



## Not the Recruitment you Remember — Alumnae Organization

**Fraternity Value:** Honor and Respect

**Time:** Approximately 20–30 minutes

**Suggested Facilitator:** Alumnae Club President or other member

**Originally developed by:** *Carol Warren, NPC Delegate, and Tina Rivard, Director Membership, for Pi Beta Phi's 68th Biennial Convention Session, "Not the Recruitment You Remember: Collegiate Recruitment Today"*

### Goals:

- Identify the terminology differences between the recruitment we might remember and recruitment today.
- Learn the basics of release figures management and what it means to how collegiate chapters recruit.
- Learn various methods of potential new member (PNM) sponsorship; also understand what alumnae can expect from the collegiate members if they submit a Recruitment Information Form (RIF).
- Gain confidence that the Fraternity still values legacies and how we demonstrate that during collegiate recruitment.
- Discuss appropriate and inappropriate areas for alumnae involvement with their alumnae organizations and chapters.

### Room set-up/materials needed:

- Make sure you have enough room for participants to sit comfortably in small groups.
- Enough copies of the “Handout to accompany: “Not the Recruitment You Remember – Alumnae Organization” handout for each participant.

### Getting Started

Talking points are indicated with a callout bullet (●). Please use these as speaking guidelines but be sure to jazz up the presentation with your own personality. Facilitation instructions are indicated with an arrow (→) and serve as hints you might find helpful when administering the material. Most importantly, have fun!

### Instructions

● Remember when we used to look forward to “rush” as a time when our chapter took on new “pledges”? Today, “recruitment” looks somewhat different from the time when some of us joined Pi Beta Phi and is probably, “not the recruitment you remember”. Today we will talk about what collegiate recruitment looks like now, release figure management, legacy consideration, membership selection and how we, as alumnae, can support collegiate recruitment.

● I'm now going to pass out the handout that accompanies this seminar. Take a couple of minutes to go through the first section and try your hand at matching the terms with their corresponding definitions.

→ Pass out the “Handout to accompany: “Not the Recruitment You Remember — Alumnae Organization” seminar” handout to all participants. Give participants a few minutes to try matching terms with their definitions and then continue.

- Let's now talk about some of the terminology used in recruitment today and what the terms mean. Many of these terms have changed over the years to better relate to the women of today, as many of the terms were "foreign" to those outside the fraternity and sorority community.
  - Recruitment – replaces the word "rush," this refers to the member intake process that NPC groups participate in at least once annually
  - Potential New Member (PNM) – replaces the word "rushee," this is the woman going through recruitment
  - Quota – the number each chapter can pledge during recruitment
  - Quota Additions – good faith PNMs who fail to match in the normal bid matching process can be placed in a chapter that has already matched to quota
  - Total – allowable chapter size as determined by Panhellenic, including new and initiated members
  - New Member – replaces the word "pledge" as a noun, this refers to the women that accept a bid and are pledged to Pi Phi
  - Legacy – per Pi Phi's Constitution and Statutes, a sister, daughter or granddaughter of an initiated member in good standing
  - Sponsorship – process of expressing approval to invite a PNM into membership
  - Release – replaces the word "cut," refers to the process of not inviting PNMs back to future rounds of recruitment
  - Single Intentional Preference (SIP) – replaces the word "suicide," this refers to a PNM only listing one sorority on her membership agreement, even though she attended more than one preference party. A PNM who SIPs is not eligible for quota additions.
  
- A typical recruitment usually consists of four rounds: open house, philanthropy, sisterhood/house tours and preference. Many campuses have moved towards a, "No Frills" style of recruitment following the 1991 NPC recruitment resolution.
  - The aim of this resolution was to re-focus recruitment on its purpose as a process for potential new members and members to get to know one another, through meaningful conversations.
  - Resolution was adopted unanimously and accompanied by the signatures of the 26 inter/national presidents and NPC delegates.
  - For example, frills often still incorporated into recruitment practices might include elaborate costuming and purchasing special recruitment clothing; decorations; skits; and having a budget cap for chapter recruitment expenses.
  
- Now, let's focus our attention briefly on how NPC developed a software program in 2004 called Release Figure Management (RFM) that endorses a formula recommending the number of invitations a sorority chapter may issue to assure recruiting success. The formula also provides the opportunity for a college Panhellenic to pledge the greatest number of women. Stronger recruiting groups are required to release more PNMs earlier in the process, causing those PNMs to focus on the chapters that are the more realistic options for them. Release figures are provided as the number of invitations a chapter can extend. The outcomes of this process result in potentially more new members, more chapters reach quota, quota additions are reduced, chapters historically not reaching quota will increase new member class size, PNMs are not unfairly

encouraged and fewer women remain unmatched after bid matching. Where there is a significant pool of upper classmen going through recruitment, a Panhellenic may implement a secondary quota which allows these PNM's to be considered separately from the freshmen. There is a freshman quota and a separate upper class quota. 130 of 134 Pi Beta Phi chapters are using RFM on their campus.

- Many of us know women who are about to go through recruitment, and you might have questions about how to recommend a PNM whom you think would be an asset to Pi Beta Phi. All PNM's going through recruitment must be sponsored. Filling out a Recruitment Information Form (RIF) is the preferred method of sponsorship; typically supplied by an alumna or Alumnae Club Recruitment Information Committee/Chairman (ACRIC). RIFs can be downloaded from [www.pibetaphi.org](http://www.pibetaphi.org) and should be mailed to the chapter's Vice President of Membership. RIFs should NOT be sent electronically; while email is usually easier, we need to protect the privacy of all PNM's and the reputation of the Fraternity. Therefore, RIFs may only be sent via fax or mail. If a PNM does not have a RIF another way a PNM can be sponsored is by the Chapter Membership Selection Committee (CMSC) who determines if they should sponsor PNM's that do not have another form of sponsorship.
- If you are a sister, mother or grandmother of a woman going through recruitment, this woman would be considered a legacy by Pi Beta Phi. As of June 2010, Pi Phi was the third largest NPC Organization in the country by number of members, which means we have more legacies and in some cases, more legacies than available invitations during formal recruitment.
  - Pi Phi has several policies regarding legacies including: Vice President of Membership should inform the chapter of all legacy PNM's, legacies are invited to at least one invitational round and a legacy who attends a preference party will be placed on the first bid list.
  - Additionally, Pi Beta Phi has written a *Leading with Values* seminar called, "Understanding the Legacy" which includes clips for discussion on the impact of pledging and not pledging Pi Phi legacies.
  - From an alumnae perspective, chapters should be made aware of all legacies prior to recruitment starting through the PNM's recruitment registration, the Legacy Information Form, and the Recruitment Information Form (RIF). If the chapter doesn't know, they can't give her legacy consideration! While chapters give additional consideration to legacies, the final decision for issuing a bid rests with the chapter.
- Despite the fact that some of the terms and forms have changed, the process of membership election has ultimately remained the same. Recruitment is a mutual selection process between the chapter and the PNM and chapters are encouraged to practice a values based selection. However, chapters cannot provide information on why a PNM was released as membership selection is strictly confidential. For this reason, alumnae should NOT contact chapter officers directly. If necessary, the Collegiate Regional Membership Specialists can investigate to ensure membership selection procedures were followed properly. Finally, chapters do not make "courtesy calls" to alumnae that submitted a RIF if the legacy is released and a chapter is never required to extend membership to any woman.

- Finally, to wrap up our discussion, let's talk about ways we can support with recruitment as individuals and as a collective alumnae organization through the following "do's" and "don'ts."
  - As individuals, do understand that a daughter, sister or granddaughter of a member shall be considered a legacy of the Fraternity; the final decision for issuing a bid rests with the chapter; respect the decisions of the chapter and do not air your grievance in a public format; alumnae are also bound by the College Panhellenic recruitment rules.
  - As individuals, don't expect chapter members or advisors to share chapter business; all membership selection discussions are bound by a commitment to confidentiality; send any personal information of a PNM electronically; send gifts on behalf of a PNM; serve as ACRIC if you are the mother or sister of a collegiate chapter member; or contact the collegiate members during recruitment.
  - As an alumnae organization, some things we could do to support recruitment are elect an ACRIC Committee of 3-5 members; encourage our club members to support the local Alumnae Panhellenic Association; and expect chapters to send a written acknowledgement to the ACRIC that a RIF has been received.
  - However, we should not serve on the chapter AAC if we are on the ACRIC committee; send gifts on behalf of a PNM; or contact chapters for lists of new members as these lists are provided on the Fraternity website upon the completion of recruitment.

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### Final Wrap-Up

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- Hopefully you have learned a few of the ways how today's recruitment terms and policies are certainly, "not the recruitment you remember". It is important for our Pi Beta Phi collegiate chapters and all current and future members that we continue to promote this Fraternity that we know and love and ensure its future success by continuing our support of recruiting the future leaders of our organization.

→ Thank everyone for coming.