

COLLEGIATE DIRECTOR QUICK GUIDE

director of continuous recruitment & retention

All chapter sizes should have a director of continuous recruitment and retention. They report to the vice president: membership and serve on the joint chapter management team (JCMT) and Evaluating Committee (EVC). The director of continuous recruitment and retention leads all chapter efforts for snap bidding and COB.

RESPONSIBILITY

RESOURCES

Assist with Primary Recruitment	Primary Recruitment Timelines
Serve on Evaluating Committee (EVC)	Recruitment Confidential MyVote Resources
Assist with Recruitment Preparation Workshops (RPWs)	Recruitment Confidential: Conversation Manual Recruitment Preparation Workshops (RPWs)
Continuous Open Bidding	Collegiate Chapter Officers Manual
Member Retention	Rethinking Recruitment & Retention

CONTINUOUS OPEN BIDDING (COB)

- NPC now recommends that Panhellenic Total be adjusted twice per year - immediately following primary recruitment and again at the start of the next term. These adjustments provide more accurate chapter sizes and therefore, if a chapter is below Total, it has the opportunity to recruit additional new members. When a chapter has a COB Plan in place, including event dates, times and locations, the execution is easy! Read more in [Recruitment Confidential](#). All chapters are expected to recruit to total. Reach out to your Regional Collegiate Recruitment Specialist/Collegiate Recruitment Consultant/New Chapter Recruitment Coordinator.

MARK YOUR CALENDAR

- Attend JCMT meetings, EVC meetings, and all recruitment events.
- Don't forget that your membership adviser and advisory team chairman (ATC) need to be included in all recruitment meetings, as they are full members of EVC!
- You will be copied on the vp: membership newsletter every other week. Make sure you read this!
- Your chapter's events ... members need to see you participating!

DIVE DEEPER

- Each chapter receives a confidential, custom Strategic Report using the information gathered through the Recruitment Assessment, the RFM report, and CDC visit reports. If you need your report, please reach out to your RCRS/CRC/NCRC or email recruitment@deltagamma.org.
- It is essential to read the Recruitment Confidential before you begin your role, as well as other resources found in the [Recruitment Section of the website library](#).

LINKS TO BOOKMARK

- 2020-2021 [Collegiate Chapter Resource Guide](#) (Changes Due to COVID-19)
- [Anchorbase](#) (for tasks to submit, adviser contacts, your regional team volunteers, etc.)
- Check out the [Collegiate Chapter Officers Manual \(CCOM\)](#) for details on your responsibilities.
- Uphold the [12 Fraternity Standards](#) in all that you do.
- Visit the [eLearning website](#) to access content related to your position responsibilities.