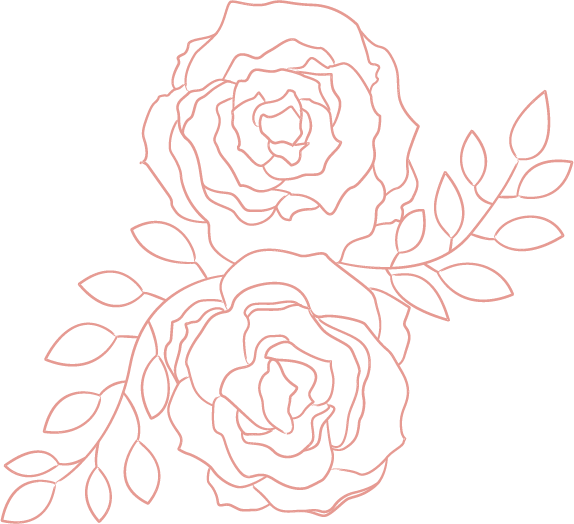
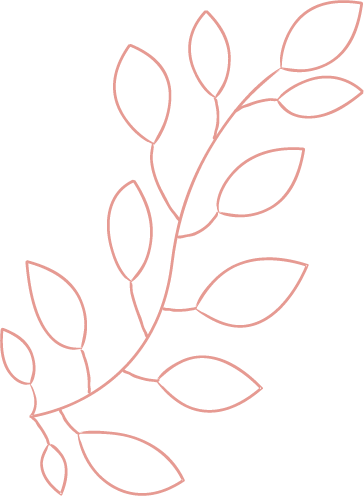


Membership Academy

**Participant Guide**

June 3, 2023



# Schedule

|  |  |  |
| --- | --- | --- |
| **TIME** | **SESSION** | **LOCATION** |
| 12-12:15 p.m. | Welcome | Large Group |
| 12:15-12:50 p.m. | Opening Session | Large Group |
| 12:50-12:55 p.m. | Break |  |
| 12:55-1:10 p.m. | Recruitment Strategy & Prep Week | Whole Group |
| 1:10-1:40 p.m. | Recruitment Strategy & Prep Week | Breakout Room |
| 1:40-1:45 p.m. | Break |  |
| 1:45-2:10 p.m. | Branding, Marketing & Storytelling | Large Group |
| 2:10-2:30 p.m. | Continuous Open Bidding (COB) | Large Group |
| 2:30-3:10 p.m. | COB Planning | Breakout Room |
| 3:10-3:15 p.m. | Break |  |
| 3:15-3:50 p.m. | Calendar Planning & Action Steps | Large Group |
| 3:50-4 p.m. | Closing | Large Group |

*All times are listed in Eastern Time.*

# Delta Gamma Support

Beginning July 2023, these alumnae will be your point of contact for additional membership support. Your Regional Collegiate Recruitment Specialist (RCRS), Collegiate Recruitment Consultant (CRC) or New Chapter Recruitment Coordinator (NCRC) will guide you in a pre-recruitment call and stay in touch with your recruitment progress.

**Regional Collegiate Recruitment Specialist (RCRS)**

Region 1 (CT, DE, MA, ME, NH, NJ, NY, ON, PA, QC, RI, UK, VT)

Kennedy Bennett, Epsilon Psi-Rutgers, [RCRS1@deltagamma.org](mailto:RCRS1@deltagamma.org)

Region 2 (DC, KY, MD, NC, TN, VA, WV)

Bailey Sutton, Sigma-Northwestern, [RCRS2@deltagamma.org](mailto:RCRS2@deltagamma.org)

Region 3 (AL, AR, FL, GA, LA, MS, SC)

Emily Rose Skywark, Gamma Pi-Roanoke, [RCRS3@deltagamma.org](mailto:RCRS3@deltagamma.org)

Region 4 (IN, MI, OH)

Michelle Barquer, Epsilon Zeta-Loyola Marymount, [RCRS4@deltagamma.org](mailto:RCRS4@deltagamma.org)

Region 5 (IA, IL, KS, MB, MN, MO, ND, NE, SD, WI)

Brittany Czech Wereminski, Delta Nu-Northern Illinois, [RCRS5@deltagamma.org](mailto:RCRS5@deltagamma.org)

Region 6 (AZ, NM, OK, TX)

Cassidy Danielle Cook, Alpha Omega-Arkansas, [RCRS6@deltagamma.org](mailto:RCRS6@deltagamma.org)

Region 7 (AB, AK, BC, CO, ID, MT, NV, OR, SK, UT, WA, WY)

Susan Raley Anderson, Delta Pi-Southern Mississippi, [RCRS7@deltagamma.org](mailto:RCRS7@deltagamma.org)

Region 8 (CA, HI)

Melissa (Missy) Mendez Ceurvorst, Zeta Iota-Chapman, [RCRS8@deltagamma.org](mailto:RCRS8@deltagamma.org)

**Collegiate Recruitment Consultant (CRC)**

Eta Chi-Georgia College

Chelsea Jasper Anderson, Zeta Upsilon-Furman

[chelsearjanderson@gmail.com](mailto:chelsearjanderson@gmail.com)

Epsilon Psi-Rutgers

Abby Myette, Beta Zeta- Denison

[almyette@gmail.com](mailto:almyette@gmail.com)

Delta Zeta-Memphis

Ella Stolz, Eta Tau-Christopher Newport

[ellastolz@gmail.com](mailto:ellastolz@gmail.com)

Gamma Iota-DePauw

Noel Zak, Gamma Iota-DePauw

[noelzak98@gmail.com](mailto:noelzak98@gmail.com)

Theta Gamma-UNC Wilmington

Cori Gilbert Wallace, Delta Omega-William Woods

[coringilbert@gmail.com](mailto:coringilbert@gmail.com)

Zeta Gamma-Richmond

Caroline Arias, Gamma Alpha-Tennessee

[dgcdccarolinea@gmail.com](mailto:dgcdccarolinea@gmail.com)

**New Chapter Recruitment Specialist (NCRC)**

Epsilon Kappa-Clemson

Erika Mason Imbody, Zeta Rho- Ohio University

[dgerikaimbody@gmail.com](mailto:dgerikaimbody@gmail.com)

**Recruitment Leadership Team**

Director: Collegiate Recruitment Development

Lorie Holt, Epsilon-Ohio

[collrecruitmentdevelopment@deltagamma.org](mailto:collrecruitmentdevelopment@deltagamma.org)

Director: Collegiate Recruitment Operations

Brittney Anne Bahlman, Sigma-Northwestern

[collrecruitmentoperations@deltagamma.org](mailto:collrecruitmentoperations@deltagamma.org)

Director: Extension

Samantha Siffring, Epsilon Nu-James Madison

[extension@deltagamma.org](mailto:extension@deltagamma.org)

Director: Panhellenic Development

Heidie Lindsey, Epsilon Tau-Central Florida

[panhellenicdevelopment@deltagamma.org](mailto:panhellenicdevelopment@deltagamma.org)

Council Trustee: Membership

Stephanie Latza Brown, Delta Pi-Southern Mississippi

[councilmembership@deltagamma.org](mailto:councilmembership@deltagamma.org)

**Staff Support**

Assistant Director for Growth and Development

Hannah Haulsee

Growth and Development Specialist

Brooke Eigenheer

[recruitment@deltagamma.org](mailto:recruitment@deltagamma.org)

# The Role of the Evaluating Committee (EVC)

**vice president: 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.

**director of continuous recruitment**

The director of continuous recruitment 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. The director of continuous recruitment leads all COB efforts.

**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 mechanics (party flow, bumping, seating).

**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 Recommendation Chair to ensure potential new members are sponsored before a bid is extended.

**president**

The president is the chapter leader and the chapter representative on campus, in the community and in the Fraternity. She is responsible to the membership, advisers, Panhellenic, institution, community and Fraternity. She must be knowledgeable about the Fraternity and her chapter and must be able to speak thoughtfully and intelligently. Through her knowledge, commitment, efficiency and enthusiasm, she sets the example for member attitudes and actions. The chapter's success depends greatly upon how well the president accepts her responsibilities and performs the duties of her office.

The **advisory team chair** (ATC) and **membership adviser** also serve on EVC. They are excellent resources for your team. These advisers are invested in seeing your chapter grow and providing you the support necessary to lead.

# Key Policies and Procedures

Collegiate Recruitment Policy

**1. Purpose.** The purpose of this policy is to define the expectations and requirements for collegiate chapters of Delta Gamma Fraternity during the recruitment of new members.

**2. Applicability and scope.** This policy addresses certain requirements for collegiate chapters of Delta Gamma Fraternity regarding practices involved in and surrounding the recruitment of new members.

**3. Effective date.** This policy is in effect immediately.

**4. References/Affiliations.** Refer to the Fraternity Constitution, the Recruitment Confidential Handbook, and the 3-2 Membership Selection Policy.

**5. Responsibilities.**

a. Collegiate Chapter Officers. Collegiate Chapter Officers are responsible for adhering to the requirements set out in this policy and in the Constitution when participating in the recruitment of new members.

b. Collegiate Chapter Advisers. Advisers are responsible for leading collegiate chapters through the recruitment process and making sure all policies and procedures are followed. The advisory team chair and membership adviser also serve on the Evaluating Committee.

c. Evaluating Committee (EVC). EVC is responsible for leading the Chapter through the recruitment process. For New Chapters, EVC will be replaced by the Evaluating Sub-Committee.

d. Regional Collegiate Recruitment Specialists (RCRS), New Chapter Recruitment Coordinators (NCRC) and Collegiate Recruitment Consultants (CRC). RCRSs, NCRCs and CRCs are responsible for guiding collegiate chapters through the recruitment process and granting permission for collegiate chapters to take certain actions during recruitment as outlined in this policy.

e. The Panhellenic Support Specialist (PSS) is responsible for guiding chapters through processes related to recruitment infractions and other College Panhellenic policies and procedures.

**6. Policy Statements.**

a. Collegiate chapters are required to use the Fraternity-endorsed recruitment management application during primary recruitment for gathering statistics and filing reports with Executive Offices, even if this is in addition to the application required by their Collegiate Panhellenic. Violations without a waiver from RCRS/NCRC/CRC may result in Council action.

b. Collegiate chapters are required to invite a minimum of 100% of the allowed maximum number of Potential Members to each round of events, including preference, as provided by their Collegiate Panhellenic when release/invite figures are provided. Chapters wishing to invite fewer than 100% must receive permission from their RCRS/NCRC/CRC prior to making the release. Violations of this policy may result in Council action.

c. The vice-president: Panhellenic shall report immediately to the RCRS/NCRC/CRC and PSS any infraction of a Panhellenic recruitment rule a chapter has committed, any infraction of a Panhellenic recruitment rule a chapter has reported to the College Panhellenic, and any infraction of a Panhellenic recruitment rule with which the chapter has been charged.

d. A collegiate chapter must obtain the approval of the RCRS/NCRC/CRC and/or the PSS before filing a recruitment infraction charge.

e. All collegiate chapters are expected to pledge to Quota and Total through primary recruitment and/or continuous open bidding. A chapter not at Quota and/or Total after their primary recruitment period should focus efforts on continuous open bidding for two weeks after primary recruitment bid day, unless Extension moratoriums do not allow. Following continuous open bidding, the chapter should focus on membership retention. If a chapter is not at Total in the term where primary recruitment is not taking place, the chapter should focus efforts on continuous open bidding for the first four weeks of the term, after the chapter should focus on membership retention. Quarter schools must discuss and receive approval from their RCRS/NCRC/CRC as to which quarter is best suited for additional continuous recruitment.

**7. Policy Proponent and Exception Authority.** The proponent of this policy is the Council Trustee: Membership.

*Approved by Council: December 2021*

Membership selection Policy

**1. Purpose.** The purpose of this policy is to define the process for membership selection by collegiate chapters of Delta Gamma Fraternity.

**2. Applicability and scope.** This policy addresses the process for selecting new members by collegiate chapters of Delta Gamma Fraternity and the framework for how those decisions are made. The Selection of Collegiate Members is set forth in the Constitution Article V, Section 1.

**3. Effective date.** This policy is in effect immediately.

**4. References/Affiliations.** Refer to the Fraternity Constitution, the Recruitment Confidential Handbook, and all other Policies in the Membership Series.

**5. Responsibilities.**

a. Collegiate Members. Collegiate Members are responsible for adhering to the requirements set out in this policy and in the Constitution when selecting new members. Collegians must also be in good standing to vote during Additional Evaluations.

b. Collegiate Chapter Advisers. Adviser sare responsible for leading collegiate chapters through the Additional Evaluations process and making sure all policies and procedures are followed. The advisory team chair and membership adviser also serve on the Evaluating Committee.

c. Evaluating Committee (EVC). EVC is responsible for leading the Chapter through the Additional Evaluations process and makes the final decision on candidates for membership. For New Chapters, EVC will be replaced by the Evaluating Sub-Committee.

d. Alumnae Recommendation Chair. The Alumnae Recommendation Chairpersons are responsible for aiding collegiate chapters in obtaining Recommendation Forms on potential new members (PNMs) from their area.

**6. Policy Statements.**

a. Chapters must conduct voting between recruitment events. A meeting to conduct Additional Evaluations may be held after every round of recruitment and may include further voting if EVC or the Evaluating Sub-Committee deems it appropriate. 2

b. Chapters shall select members according to the chapter’s membership goals and the objects of Article II: friendship, educational and cultural interests, social responsibility and character.

c. Each collegiate chapter shall have an Evaluating Committee (EVC) consisting of the president, vice president: membership, director of recruitment records, director of primary recruitment, director of continuous recruitment, advisory team chair and membership adviser. In the event that there is not a full EVC, the RCRS/NCRC/CRC/CAC, CDC and/or other designated member of the Fraternity membership team (as defined in the CCOM and Recruitment Confidential Handbook) may perform EVC duties for the chapter. NCRCs may perform Evaluating Sub-Committee duties for the New Chapter if the Evaluating SubCommittee is not full. They shall act in accordance with the responsibilities stated in the Recruitment Confidential and the chapter bylaws and standing rules.

d. Attendance is mandatory at recruitment preparation workshops, pre-recruitment workshops, primary recruitment week, informal continuous open bidding recruitment activities, Additional Evaluations meetings, Bid Day and other events as outlined in the chapter’s bylaws and standing rules. If possible, an EVC or Evaluating Sub-Committee adviser or Collegiate Recruitment Consultant should attend all meetings where potential new members are discussed or votes are taken.

e. Advisers, official Fraternity visitors and Collegiate Recruitment Consultants are the only alumnae who may attend Additional Evaluations meetings. Inquiries from alumnae concerning Additional Evaluations will be directed to the membership adviser who acts as the liaison between the collegiate chapter and the alumnae during recruitment periods. Should further communication be necessary, the membership adviser shall contact the RCRS/CRC/NCRC/CAC. This policy shall not prohibit alumnae from assisting with recruitment events if the College Panhellenic rules permit.

f. New members who are eligible for Initiation will be permitted to participate in Additional Evaluations, but they may not vote. Eligibility for Initiation means that all requirements have been met, the Initiation fee has been paid, and the Authorization for Initiation from Executive Offices has been given. Other new members may not attend during discussion or voting.

g. Unaffiliated transfer students may attend recruitment functions but may not attend chapter Additional Evaluations meetings.

h. As provided in the Constitution, to be eligible for pledging, a candidate must receive the approval of the chapter members in the manner selected by the chapter as stated in the bylaws and standing rules of the chapter. Negative votes that are unsupported by reasons deemed adequate by the EVC or Evaluating SubCommittee may be reconsidered.

i. As provided in the Constitution, to be eligible for pledging a candidate must be sponsored by a Delta Gamma. Candidates may be sponsored by a collegiate or alumnae member of the Fraternity. EVC may recommend a potential new members (PNM) providing all efforts to obtain a Recommendation Form have been exhausted, the potential new member meets the objects of Article II and the chapter’s membership goals, a majority of EVC members are present for the vote, the decision is a majority vote and the vote is taken prior to the Preference round of recruitment, when possible.

j. Recommendation forms for potential new members (PNMs) are highly encouraged when available. The collegiate chapter may refer requests for Recommendation Forms for a candidate to the Alumnae Recommendation Chair nearest the potential new members’ hometown or nearest the collegiate chapter. If that is not possible, they may refer requests to Executive Offices staff for assistance. The family of a potential new member shall not be contacted for information.

**7. Policy Proponent and Exception Authority.** The proponent of this policy is the Council Trustee: Membership.

*Approved by Council on 11/8/2021*

# Evaluating Potential New Members

**Interaction Voting:** A chapter must vote in between recruitment events. Once an event closes, the director of recruitment records, who manages your recruitment management tool throughout recruitment, will “open” that event for members to vote.

Potential new members (PNMs) are evaluated on a 1-5 Likert scale. Each round builds upon the number of Article II categories the chapter will be scoring on. Members should only be voting on PNMs they talked to that specific round. Women should NOT be voting on PNMs they talked to during previous rounds or knew prior to recruitment. Once the next event begins, the director of recruitment records will “close” that event and votes will automatically be tabulated for EVC to review.

Below is the suggestion format, though if philanthropy is discussed during a different round as listed below, please include social responsibility to that round’s criteria.

Campuses with *three rounds* of primary recruitment vote on the following criteria

Round 1: friendship, educational and cultural interests, and character

Round 2: friendship, educational and cultural interests, character, and social responsibility

Campuses with f*our rounds* of primary recruitment vote on the following criteria:

Round 1: friendship and educational and cultural interests

Round 2: friendship, educational and cultural interests, and character

Round 3: Friendship, educational and cultural interests, character, and social responsibility

**Preference Voting:** Before the Preference round, EVC should also verify that all PNMs attending preference have been sponsored. Each PNM will get two scores during the preference round, both on a 5-point scale. Only the chapter members who talked to her during preference will be scoring PNMs during the preference round. Remember that as EVC creates the bid list, EVC should be looking at all scoring throughout the week.

**The voting criteria is:**

Does the PNM want to be a Delta Gamma?

1.No. She wants her other choice   
3.Undecided or weighing both options   
5. She wants to be a Delta Gamma

How much do we want her to be a Delta Gamma?   
1. She should be low on our bid list   
3. Unsure or I’m more passionate about other PNMs   
5. We want her to be a Delta Gamma

# Recommendation Forms

Recommendations can be used for all types of recruitment: fall primary recruitment, deferred primary recruitment and COB.

Recommendations are a very important component in Delta Gamma recruitment. When you begin with high standards, you will attract and pledge the best. It is an important aid to ensure that the chapter’s new members meet the objects of Article II. The director of recruitment records is responsible for educating the chapter on recommendations and implementing the chapter’s recommendation program. She reports to the vp: membership and works closely with alumnae and the Recommendation Chair to secure Recommendation Forms for potential members. The family of a PNM unknown to a DG should not be contacted for information.

As a requirement of Delta Gamma membership, each candidate attending a Delta Gamma preference event must be sponsored by a Delta Gamma. A sponsor is a Delta Gamma who supports the pledging of a candidate. Alumnae and collegiate members can sponsor a potential member is participating in recruitment. One option to sponsor a potential new member is through the online Recommendation Form. These forms are submitted online and can be accessed by chapters in Anchorbase. Click [here](mailto:https://www.deltagamma.org/library/ttdtdm/using-the-recommendation-forms-reports-in-anchorbase/) to learn more about that process.

Collegiate members can also sponsor a potential new member through the Fraternity approved recruitment management software. A collegiate member will assign the Sponsor tag to any potential new members they’d like to sponsor. No woman may be invited to a final event/preference or pledged unless they are sponsored. Any member who talks to a PNM during recruitment and believes they align with Delta Gamma’s values may sponsor the PNM in MyVote.

# Working with Panhellenic

Beginning July 2023, these alumnae will be your point of contact for additional Panhellenic support. Your Panhellenic Support Specialist (PSS) will guide you and your chapter’s vp: Panhellenic, through discussions regarding total setting, extension, recruitment infractions, and any other issues that impact your College Panhellenic community.

**Panhellenic Support Specialists (PSS)**

Region 1 (CT, DE, MA, ME, NH, NJ, NY, ON, PA, QC, RI, UK, VT)

Blaire Rzempoluch, Epsilon Gamma-Virginia

[PSS1@deltagamma.org](mailto:PSS1@deltagamma.org)

Region 2 (DC, KY, MD, NC, TN, VA, WV)

Natalee Jamerson, Eta Tau-Christopher Newport

[PSS2@deltagamma.org](mailto:PSS2@deltagamma.org)

Region 3 (AL, AR, FL, GA, LA, MS, SC)

Wynde Jones, Delta Pi-Southern Mississippi

[PSS3@deltagamma.org](mailto:PSS3@deltagamma.org)

Region 4 (IN, MI, OH)

Raina Bradford-Jennings, Beta Nu-Carnegie Mellon

[PSS4@deltagamma.org](mailto:PSS4@deltagamma.org)

Region 5 (IA, IL, KS, MB, MN, MO, ND, NE, SD, WI)

Nicole J. Elliott, Delta Omega-William Woods

[PSS5@deltagamma.org](mailto:PSS5@deltagamma.org)

Region 6 (AZ, NM, OK, TX)

Margaret (Tam) Taylor Dunn, Alpha Psi-Mississippi

[PSS6@deltagamma.org](mailto:PSS6@deltagamma.org)

Region 7 (AB, AK, BC, CO, ID, MT, NV, OR, SK, UT, WA, WY)

Jennifer (Jenna) Johansson McQuattie, Eta Iota-Nevada, Reno [PSS7@deltagamma.org](mailto:PSS7@deltagamma.org)

Region 8 (CA, HI)

Annie Kuykendall Gladding, Delta Eta- Cal State, Sacramento

[PSS@deltagamma.org](mailto:PSS@deltagamma.org)

# Recruitment Strategy

RELEASE FIGURE METHODOLOGY (RFM)

The Release Figure Method (RFM) is a powerful tool for maximizing the number of women pledged during primary recruitment and achieving parity in membership numbers for all National Panhellenic Conference (NPC) groups on a campus. Through the RFM process, chapters receive customized invitation numbers (“carry figures” and “flex lists”) for each round of primary recruitment. The premise of RFM is that chapters have an ideal invitation and attendance “pool” at each round of recruitment. This allows chapters and potential new members to have a better focus on one another, which enhances the mutual selection process.

Following each primary recruitment period, the NPC sends a report for each campus, sharing both recruitment statistics for Delta Gamma and high-level statistics for the sorority community. You can use your campus’s RFM data to guide your overall recruitment strategy and plans for the next year. Keep in mind that any change to your recruitment format, or the addition/removal of a chapter on campus, will impact/skew your RFM statistics.

Below, find the common terms found in RFM reports.

|  |  |
| --- | --- |
| **TERM** | **DESCRIPTION** |
| Format | The flow and rounds of primary recruitment, which starts with an open house event and ends with preference (example: 8-6-4-2). |
| Open House Pool | The total number of potential new members that participate in the first round of primary recruitment events. |
| Carry Figures | The number of PNMs a chapter may "carry" (invite) to the next round of events during primary recruitment. This number is determined by the RFM Specialist working with the campus. |
| Invite List | The list of PNMs a chapter indicates priority in inviting to the next round of recruitment events during primary recruitment. |
| Flex Minus List | A list of PNMs (provided in preferential order) that will be removed from the chapter's invitation list, should there be too many women accepting invitations than is needed for the next round of events. This number and the number of PNMs removed (if any) is determined by the RFM Specialist. |
| Flex Plus List | A list of PNMs (provided in preferential order) that will be added to the chapter's invitation list, should additional PNMs need to be added to the next round of events. This number and the number of PNMs added (if any) is determined by the RFM Specialist. |
| Relative Recruiting Strength (RRS) | The RRS factor is calculated using the chapter’s historical returns throughout all rounds of recruitment over a three-period time. A chapter’s performance during the preference round is not included in the RRS calculation; hence neither a strong nor a weak preference performance is reflected in this value. RRS should not be used as a single measure to assess overall chapter recruiting performance. |
| Priority Relative Recruiting Strength (PRRS) | The relative recruiting strength score of the chapter based off the chapter’s priority percentages and preference performance. This measure is calculated using PNM priorities and bid list first choices from the current year’s recruitment. |
| Function of quota (FOQ) | The reflection of the distance from quota matched to chapter’s final bid list (before quota additions). For example, if quota was 30 and the chapter had a FOQ of 1.5, the lowest matched PNM was number 45 on the bid list. |
| Acceptance Rate | The percentage PNMs who were matched and then invited to the next round. |
| Priority Rate | PNMs rank all previously attended chapter after each round of recruitment. The priority reflects the percentage of PNMs who list your chapter as a chapter they want to attend the following round. |
| Number of 1st choices on the bid list | The number of women who ranked your chapter first following their post-preference selections. |

Strategic Reports

As vp: membership, one of your primary responsibilities is to lead your chapter in strategically preparing for recruitment. There are several resources available to you to assist in this task, and one of the most helpful is your chapter’s Strategic Report in Anchorbase.

This report takes your RFM data from previous years and generates suggestions for how you can better prepare for recruitment. To access this report, you will go to RECRUITMENT & PANHELLENIC >REPORTS >STRATEGIC REPORTS.

In the Recruitment Statistics Section, you will see your chapter’s priorities for each round of recruitment over the past three years. Based on these statistics, you will also see strategic suggestions that you and your chapter should consider implementing as you prepare for your next primary recruitment.

PREP WEEK PLANNING BREAKOUT

How can you incorporate the information from your Strategic Report into your plans for prep week? Take some time to access your report and consider the following questions:

1. In which rounds did your chapter show the highest priority rates?
2. What types of conversations generally take place during this round? (i.e., first round is more general get to know you conversations, while preference round is deeper and more personal).
3. In which rounds did your chapter show the lowest priority rates?
4. Was this surprising to you?
5. What types of conversations generally take place during this round?
6. How has your chapter prepared for these rounds in the past?
7. What types of conversations practice may help you better prepare for these rounds?
8. Think about how your chapter prepares to vote in each round. How can you help your chapter utilizing our voting model to make strategic decisions in each round?

As you answer these questions and begin your planning process, be sure to utilize the resources in the Delta Gamma Library that can support your preparation efforts:

1. Conversation Guide
2. Voting Model Conversations Workshops
3. MyVote Resources

# Branding, Marketing & Storytelling

The most compelling marketing is authentic and real and occurs when your members can tell their Delta Gamma story to potential new members.

Think about who your chapter is on campus. What is your brand? Choose 3-5 adjectives to describe your chapter and your overall vibe.

Now choose 3-5 adjectives to describe your chapter in the context of the Panhellenic community and the campus as a whole.

Finally, choose 3-5 adjectives to describe the type of woman who joins your chapter.

Reflecting on who you are as a chapter and what your experience means to you is the most effective way to reach PNMs.

# Introduction to COB

CONTINUOUS OPEN BIDDING (COB)

All collegiate chapters are expected to pledge to Quota and Total through primary recruitment and/or COB. Chapters should work to balance their COB efforts with a focus on retention of both members and new members. As a general guideline, chapters should prepare for a strong push for COB each term, however depending on the financial status of the chapter and how much room for growth you have on campus your RCRS may recommend that your chapter participate in additional COB pushes throughout the semester.

For most campuses, a chapter not at Quota and/or Total after their primary recruitment period should focus efforts on continuous open bidding for two weeks after primary recruitment bid day unless Extension moratoriums do not allow. Following COB, the chapter should focus on membership retention.

If a chapter is not at Total in the term where primary recruitment is not taking place, the chapter should focus efforts on COB for the first four weeks of the term, after the chapter should focus on membership retention. Quarter schools must discuss and receive approval from their RCRS as to which quarter is best suited for additional continuous recruitment.

A chapter that is at campus total cannot extend bids outside of primary recruitment. It is essential that you work with your vp: communications, vp: social standards, vp: finance, and vp: Panhellenic to make sure that your rosters in Greekbill, Anchorbase, and with your Fraternity Sorority Life office all match to ensure you are eligible to COB if necessary.

BUILDING YOUR COB LIST

One of the keys to a successful COB is building a list of potential new members that your chapter can engage with outside of primary recruitment. All members of the chapter should share names of friends and acquaintances that might be a good fit for Delta Gamma throughout the year. Then, beyond collecting the names, EVC must track the chapter’s interactions with the potential members. Inviting them to sisterhood events, coffee dates, and other opportunities to get to know your chapter.

COB PLANNING

As you think about COB in your chapter, take a few moments to answer the following questions:

1. What is the perception of COB on my campus? How does my own chapter fit into this?
2. What is the likelihood of COB for my chapter? Think about the three scenarios in the COB Action Plan in Anchorbase. Which one you’re your chapter likely fall into?
   1. What is your timeline?
   2. What is your target?
   3. How are you securing names?
   4. Who and what are your resources on campus? Within DG?
3. Where are the gaps in your chapter? Within your community? How can you seek out the women who hadn't considered fraternity and sorority life? What resources are you utilizing for marketing and promotion?
4. What barriers are you worried about?
5. Lastly, build out a plan to motivate and excite the chapter about COB. What resources will you need for this? Who are the COB champions in your chapter?
6. What is the process for COB on my campus? Who are my resources? Where do I find Panhellenic policies about COB?
7. What questions are lingering?

# Action Planning

We have covered a lot of information today. Take time to review all that was covered during Membership Academy and determine what tasks will be most important for you to prioritize in the next thirty days!

|  |  |  |
| --- | --- | --- |
| **ACTION STEP** | **DATE** | **NOTES** |
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# Resources

Find the resources discussed during Membership Academy linked below. The [Delta Gamma library](https://www.deltagamma.org/library/) is full of recruitment resources! We only scratched the surface today. Can’t find what you’re looking for? Reach out to your RCRS/CRC/NCRC.

* [Recruitment Confidential](https://www.deltagamma.org/library/ttdtdm/recruitment-confidential/)
* [Membership Policies](https://www.deltagamma.org/document-types/membership-series/)
* [Recruitment: Primary Recruitment Voting Guide](https://www.deltagamma.org/library/ttdtdm/recruitment-primary-recruitment-voting-guide/)
* [Recruitment Confidential: Conversation Manual](https://www.deltagamma.org/library/handbookguidemanual/recruitment-confidential-conversation-manual/)
* [MyVote Resources](https://www.deltagamma.org/library/ttdtdm/recruitment-myvote-resources/)
* [Recruitment: Voting Model Workshops](https://www.deltagamma.org/library/ttdtdm/recruitment-voting-model-workshops/)