



# The Ohio State University Panhellenic Recruitment Initiative Summary Proposal May 11, 2002

The following are the recommendations and proposal for the strengthening of The Ohio State University Panhellenic Recruitment process.

- 1) Recruitment Counselors
- 2) Marketing
- 3) Recruitment Quota/Rules
- 4) University Support
- 5) Appendix - Proposed Recruitment Rules

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## Recruitment Counselors

**I. Mission: To recruit Greek women who can portray positive advantages and values of Greek membership to all potential new members.**

## II. Qualities of a Recruitment Counselor

- ◆ Like being Greek (Panhellenically minded)
- ◆ Enthusiastic about Formal
- ◆ See role as being “front-line ambassador”
- ◆ Positive Image
- ◆ Good communication skills
- ◆ Hard worker (put in time into it, committed to being a good Recruitment Counselor)

## III. Job Description

- ◆ Act as a mentor to Potential New Members (PNM)
- ◆ Meet with PNM on a regular basis as scheduled by Panhellenic
- ◆ Knowledge of Formal Recruitment process, individual chapters, and NPC Unanimous Agreements
- ◆ Attend all training and meeting sessions
- ◆ Work as a team player - able to keep confidentiality and privacy

## IV. Training

1. Initial Training in September - focus on Team Building, getting to know each other (Ropes course?)
2. Teams - organize RC into teams to work together (2/3 per dorm). Also develop action plans, knowledge building
3. Monthly debriefings/trainings
  - ◆ Small/large groups
  - ◆ Q&A / troubleshooting
4. Pre-Formal recruitment preparation
  - ◆ Role playing
  - ◆ Situational

This is continuous over the fall

## V. Process/Expectations/Accountability

- ◆ Face to face meeting with PNM's - once a month only recommended
- ◆ Meet needs of all PNM's
- ◆ Available to PNM on their schedule
- ◆ Follow rules
- ◆ Maintain confidentiality and integrity
- ◆ Collect exit data (when PNM's drop out)
- ◆ Business cards to hand out to PNM - easy way to share contact info, professional

## VI. Obstacles

- 1) Too much money (Panhellenic costs)
- 2) Too much contact with upperclassmen with COB in the fall (freshmen as well)
- 3) Too focused on what is important for "us" - need to re-focus on what is important to PNM
- 4) Selling this new attitude to chapters

## Marketing Options

### I. Changing image

How can we affect perceptions? By changing our behaviors

If you are selling a product and looking for color, why would you buy if all you heard from the salesperson is 'shape' ?

The same thing applies to Recruitment - if Potential new Members are looking for certain things, we can't continue to disregard their desires in place of the message we are sending out - they are 'shopping' elsewhere now....

We need to focus on our "target market"

### II. Target Market

We need to build some relationships to help us target those top-notch women who would benefit from Greek life

#### **A. Resident Advisors -**

1. work on developing relationships, educate them on the benefits overall

#### **B. Potential New Members**

1. Different types of PNM - we need to broaden our scope...
  - ◆ Freshmen, Sophomore, junior, senior
  - ◆ On-Campus, Residence, Commuter, other campuses

#### **C. Alumnae**

We need to embrace our alumnae to market Formal Recruitment Greek Life  
Goal should be - no more "I was a \_\_\_\_\_ "

#### **D. Parents**

Promote what is important to them - safety, better graduation rate, second family, and home away from home

**Idea** - tie in with OSU Parents Weekend in the fall to have Open Houses at each house for parents and families of freshmen/prospective students to go through

#### **E. Greek**

Why did I join? - Don't wait until preference to say why - use every minute you have  
☺

Push the "friendship" (one of our pillars)

The rules - standards are "good" - part of Greek Life, but still can have fun

***F. Media***

Invite to Philanthropy events

Notify them of other Greek events, invite them out

**III. Marketing Options**

***A. Lantern Advertising***

- ◆ 16 reasons to go Greek
- ◆ bragging pints
- ◆ Famous alums / CEO's etc.
- ◆ CD ROM

***B. Marketing Fact Sheet (AKA "Press Kit")***

- ◆ Has bragging points as well lists famous alums, GPA success, "want to grad? Go Greek"

***C. T-shirts - tasteful and letters not in Greek but English written out***

***D. Generic recommendation form to recommend freshmen***

**IV. Fall Ideas**

- Bouncy Castle - Greeks work this - proceeds to charity
- Dinners with campus leaders at chapter homes (have quality recruit quality)
- Michigan Blood Drive
- Speakers at Orientation
- Speak at UVC
- Lennox ads, business ads

Emphasis common themes - leadership, scholarship, friendship

Homecoming participation

Define WHO you are looking for

Registration

- Charge a \$10 fee - ½ goes to charity?
- Give an insulated coffee mug
- Apply against chapter where NM goes

NOTE: the group voted down this idea. Also, no more free t-shirts - probably skewed the true number of women interested in Greek Life

## Recruitment Schedule and Rules

Had to cover many items...

- 1) What would benefit everyone
- 2) Schedule for chapter but more important for PNM
- 3) Recruitment rules

### I. Phase 1 - Quota

Determined at this time Based on historical data, and what had been happening in the past few years, this team came up with the following:

#### **A. Quota/Cap**

Quota would be the number of vacancies to maximum of 25 to Campus Total of 100

I.E. If group ZYW has 70 members before Formal Recruitment, they can take only 25, leaving 5 vacancies for them to COB to Total of 100.

If group ABC has 80 members, then 20 will be their quota as that this would put them at Campus Total of 100.

The goal is to move to a Quota/Total format with 3-5 years once recruitment numbers have stabilized as well as chapters being healthy.

#### **B. Campus Total**

At this time, Campus Total will stay at 100

#### **C. Release figures**

We will continue using release figures

#### **D. COB**

Continuous Open Bidding will be strongly encouraged as Formal recruitment will no longer be able to be relied on to reach Campus Total.

## II. Rules

There were several rules that could be combined under NPC Unanimous Agreements and other rules that could streamline the COB process for groups.

(See Appendix)

## III. Schedule

### **A. Introductory Round**

Sunday January 12<sup>th</sup> 1-4 (30-min break) 4:30 to 7:30pm

- all 16 groups
- will be held at the Ohio Union (level field for all)
- each Recruitment Counselor group will visit each chapter for 15 minutes with 5 minute breaks between rotations
- there will be 16 rooms with doors that close -

### **B. Recruitment Counselor meeting/ fun event**

Tues or Wed Jan 14 or 15th

- Pick up invitations, fun activities/ Q&A

### **C. Philanthropy/House Tour Round**

Friday January 17 (4 rotations)

Saturday January 18 (5 rotations)

- PNM will cut down to 9 groups from 16
- 45 minutes in own facility

### **D. Preference Round**

Sunday January 19

- PNM cut down to 3 groups from 9
- 1 hour in own facility

### **E. Bid Day**

Tuesday January 21

#### IV. Educating groups on COB

- A. *COB Chair from each chapter - Train the Trainer*
- B. *More emphasis on ritual, philanthropy and leadership*
- C. *Live ritual - publish creed (t-shirts etc)*
- D. *Take away the stigma of COB*

Large groups should COB - less reliance on Formal Recruitment, therefore more women towards not-filled groups

If more than 400 women are eligible for bids, but that is more than the quota vacancies are, then these women will be eligible for snap bids (this will trickle back to those groups not-filled)

If under 400, (i.e. Similar situation to 2001), how will this be addressed? The team notes (with JJ suggestion) that Quota /Total may have to be implemented sooner.

#### **\*\*Note on Snap Bidding\*\***

Snap Bidding will be done as per NPC process with the Panhellenic Adviser contacting the PNM and discussing her options and bid offers from other groups.  
(Currently, individual groups try to visit the PNM to offer the bids)

## University Support

### I. Alumnae

- A. *Greek Alumni Council*
  - Craig Little - contact
  - Create guidelines - not controlling but fun and supportive
- B. *Need Buy-In from University*  
(Student Affairs)
- C. *Appeal to International Organizations for OSU membership*
- D. *Educate everyone to work together*
- E. *Recruitment giveaways (sponsorship)*
  - Waterbottle
  - ID card holder

### II. Positive Publicity to Administration

- A. *Articles in faculty Newsletters/Spotlight in Alumni magazine*
- B. *Continued/Increase in information in Buckeye NetNews*
- C. *Letters to the Editor of Lantern*
  - Give weekly information
- D. *Selling Point: Ritual/Values*
- E. *Intramurals/Successes*
- F. *Open House (All Chapters)*
  - Chapter personally invites faculty members

### III. Residence Life

- A. *Presentation to RA's during summer training*
- B. *Professional in Student Affairs that are Greek make presentation to Res. Life*
- C. *Encourage chapters to foot "deposit loss" to get out of contracts w/ Res Life*
- D. *Encourage alumnae to support members w/ \$\$ if chapter can not afford it*

#### IV. Faculty/Staff Connection

A. *Letter to Faculty*

Ask if they were Greek

Ask if they would support Greek with placard

B. *Recruitment Drive Letter*

Letter listing what a sorority is

Ask if they know women who would meet these standards (generic recommendation form)

C. *Selling Pint; Ritual/Values - / academic success \* educate the educators*

D. *Intramurals*

#### V. Marketing

A. *Commercial during Orientation*

B. *Sporting Events - publicity on the big screens "tag lines"*

C. *Recruitment Counselor phone script*

D. *Conversation skills - teach women how to recruit*

E. *Educate Fraternities about OUR values*

F. *Selling lifelong commitment*

X number of alumnae at recruitment events

G. *What did our founders stand for?*

H. *Intro Round - every collegiate member present*

I. *Drop Out people - COB after Bid day (Panhellenic COB event)*

## Other ideas

### 1. Registration fee

After some discussion about the pros and cons, it was agreed that there would be no registration fee to participate in FMR

However, we will also not be giving away a free T-shirt when signing up (more than likely skewed our recruitment stats when they were given out during freshmen orientation)

### 2. Fall Expo

Have a separate Information/Open house evening at the Union for interested women  
Have display booths focusing on values like academics, leadership etc....

### 3. Parents Weekend

Tie in with OSU Parents Weekend and open sorority house for freshmen and parents to walk through

This would be a freebie event for all groups' COB registration wise

Hand out Panhellenic material not own group - NPC has pamphlets called "Speaking of Sororities" and "Parents Brochure"

### 4. Balance out Preference parties.

If one group only has 25 women coming to their Pref, then bundle into 2 rounds

As well, if some Recruitment Counselor groups are much smaller than other, then merge them

### 5. Recruitment Etiquette for PNM

What do we expect of them (you RSVP, then you will attend)

### 6. Food

The Recruitment Chairs will bring in menus and they will police themselves to make sure everyone is on a level playing field

### 7. Central location

Have Recruitment Counselor groups meet at the Union before Rounds so Panhellenic can make any announcements/housekeeping/answer any questions. (10 minutes)

## **8. Contact**

PNM get bombarded with phone calls from chapters in the fall inviting them out to events - use one listserve to send out detailing upcoming COB events

## **Appendix**

### **Proposed Recruitment Rules**

- 1) A no-frills deferred recruitment shall be held in January of each year
- 2) Campus total is 100. A pre-determined quota of 25 or the number of vacancies to fill to campus total (whichever is lower shall be allowed during Formal Recruitment).
- 3) In the fall, unrestricted Continuous Open Bidding (COB) is open to upperclasswomen only.
- 4) Additionally, each sorority may host up to 2 informal informational recruitment events at their chapter facility for freshmen women as well as 1 event held jointly with other sorority groups. All events will be registered with the PHA VP of Recruitment.
- 5) Chapters are encouraged to sponsor unlimited informational recruitment events at -on-campus facilities.
- 6) A Panhellenic Code of ethics shall be adopted and posted in the Panhellenic Office and in all chapter facilities.
- 7) A recruitment fee of \$12 per member listed on each chapter's membership roster shall be due by \_\_\_\_\_.
- 8) All the NPC Unanimous Agreements shall be followed. Specifically, there are to be no men or alcohol allowed (including Bid day), no promising of bids, no gifts/favors. There shall also be no negative comments spoken against other sororities.
- 9) All Panhellenic deadlines should be adhered to and fines shall be assessed based on the schedule adopted by the Recruitment Chairmen of all chapters.
- 10) Each chapter shall abide by a strict silence period from the end of the final Preference event to until after the distribution of formal bids. (Educate on what casual contact is)
- 11) Food and Beverages - specific party details still to be determined.