

Panhellenic Recruitment Process FAQ

What is Release Figure Methodology (RFM), also known as “recruitment math?”

Definition: A process used to determine the number of potential new members to invite to events. The process is implemented on campuses by trained NPC volunteers known as RFM specialists.

Release Figure Methodology (RFM) is used to manage the number of invitations issued by each participating chapter. This method is based on a mathematical model to determine the number of invitations issued by each participating chapter throughout the recruitment process. The mathematical model is based on overall campus parity, PNM preferences, the number of PNMs participating in recruitment and signing the MRABA, the number of chapters participating in primary recruitment, and past recruitment trends. This process is beneficial for many reasons; RFM allows chapters to invite a sufficient number of potential new members (PNMs), campuses will achieve parity, and chapters can focus on PNMs they are interested in pledging. It is important for all chapters to follow the recommendations given to invite the maximum number of PNMs allowed for each round for RFM to work properly. Chapters will be asked to prepare flex lists for each round, which consists of two smaller lists (a plus and minus) of PNMs. Chapters that receive a minus list request from the RFM specialist are required to submit a minus list. Campuses should use only the approved recommended RFM formats. Using the proper RFM format — maximum number of events a PNM can attend each round — is vital to the success of RFM on any campus.

What is the purpose of using RFM?

The purpose behind the use of RFM is threefold:

1. To enable each sorority to invite a sufficient number of PNMs to each event to attain quota at the conclusion of recruitment.
2. To allow each PNM to methodically investigate realistic options and ultimately match with a sorority for which they have a preference.
3. To maximize the number of PNMs who ultimately affiliate with a sorority through recruitment.

The objectives for RFM are to:

- Optimize the percentage of the open house pool (registered PNMs who attend the first round of recruitment [Panhellenic orientation or fair] that is matched.
- Provide each chapter with the appropriate number of PNMs needed during the preference round to match to quota.
- Set quota at the optimum level for the Panhellenic community.

Campuses and chapters that use RFM see these benefits:

- A higher percentage of chapters pledge quota.
- PNMs who complete recruitment in good faith and maximize their options are matched.
- Campuses achieve parity, which equals a stronger Panhellenic community.
- PNMs can focus on chapters where they have a real opportunity to pledge.

- Chapters can focus on PNMs they are interested in pledging.

Who is the RFM Specialist?

- A NPC volunteer who is provided to a Panhellenic community during recruitment, as required by NPC for communities using RFM.
- Works with the fraternity/sorority advisor on RFM related matters throughout the RFM process, including in setting bid list and flex list invite numbers and quota.
- Recommends to the Panhellenic and fraternity/sorority advisor necessary format (event progression) changes as needed and directed by the RFM model.
- Copies the area advisor on initial RFM correspondence with the campus.
- Follows up with the area advisor at the conclusion of recruitment as needed to report overall recruitment results and issues that need to be addressed.
- Prepares and distributes the total summary report to the fraternity/sorority advisor and area advisor, immediately following bid matching.
- Shares any general concerns/issues with the area advisor that may have been discussed with or raised by the fraternity/sorority advisor during the recruitment process.
- Communicates with a member organization's RFM contact and/or chief panhellenic officer if experiencing an issue with a chapter not following suggested invite numbers, flex numbers and/or sudden change or concern in recruitment performance.

How do the main preference/bid, flex plus, and flex minus lists work?

A chapter's main invite list should include all members that they absolutely want to invite to join their chapter and is the primary list used when determining PNM preference round schedules.

Chapters will be asked to prepare flex lists for each round. A flex list is actually two lists of PNMs — a plus list and a minus list. These lists are used to help optimize the invitations issued by all sororities. Flex lists are powerful tools that enable the RFM specialist to ensure the number of PNMs returning to each chapter's events most closely approximate the return number being targeted for that chapter, based on the number of PNMs a chapter needs to have for a successful recruitment conclusion. The RFM specialist draws from a plus list if a chapter does not perform as well as expected. A flex plus list is utilized when a PNM on a chapter's main invite list is not matched to that chapter for the round, so the first person on the flex plus list is pulled onto the chapter's main invite list in their place. Similarly, the RFM specialist draws from the minus list if a chapter's performance exceeds projected expectations. A flex minus list is used when the chapter overperforms on the PNMs' priority lists, meaning that chapter received several more top ranked choices on PNM priority lists than other chapters, in an effort to maintain parity and give all chapters the most opportunity to meet quota at the end of recruitment. Chapters that receive a minus list request from the RFM specialist are required to submit a minus list.

How are preference invite numbers and flex plus/minus numbers determined?

Preference round invite numbers are based on parity (being equal or equivalent), preferential bidding (a mutual selection process for chapters and PNMs), and the past three years of recruitment data.

The RFM Specialist reviews the past three years of recruitment data and looks at general chapter sizes and trends for each year. If a chapter traditionally has struggled to meet quota or struggles to be matched with PNMs in the preference or bid rounds, that chapter is provided a larger preference invite number in an effort to help the chapter meet quota at the end of recruitment through interactions with more PNMs during preference round. Chapters who have been significantly under total consistently over the past three years also typically get higher preference round invite numbers. If a chapter traditionally achieves quota at the end of recruitment and/or is often at or near total for the past three years, they may receive less preference round invites as they typically do not struggle to meet quota and do not need as much support in numbers. The reason that chapters may be given different preference round invite numbers is also due to NPC's goal of chapter parity. A goal of primary recruitment is to have all chapters meet quota and stay similar in size, up to total, and to help smaller or traditionally underperforming chapters grow. In this process, the PNMs' priorities (how they rank chapters prior to preference round) are also considered. The balance of preferential bidding, parity, and the past three years of recruitment trends is the end goal in selecting chapter's preference invite numbers.

How does Preference Round scheduling work?

It is based on PNM priority rankings (PNMs rank the chapters 1-4, with the first two choices both being viewed as rank 1 in CampusDirector) and chapter preference invite/bid lists. If a chapter has 10 PNMs rank them as first, it means that the PNM ranked that chapter either 1st or 2nd out of the four chapters. If a PNM is on a chapter's bid list, they may get an invite to preference round (up to 2 invites) if there is space in that chapter's preference invite list. If a PNM is on a flex plus list, the PNM won't get invited to that chapter's preference round if the chapter's list is full, even if that chapter is the PNM's top choice.

Example:

- PNM Rankings
 - 1- AAA
 - 2 - BBB
 - 3 - CCC
 - 4 - DDD
- PNM is on bid list for
 - BBB
 - DDD
 - Flex plus on AAA
- PNM will be invited to BBB and DDD first, because they were on the flex list for AAA and not on the main bid list

What is Quota?

Definition: The number of PNMs to which each chapter can offer bids during primary recruitment. This is determined with a formula involving the number of chapters and the number of PNMs participating in bid matching. The quota range is the procedure to determine the best number to use when setting quota. It is used to indicate where the actual quota number will be determined. The RFM specialist and fraternity/sorority advisor use quota range to determine the most appropriate number to set quota for the Panhellenic community.

Quota describes the procedure by which groups attain a certain majority of their total membership. Quota is set in a way to allow as many people as possible to engage with the sorority experience based on final bid preferences. Quota is generally not set until both the final/preference rounds have been finished and the matching bid results have been accounted for (after MRABAs are signed). To optimize the number of PNMs matched and to achieve parity, quota is run at different numbers by the fraternity/sorority advisor and RFM specialist within the projected quota range to determine a quota that is in the best interest of the community and maximizes the number of PNMs placed without jeopardizing the overall results. Quota is typically calculated by dividing the number of PNM MRABAs signed by the number of chapters. The low end of the quota range is typically determined by subtracting 3 from the calculated quota number, and the high range is the quota number plus 2.

Should there be a vacancy in quota, such as a PNM refusing to accept their matched bid at the end of membership recruitment, a chapter may immediately bid and pledge a new member. Chapters may recruit members up to quota until total is set after recruitment ends, and may continue to recruit through COB if they are not at total once total is set.

What are Quota Additions, and how are they decided?

Definitions: A PNM who was not matched during initial bid matching, but is added to a chapter's bid list after bid matching. A PNM is only eligible to be a quota addition if they maximized their options throughout recruitment.

Quota additions occur immediately following the bid matching process. Any unmatched PNMs who completed the primary recruitment process and maximized their options throughout recruitment are eligible to be matched to chapters that have already matched to quota. These PNMs must be listed on the chapter's bid list. This procedure shall never include a PNM who lists only one chapter on her MRABA if she attends two preference events, which is called intentional single preference (when a PNM who attended more than one preference event lists only one chapter on the MRABA following preference round.). Chapters are eligible for quota additions if they: have followed RFM recommendations throughout recruitment, have already matched to quota, and have the PNM listed on the chapter's bid list or the snap bid list. If quota additions are not used, then snap bidding immediately follows bid matching. The goal of quota additions is to achieve as much parity as possible while matching the remaining PNMs who completed the membership recruitment process.

Quota Addition Procedures (2007, 2017) – POLICY, Manual of Information NPC: Quota additions shall be placed by the RFM specialist in collaboration with the fraternity/sorority advisor in a manner that is optimal for the community and the PNMs (PNMs). In placing quota additions, the RFM specialist and the fraternity/sorority advisor shall consider and balance preference for chapters with smaller total membership, for placing PNMs with chapters with lower relative recruiting strength, for PNMs' first choice, for even distribution of PNMs and for PNM position on a chapter's bid list. The quota addition procedure shall never include a PNM who has failed to accept or attend any membership recruitment event for which there was room in their membership recruitment schedule (with a fully structured or partially structured recruitment), or has failed to list on their membership recruitment acceptance binding agreement (MRABA) all sorority chapters appearing on their preference schedule.

What is Snap Bidding?

Definition: An option available to chapters that did not match to quota during bid matching. This process takes place before bids are distributed. Snap bidding is not intended to fill spaces in the chapter total and is limited to PNM's who withdrew from primary recruitment before signing the MRABA and/or were not matched in the bid-matching process. In partially structured recruitment, snap bidding is used as necessary to assist chapters that did not match to quota.

Snap bidding is an option only for chapters that did not match quota. Chapters should have a prepared list of PNM's they would bid should they not be matched to quota during bid matching. A PNM is eligible to be snap bid if they attended at least one event during primary recruitment, even if they withdrew from recruitment (unless they were removed from recruitment by the fraternity/sorority advisor due to not showing up to events without notice). When the fraternity/sorority advisor is contacting a PNM about accepting a snap bid, they will provide a time limit or deadline for when the PNM must respond to accept or decline the snap bid offer. Snap bidding ends when bids are distributed. Continuous open bidding (COB) begins as soon as Bid Day ends.

NPC RECRUITMENT POLICIES, RULES AND GUIDELINES (from the Mol)

All membership recruitment programs are planned to provide opportunities for the greatest number of women to become part of the sorority community while protecting the rights and privileges of individuals, NPC chapters and member organizations. A membership recruitment schedule of events and activities should complement the institution's orientation programs and/or academic schedule and not conflict with them.

NPC Policies and Unanimous Agreements

1. Unanimous Agreements: A College Panhellenic may not require a scholastic grade point average as a condition for a PNM's participation in the membership recruitment process.
2. NPC recommends College Panhellenics sponsor no more than one primary recruitment per academic year.
3. College Panhellenics and individual chapters are responsible for ensuring recruitment events are values-based and reflective of the sorority experience. In the spirit of values-based recruitment, all decorations should be kept at a minimum for recruitment events. Use of elaborate costuming, the purchase of special recruitment outfits and skirts should be eliminated.
4. The use of the quota-total system along with the Release Figure Methodology (RFM) results in the overall growth of sorority chapters. Success of the quota-total system is dependent on continuous open bidding (COB).
5. If a PNM maximizes their options throughout recruitment, signs the membership recruitment acceptance binding agreement (MRABA) and is not matched in the regular bid-matching process, they are eligible to be placed as a quota addition. Quota Addition Procedures Policy (2007, 2017): Quota additions shall be placed by the RFM specialist in collaboration with the fraternity/sorority advisor in a manner that is optimal for the community and the PNM's. In placing quota additions, the RFM specialist and the fraternity/sorority advisor shall consider and balance preference for chapters with smaller total membership, for PNM's' first choices, for even distribution of PNM's and for PNM position on a chapter's

bid list. The quota addition procedure shall never include a woman who has failed to accept or attend any membership recruitment event for which there was room in her membership recruitment schedule (with a fully structured or partially structured recruitment), or has failed to list on her membership recruitment acceptance binding agreement (MRABA) all sorority chapters appearing on her preference schedule.

6. Chapters receiving quota additions must count those new members in total. If a PNM declines their bid and/or a chapter does not pledge a PNM and receives quota additions, they are ineligible to fill any vacancy that occurs unless the chapter has space remaining in quota and/or total.
7. Snap bidding is allowed only for those chapters that did not match to quota in the bid-matching process. Women who participated in at least the first round of recruitment are eligible for snap bidding. Snap bids should be coordinated and extended through the College Panhellenic, prior to the distribution of bids and the start of Bid Day activities.
8. Continuous Open Bidding (COB) and Snap Bidding Eligibility Policy (1995): A potential new member who withdraws from the primary recruitment process before the signing of her membership recruitment acceptance binding agreement (MRABA) shall be eligible for snap bidding and COB.
9. A chapter matching to quota, but with spots left to fill in total, may COB to reach to total, but only after bids are distributed in the primary recruitment process.
10. COB begins immediately after bids are distributed in the designated primary recruitment period, and is open to all unaffiliated women on campus without any requirement of prior participation in a primary recruitment period. Neither NPC chapters nor PNMs should be required to register for COB.
11. Recruitment events should be held in chapter, Panhellenic or campus facilities whenever possible.
12. A reasonable and agreed upon limitation should be placed on all chapter membership recruitment expenses. This should be stated in the College Panhellenic recruitment rules.
13. A PNM may be charged a membership recruitment registration fee limited to a minimum administrative fee to cover only essential costs. No additional fees to cover social events or philanthropic donations should be part of recruitment registration fees.
14. Unanimous Agreements: Each College Panhellenic Association shall prohibit the use of alcoholic beverages in membership recruitment and Bid Day activities.
15. Unanimous Agreements: Each College Panhellenic Association shall prohibit the participation of men in membership recruitment and Bid Day activities.
16. Panhellenic Officer Disassociation During Recruitment Policy (2003, 2016): Panhellenic officers should be "disassociated" from their respective NPC 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 Panhellenic community. Recruitment counselors should be disassociated for the same period of time as Panhellenic officers, unless the College Panhellenic votes to allow recruitment counselors to remain associated with their respective chapters based on NPC recommended best practices.
17. Counselors Policy (2010): Recruitment counselors shall not be involved with any potential new members (PNMs) in the process of completing and signing the membership recruitment acceptance binding agreement (MRABA).

18. Local alumnae and collegiate members from other chapters may only be involved in recruitment as allowed by the Panhellenic recruitment rules. Their participation/assistance should be reserved as a behind the scenes role to assist and never to actively participate in the recruitment process and have PNM contact with the exception of designated inter/national member organization staff, volunteers, organizational visitors and traveling leadership consultants.