



# **VICE PRESIDENT: MEMBERSHIP**



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# Introductions

1. Name
2. Chapter
3. Why vp: membership?



# Agenda

- EVC responsibilities and purpose
- Recruitment preparation/chapter education
- Evaluating PNMs during recruitment
- Recruitment strategy
- Continuous recruitment



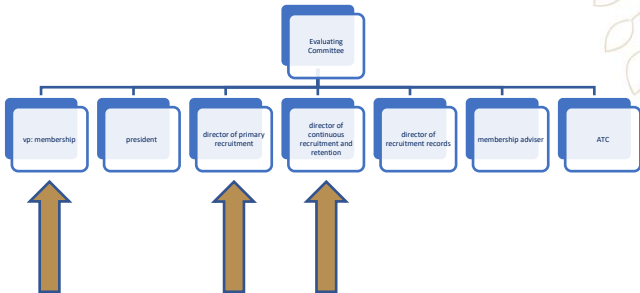


# EVALUATING COMMITTEE



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# Structure of EVC



## vp: membership

Successful membership recruitment and retention is essential to the growth and development of Delta Gamma.

An effective recruitment is an enormous task requiring the time and energy of each member.

The vp: membership is responsible for **directing a program** that affects the growth and health of the chapter and the personal development of the members.

The membership team includes those directors and team members responsible for record keeping, continuous recruitment, relationship building, and retention.



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## director of primary recruitment

The director of primary recruitment reports to the vp: membership.

She is responsible for serving as the **“right hand” of the vp: membership** during primary recruitment, and frequently is the **front-facing leader for the chapter** when the vp: membership is involved with EVC meetings or other obligations.

The director of primary recruitment **leads all primary recruitment event planning** and logistics efforts.



## director of continuous recruitment and retention

The director of continuous recruitment and retention reports to the vp: membership.

She is responsible for serving as the **“right hand” of the vp: membership** during COB efforts and frequently is the front-facing leader for the chapter when the vp: membership is involved with EVC meetings or other obligations.

This director **leads all COB and retention efforts.**





## director of recruitment records

The director of recruitment records reports to the vp: membership.

She is responsible for operating the **recruitment management tool** for the chapter.

She also works closely with collegians, alumnae and the alumnae group recommendation teams to **secure Recommendation Forms** for potential members.



## Purpose of EVC

- Educate chapter about recruitment
- Evaluate recruitment performance
- Lead recruitment
- Make decisions on behalf of the chapter
- Maintain confidentiality



# EVC Timeline



**Delta Gamma**  
1873

## Fall Primary Recruitment Timeline

January – March  
(6-8 Months Before Primary Recruitment)

Recruitment Tasks	EVC Meeting Topics
Review Anchorbase tasks and calendar events.	Develop goals for EVC and for recruitment.
Review COB Action Plan and implement (if necessary).	Review post-recruitment survey results



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# RECRUITMENT PREPARATION WORKSHOPS



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# RPW

1. Continuous Recruitment and Retention
2. Purpose and Strategy
3. Chapter Brand
4. Storytelling
5. Logistics, Part I
6. Logistics, Part II



# Prep Week

Day 1: Welcome/Introduction

Day 2: Preference

Day 3: Philanthropy

Day 4: Sisterhood

Day 5: Open House

Day 6: Bid Day

Be sure to include:

- Inclusive Communities
- Rethinking Member Recruitment & Retention



# Conversation Practice

Pages 18, 26, 43, and 51



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# Recruitment Videos

## Your video should consider:

### **Your Purpose:**

- Does it show all elements of Article II?
- Does it convey the importance of scholarship and hands-on service?

### **Audience:**

- Your audience is unaffiliated women on campus
- Does it address what college-aged women are seeking from a sorority experience?

### **Wardrobes/Props**

- Consider the climate, campus culture and showing the individuality of your members

### **Distribution**

- Share video plans with your advisers
- All videos must be approved by your RCRS/CRC/NCRC
- Save the video for use after recruitment, too

### **Contracts**

- Must be signed by chapter president and vp: finance
- Review samples of work done by the vendor
- Discuss who owns the rights to the video after production
- Plan for edits
- Be sure to be in line with the chapter budget



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# Evaluating PNMs During Recruitment



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## Article II

Friendship

Educational & Cultural Interests

Social Responsibility

Character



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# Championing Our Values Through Diversity

**Fit**  **Value**



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## Opportunities to Evaluate PNMs

**All PNMs will receive  
in MyVote:**

Anchor  
Score

Interaction  
Scores

Additional  
Evaluation

Preference  
Score



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## Interaction Scores

- Chapter must vote in between recruitment events
- Members should only vote on PNMs they talked to during that specific round
- Director of recruitment records will “close” the event when the next begins – votes automatically tabulated



# Interaction Scores

## Three Rounds

1. F, E/C, C
2. F, E/C, C, SR
3. Preference

## Four Rounds

1. F, E/C
2. F, E/C, C
3. F, E/C, C, SR
4. Preference



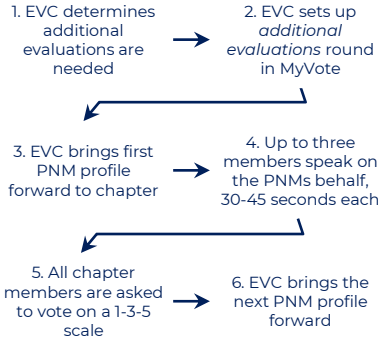
## Interaction Scores - Chapter Education

### **Voting Model Workshops**

- Help chapter members to identify values in PNMs
- Help chapter members understand the voting scales



## Additional Evaluations Process





## Additional Evaluations: Why?

### What qualifies a PNM for additional evaluation?

- PNM has no votes
- Came late or missed party
- PNMs have similar names
- Mixed or drastically different scores
- If there is no clear score differences seen where PNMs fall for the invite list



## Additional Evaluations Example

Sorted by score	First Name	Last Name	Notes
1	Jennifer	Aniston	
2	Julia	Roberts	
3	Emma	Watson	
4	Mariah	Carey	
5	Amy	Schumer	
6	Beyonce	Knowles	
7	Gwen	Stefani	
8	Jennifer	Lawrence	mixed votes
9	Tina	Fey	
10	Serena	Williams	came late after tennis match
11	Margaret	Markle	Similar name as Meghan
12	Meghan	Markle	similar score, similar name as Margaret
13	Jennifer	Lopez	similar score
14	Taylor	Swift	similar score
15	Leslie	Knope	similar score, didn't make grades
16	Natalie	Portman	similar score, didn't make grades
17	Cruella	de Vil	character concerns, mean to members at today's party
18	Kate	Middleton	0 votes cast



# Example

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## Narrative Example

*"I have known this PNM since my sophomore year of high school. We were on the cheer squad together, and she was an extremely hard worker. She showed up to everything on time and was always the last one to leave. When we spoke today, she talked about wanting to find a place on campus where she can continue to be involved and continue to make connections with people. She wants to contribute to something outside of herself, and that is why she came through recruitment. She said she could see herself connecting with the women in our chapter."*



## Example

*"It was nice to get to know this PNM. She is excited to be here at XYZ university, but unfortunately, I did not get a real picture of how she wishes to contribute to Delta Gamma. She may be more invested in the work of other organizations."*



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# MEMBERSHIP SELECTION POLICY



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## Sponsor Tag

**Collegiate** members of Delta Gamma can now sponsor a PNM in our Fraternity Recruitment Software, MyVote.

- By assigning the Sponsor Tag to a PNM, a collegiate member endorses that PNM for membership. Since the sponsorship is done in MyVote all relevant information about the PNM will be imported from Campus Director or ICS, so other parts of the form are not necessary.
- PNMs who are sponsored through MyVote **do not** need a completed recommendation form.



# Sponsor Tag in MyVote

Account Chapter Rounds Categories Fields Hometowns Users **Tags** Export Bump Groups

## Manage Tags

+ Add Tag

Create tags to categorize PNMs, and then manage them here.

Sponsor

Tag Title\* Sponsor

Tag Color\* Teal

Visible By\* All

Visible To\* Recruitment Team & ...

★ Set By HQ

Write A Note Or Tag PNM

Write a note about user

0 tags selected

Sponsor

Cancel Submit



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# Sponsor Tag in MyVote

Account Chapter Rounds Categories Fields Hometowns Users Tags **Export** Bump Groups

## Export Reports

Download one of the following spreadsheets of MyVote data

Select a spreadsheet

PNM Tags

Exported

A	B	C	D	E	F	G	H
PNM ID	PNM First Name	PNM Last Name	Tag Name	Tagged By	Date		
	2 Beyoncé		Sponsor	Stephanie Brown	November 29th 2021, 2:41 pm CST		



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# RECOMMENDATIONS



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# Recommendation Forms

## Why do we have Recommendation forms?

- Helps us get to know PNMs
- Information can help us with matching
- Constitutional requirement
- Anchor Score

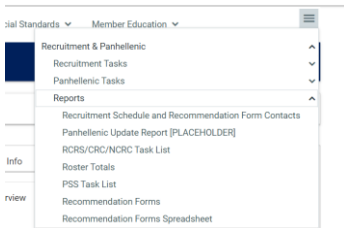
## How do we use them?

- To get to know the PNMs prior to recruitment
- To develop a Captain's List



## Accessing Recommendation Forms

- Members.deltagamma.org
- Completed forms are imported into Anchorbase
- View forms in Anchorbase



# Recommendation Forms

## **True or False:**

Any member, collegian or alumna, can write a Recommendation for any PNM.





**BREAK**



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# Preference Round



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# RECRUITMENT STRATEGY



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## RFM (Release Figure Methodology)

### **Purpose of RFM**

- Increase parity among chapters
- Stronger Panhellenic
- Increase retention of PNMs
- Allow PNM to investigate realistic sorority options
- Allow chapters to focus time on PNMs they want and have a chance of pledging
- Enable all or most groups to attain quota



# RFM Explained

- Carry figures – the number of invitations a chapter is able to extend to the next round
- Flex list – list of additional women to extend an invitation or a list of women who shouldn't receive an invitation if not needed
- Quota range – the range at which quota may be set
- Quota additions - additional PNMs placed

## Flex Lists

Base invitation list of 100 – not in any particular order

1
2
3
4
5
...
96
97
98
99
100

Minus list

96
97
98
99
100

Plus list

101
102
103
104
105



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# Snap Bidding

Snap bidding – process of extending additional invitations of membership to chapters who did not make quota and PNMs who did not receive a bid

## Process:

1. Chapter votes on any eligible pnm not previously voted on
2. EVC creates snap bid
3. Submit snap bid list to Panhellenic
4. Panhellenic or FSA contacts the PNM
5. PNM participates in bid day with all new members



# NPC Terminology to Know

## Infractions

- Understand recruitment policies in the Manual of Information
- Understand Panhellenic recruitment rules
- Infractions need to be reported to RCRS/NCRC/CRC
  - Both if given or if filed
  - Should ask PSS, RCRS/NCRC/CRC if the chapter can file an infraction before they actually do

**Reminder:** Contact your PSS for ALL Panhellenic tasks/issues (i.e. infractions, Bylaws updates, Recruitment Rules review, etc.)



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# Ideas for Improvement

- RFM Data
- CDC Reports (annual and recruitment)
- PPD Award Application from last year
- Post-Recruitment Evaluations (new members and initiated members)
- RCRS/CRC/NCRC
- Campus FSA





# CONTINUOUS RECRUITMENT



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## CONTINUOUS RECRUITMENT

- Work with RCRS/CRC/NCRC
- COB whenever possible and for however long possible!
- Prepare ahead of time



## COB Team

- EVC
- vp: communications/director of PR
- vp: member education/director of new members
- vp: finance
- COB committee





## Responsibilities of the COB Team

- Setting COB goals
- Educating the chapter
- Keeping track of PNMs
- Be creative!
- Lead the COB committee



## COB Process

- Update COB Action Plan in Anchorbase every semester
- Keep a names list
- Engage with PNMs on names list!
  - Communication
  - Conversations
  - Events



## Inclusivity in the COB Process

In what ways can the chapter promote diversity, equity and inclusion through the COB process?



# To Do in Next 90 Days

## **People and things to transition**

- Reach out & introduce yourself
- Hold an EVC transition meeting
- MyVote

## **Things to read/watch**

- Download the Recruitment Confidential
- Review the Membership section in your most recent CDC Report, PPD application, & Fraternity Standards related to Membership
- Get familiar with your COB Action Plan





**QUESTIONS?**



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