



# Sorority Recruitment Information Event







# What is a sorority?

- Values-based organization
- Lifelong sisterhood & network
- Academic support system
- Service and citizenship focused





# Types of sororities

- National Panhellenic Conference (NPC)
- National Pan-Hellenic Council Inc. (NPHC)
- National Association of Latino Fraternal Organizations Inc. (NALFO)
- National Asian Pacific Islander Desi American Panhellenic Association (NAPA)
- National Multicultural Greek Council Inc. (NMGC)
- Local organizations



# Why join a sorority?

- Personal and leadership development
- Academic excellence
- Lifelong friendships
- Networking opportunities
- Community service and philanthropy

## Lifelong Impact of Fraternities and Sororities



A new Gallup-Purdue University Index study of

**29,560**  
U.S. college  
graduates

found that graduates who are members of fraternities or sororities are more likely to be thriving in all five elements of well-being during their post-graduate years.

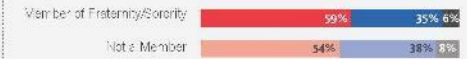


**Well-being** is the combination of all the things that are important to each individual — it's how people think about and experience their lives.

### The Five Elements of Well-Being



#### Purpose



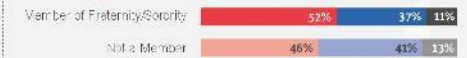
#### Social



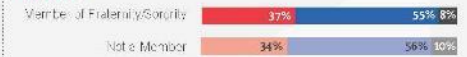
#### Financial



#### Community



#### Physical



■ THRIVING ■ STRUGGLING ■ SUFFERING

### Employee Engagement

People who are engaged at work are involved in and enthusiastic about their work. A majority of all fraternity and sorority members surveyed are employee full time for an employer.



**43%**  
of fraternity and sorority members surveyed are engaged in the workplace.

46% are not engaged and 14% are actively disengaged



**38%**  
of non fraternity and sorority members surveyed are engaged in the workplace.

50% are not engaged and 12% are actively disengaged

### Prepared for Life After College

**37%** fraternity and sorority members strongly agree that their institution prepared them for life after college.

**27%** non fraternity and sorority members strongly agree that their institution prepared them for life after college.

For more results and other information from the Gallup-Purdue University Index study, visit: [www.nicindy.org/gallup-research.html](http://www.nicindy.org/gallup-research.html)

Results for the Gallup-Purdue Index are based on Web surveys conducted Feb. 4-March 7, 2014, with a random sample of 20,000 respondents that includes those who are 18 and older with Internet access living in all 50 U.S. states and the District of Columbia, and 5,137 fraternity and sorority members. The North American Interfraternity Conference and National Panhellenic Conference partnered with Gallup for this first-of-its-kind study.









# What is primary recruitment?





# What to expect during recruitment

- Orientation
- Recruitment counselors
- Mutual selection process
- Membership recruitment acceptance binding agreement (MRABA)







# Recruitment modalities today

- Hybrid Recruitment
- Virtual Recruitment
- In person recruitment





# Recruitment vocabulary

## Activity sheet

Match the term to the definition





# Recruitment Vocabulary

- A. New member
- B. Continuous open bidding (COB)
- C. Initiation
- D. Potential new member (PNM)
- E. Recruitment
- F. Membership recruitment acceptance binding agreement (MRABA)
- G. Bid
- H. Mutual selection
- I. Recruitment counselor
- J. Bid Day
- K. Legacy
- L. Chapter
- M. Preference
- N. Recommendation
- O. Round
- P. College Panhellenic
- Q. Event





# Recruitment preparation

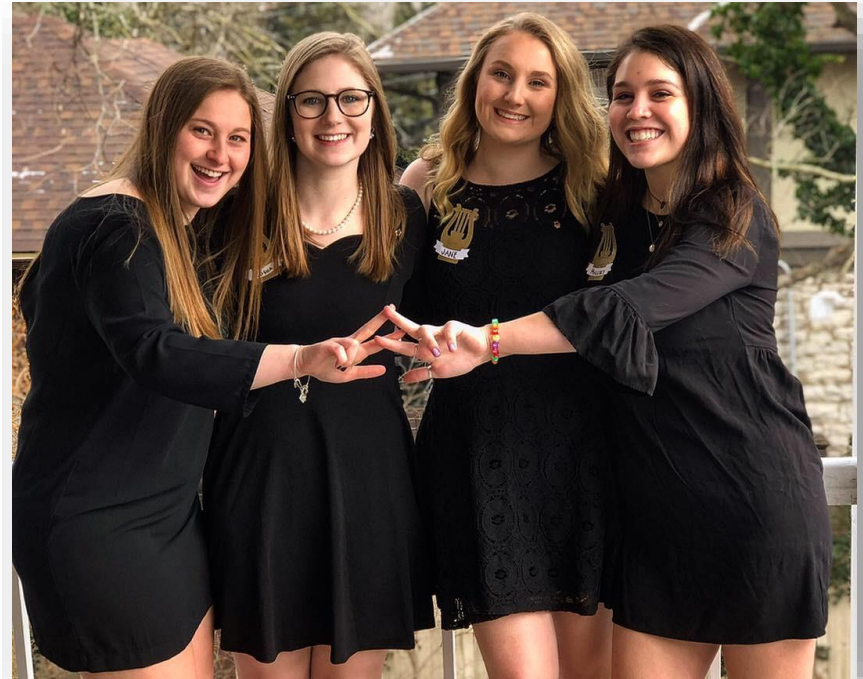
- Register for recruitment on your campus
- Pay attention to deadlines/fees
- Academic calendar
- Do your research
- Ask the right questions





## Recruitment tips

- Recruitment clothing
- Keep an open mind
- Be yourself
- Treat others the way you would like to be treated
- Take notes
- Get plenty of rest





# Expectations of membership

- Chapter activities
- Finances
- Academics
- Time commitment
- Accountability

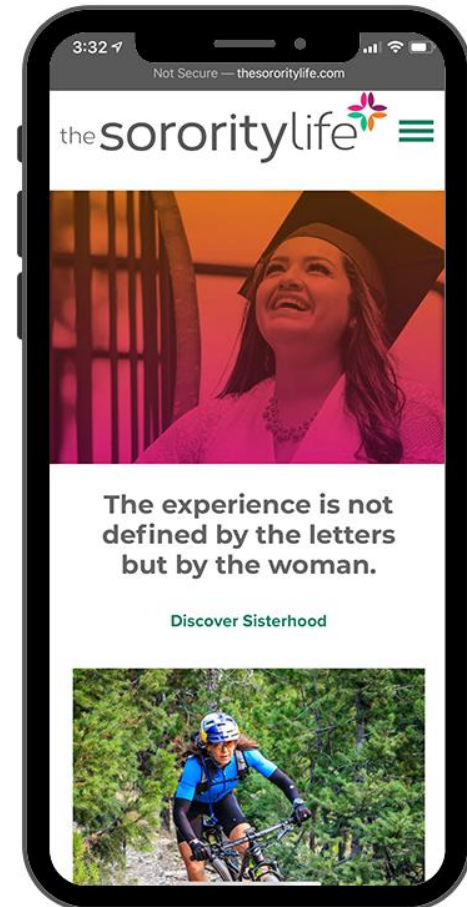






# TheSororityLife.com

- Learn more about the sorority experience
- Meet sorority women
- Connect with member organizations and NPC





## Resources

- College Panhellenic website
- Inter/national sorority websites
- TheSororityLife.com website and social media
- NPC website



Questions?

