

Recruitment
Summit

Maximizing Membership Growth Through Continuous Open Bidding (COB)

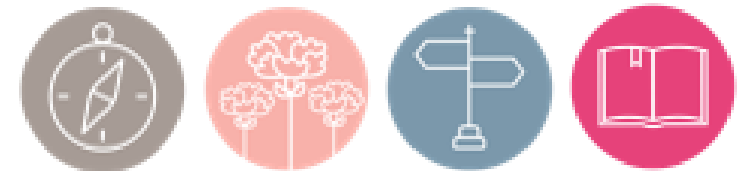
Recruitment
Summit

Introductions



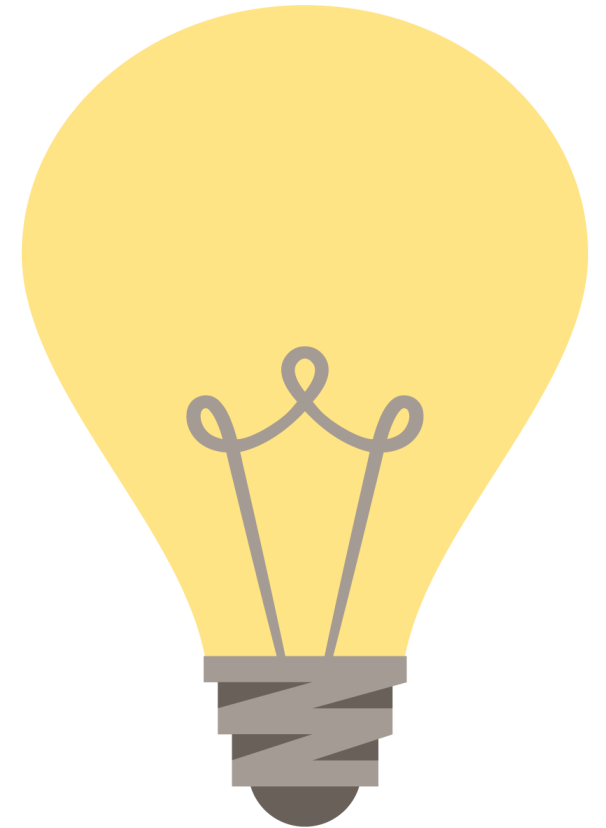
Learning Objectives

- Recall today's sorority recruitment landscape.
- Describe the role of COB in current recruitment model.
- Explain the value of COB in overall chapter health.



COB Reflection

- One thing I've learned about COB during Recruitment Summit is...
- What role does COB play in recruitment today?
- What factors have caused COB to grow as a recruitment format?
- Which of these factors has most affected my chapter?

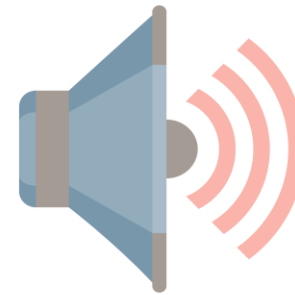
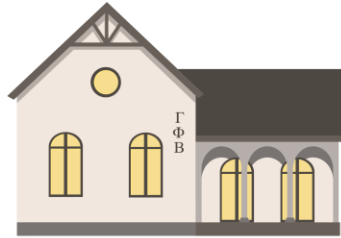


Why Has COB Increased?

- Change in NPC policies
- Change in Total setting methods
- Potential New Member (PNM) behavior changes



COB And Chapter Health



Leadership

Housing

Financial

Public Relations

Member Experience

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						
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Why COB: A Case Study

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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

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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

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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	

Let's Practice – Scenario 1

The chapter is a strong recruiting chapter on campus and had a very successful fall primary recruitment by making Quota and being above Total. However, between the fall and spring semester, the chapter had many women resign due to financial obligations and time commitment. When they return to campus in the spring, Total is reset, and they are now 16 members under Total. The chapter has never had to COB in the spring, and many members want to wait until fall and get those members during primary recruitment. How would you respond?

Let's Practice – Scenario 2

Your chapter does not have good public relations on campus and has historically not made Quota. Your chapter does a good job planning for big COB events right after recruitment and has a plan for continuing to invite PNMs to coffee dates following these events. The chapter wants to wait to meet as many PNMs as possible before extending bids. How would you respond?

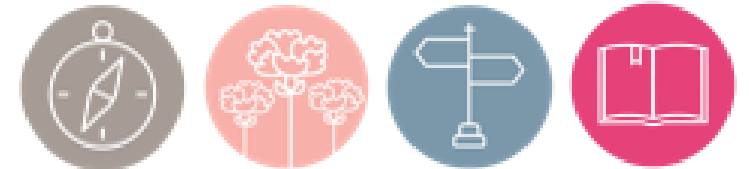
Let's Practice – Scenario 3

Anna, a PNM and friend of an initiated member, attended dinner with a small group of members and other PNMs. She was truly invested in getting to know the other people at dinner and seemed like she was enjoying herself. She talked about how she has been very busy with work and school lately, but she also shared how being in a Sorority will help her get more connected on campus. What is the best next step for Anna?

Learning Recap

- Recall today's sorority recruitment landscape.
- Describe the role of COB in current recruitment model.
- Explain the value of COB in overall chapter health.

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



Learning Assessment

Maximizing Membership Growth Through COB

www.GammaPhiBeta.org/

Recruitment-Summit-Resources



Recruitment Summit

Connect with us at
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