

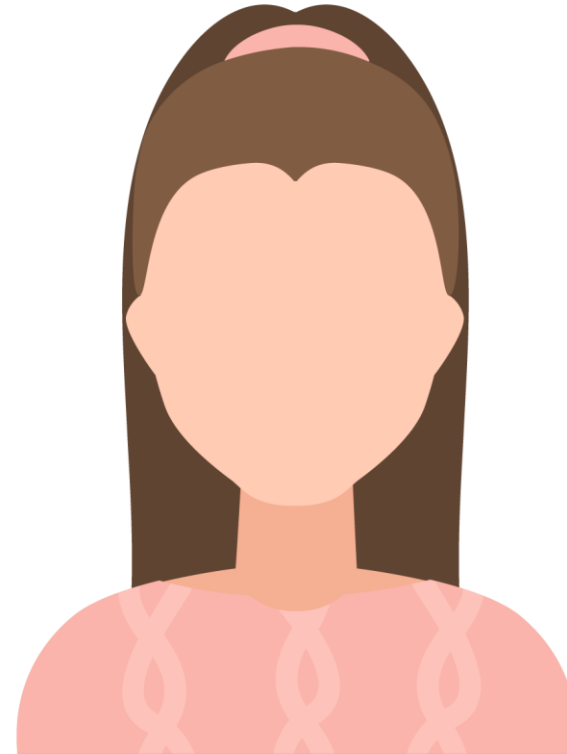
*Recruitment*  
Summit

# Recruitment Advisor 101

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*Recruitment*  
Summit

# Introductions



# *Recruitment* Summit

**Getting to Know You!**

# Learning Objectives

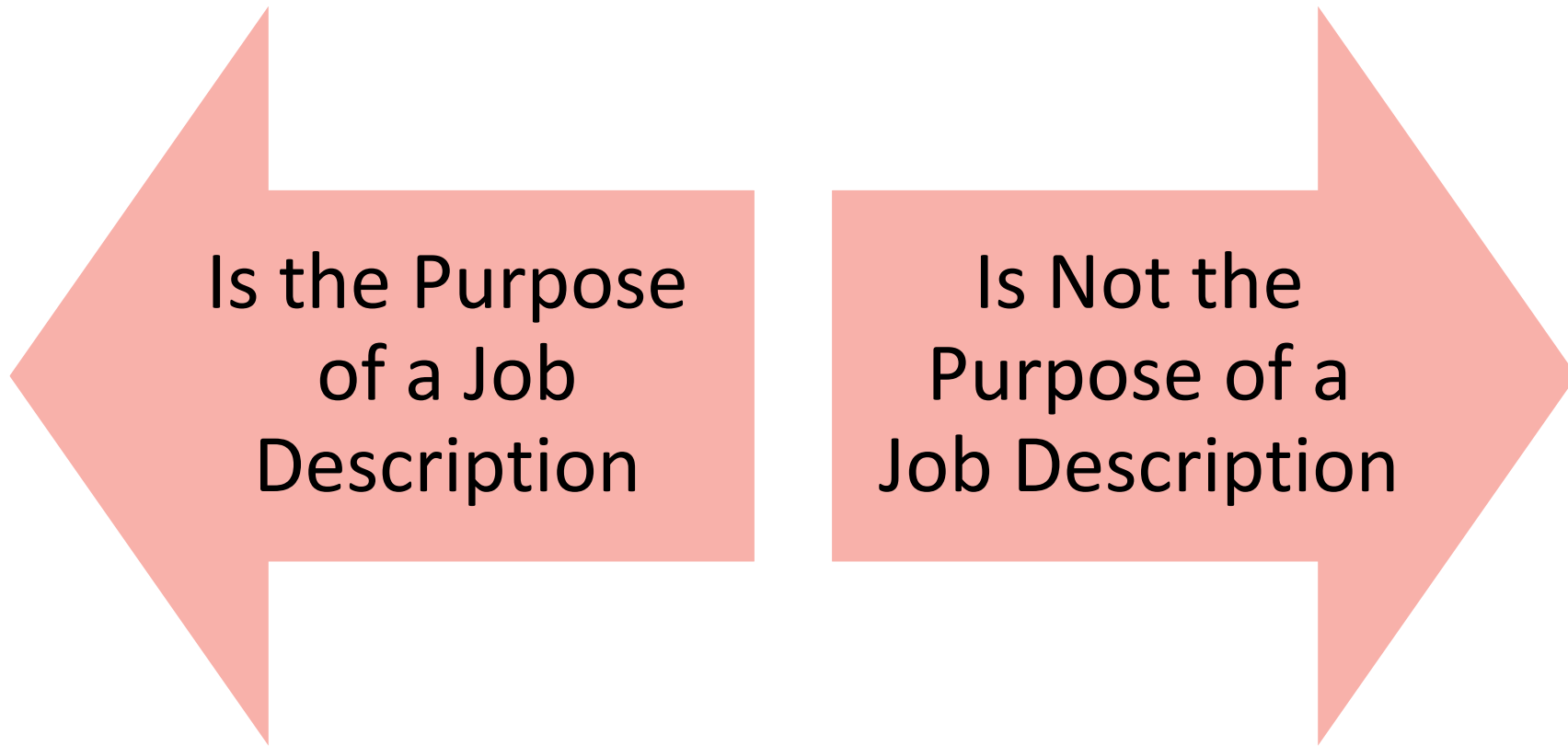
- Define the responsibilities of recruitment advisors.
- Summarize paper resources available for recruitment advisors.
- List “people resources” available for recruitment advisors.
- Differentiate between advising and prescribing.



# About Job Descriptions

- Job descriptions communicate the needs for each position and help volunteers select the right role based on their skills, abilities and commitments.

# Activity: Statement Sort



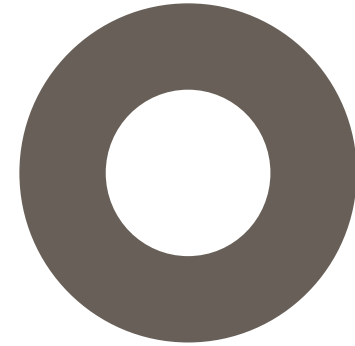
# Activity: Job Description Audit



Most Confident



Specific Questions



Need to Learn More

# *Recruitment* Summit

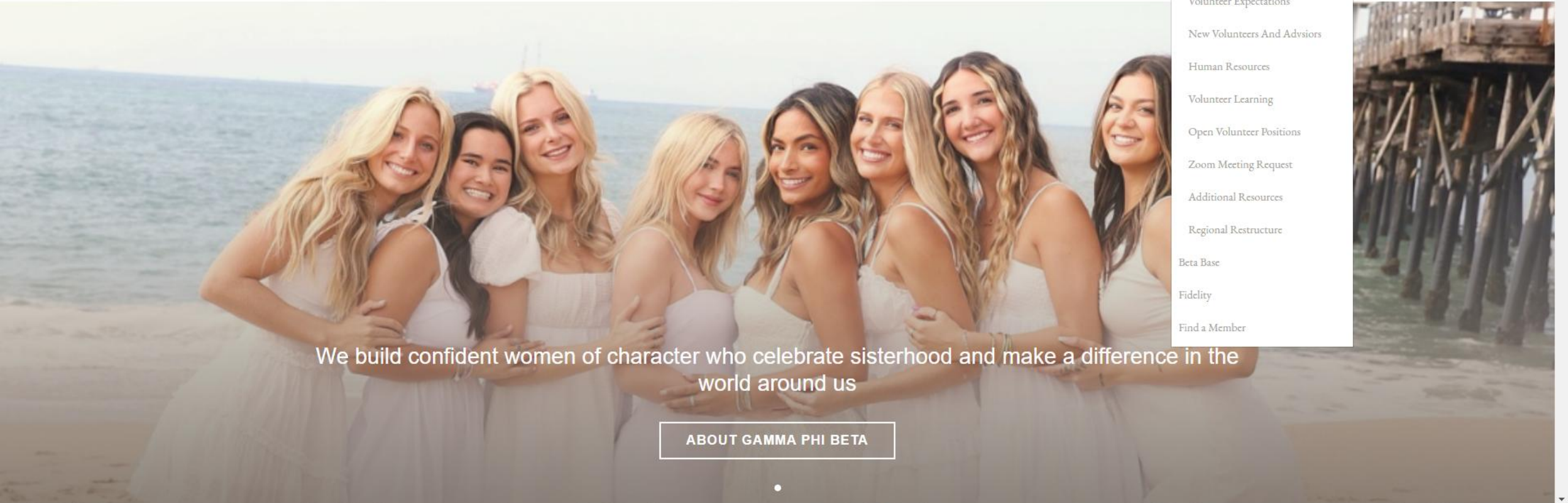
**Paper and People Resources**

# 150 Years

Gamma Phi Beta

- About Us
- Join
- Alumnae
- Events
- Philanthropy
- Housing
- Foundation

- 150 Volunteers** ^
- Volunteer Expectations
- New Volunteers And Advisors
- Human Resources
- Volunteer Learning
- Open Volunteer Positions
- Zoom Meeting Request
- Additional Resources
- Regional Restructure
- Beta Base
- Fidelity
- Find a Member



We build confident women of character who celebrate sisterhood and make a difference in the world around us

ABOUT GAMMA PHI BETA

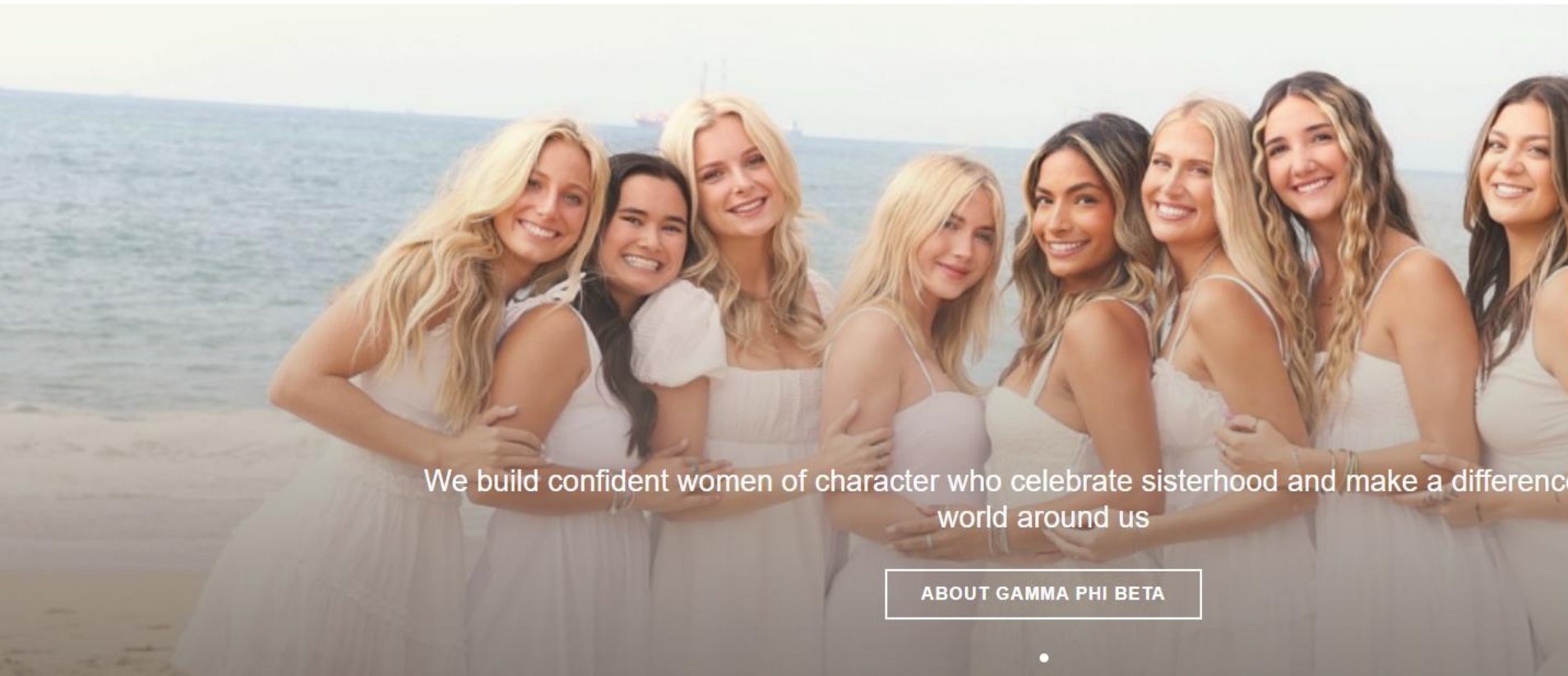
## Recruitment Summit

# 150 Years

Gamma Phi Beta

- About Us
- Join
- Alumnae
- Events
- Philanthropy
- Housing
- Foundation
- 150

- My Profile
- Brand Materials
- My Member News
- Collegians**
- President
- Administrative
- Education
- Finance
- Membership**
- Panhellenic Affairs
- Public Relations
- Additional Resources
- Fidelity For Officers
- Officer 201s
- Collegiate Supplies
- Collegiate Support Volunteer Resources
- Special Event Visit Request
- Alumnae
- Volunteers
- Beta Base
- Fidelity



We build confident women of character who celebrate sisterhood and make a difference world around us

ABOUT GAMMA PHI BETA

# Recruitment Summit



Chapter  
Advisor



Panhellenic  
Recruitment  
Supervisor



Regional  
Team  
Leader



Chapter  
Services  
Manager

# *Recruitment* Summit

## Your Role as Recruitment Advisor

# Gamma Phi Beta's Advising Philosophy

- Advisors first and foremost serve as **educators**
  - Foster learning in alignment with Gamma Phi Beta's Member Competencies.
  - Collaborate in the learning process.
- Core skills
  - Encourage authentic concrete experiences.
  - Facilitate critical thinking on such experiences.
  - Generate ideas for responding to future experiences.
  - Allow members to experiment with new ideas, behaviors and actions.
- To learn more about Gamma Phi Beta's Advising Philosophy, join us for A New Era in Recruitment Advising during Saturday's breakout sessions.



# Four Key Responsibilities

1. Review the chapter's recruitment plans.
2. Support in the development and execution of recruitment school.
3. Ensure the creation and implementation of a year-round COB plan.
4. Facilitate the official membership selection process.

# Recruitment Basics

- Two main forms of recruitment:
  - Primary recruitment.
  - Continuous open bidding (COB).
- Primary recruitment formats:
  - Fully-structured recruitment (FSR).
  - Partially-structured recruitment (PSR).
  - Continuous recruitment (CR).

# Recruitment Basics

- **Release Figure Methodology (RFM):** A process used to determine the number of PNMs each chapter is able to invite to events. The process is implemented on campuses by trained NPC volunteers known as RFM specialists.
- **Quota:** The number of women each sorority may pledge during a primary recruitment process. This number is determined using RFM. Each chapter should aim to recruit to quota during primary recruitment.
- **Total:** The allowable chapter size, which includes both new and initiated members. This number is determined by NPC each academic term. Each chapter should aim to recruit to total each term.

# *Recruitment* Summit

**Key Responsibility #1:  
Review the Chapter's Recruitment Plan**

# What You Need to Know About Recruitment Plans

- Developed for fall and spring terms and submitted to Beta Base for review by your Panhellenic Recruitment Supervisor.
  - Fall recruitment plans are due May 1.
  - Spring recruitment plans are due November 1.
- Recruitment plans must include:
  - Recruitment school plans.
  - Primary recruitment plans (if applicable).
  - COB recruitment plans (**required for all chapters**).
  - Anticipated recruitment format (virtual first round, in-person, etc.).
  - Dates for primary recruitment and COB (if available).



# Your Role in the Chapter's Recruitment Plan

- Support the MVP as she develops the recruitment plan, ensuring she has all required elements.
- Ensure the recruitment plan is submitted by the MVP to Beta Base before the deadline.
- Meet with the MVP and the Panhellenic Recruitment Supervisor to review and revise the recruitment plan.
- Coach the MVP through the execution of the recruitment.

# Key Elements: Recruitment School

- Hour-by-hour schedule of each day, making sure to consider meals, breaks, sisterhood activities, social media time, full out practices and chant/song practice.
- Facilitator, location, supplies for each activity.
- Daily themes: look out for red flags.
- Required sessions and presentations: Like Us, Love Us, Be Us, Bumping 101, NPC, BSG, MS, Foundation, Creating Your Own Elevator Pitch.
  - Online fidelities: Skills for Inclusive Recruitment, Enhancing Your Recruitment Skills.

# Key Elements: Recruitment Plan

- Round by round schedule from Panhellenic: dates, times, length of each round.
- Round by round specifics for chapter: call time for members, meal plans.
- Bump groups.
- Round breakdown: outfits, décor, food/drink if applicable, budget.
- Round minute-by-minute: entry time, conversation length, bump sends, speech/videos, exit time.
- Links to videos, speeches, ceremonies.
- Conversation topics/sample questions.

# Key Elements: COB Plan

- Number of anticipated vacancies.
- Goal for PNM name list (10x number of vacancies).
- Strategies to find names: Instagram, current members, tabling, presenting at club meetings, etc.
- Style: open events, closed events, coffee dates, mix. If events, include specifics like we did during Primary.
- PR/Marketing plan.
- PNM tracker (include link).
- Membership Selection: who is involved, how will we choose and who will offer bid.

# Activity: Reviewing Recruitment Plans

Review the sample recruitment plan handout provided. What has this MVP done well and what could be improved upon? How would you advise the MVP to strengthen this plan?



# Learn More About Primary Recruitment Plans

- General Session – Data-Driven Recruitment: Understanding Recruitment Performance – Saturday – 10:45 a.m.-noon – Concourse CD.
- General Session – Promotion of the Sorority Experience – Saturday – 3:15-4:30 p.m. – Concourse CD.

# *Recruitment* Summit

**Key Responsibility #2:  
Support in the Development and  
Execution of Recruitment School**

# What You Need to Know About Recruitment School

- Known on some campuses as work week, polish week, spirit week, etc.
- Goal is to prepare the chapter for primary recruitment through workshops, activities and sisterhood events.
- Whenever possible, recruitment school should be closely timed with recruitment and precede your primary recruitment.
- Should last no less than three days and no longer than seven days, with no day exceeding 10 hours.

# What You Need to Know About Recruitment School

- Must include the following programs:
  - Progressive Conversation Workshops – 75 minutes each.
    - Like Us
    - Love Us
    - Be One Of Us
  - Bumping 101 Workshop – 75-minute workshop, 60-minute practice.
  - Membership Selection – 60-minute workshop.
  - Building Strong Girls Recruitment Workshop – 85-minute workshop.
  - OmegaRecruit Training – 60-minute webinar.
  - Challenging Implicit Bias in Recruitment – 20-minute Fidelity Online Lesson.
  - Creating Your Own Elevator Pitch – 65-minute workshop.
  - Gamma Phi Beta Foundation – 45-minute workshop.
  - National Panhellenic Conference/College Panhellenic Recruitment Workshop – 70-minute Workshop.
- Additional workshops and activities should be included based on chapter needs.



# Activity: Planning Recruitment School

You are working with your MVP to develop a recruitment school schedule. The chapter you work with historically does well with the logistics of recruitment such as bump groups and songs but struggle to move beyond scripted talking points. Members in the chapter are typically close with their member class but do not know members from other class years. There is also a concern based on other chapter events that young members may show up disheveled from a late night out or in outfits that do not match the campus recruitment norms.

What workshops or activities would you encourage the MVP to include in recruitment school to help prepare the chapter for success?

# Your Role in Recruitment School

- Guide the MVP in the development of a recruitment school schedule.
- Ensure all required workshops are planned and executed.
- Facilitate workshops and sessions as appropriate.
- Educate the advisory board on the recruitment school schedule and solicit support as needed.
- Collaborate with the MVP and Panhellenic Recruitment Supervisor to evaluate recruitment school and plan for future adjustments.

# Learn More About Recruitment School

- Breakout Session: Confident Conversations: The Key to Recruitment Success – Saturday – 1:30-2:45 p.m. - Heathrow AB.

# *Recruitment* Summit

**Key Responsibility #3:  
Ensure the Creation and Implementation  
of a Year-Round COB Plan**

# What You Need to Know About Year-Round COB Plans



- Year-Round COB is essential to the sustainability of a chapter.
- The chapter's approach to COB may vary depending on the number of available spots, the chapter's recruiting strength, and the pool of unaffiliated women on campus.
- In the primary recruitment term, COB should begin as soon as bid matching is complete.
- In the non-primary recruitment terms, COB should begin as soon as total is announced.
  - Total must be announced within 24 hours of the start of the academic term.

# Your Role in the Chapter's Year-Round COB Plans

- Ensure recruitment planning includes a COB plan each term.
- Encourage the chapter to begin COBing immediately and continue COBing until they reach total.
- Communicate regularly with the chapter advisor and education advisor about COB efforts so they can appropriately plan for new member education.

# *Recruitment* Summit

**Why COB?**

# Case Study Assumptions

- Quota always remains 10.
- Total always remains 50.
- All chapters lose three members a year to school transfer, resignations, etc.

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2						
3						
4						
5						
6						
7						

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members
1	30	10	10	0	50
2					
3					
4					
5					
6					
7					

-3

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members
1	30	10	0	0	40
2	37	0	0	10	27
3					
4					
5					
6					
7					

-3

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members
1	30	10	10	0	50
2	47	0	3	10	40
3					
4					
5					
6					
7					

-3

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2	37	0	0	10	27	
3	27	10	0	0	37	-3
4						
5						
6						
7						

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	10	0	50	-3
2	47	0	3	10	40	
3	40	10	0	0	50	-3
4						
5						
6						
7						

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2	37	0	0	10	27	
3	27	10	0	0	37	-3
4	34	0	0	10	24	
5						
6						
7						

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	10	0	50	-3
2	47	0	3	10	40	
3	40	10	0	0	50	-3
4	47	0	3	10	40	
5						
6						
7						

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2	37	0	0	10	27	
3	27	10	0	0	37	-3
4	34	0	0	10	24	
5	24	10	0	0	34	-3
6						
7						

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	10	0	50	-3
2	47	0	3	10	40	
3	40	10	0	0	50	-3
4	47	0	3	10	40	
5	40	10	0	0	50	-3
6						
7						

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2	37	0	0	10	27	
3	27	10	0	0	37	-3
4	34	0	0	10	24	
5	24	10	0	0	34	-3
6	31	0	0	10	21	
7						

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	10	0	50	-3
2	47	0	3	10	40	
3	40	10	0	0	50	-3
4	47	0	3	10	40	
5	40	10	0	0	50	-3
6	47	0	3	10	40	
7						

# Why COB: A Case Study

## Chapter A

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	0	0	40	-3
2	37	0	0	10	27	
3	27	10	0	0	37	-3
4	34	0	0	10	24	
5	24	10	0	0	34	-3
6	31	0	0	10	21	
7	21	10	0	0	31	

# Why COB: A Case Study

## Chapter B

Term	Initiated Members	New Members (Primary)	New Members (COB)	Grads	Remaining Members	
1	30	10	10	0	50	-3
2	47	0	3	10	40	
3	40	10	0	0	50	-3
4	47	0	3	10	40	
5	40	10	0	0	50	-3
6	47	0	3	10	40	
7	40	10	0	0	50	

# Learn More About Year-Round COB Plans

- General Session: A New Way to COB – Sunday – 9-10:15 a.m.
- Breakout Session: Marketing Strategies for Future Members – Saturday – 1:30-2:45 p.m.

# *Recruitment* Summit

**Key Responsibility #4:  
Facilitate the Official Membership  
Selection Process**

# Learn More About Membership Selection

- NEW! Optional Breakfast Session.
  - Understanding Membership Selection:
    - Saturday at 8:15 a.m. in Orly AB:
      - Regions East 1, 2 and 3 and Regions West 1, 2 and 3.
    - Sunday at 8:15 a.m. in Orly AB:
      - Regions Midwest 1, 2, 3 and 4 and Regions South 1 and 2.

# Learning Recap

- Define the responsibilities of recruitment advisors.
- Summarize “paper resources” available for recruitment advisors.
- List “people resources” available for recruitment advisors.
- Differentiate between advising and prescribing.

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



# Learning Assessment

## Recruitment Advisor 101

[GammaPhiBeta.org/  
Recruitment-Summit-Resources](https://GammaPhiBeta.org/Recruitment-Summit-Resources)



# *Recruitment* Summit

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

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Summit