chapter members and potential new members about organizational values and member organizations.
- Establish guidelines for membership recruitment budgets and set a cap on membership recruitment expenses, including the value of all donated goods and services.
- Keep decorations to a minimum and confined to the interior space used for recruitment rounds.
- Determine recruitment event attire for chapter members that reduces individual financial burden and eliminates costuming.
- Eliminate gifts, favors, letters and notes for potential new members.
- Eliminate all forms of bid promising, verbal or written, to join a certain sorority before bids are distributed by Panhellenic.
- Eliminate recruitment skits.

What is the purpose of values-based recruitment?

- To make connections and build relationships between chapter members and potential new members (PNMs)
- To discover shared interests and values among chapter members and PNMs
- To display the high standards held by all NPC member organizations
- To provide PNMs with an opportunity to make informed decisions through an open, fair and unbiased experience
- To ensure the future of chapters

What are the benefits of values-based recruitment?

- Potential new members (PNMs) seek the same core values, principals and standards as the chapter members.
- Improved retention rates due to heightened PNM awareness of chapter expectations before joining.
- Members are engaged in meaningful programming consistent with their own reasons for joining.

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What should values-based recruitment look like?

- Genuine conversations
- Words of welcome from chapter officers
- Philanthropy video provided by inter/national organization
- Testimonials by members about chapter activities
- Tour of living facilities
- Panhellenic delegate presentation on chapter support of campus/Panhellenic events
- Presentations on organizational history, values and strengths
- Sharing financial obligations, academic expectations or new member requirements

Each campus's primary recruitment schedule is determined by the number of invitational rounds it includes. Below are three suggested models. A campus should work with the RFM specialist and NPC area advisor to determine the best model for the campus.

- One invitational recruitment
 - » Round 1: Open house focused on sisterhood and philanthropy
 - » Round 2: Preference
- Two invitational recruitment
 - » Round 1: Open house
 - » Round 2: Sisterhood and philanthropy
 - » Round 3: Preference
- Three invitational recruitment
 - » Round 1: Open house
 - » Round 2: Sisterhood
 - » Round 3: Philanthropy
 - » Round 4: Preference

What are some sample questions to ask PNMs during values-based recruitment?

- Open house
 - » Why did you choose this campus?
 - » What did you enjoy about your high school experience?
 - » What are you involved in on campus?
 - » How do you like to spend your time?
- Sisterhood
 - » What is your favorite class?
 - » How did you balance activities and academics in high school?
 - » What do you hope to gain from sorority membership?
- Philanthropy
 - » What service activities were you involved in during high school?
 - » Do you have a philanthropic cause that is important to you? Why?
 - » What most excites you about sorority membership?
- Preference
 - » What about our chapter interests you the most?

How can organizational values be shared during each round of recruitment?

In order to provide potential new members with an overall picture of your chapter, a selected leader within the chapter should plan to present them with information about the theme of the event.

- Open house: The president or recruitment chairman shares why she chose the campus, what activities members are involved in on campus and accomplishments of the chapter.
- Sisterhood: The scholarship chairman discusses academic standards for the organization and awards and notable internships held by chapter members. In addition, chapter member financial expectations are shared.
- Philanthropy: The philanthropy or service chairman provides information on the inter/national organization's philanthropy and local service activities.
- Preference: Follows the recommendations of the inter/national organizations.

What is bid promising and why is it not values-based?

PNMs should have a recruitment experience that is informed through the conversations and values of each chapter, and not influenced by misleading promises. Bid promising, the intentional or unintentional actions that lead a PNM to perceive she will be receiving a bid to a particular chapter, can set up a PNM for unrealistic expectations, lead to disappointment, and may result in the PNM removing herself from the recruitment process.

Values-based recruitment means sharing information about the chapters within positive Panhellenic contact. As bid promising may look different on each campus, potentially outlined in Panhellenic recruitment rules, it is important that the College Panhellenic educate all women, including PNMs, on what bid promising is and what it looks like.