

Recruitment Guidelines of the Office of Fraternity and Sorority Life

Membership recruitment is one of the most visible, rewarding, and important activities for a social sorority or fraternity. Successful membership recruitment requires a huge organizational effort. Careful and collaborative planning of each recruitment process will increase the ultimate success of the chapter’s efforts.

Since McKendree University has one sorority linked to the National Panhellenic Conference (NPC), two local sororities with no affiliation off-campus, a single fraternity associated with North American Interfraternity Council (NIC), and one National Pan-Hellenic Conference (NPHC) fraternity, the following guidelines were created to strike a balance/compromise between the requirements, best-practices, and desires of each affiliation to reduce the strain on people and resources as well as try to find some level of fairness and equity.

I. Membership Definitions

PNMs	Potential New Member - Students that have expressed a desire to join a fraternity or sorority, and are actively seeking engagement, but have not signed a bid acceptance form.
New Members	New Member - Students that have signed a bid acceptance form and are going through a new member training period, but will not be fully initiated into a fraternity or sorority until the new member training period is completed signified by an initiation/activation/cross-over ceremony.
Initiated Members (Actives)	Initiated Member - Students that are in good standing with McKendree University and continue to meet the basic requirements of good standing for their fraternity or sorority chapter. They have completed their new membership education period and completed their initiation/activation/cross-over ceremony.
Probation	An initiated member that is in bad standing. OFSL Probation – Due to a violation of University policy, failure to maintain academic standards or receipt of significant bad standing with the Business Office/University Accounts. Chapter Probation – When the chapter elects or the chapter’s judicial body determines that student’s membership is in jeopardy.
Inactives	Initiated Member that is in good standing with McKendree University and their fraternity or sorority chapter, but will be unable to fulfill the engagement responsibilities of the chapter due to personal or academic reasons, for example, co-op, internship, student teaching, study abroad, financial hardship, medical reasons, etc. Early Alum is an example of an Inactive Member.
Alumnae / Alumni	Alumna / Alumnus – An active member who has graduated or left college. Sororities traditionally use the term Alumna and Alumnae while fraternities traditionally use Alumnus and Alumni.

II. Recruitment Guidelines

The following guidelines are for fraternities and sororities

- 1) McKendree University is a values-based institution and expects chapters and their members to uphold shared values. Therefore, our community’s values should be displayed through all activities of the Office of Fraternity and Sorority Life (OFSL), the Inter-Greek Council (IGC), and individual chapters. A values-based approach is especially important during chapter recruitments as well. A values-based philosophy asserts that people are mostly motivated by values and live according to these beliefs. In other words, values are our most natural motivators. It is natural for Actives to refer to their own values and

thus connect with NPCs with similar values. Values alignment increases the likelihood of NPCs accepting membership and engaging with the chapter. A chapter experience based around shared values is:

- a) likely to be more resilient, flexible, and productive.
 - b) foster leaders who make better choices and feel more comfortable to act upon them
 - c) likely to build better, more trusting, less stressful relationships within the chapter
- 2) As part of a Values-Based Recruitment, all chapters and their members are encouraged to incorporate the following guidelines into their membership recruitment programs:
- a) Focus on conversations between Actives and PNMs about the chapter's values, history, and traditions as well as the benefits and obligations of membership.
 - i) This will help PNMs get to know Actives and each other well enough for both to take the first step toward the important choice of lifelong engagement.
 - ii) Do this by reducing presentation to essential information and reducing costuming/matching outfits so Actives display their individuality and authentic selves to PNMs.
 - b) Recruitment should not create a financial burden for the chapters, Actives, or PNMs so set a budget.
 - i) Establish guidelines for membership recruitment budgets and set a cap on membership recruitment expenses, including the value of all donated goods and services.
 - ii) Reduce and re-use decorations to reduce the financial burden on the chapter and Actives.
 - iii) Consider recruitment attire for Actives that reduces the individual financial burden.
 - iv) Include donated goods in the budget so that alumnae/alumni gifts are dispersed to all chapter activities and not just recruitment and to prevent overburdening individuals.

III. Recruitment Process

- 1) All membership recruitment programs are planned to provide opportunities for the greatest number of students to become part of the fraternal community while protecting the rights and privileges of individuals, chapters, and the community.
- 2) The following is for both fraternities and sororities:
 - a) **Style:** A Partially Structured Recruitment process is used for the following reasons:
 - i) A centralized planning process is necessary because:
 - (1) It aligns with the institution's values of responsible citizenship and engagement by involving all IGC chapters in the planning process.
 - (2) The chapters have traditionally preferred to start recruitment together.
 - (3) The pool of PNMs initially interested in membership is large enough to overtax staff and resources for a decentralized process.
 - (4) All campus chapters sharing some part of recruitment fosters a stronger sense of fraternal community on campus by reducing the optics of competition.
 - ii) A single, fully structured recruitment presents a barrier in converting the interested students into members due to the high percentage of athletes and students with employment commitments.
 - iii) It allows for the creation of a second and informal round to recruitment that may attract more students who may have been "unlikely" or "maybe" joiners. Due to the large population of athletes, most students exhibit little interest in affiliation or have no plans to join at the beginning of the semester when formal recruitment occurs.
 - iv) Since three of the chapters have national affiliations, a Partially Structured Recruitment allows for the flexibility needed to follow essential national guidelines.

- b) **Recruitment Schedule:** The schedule and additional guidelines of recruitment will be determined by OFSL, IGC, and chapter representatives at an open meeting the semester before the recruitment in question.
 - i) A membership recruitment period should be held in the fall as close as possible to the start of the academic year, and be conducted in a short time. OFSL recognizes changes have occurred with many academic calendars, athletic schedules, summer employment needs, and collegiate travel abroad schedules, and they must be considered. However, early formal recruitment has more advantages than any other recruitment period.
 - ii) Events are scheduled with flexibility in mind so PNMs will be less likely to withdraw because of the scheduling format.
 - iii) Events are scheduled so PNMs can attend several events.
 - iv) Initial events must be held in neutral on-campus locations with representatives from all chapters, if possible.
 - v) Differences:
 - (1) Sorority PNMs are required to attend a pre-determined amount of events for each sorority to be considered bid-able.
 - (2) Fraternities must participate in the first two activities but may branch off to have their own processes after that point.
 - vi) All recruitment activities must be approved by OFSL.
- c) **Registration:** A simple registration is to be available as a digital form with hyperlink on the OFSL website. IGC will strive to make it as easy as possible for PNMs to participate.
 - i) Furthermore, chapter presidents and advisors will be given access to the roster of PNMs via a link from OFSL. They may share this link with the necessary chapter officers.
 - ii) All PNMs must have a prior cumulative GPA of 2.5 or higher to be offered a bid.
- d) **Marketing:** A professional approach is extremely important. While each chapter may have chapter focused advertisements, the IGC Public Relations Officer will also create an advertising campaign for the unified process at the beginning of each semester.
- e) **Orientation:** A minimum of two fall meetings at different times and one spring meeting will be hosted by IGC and OFSL to provide PNMs with the policies, processes, and schedules needed to be successful in recruitment. Orientation is not a requirement for PNMs participation in recruitment, just highly encouraged.
- f) **Recruitment Fee:** A formal recruitment participant may be charged a reasonable membership recruitment registration fee to defray only the cost of recruitment expenses.
- g) **Total:** Total is the allowable chapter size as determined by OFSL.
- h) **Quota:** The number of PNMs that each chapter is allowed to pledge regardless of a chapter's Total membership number for the formal recruitment period.
- i) **Continuous Open Bidding:** Each chapter has the right to use continuous open bidding (COB) to reach Total during McKendree University's regular academic semesters. COB intends to provide maximum opportunities for membership to the greatest number of chapters possible.
 - i) To accommodate chapter colonization or to allow a chapter to build its membership, the IGC may vote to suspend COB for a period. The start and end dates for the COB moratorium must be set by a vote of the IGC, preferably during the academic term before implementing the moratorium.
 - ii) COB is not intended to precede or take the place of the primary/formal membership recruitment period, nor will there be a COB process before the start of fall primary membership recruitment.

- iii) The purpose of COB is to enable those chapters that did not pledge to Quota OR pledged Quota but did not reach Total, to pledge additional new members immediately following the primary / formal membership recruitment period.
 - iv) COB begins immediately after bids are distributed in the designated primary/formal recruitment period, and is open to unaffiliated women who participated in a primary/formal recruitment period – OR- participated in a Sorority COB Social. Chapters and PNMs are required to register for COB.
 - v) COB should close three calendar weeks before the beginning of Finals for the semester.
 - j) **Inter Greek Bid-Day Support Restrictions:** At recruitment bid day, non-participating chapters are encouraged to come and support, but should wear only their organization's letters/paraphernalia.
- 2) The following only applies to sororities:
- a) **Recruitment Counselors:** Recruitment Counselors are impartial and should be disassociated from their respective chapters for the period immediately preceding recruitment (not to exceed 30 days) and during recruitment so their actions and decisions support the welfare and best interests of the sororal community.
 - i) If not used or in the case of vacant position(s), IGC executives will act as recruitment counselors.
 - ii) Disassociation can be removed if each chapter is in unanimous agreement to allow recruitment counselors to remain associated with their respective chapters.
 - iii) See Addendum 2 for more information on Recruitment Counselors.
 - b) **Quota-Total System,** inspired by the Release Figure Methodology, results in the overall growth of campus sorority chapters.
 - i) Quota:
 - (1) The number of PNMs, determined after the Membership Preference Agreement (MPA, see Addendum 3) is completed.
 - (2) Every chapter is entitled to bid to Quota for the formal recruitment period.
 - (3) Formula: $[(\text{Number of MPA's signed} / \text{Number of Sororities}) + 2]$ Rounded Down = Quota
 - (i) Exception for Tri-Sigma: Due to NPC policy, Tri-Sigma cannot bid on women who have previously be affiliated with another NPC chapter. To compensate for their reduced pool of PNMs, for every PNM that Tri-Sigma cannot offer a bid to, 1 is added to the (Number of MPA's signed) in the equation for Tri-Sigma to determine their Quota number.
 - ii) Total:
 - (1) Includes both new members, initiated members, and inactive members.
 - (a) Exception: Any member who is reported by the chapter to OFSL to be away from campus for the entire academic semester is not counted in Total.
 - (2) Every chapter is entitled to bid to Total for the academic semester. If Total is not reached, or exceeded by Quota, during the formal recruitment process then the sorority may run a COB process with the approval of OFSL to attempt to achieve Total.
 - (3) Total is reset at the beginning of each academic year by taking the largest sorority's size after COB has closed the prior Fall semester.
 - iii) COB Eligibility
 - (1) A PNM who withdraws from the primary recruitment process before the signing of their MPA shall be eligible for COB.
 - (2) If a PNMs lists all three sororities on the MPA and is not matched in the Bid Matching Process, they are eligible for COB.

- (3) If a PNM lists a sorority on their MPA, but does not accept a bid from that sorority, they are not eligible for COB and must wait until the next formal recruitment process.
 - (4) If a new member withdraws from their sorority, they must wait one full calendar year before participating in any form of recruitment: formal or COB.
- c) **Bid Matching:** Bid matching and/or approval is done by OFSL.
- i) To allow for bid matching to take place, at least one invitational/preference round should be hosted.
 - ii) Sorority preferences (rankings) are due to OFSL by 12 noon the day following the last preference night event.
 - iii) OFSL shall match the sororities' preferences to match with PNM's preferences.
 - (1) If a sorority preferences a PNM 1st and that PNM preferences the sorority 1st, they are matched. That PNM is then removed from the other sororities preference list(ranking).
 - (2) Once a sorority meets Quota on their preference list, the PNMs who preferenced that sorority 1st, will be matched with their 2nd preferences.
 - (3) If all sororities preferenced a PNM with the same ranking, the PNM's choice will be the determining factor.
- 3) The following only applies to Fraternities:
- a) OFSL is committed to responsibly increasing membership for fraternity chapters that enhance the campus community by pushing the fraternities to work collaboratively with other chapters, IGC, OFSL, and adhering to responsible access expectations.
 - i) NIC encourages a policy prioritizing student choice as to the ability of any male to freely choose when he can join an undergraduate chapter of any member organization without restrictions on the date, time and place of membership invitation, extension, and acceptance.
 - ii) NPHC hosts a recruitment that is informed by historical contexts of racial oppression and exclusion and which are rich in intention, metaphor, and symbolism that should not only be respected but given special attention at a Predominantly White Institution.
 - iii) OFSL acknowledges these desires from its fraternities but must balance them against limited departmental personnel and resources. Therefore, some restrictions will be put in place to strike that balance.
 - b) **Recruitment Schedule**
 - i) The fraternities will need to at least participate in two formal recruitment activities with the sororities that
 - (1) focused on the social aspect of promoting fraternal and sororal life to PNMs and
 - (2) provide space and time for PNMs to learn about the chapter
 - ii) The rest of the fraternities' recruitment schedules/plans must receive approval from OFSL at least two weeks before said recruitment activities would commence.
 - c) **Bid Approval:** Bids cannot be given without OFSL approval. Any bid given without OFSL approval is subject to being revoked.
 - d) **Total:** While fraternities do not have a Quota, OFSL does want to encourage responsible growth that ensure a positive experience for PNMs and ensures that the chapters do not find their Actives nor resources stretched too thin.
 - i) Includes both new members, initiated members, and inactive members.
 - (1) Exception: Any member who is reported by the chapter to OFSL to be away from campus for the entire academic semester is not counted in Total.
 - ii) Every chapter is entitled to bid to Total for the academic semester.
 - iii) Total minimum is set at 20; if a fraternity has less than 20 members, they may continue recruiting in any approved fashion to achieve the minimum of 20.

- iv) Total maximum is set at 150% of the actives before formal recruitment begins. A fraternity can only have one new member for every two actives in the organization.

V. Recruitment Policies

- 1) All chapters and their members are required to incorporate the following policies into their membership recruitment programs.
 - a) Eliminate gifts, favors, letters, and notes for PNMs.
 - b) Eliminate all forms of bid promising, oral or written, to join a certain chapter before bids are distributed/approved by the Office of Fraternity and Sorority Life.
 - c) Alcohol, drugs, and intoxication have no place in any recruitment process.
 - d) Financial Transparency: Chapters are required to communicate the financial requirements to maintain an active status in the chapter to the students who visit them during the process.
 - i) This should be more than just membership fees but include typical costs for apparel, regular events, etc.
 - ii) OFSL/IGC will create a template for chapters to complete, with lines for t-shirts, events, etc. so PNM's have an understanding of what they are being asked to pay when they join for a year of participation.
 - e) Recruitment Fee: No additional fees to cover chapter expenses, social events, or philanthropic donations should be part of recruitment registration fees.
 - f) Local alumnae and collegiate members from other chapters may only be involved in recruitment as a behind the scenes role to assist and never to actively participate in the recruitment process and have PNM contact except for designated inter/national member organization staff, volunteers, organizational visitors and traveling leadership consultants.
- 2) Infractions to these policies should be reported to the Coordinator(s) of OFSL via email. Please include:
 - a) The date, time, and location of the infraction,
 - b) Names and contact information available for individuals involved whether it is the alleged violator(s), affected person(s), or witness(es),
 - c) Which policy you feel has been violated,
 - d) a detailed description of the incident/concern using specific concise, objective language, and
 - e) any photos, video, email/chat threads, and other supporting documents.
- 3) All allegations will either be shared with Student Conduct if a university policy or law has been violated OR will be given to the IGC and a Judicial Board will be held as explained in the Policies of the Office of Fraternity and Sorority Life.

Addendum 1: Sample Partially Structured Recruitment Schedule

- 1) Activity 1 — Social. The chapters host an open event or simultaneous events on campus in centrally located areas. Displays, discussions, and agenda of events offered by the chapters are available. Fraternities and sororities together.
- 2) Activity 2 — Open house presentations and Q&As are available to all potential new members. Sororities and fraternities together.
 - a) Potential new members sign-in at each event so a record of attendance is kept.
 - b) Often this is done as round-robin rotation with each PNM visiting each chapter's space for an equal amount of time.
- 3) Activity 3 — Chapters have events of their choice during the week (two to three events). Sororities only.
 - a) Events are scheduled for potential new members' convenience (after classes, weekends, and evenings).
- 4) Activity 4 — Invitational preference events are scheduled. Sororities Only.
 - a) Chapters call or give invitations to their guests.
 - b) Potential new members may attend a specified number of events determined by OFSL.
 - c) After preference events, all potential new members are allowed to sign a membership recruitment acceptance binding agreement with their choices in order and submit it to the College Panhellenic.
 - d) Bid matching takes place.
- 5) Activity 5 — Bid Day. The OFSL determines the time and place for giving bids and collects the Bid Acceptance Forms.

Addendum 2: Sorority Recruitment Counselors

The Recruitment Counselors are selected in late fall by a committee formed from the recruitment chairs of the sororities, the IGC Vice-President, and the Coordinator of OFSL or their designees.

Position Description

Recruitment Counselors exist to ensure that recruitment is well planned and implemented to create a positive experience for the PNMs and Actives. They are an impartial representative of the sororal McKendree community.

- 1) Qualifications – Good Recruitment Counselor candidates must be:
 - a) A moral paragon, representative of McKendree’s values
 - b) Dependable, responsible, resourceful, and available for the PNMs by showing a willingness to sacrifice personal time and display dedication and attention during all training and assigned responsibilities,
 - c) Enthusiastic and have a positive attitude toward the sorority experience and all McKendree chapters,
 - d) Objective and impartial;
 - e) Practitioners of good listening skills and the ability and willingness to keep confidences/are respectful of the importance of confidentiality in appropriate situations,
 - f) Sensitive and perceptive to others’ feelings while remaining objective;
 - g) Willing to refrain from contacting or having contact with their chapter members to align with the spirit of disassociation, and
 - h) Willing to refrain from the use of alcohol throughout the recruitment period.
- 2) Requirements – A successful Recruitment Counselor must:
 - a) Have a semester and cumulative GPA of 2.75 or above,
 - b) Be in good standing with their chapter,
 - c) Be in good standing with the university and enrolled as a full-time student (12+ hours) unless fewer credits are required to graduate during their term as a Recruitment Counselor,
 - d) Have actively participated in a previous fall formal recruitment, and
 - e) Attend an interview process. Once your application is submitted, you will receive an email inviting you to an interview.
- 3) Duties – A competent Recruitment Counselor must:
 - a) Attend all recruitment counselor training sessions and other related commitments by actively participating in training and providing insightful comments;
 - b) Serve as a positive contact and sorority role model during and after recruitment;
 - c) Recruit women to register and participate in the formal recruitment process;
 - d) Complete all logistical duties required, which could include assisting PNMs as they travel between recruitment locations, explaining recruitment procedures, assisting with data entry, contacting PNMs who do not arrive on time, and so on;
 - e) Promote and maintain interest in the values-based recruitment process and sorority membership by:
 - i) Engaging potential new members in discussions of their personal values and how those values will better inform their decision-making,
 - ii) Counseling potential new members through the recruitment process by finding effective ways to help them reason how their values connect with each chapter, and
 - iii) Encouraging potential new members to keep an open mind throughout the process and to approach each chapter as a group that could develop them personally;
 - f) Explain all procedures and answer questions concerning the logistics of recruitment;
 - g) Maintain confidentiality regarding conversations with PNMs;
 - h) Monitor PNM progression through the recruitment process and give appropriate attention to issues;
 - i) Be available and flexible during recruitment for all PNMs to contact and address their concerns as needed in one-on-one situations;
 - j) Maintain neutrality in difficult situations or conflicts requiring objective guidance to PNMs;
 - k) Acknowledge that disassociation is hard, but is mandatory to the success of the Recruitment process and therefore will follow all rules provide;
 - l) Understand the process for filing a recruitment infraction and commit to doing so in necessary situations only; and
 - m) Consult the coordinator(s) of OFSL in situations that require outside and guidance that is more experienced.

Addendum 3: Membership Preference Agreement (MPA)

Please read this document carefully. You should not sign this binding agreement unless you understand it.

Name:	McK ID#:
Campus Address:	Phone #:

Check one of the following options:

- I want to withdraw from recruitment at this time.**
This means I will not join a sorority now, but I am eligible for future opportunities such as continuous open bidding (COB).
- I will sign this agreement at this time.**
Continue completing this form.

By signing this agreement, I understand and agree to the following terms:

Initial each statement

- _____ I am willing to accept an invitation to membership (a bid) from any sorority I list on this form.
- _____ I will list the sorority(ies) in my order of preference for receiving a bid.
- _____ I do not have to rank all the sororities that are my remaining choices if I am certain I will not accept a bid from them and do not see myself as a member of that sorority.
- _____ I understand that should I choose to limit my choices, I might not receive a bid through this recruitment process.
- _____ I cannot change my ranking after submitting this form. I also cannot add or delete any sorority(ies).
- _____ If I do not receive a bid from any sorority(ies) I have listed, I understand that I am eligible to join any sorority through COB if there is an opportunity. I also understand that not all sororities may recruit through COB.
- _____ If I do receive a bid from a sorority I have listed, and I choose to not accept that bid, I understand that I am not eligible to join any other sorority on this campus until the start of the next primary recruitment period in the following semester.
- _____ If I receive a bid from a sorority, sign the Bid Acceptance Form, and later withdraw from the sorority, I understand that I am not eligible to join any other sorority on this campus for one calendar year from the date of my termination AND some of the sororities may not be able to bid me because of my prior association with another chapter.
- _____ If I am preferencing Tri-Sigma, I affirm that I have never been initiated into an NPC sorority. As part of NPC policy, no pre-affiliated woman can join another NPC sorority.

List in rank order sorority(ies) whose preference event I attended and where I am willing to join:

1 st Preference	
2nd (if applicable):	
3rd (if applicable):	

By signing this Membership Preference Agreement, I have participated in the membership recruitment period at McKendree University for the Fall 2020 semester. I acknowledge being of sound mind, unblemished by coercion, and voluntarily of my own accord complete this agreement.

Signature:	Date:
------------	-------