

Division of Student Affairs
Office of Student Involvement
2015 Assessment Report
Formal Panhellenic Sorority Recruitment
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Background

The Mission of the Office of Student Involvement demonstrates the University's commitment to creating a positive student experience by supporting student organizations. As part of this mission, the Office of Student Involvement helped orchestrate Formal Panhellenic Sorority Recruitment for Fall 2015 by providing advisory and logistical support.

Program

The outline for recruitment was guided by the National Panhellenic Conference Manual of Information to assist College Panhellenics in fair and successful recruitment events. Formal Panhellenic Sorority Recruitment is planned by the CSUB Panhellenic Association with cooperative efforts from the Gamma Phi Beta, Nu Phi Chi, and Phi Sigma Sigma Sororities. Recruitment is the propelling force in maintaining the life and growth of a student organization. Our philosophy is that students who find a small community through a student organization instantly find a connection to the university. Formal Panhellenic Sorority Recruitment allows for a large population of female students to be educated on sorority life, provides an opportunity for those students to affiliate with student organizations, and connect with the university.

Expected Outcomes

1. Current affiliated sorority members will engage in cooperative efforts to recruit members.
2. Students will engage in problem solving
3. Students will demonstrate the ability to think critically
4. Students will engage in event planning
5. Students will demonstrate marketing strategies

It is our expectation that 95% of students that sign a bid for membership will be accepted into a Panhellenic Sorority.

Assessment

- All Panhellenic Association member organizations participated in Formal Panhellenic Sorority Recruitment: Gamma Phi Beta, Nu Phi Chi, and Phi Sigma Sigma.
- 121 unaffiliated students submitted information sheets expressing their interest in joining a sorority.
- 53 unaffiliated students signed bids for membership and 50 were accepted into a Panhellenic Sorority.
- We achieved our expected outcome.

Assessment Tool

The assessment tool that we used to determine the successfulness of the program consisted of evaluation forms – a separate version of the evaluation form was given to the students participating in the program (unaffiliated students) and to the students hosting the program (affiliated students). After the unaffiliated students signed their bids for membership, they were

offered the opportunity to fill out an evaluation form. The affiliated students were offered the opportunity to fill out an evaluation form at their respective chapter meetings following the program. The evaluation form gave us feedback on the successfulness of the program and provided feedback for areas for improvement.

Successes

Affiliated students reported the following:

1. 50 is a good chapter size on our campus
2. Recruitment marketing to new students was 77% effective
3. Information meetings held prior to the program were 67% effective
4. The schedule for the program worked well for 78% of affiliated students
5. The overall program was a success however improvements can be made

Unaffiliated students reported the following:

1. The material to promote the program was useful and accessible on campus
2. Information meetings held prior to the program were 86% effective
3. The schedule for the program worked well and students did not have to miss class
4. Program representatives were helpful and knowledgeable
5. Explanations were adequate and understandable

Proposed Changes

We recommend the following:

1. Marketing materials are e-mailed to students over the summer break
2. Marketing material be placed on the CSUB website
3. Affiliated members attend and advertise during summer orientations
4. Development of Recruitment Counselor program
5. Development of Recruitment Orientation instead of informal information sessions
6. Examine the Recruitment schedule to ensure adequate time at each stage of the process