

*Recruitment*  
Summit

# Promotion of the Sorority Experience

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# Introductions



# Learning Objectives

- Define NPC recruitment policies.
- Differentiate between NPC policies and campus recruitment rules.
- Summarize Gamma Phi Beta's philosophy on promotion of the sorority experience.
- Identify two commitments for promoting the sorority experience.



# Norms vs. Rules

Norms are **unwritten social expectations** that guide how people *should* behave in a group, like saying please and thank you.

Rules are **explicit, formally stated guidelines** that specify what people *must or must not* do, like stopping at a red light.

# Personal Reflection

Norms are **unwritten social expectations** that guide how people *should* behave in a group, like saying please and thank you.

*What are your campus norms around promoting the sorority experience to PNM's?*

Rules are **explicit, formally stated guidelines** that specify what people *must or must not* do, like stopping at a red light.

*What do your campus recruitment rules say about promoting the sorority experience to PNM's?*

# Personal Reflection

- What are our campus norms around promoting the sorority experience to PNMs?
- What do your campus recruitment rules say about promoting the sorority experience to PNMs?

# NPC Promotion Of The Sorority Experience Policy

“National Panhellenic Conference (NPC) member organization chapters have the right to communicate with, contact and promote the overall sorority experience and membership opportunities to PNM’s. College and Alumnae Panhellenics are prohibited from restricting NPC member organization chapters in these efforts. All sorority promotion should be positive and in the spirit of Panhellenic unity through all forms of communication (e.g., print, digital, in-person).”

# Dissecting The Policy



Put a check mark next to anything you think is important to remember.



Put an exclamation mark next to anything you find surprising.



Put a question mark next to anything you have questions about.

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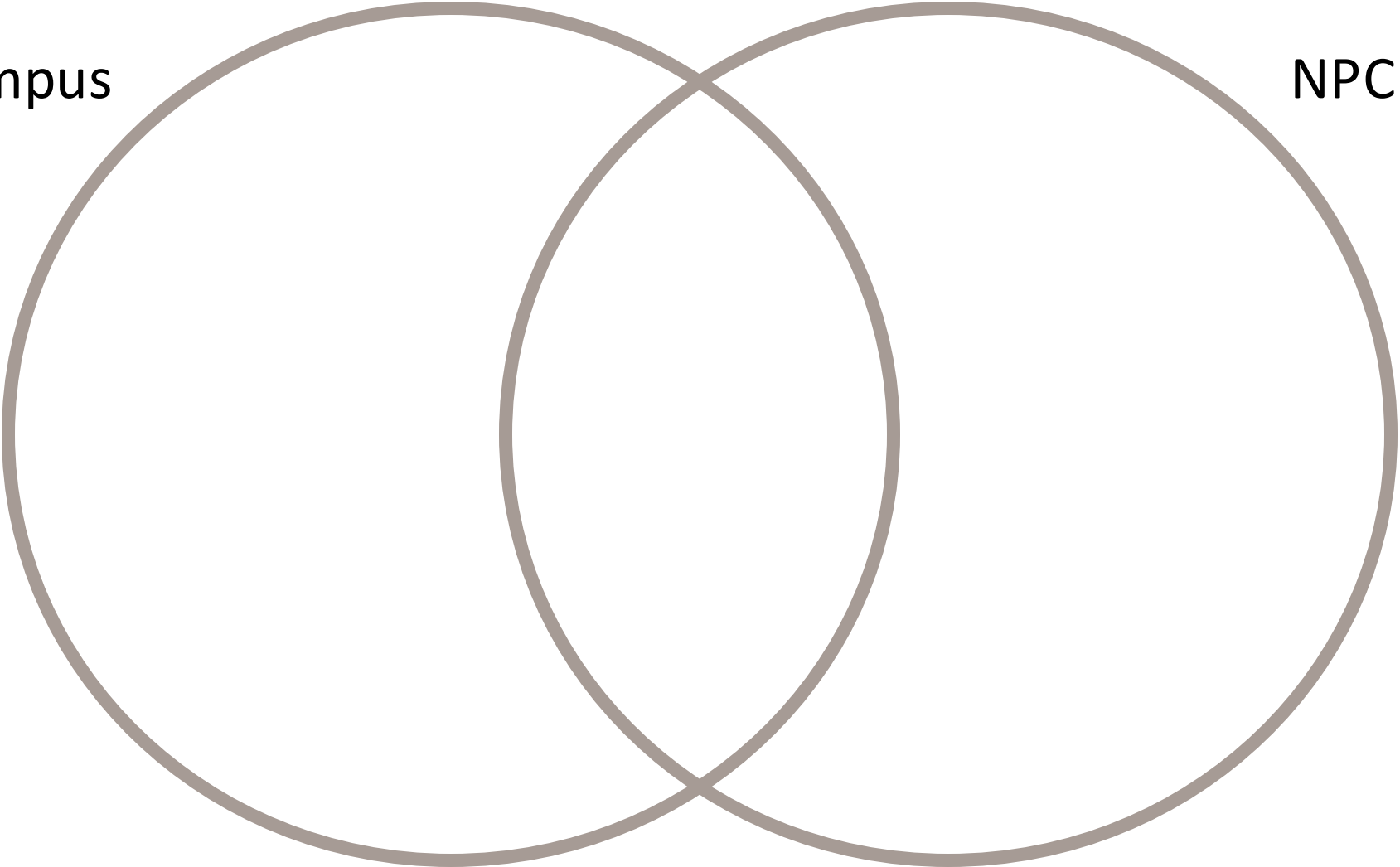
Pop Quiz

# NPC Promotion Of The Sorority Experience Policy

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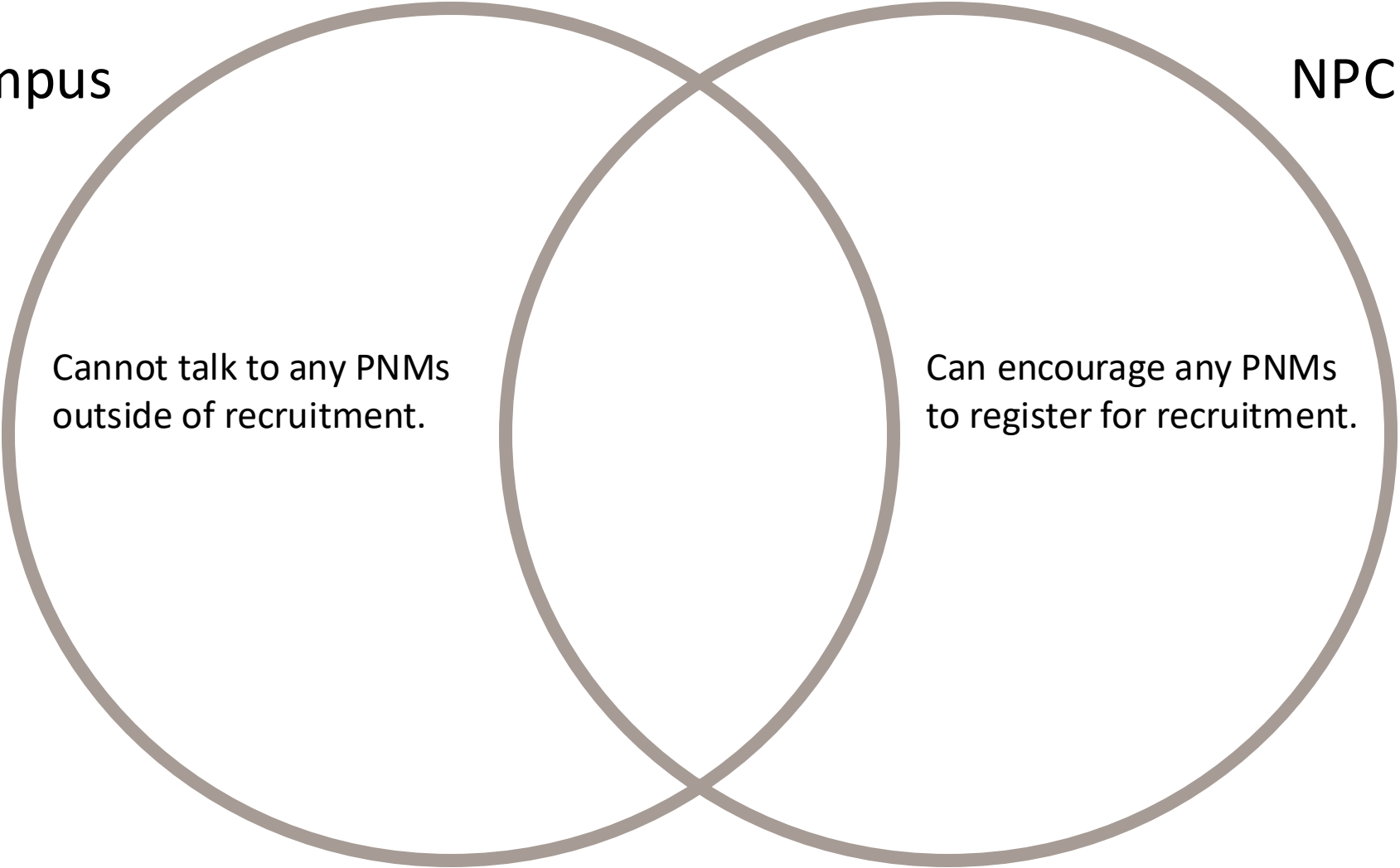
Campus

NPC



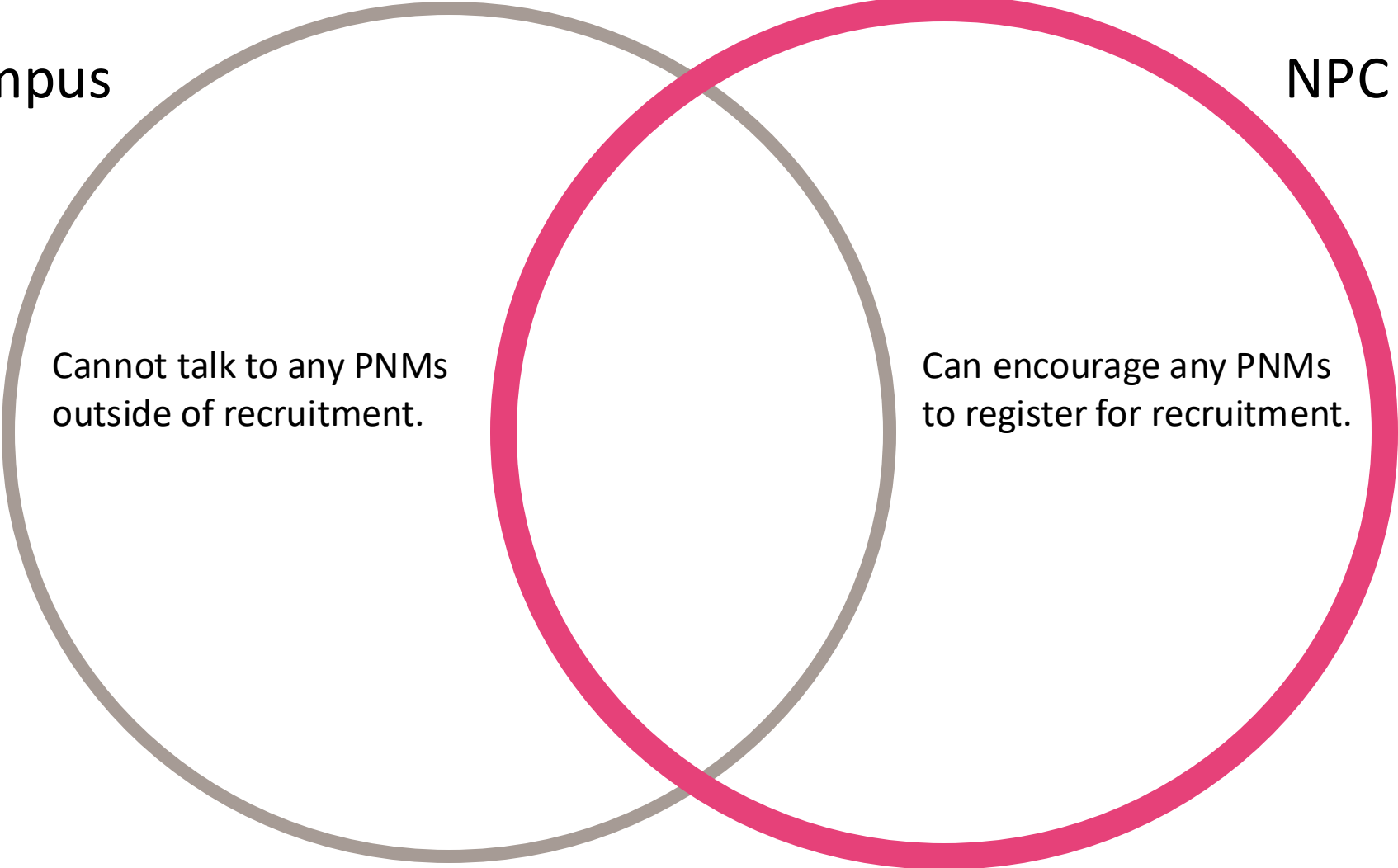
Campus

NPC



Campus

NPC

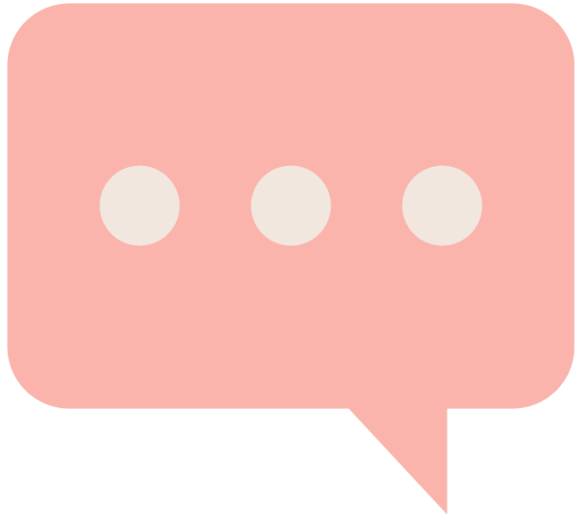


Cannot talk to any PNMs outside of recruitment.

Can encourage any PNMs to register for recruitment.

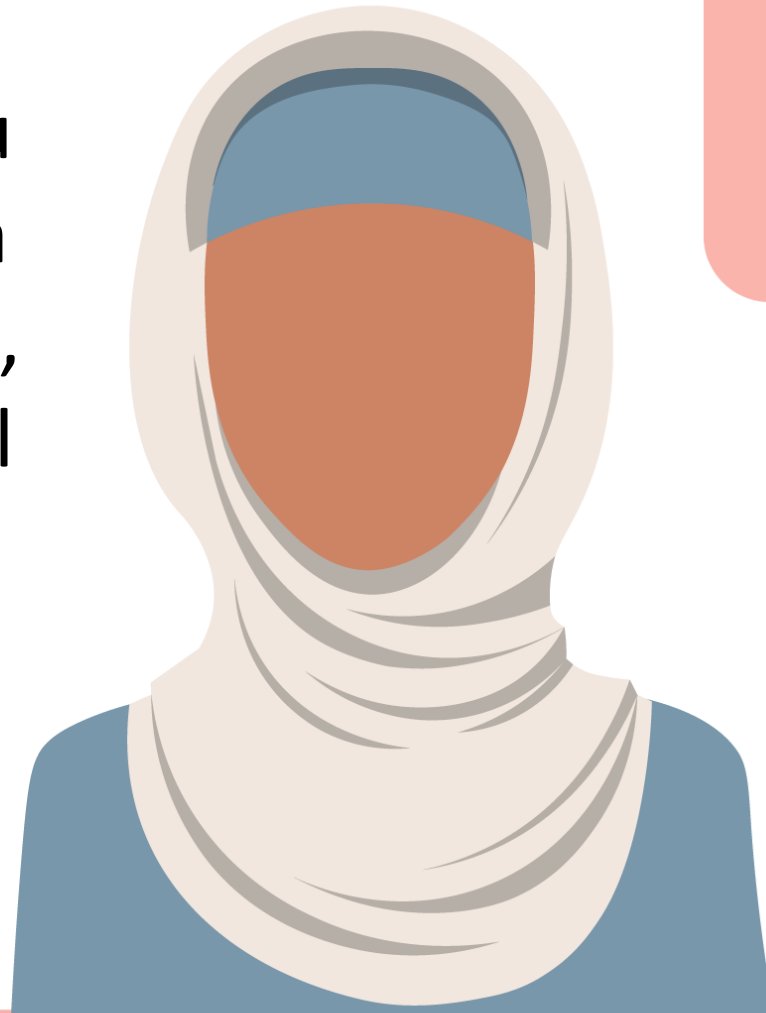
# Our Interpretation

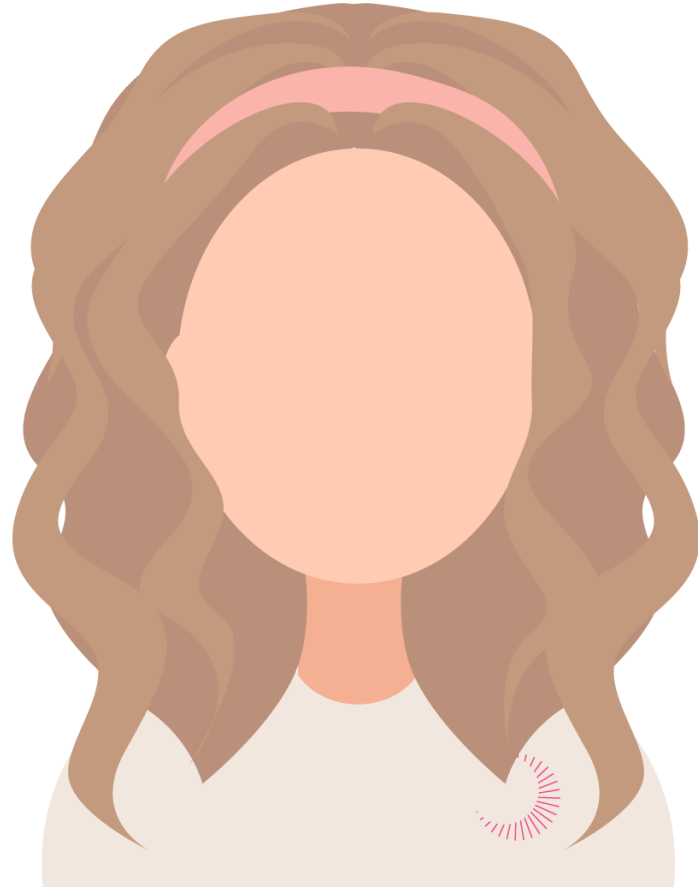
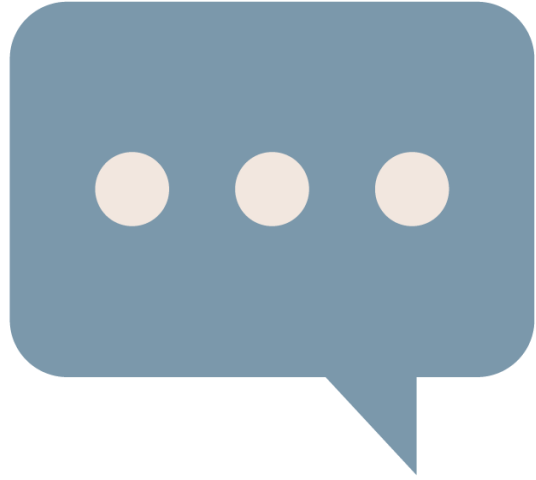
- Policy specifically states the college Panhellenic **must not** infringe on our rights to communicate with PNMs.
- Policy specifically allows chapters to promote membership opportunities to PNMs.
- Policy specifically allows any format of contact.
- Contact should be Panhellenic in nature, but can be GPB forward.



“I love being a Gamma Phi Beta because I’ve met some of my best friends. You’ve mentioned how excited you are to make new friends in a sorority. Have you registered for recruitment yet?”

“I noticed you withdrew from recruitment, and I was disappointed I didn’t see you after the first round. Gamma Phi will be recruiting for COB, and some other chapters will too. I’d love to talk with you more about options for joining a sorority outside of primary recruitment.”





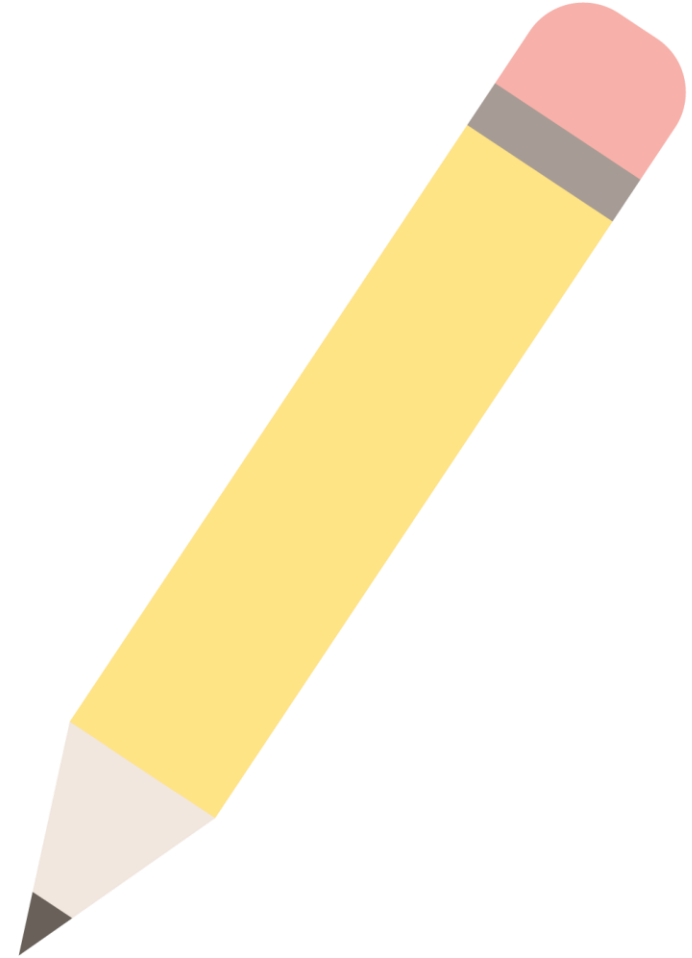
“I know recruitment can be stressful, but when I went through, I felt so connected to Gamma Phi because I felt like I could really be myself. Since you’ve already registered, let me know if I can do anything to help you feel like your most confident self heading into recruitment.”

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**Gamma Phi Beta is here to help!**

# Personalizing PSE

Write at least one phrase or statement for each time that feels authentic to you and incorporates everything you've learned about Promotion of the Sorority Experience.



# Learning Objectives

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*Tip: Don't forget to write how you will make your chapter 1% better in your workbook.*



# Learning Assessment

Promotion of the Sorority Experience (Collegians)

[www.GammaPhiBeta.org/](http://www.GammaPhiBeta.org/)

Recruitment-Summit-Resources



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Connect with us at  
[gammaphibeta@gammaphibeta.org](mailto:gammaphibeta@gammaphibeta.org).

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