

Recruitment
Summit

Recruitment Summit

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

Data Driven Recruitment: Understanding Recruitment Performance

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Introductions



Learning Objectives

- Analyze RFM report.
- Identify specific performance targets based on RFM report.
- Create at least four key action items for 1% improvement.



What is RFM?

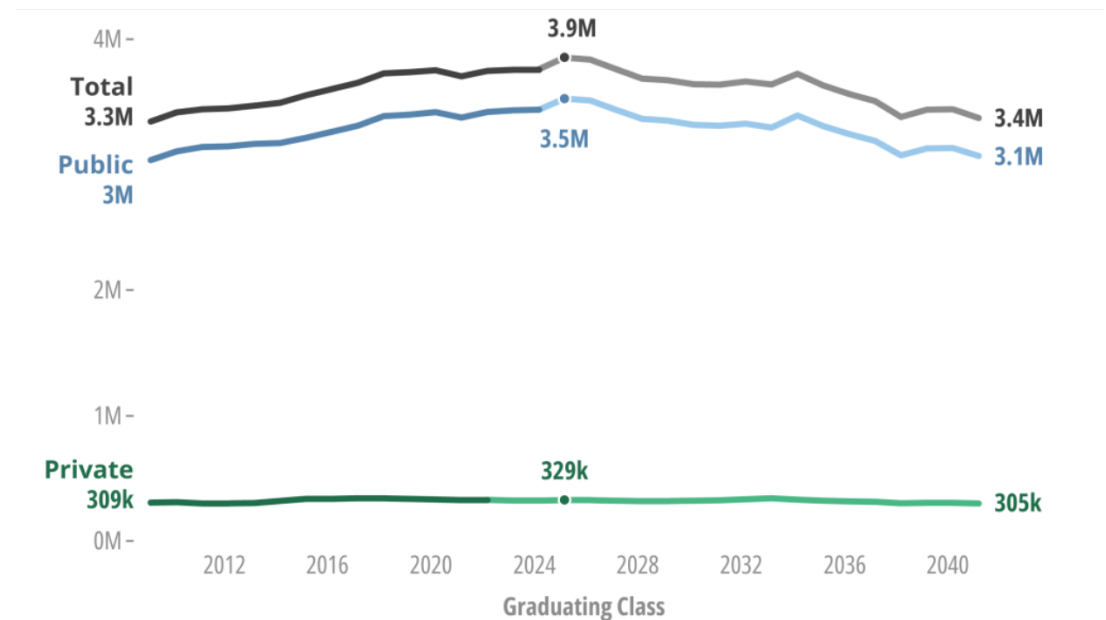
- Release Figures Methodology
- Mathematical model that determines the number of invites/releases for each chapter on a campus after every round of primary recruitment.
- The stronger a chapter is at recruitment, the more PNMs they release earlier.

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.

RFM And Today's Environment

- Big schools vs. all the rest
- Enrollment
- Current generation and sororities
- Community size and Total
- **Increasingly difficult to get all chapters to Quota**



Carry Figures

- Carry Figure
 - Maximum allowable
- Plus Figure
 - In case chapter underperforms
- Minus Figure
 - 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	

Format: 11-8-5-2

Clusters and Priority

After each round, the PNM places chapters she visited in a **cluster**. If the PNM attended 11 chapters on Open House and can attend up to 8 chapters the next day, she will “prioritize” the top 8 chapters in one cluster, in no particular order.

She ranks the next 3 in the order she would want to return (9 being the next best, 11 being the one she would least want to return to).

First Invitational Round	
Cluster	Rank Order
Alpha	Rho
Beta	Omicron
Gamma	Iota
Delta	
Epsilon	
Zeta	
Eta	
Theta	

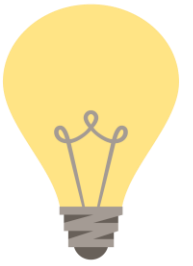
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Clusters and Priority

The **priority percentage** for each round is the number of PNMs who put us in their top “cluster” divided by the number of PNMs who attended the previous round.

$$(\text{cluster amount}) \div (\text{\# of accepts in previous round}) \times 100 = \text{_____\%}$$

First Invitational Round	
Cluster	Rank Order
Alpha	Rho
Beta	Omicron
Gamma	Iota
Delta	
Epsilon	
Zeta	
Eta	
Theta	



Reviewing Priority Percentages

Question

- What is the priority percentage **change** for each round of recruitment?

Data Points

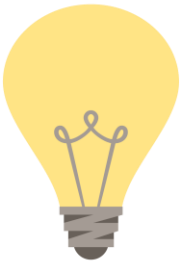
- Priority percentages from this year
- Priority percentages from last year



Reviewing Priority Percentages

(this year priority percentage) - (last year priority percentage) = Change

Round	This Year	Last Year	Change
First invitational	70%	68%	+2 points
Second invitational	76%	89%	-13 points
Preference	53%	58%	-5 points



Reviewing The RFM Report

Standardized RFM Report 2024 **CONFIDENTIAL**
Bradley For use only by Gamma Phi Beta and the fraternity/sorority professionals of
Peoria, IL Bradley

Chapter: **Gamma Phi Beta** is one of 7 groups on this campus

Invitational Results

Round 1 Open House Pool
Round 2 House Tours
Round 3 Preference

Carry Figure	Actual Flex Used	# PNMs Invited	# PNMs Accepting Invites	Accept * %	Priority %	Prior Year Priority %
			71			
34	0	34	34	100%	96%	93%
17	-1	16	16	100%	79%	33%

* Invitation "accepts" are based on priority matching and may not include withdrawals

Understanding Preference Performance

Where Closed

How deep into the bid list did a chapter need to go to match to Quota.

$$\frac{\text{(position of last match)}}{\text{(Quota)}} = \underline{\hspace{2cm}}$$

Percent of First Choices

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

$$\frac{\text{(first choices)}}{\text{(assigned to attend pref)}} \times 100 = \underline{\hspace{2cm}}\%$$

Interpreting Where Closed

Question

- If quota is 40, what is my chapter's **“where closed”** metric?

Bid List

65. Zoe	Match #37
66. Marley	
67. Annie	
68. Wendy	Match #38
69. Nina	
70. Brenda	
71. Victoria	Match #39
72. Paige	
73. Carly	
74. Tenley	
75. Lindsay	
76. Darlene	
77. Sienna	
78. Kendra	
79. Elizabeth	
80. Ruby	Match #40
81. Olivia	

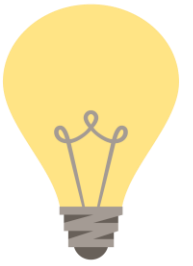
MRABA First Choice Percentage

Question

- What is my chapter's **percentage of first choices** who listed Gamma Phi Beta as their first choice on the MRABA?

Data Points

- # assigned to attend my chapter's preference
- # attending my chapter's preference
- # of PNMs placing my chapter as the first choice on the MRABA



Reviewing The RFM Report

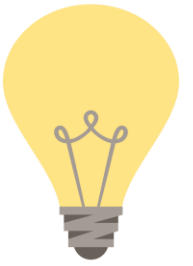
	This year	Prior year
Bid Matching Results		
Quota	7	7
Matched	7	7
Rank of final PNM matched towards Quota	7	12
Where closed on bid list as a function of Quota (DNMQ = did not match quota)	1.0	1.7

	This year	Prior year
Preference accepts (PA)	16	15
#PA as a function of EQ	2.0	2.1
#PA not in bid matching	0	0
Bid list length	16	15
# Bid list 1st choices	10	7
# Bid list 2nd choices	5	6
# Bid list ISPed elsewhere	1	2
%PAs opting out	6%	13%

Two pink arrows point to the 'This year' and 'Prior year' columns of the Bid Matching Results table. A pink arrow points to the '# Bid list 1st choices' row in the second table.

Relative Recruitment Strength versus Priority Relative Recruitment Strength

- **RRS:** The product of the returns to all invitationals
 - RRS is a tool used for apportioning invitations leading up to preference
 - RRS was **not created** for the purpose of measuring overall recruiting strength
- **PRRS:** The product of the priority results and MRABA firsts
 - PRRS **was created** in response to organizations wanting a measure for overall strength
 - PRRS includes a performance metric for all four rounds, but still...
- **BOTH are an imperfect measure of overall recruiting strength.**



Priority Comparison

Priority RRS (PRRS)
 1st Invitational Priority %
 Preference Priority %
 % First Choices in PA
 Where closed on bid list
 as a function of Quota

Your Chapter	Chapter Position (1=strong)	Range		
0.475	2	0.000	-	0.785
96%	3	4%	-	97%
79%	2	10%	-	88%
63%	2	0%	-	92%
1.0	1	1.0	-	1.9

RRS Comparison

Chapter (only your chapter will be listed)	Prior Weighted RRS	2023 RRS	2024 RRS	New Weighted RRS	Notes for your chapter from the RFM specialist
Gamma Phi Beta	0.850	0.842	1.037	0.945	
	0.952	1.000	1.000	1.000	
	0.681	0.682	1.000	0.842	
	0.596	0.577	0.810	0.697	
	0.613	0.720	0.607	0.631	
	0.508	0.567	0.579	0.549	
	0.409	0.461	0.315	0.374	

Relative recruiting strength (RRS) definitions

Prior Weighted RRS Weighted RRS over 3 years prior to the current year
 2023 RRS RRS from last recruitment
 2024 RRS RRS from current year recruitment
 New Weighted RRS Weighted RRS to be used in next year's recruitment

Small Group Activity

- Work in small groups to determine how best to support this chapter based on the RFM report we just reviewed.

Recruitment Summit

RFM Report Distribution

Your RFM Reports

- Community Health Report
- Campus Report
- Chapter Report



Your RFM Reports

- On pages 78-79, record your observations from this year's RFM report and past RFM reports.
- If you need assistance interpreting the data, raise your hand and someone will be around to assist you.



Action Planning

- On page 80, you will see an opportunity for you to start writing goals and actions related to four areas of recruitment based on your RFM report observations—off-season PR, recruitment preparation, recruitment school, primary recruitment.
- Use this time to set goals and actions for incremental improvement based on your RFM report observations.

Learning Objectives

- Analyze RFM report
- Identify specific performance targets based on RFM report.
- Create at least four key action items for 1% improvement.

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



Learning Assessment

Data Drive Recruitment: Understanding Recruitment Performance

www.GammaPhiBeta.org/

Recruitment-Summit-Resources



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Connect with us at
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