

Recruitment
Summit

Recruitment Summit

*Please sit with your region for this session.
Signs are posted at each table.*

Digging Deeper and Leveling Up Recruitment Performance

Recruitment
Summit

Introductions



Learning Objectives

- Define Release Figures Methodology (RFM).
- Analyze primary recruitment results.
- Identify specific performance targets based on RFM report.



What is RFM?

- Release Figures Methodology
- Mathematical model that determines the number of invites/releases for each chapter on a campus after every round of recruitment.
- The stronger a chapter is at recruitment, the more PNMs they release earlier

Goals of RFM

- Allow each chapter to invite enough PNMs to each round to eventually match to Quota.
- Allow each PNM to investigate her realistic options and ultimately match with a sorority she has a preference for.
- Maximize the number of PNMs matched to a sorority through primary recruitment.

Key Terms

Quota

The number of new members a chapter can extend bids to during primary recruitment.

Total

The maximum number of members a chapter can have as set by NPC's RFM specialist.



Carry Figures

- Carry Figure
 - The number of PNMs to invite back next round
- Plus Figure
 - Used in case chapter underperforms
- Minus Figure
 - Used in case chapter overperforms



You **must** contact your PRS **immediately** for approval to deviate from these numbers.

Invitations	Plus List	Minus List
1. Abby		
2. Elise		
3. Isabella		
4. Mindy		
5. Riley		
6. Valerie		
7. Blair		
8. Florence		5. Florence
9. Natalie		4. Natalie
10. Skyler		3. Skyler
11. Wren		2. Wren
12. Catherine		1. Catherine
	1. Gabby	
	2. Pamela	
	3. Tillie	
	4. Yolanda	
	5. Daisy	

Clusters and Priority

- After each round, the PNM places chapters she wants to visit next round in a **cluster** based on how many she is able to visit.
- She rank orders all other chapters based on her preference for returning.
- This is dependent on format.

Clusters and Priority

If the PNM attended 6 chapters on Open House and can attend up to 4 chapters the next day, she will “prioritize” the top 4 chapters in one cluster, in no particular order.

She ranks the next 2 in the order she would want to return (2 being the next best, 3 being the one she would least want to return to).

Sorority Recruitment Round One
Priority and Cluster Ranking Example

Chapters the PNM prefers to visit next round.

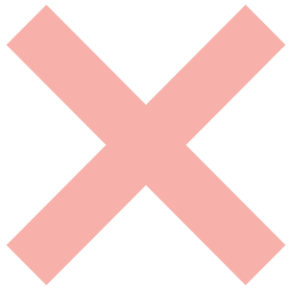
1. Alpha Alpha
1. Beta Beta
1. Chi Chi
1. Delta Delta
2. Epsilon Epsilon
3. Gamma Gamma

The remaining two chapters are ranked individually, with one chapter ranked two and the other ranked three based on preference.

Priority Percentage



The priority percentage for each round **IS** the number of PNMs who put Gamma Phi Beta in their top cluster.



The priority percentage **IS NOT** how many PNMs ranked Gamma Phi Beta number one overall or liked you best because the cluster is not ranked (all are 1s).

Chapter Information

Chapter Name:

School:

Region:

Format:

Definitions

Priority Percentage is the percent of PNMs who ranked Gamma Phi Beta in their top cluster of chapters.

Percent of First Choices is the percent of PNMs on the chapter's bid list who ranked Gamma Phi Beta as their first choice.

Considerations for All Recruitment Rounds

Campus Norms - What are campus norms for décor, number of bumps, conversation, media use, etc.?

Recruitment School - How thorough was your recruitment school? How did you focus on the areas/rounds your chapter can improve as indicated below? How does length/topics/practice compare to other chapters on campus?

Logistics - What did the rotation/bump group look like? How were bump groups selected? How could it be improved? What did the party flow/round timing look like? How could it be improved?

Decor - What did décor look like? How does it compare to campus norms? How could it be improved?

Conversation - What does conversation practice look like? How have you built your members confidence in having recruitment conversations?

Speeches - If speeches are given, how are they selected, reviewed and practiced before?

Videos - If videos are shown, how do you ensure they are grabbing PNMs attention and aligned with Gamma Phi Beta values?

Round 1

School Year	Pool Type	Priority Percentage
2024-25	Primary	86%
2023-24	Primary	89%
2022-23	Primary	89%

Summary

Of the PNMs who attended Round 1 **86%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 2. This percent **decreased** compared to last year, which was **89%**.

Gamma Phi Beta's target priority percentage for all chapters in the first round is 90%.

Considerations

PNM Outreach - How did members engage with PNMs leading up to recruitment?

Social Media - In the months before recruitment, how is social media used to draw interest to the chapter and show the Gamma Phi Beta experience?

Conversations - If members had conversations, what did they look like? How did members practice their conversation skills before the round? Were members strategically paired with PNMs based on similar interests?

PNM Matching - How is the chapter determining target PNMs and matching them with confident recruiters with similar interests?

Round 2

School Year	Pool Type	Priority Percentage
2024-25	Primary	88%
2023-24	Primary	92%
2022-23	Primary	92%

Summary

Of the PNMs who attended Round 2 **88%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 3. This percent **decreased** compared to last year, which was **92%**.

Gamma Phi Beta's target priority percentage for all chapters in the second round is 75%.

Considerations

PNM Matching - How are members being strategically paired with PNMs who have similar interests? How are members making recommendations for who PNMs should connect with in upcoming rounds?

Bumping/Conversation - How many members does each PNM meet? How do conversation topics align with the round's theme?

Philanthropy - How is the chapter demonstrating the importance of Building Strong Girls (BSG) to PNMs? How do members share their personal connections to BSG and help PNMs see their connection to BSG?

Sisterhood - How are conversations progressing to demonstrate the strong sisterhood in Gamma Phi Beta?

Round 3

School Year	Pool Type	Priority Percentage
2024-25	Primary	39%
2023-24	Primary	50%
2022-23	Primary	56%

Summary

Of the PNMs who attended Round 3 **39%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in preference. This percent **decreased** compared to last year, which was **50%**.

Gamma Phi Beta's target priority percentage for all chapters in the second round is 75%.

Considerations

PNM Matching - How are members being strategically paired with PNMs who have similar interests? How are members making recommendations for who PNMs should connect with in preference?

Bumping/Conversation - How many members does each PNM meet? How do conversation topics align with the round's theme? How do you ensure conversations begin to get deeper than surface level?

Philanthropy - How is the chapter demonstrating the importance of Building Strong Girls (BSG) to PNMs? How do members share their personal connections to BSG and help PNMs see their connection to BSG?

Sisterhood - How is sisterhood shown to PNMs? How are we showing PNMs their connection to GPB?

Preference

School Year	Pool Type	Percent of First Choices
2024-25	Primary	61%
2023-24	Primary	52%
2022-23	Primary	63%

Summary

Of the PNMs who attended your preference, **61%** of attendees listed your chapter on their MRABA. This percent **increased** compared to last year, which was **52%**.

Gamma Phi Beta's target percent of first choices on your bid list is 50%.

Considerations

PNM Matching - How are members being strategically paired with PNMs who they have made a connection with? How are matches being made with PNMs we feel most confident about joining?

Bumping/Conversation - How is the chapter trained to use Power Pref phrases? How can we build their confidence? How do you make it known we want each PNM to be a sister?

Ceremony - Is the ceremony meaningful to PNMs and members? Is it well rehearsed and presented? How are speakers selected? Is the timing and order of events optimal?

Campus Norms - Is it a campus norm to have an emotional or light-hearted ceremony? How does the chapter's compare?

Chapter Summary Reports

Priority percentages for each round for the last three years, so you can see trends.

A narrative summary of changes from last year's data.

Gamma Phi Beta's target priority percentage.

A list of considerations for the round to inspire your critical thinking about what you are seeing.

Round 1

School Year	Pool Type	Priority Percentage
2025-26	Primary	38%
2024-25	Primary	40%
2023-24	Primary	52%

Summary

Of the PNMs who attended Round 1 **38%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 2. This percent **decreased** compared to last year, which was **40%**.

Gamma Phi Beta's target priority percentage for all chapters in the first round is 90%.

Considerations

PNM Outreach - How did members engage with PNMs leading up to recruitment?

Social Media - In the months before recruitment, how is social media used to draw interest to the chapter and show the Gamma Phi Beta experience?

Conversations - If members had conversations, what did they look like? How did members practice their conversation skills before the round? Were members strategically paired with PNMs based on similar interests?

PNM Matching - How is the chapter determining target PNMs and matching them with confident recruiters with similar interests?

Let's Practice

Round 1

School Year	Pool Type	Priority Percentage
2025-26	Primary	38%
2024-25	Primary	40%
2023-24	Primary	52%

Summary

Of the PNMs who attended Round 1 **38%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 2. This percent **decreased** compared to last year, which was **40%**.

Gamma Phi Beta's target priority percentage for all chapters in the first round is 90%.

Let's Practice

Round 1

School Year	Pool Type	Priority Percentage
2025-26	Primary	38%
2024-25	Primary	40%
2023-24	Primary	52%

Summary

Of the PNMs who attended Round 1 **38%** of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 2. This percent **decreased** compared to last year, which was **40%**.

Gamma Phi Beta's target priority percentage for all chapters in the first round is 90%.

Considerations

- **PNM Outreach** - How did members engage with PNMs leading up to recruitment?
- **Social Media** - In the months before recruitment, how is social media used to draw interest to the chapter and show the Gamma Phi Beta experience?
- **Conversations** - If members had conversations, what did they look like? How did members practice their conversation skills before the round? Were members strategically paired with PNMs based on similar interests?
- **PNM Matching** - How is the chapter determining target PNMs and matching them with confident recruiters with similar interests?

Let's Practice

Round 2 - 3

School Year	Pool Type	Priority Percentage
2025-26	Primary	42%
2024-25	Primary	46%
2023-24	Primary	47%

Summary

Of the PNMs who attended Round 2, 42% of attendees prioritized your chapter in their top cluster of chapters they would like to visit in round 3. This percent decreased compared to last year, which was 46%.

Gamma Phi Beta's target priority percentage for all chapters in the second round is 75%.

School Year	Pool Type	Priority Percentage
2025-26	Primary	24%
2024-25	Primary	25%
2023-24	Primary	23%

Summary

Of the PNMs who attended Round 3, 24% of attendees prioritized your chapter in their top cluster of chapters they would like to visit in preference. This percent decreased compared to last year, which was 25%.

Gamma Phi Beta's target priority percentage for all chapters in the third round is 50%.

Let's Practice

Rounds 2 - 3

School Year	Pool Type	Priority Percentage
2025-26	Primary	42%
2024-25	Primary	46%
2023-24	Primary	47%

School Year	Pool Type	Priority Percentage
2025-26	Primary	24%
2024-25	Primary	25%
2023-24	Primary	23%

Considerations

- **PNM Matching** - How are members being strategically paired with PNMs who have similar interests? How are members making recommendations for who PNMs should connect with in preference?
- **Bumping/Conversation**- How many members does each PNM meet? How do conversation topics align with the round's theme? How do you ensure conversations begin to get deeper than surface level?
- **Philanthropy** - How is the chapter demonstrating the importance of Building Strong Girls (BSG) to PNMs? How do members share their personal connections to BSG and help PNMs see their connection to BSG?
- **Sisterhood** - How is sisterhood shown to PNMs? How are we showing PNMs their connection to GPB?

Understanding Preference Performance

Percent of First Choices

The percent of PNMs who listed Gamma Phi Beta as their first choice on their MRABA.

$$\frac{\text{(first choices)}}{\text{(assigned to attend pref)}} \times 100 = \text{_____}\%$$

Bid List	
1. Dominique	16. Yolanda
2. Elise	17. Daisy
3. Sandrine	18. Kitty
4. Mindy	19. Flora
5. Riley	20. Pip
6. Valerie	21. Ilhan
7. Blair	22. Lilly
8. Florence	23. Roxanne
9. Natalie	24. Jenny
10. Skyler	25. Sam
11. Wren	26. Abby
12. Annie	27. Robbie
13. Gabby	28. Tirrea
14. Pamela	29. Bella
15. Tillie	30. Lydia

Understanding Preference Performance

Percent of First Choices

The percent of PNMs who listed Gamma Phi Beta as their first choice on their MRABA.

$$15 \div 30 \times 100 = 50\%$$

Bid List	
1. Dominique	16. Yolanda
2. Elise	17. Daisy
3. Sandrine	18. Kitty
4. Mindy	19. Flora
5. Riley	20. Pip
6. Valerie	21. Ilhan
7. Blair	22. Lilly
8. Florence	23. Roxanne
9. Natalie	24. Jenny
10. Skyler	25. Sam
11. Wren	26. Abby
12. Annie	27. Robbie
13. Gabby	28. Tirrea
14. Pamela	29. Bella
15. Tillie	30. Lydia

Let's Practice Preference

School Year	Pool Type	Percent of First Choices
2025-26	Primary	26%
2024-25	Primary	23%
2023-24	Primary	24%

Summary

Of the PNMs who attended your preference, **26%** of attendees listed your chapter on their MRABA.

This percent **increased** compared to last year, which was **23%**.

Gamma Phi Beta's target percent of first choices on your bid list is 50%.

Let's Practice Preference

School Year	Pool Type	Percent of First Choices
2025-26	Primary	26%
2024-25	Primary	23%
2023-24	Primary	24%

Summary

Of the PNMs who attended your preference, **26%** of attendees listed your chapter on their MRABA.

This percent **increased** compared to last year, which was **23%**.

Gamma Phi Beta's target percent of first choices on your bid list is 50%.

Considerations

- **PNM Matching** - How are members being strategically paired with PNMs who they have made a connection with? How are matches being made with PNMs we feel most confident about joining?
- **Bumping/Conversation**- How is the chapter trained to use Power Pref phrases? How can we build their confidence? How do you make it known we want each PNM to be a sister?
- **Ceremony** - Is the ceremony meaningful to PNMs and members? Is it well-rehearsed and presented? How are speakers selected? Is the timing and order of events optimal?
- **Campus Norms** Is it a campus norm to have an emotional or light-hearted ceremony? How does the chapter's compare?

Recruitment Summit

Your Chapter's Recruitment Data



Tip: Take a photo of this slide.

Accessing Summary Reports

OmegaOne Instructions

1. Take out your preferred device.
2. Open a web browser app.
3. Go to **OmegaFi.com**.
4. Click login, enter your credentials.
5. Select OmegaOne.
6. Click the menu in the top left.
7. Communications > Files.
8. Select “Recruitment Summary Report”.
9. Enter password.

Password

RecrutmentSummit2026!

Digging Into Your Chapter's Results

1. Review your chapter's recruitment results.
2. Record your observations for each round on page 40.
"Our percent first choices has decreased 5% each of the last two years."
3. Write down specific considerations for your chapter.
"Our preference ceremony feels kind of awkward, but we've always done it that way. Senior members give speeches and are always crying. It is meaningful for them, but I've noticed PNMs looking around confused. What could we do differently?"

Leveling Up Recruitment Performance

1. Set two achievable goals on page 41.
“Revise our preference ceremony to be more aligned with campus norms by the next primary recruitment.”
2. Consider what small actions you’ll take to accomplish them.
“Find out what other organizations do for their preference ceremony by talking to our newest members.”
3. Consider what support you need to do so.
“Get buy-in from the executive council by sharing my observations. My recruitment advisor will assist in leading this conversation.”

Learning Objectives

- Define Release Figures Methodology
- Analyze primary recruitment results.
- Identify specific performance targets based on RFM report.

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



Learning Assessment

Digging Deeper and Leveling Up Recruitment Performance

www.GammaPhiBeta.org/

Recruitment-Summit-Resources



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Connect with us at
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