

*Recruitment*  
Summit

# Tactical Strategies For Gen Z: Marketing And Outreach For PNMs

---

Jill Tran (Oklahoma)

Samnatha Keltner (Northern Iowa)

*Recruitment*  
Summit

# Introductions

- Jill Tran (Oklahoma)
  - Chief Panhellenic Officer



# Introductions

- Samantha Keltner (Northern Iowa)
  - Chief Experience Officer



# Learning Objectives

- Recall four "personas" of potential new members (PNMs).
- Define positive Panhellenic contact.
- Brainstorm marketing efforts for pre-recruitment outreach to PNMs.
- Outline marketing plan for the next recruitment cycle.



# PNM Personas Recall



**Memory  
Makers**



**Identity  
Explorers**



**Comfort  
Seekers**



**Focused  
Achievers**

# *Recruitment* Summit

**Rapid-fire Brainstorm**

# 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 PNMs. 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).

# *Recruitment* Summit

Pop Quiz

# Observations And Field Notes

- View information as an objective outsider
- Do you see primarily:
  - Videos or photos?
  - Individuals or groups?
  - Captions, headlines, sentences or emojis?
  - Background or decor?

# Social Media Best Practices

- Algorithms typically favor faces
- Campus trends are most important
- Video trends
- Audio trends
- PNM mindset

# Considerations For Building Your Marketing Plan

- What personas are most common your campus or in your typical PNM pool?
- How might your strategies change from primary recruitment to continuous open bidding?
- What mediums will be most effective on your campus?
- What campus norms or trends need to be considered?

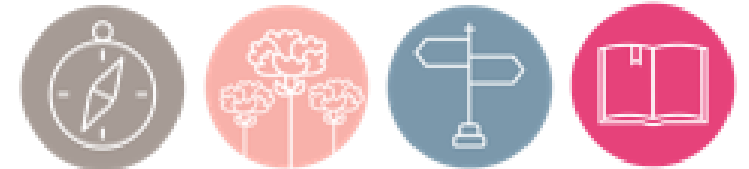
# *Recruitment* Summit

Pair And Share

# Learning Recap

- Recall four "personas" of PNMs.
- Define positive Panhellenic contact.
- Brainstorm marketing efforts for pre-recruitment outreach to PNMs.
- Outline marketing plan for the next recruitment cycle.

*Tip: Don't forget to write down your key learning takeaway in your workbook.*



# Learning Assessment

Tactical Marketing Strategies For Gen Z

[GammaPhiBeta.org/](https://GammaPhiBeta.org/)

Recruitment-Summit-Resources



# Recruitment Summit



**Jill Tran (Oklahoma)**  
Chief Panhellenic Officer  
cpo@gammaphibeta.org



**Samantha Keltner (Northern Iowa)**  
Chief Experience Officer  
skeltner@gammaphibeta.org