



CAPA Sorority Recruitment Information Forum March 2021





Opening Remarks

Patti Smith, President
Coppell Alumnae Panhellenic
Association (CAPA)





Forum Speaker

Leslie Cunningham

Have Questions?
Use the chat box





Agenda

- Overview of Sororities
- Recruitment
- Recruitment prep
- Recruitment tips
- Expectations of membership in sororities
- Resources
- CAPA Scholarship Information
- Q&A





What is a sorority?

- Values-based organization
- Lifelong sisterhood
- Academic support system





Types of sororities

- National Panhellenic Conference (NPC)
- National Pan-Hellenic Council Inc. (NPHC)
- National Association of Latino Fraternal Organizations Inc. (NALFO)
- National Asian Pacific Islander Desi American Panhellenic Association (NAPA)
- National Multicultural Greek Council Inc. (NMGC)
- Local organizations





Why join a sorority?

- Personal and leadership development
- Academic excellence
- Lifelong friendships
- Networking opportunities
- Community service and philanthropy

Lifelong Impact of Fraternities and Sororities



A new Gallup-Purdue University Index study of

29,560
U.S. college
graduates

found that graduates who are members of fraternities or sororities are more likely to be thriving in all five elements of well-being during their post-graduate years.



Well-being is the combination of all the things that are important to each individual — it's how people think about and experience their lives.

The Five Elements of Well-Being



Purpose Well-Being
Liking what you do each day and being motivated to achieve your goals

Social Well-Being
Having strong and supportive relationships and care in your life

Financial Well-Being
Effectively managing your economic life to reduce stress and increase security

Community Well-Being
The sense of engagement you have with the areas where you live, living where you like, and feeling safe and having pride in your community

Physical Well-Being
Having good health and enough energy to get things done on a daily basis

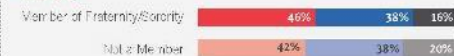
Purpose



Social



Financial



Community



Physical



THRIVING STRUGGLING SUFFERING

Employee Engagement

People who are engaged at work are involved in and enthusiastic about their work. A majority of all fraternity and sorority members surveyed are employee full time for an employer.



43%
of fraternity and sorority members surveyed are engaged in the workplace.

46% are not engaged and 14% are actively disengaged



38%
of non fraternity and sorority members surveyed are engaged in the workplace.

50% are not engaged and 12% are actively disengaged

Prepared for Life After College

37% fraternity and sorority members strongly agree that their institution prepared them for life after college.

27% non fraternity and sorority members strongly agree that their institution prepared them for life after college.

For more results and other information from the Gallup-Purdue University Index study, visit: www.nicindy.org/gallup-research.html

Results for the Gallup-Purdue Index are based on Web surveys conducted Feb. 4-March 7, 2014, with a random sample of 20,000 respondents that includes 10,000 or higher, aged 18 and older, with Internet access, living in all 50 U.S. states and the District of Columbia, and 5,137 fraternity and sorority members. The North American Interfraternity Conference and National Panhellenic Conference partnered with Gallup for this first-of-its-kind study.





NPC 26 member organizations





What is primary recruitment?





What to expect during recruitment

- Orientation
- Recruitment counselors
- Mutual selection process
- Membership recruitment acceptance binding agreement (MRABA)
- Virtual?





Recruitment preparation

- Register for recruitment on your campus
- Pay attention to deadlines/fees
- Academic calendar
- Do your research
- Ask the right questions





Sorority Introduction Process

Introduction = recommendation

- What they are?
- What should be included?
- How to request?
- Timeline





What are recommendations?

- Various names: Recommendations / RIFs/ Rec; form filled out by alumna online
- Is introduction to sorority on your campus on your behalf
- Can be from alumna from any university or college
- Always best coming from someone you know
- Use your network to find alumnae
- Does not guarantee you an invitation back to a particular house





Letters of Support (not a rec)

- If multiple alumnae wanting to introduce you to their sorority
- ☞ Then may offer to write a letter of support for you
- These ARE optional and not taken by all universities or all sororities
- Check with alumna for their organization's policies
- Often sent with your recommendation so check with your writer about specifics



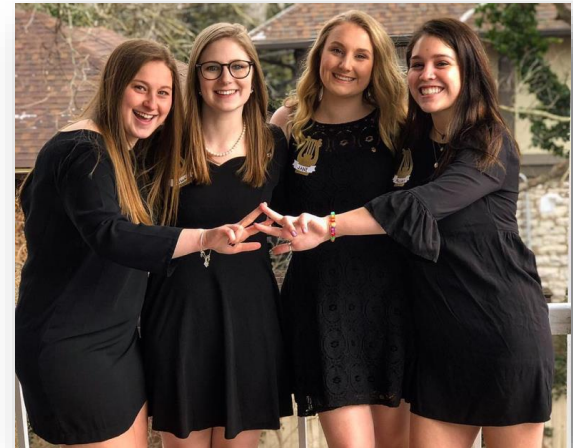


What should be included for rec?

- Recommendation is a resource for the sorority to get to know you before recruitment!
- Introduction to the alumna & sorority

Packet Includes:

- Resume
- Picture
- CAPA Guide Book- resource





Sorority Resume

- Not a business or college resume
- Include activity involvement, leadership, community service (quantify)
- Include Greek relatives (mom, sister, step, cousins, etc.)
- Reflect your best YOU
- Don't fudge
- Provide in digital format or paper format if requested (ask writer preference)



Sample Resume

Name

Address

Phone email

Twitter: address Instagram: address

Education

High School Academy (9th and 10th grade)

Honors English 9; Honors History 9

PAP Biology

Honors English 10; Honors History 10

PAP Chemistry

High School Christian School (11th and 12th grade)

Honors/Dual Leadership and Ethics 11

Honors Philosophy

GPA: 3.69 (4.0 scale)

ACT: 25 Superscored SAT: N/A Class Rank: N/A Class Total: 98

Graduation: May 12, 2017

Attending: Baylor University Entering: Fall 2017

Major: Business (Sports Marketing or Management) Minor: Corporate Communications

Academic Achievements & Awards

- Cum Laude Honor Roll (9th grade)
- Yearbook "Rookie of the Year" (9th grade)- The fine arts department hosts an annual banquet that honors excelling students. The "Rookie of the Year" award is given to those who go above and beyond expectations for a first year student.
- National Honor Society (12th grade)

Extracurricular Activities & Honors

High School and USA (Club) Swimming Total 25-30 hours/week 49 out of 52 weeks/year (9th through 12th grade)

- High School Varsity Swim Team (9th through 12th grade)
 - Girls Varsity Swim Team Captain (12th grade)
 - 33-Time TAPPS (Texas Association of Private and Parochial Schools) Regional and State Medalist
 - Three Time North Region Team Champion
 - Eleven Time Regional Gold Medalist
 - Three Time Regional Silver Medalist
 - Two Time Regional Bronze Medalist
 - Two Time State Team Champion



Photos

Options:

- One headshot
- One $\frac{3}{4}$ length shot
- One full body shot

Photos should not have:

- Group of friends
- No boyfriends
- No pets

Photos should be:

- Provided in digital format for rec writers (.jpeg)
- Label the back: name, high school, graduation year, university attending





Timeline

- Earlier the better for both fall & spring recruitments
- Your goal should be to have this completed by early summer at the latest!
- Ask your writer their specific sorority deadlines-some differ

Now

Early Spring

April/May

1. List of your campus college sororities (CAPA resource)
2. Put together your resume & photos
3. Ask alum writers for each sorority at your campus
4. Apply for alumnae Panhellenic scholarship
5. Provide your information to writer, send thank you note.
6. Register for your college Panhellenic recruitment registration
7. Follow sororities at your campus on social media



Legacies

- Not recognized by all NPC groups
- Typically, only mom or sister
- Does not guarantee you membership
- Does not guarantee you return invite
- See each sorority's national website





Recruitment tips

- Recruitment clothing
- Keep an open mind
- Be yourself
- Be polite
- Take notes
- Get plenty of rest
- Virtual Tips





Expectations of membership

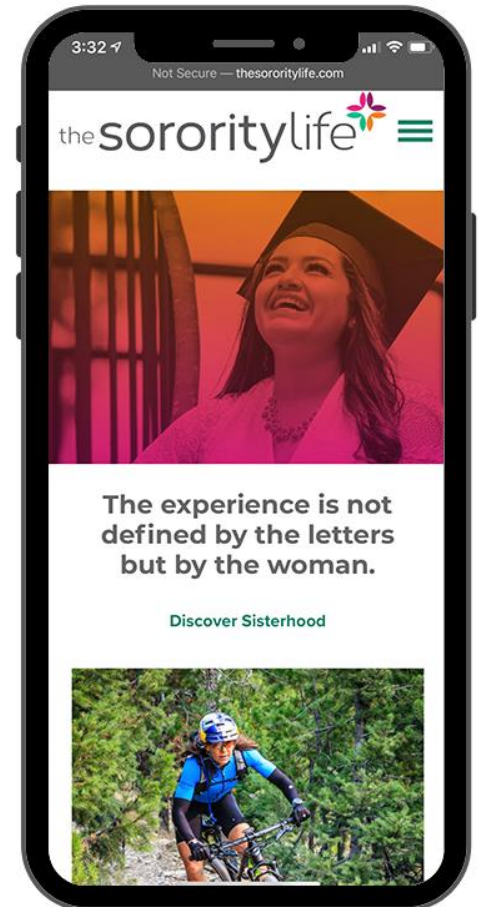
- Chapter activities
- Finances
- Academics
- Time commitment
- Conduct





TheSororityLife.com

- Learn more about the sorority experience
- Meet sorority women
- Connect with member organizations and NPC
- Parent Resources





Resources

- College Panhellenic website
- Inter/national sorority websites
- TheSororityLife.com website and social media
- NPC website





CAPA What's Next?

- Next steps with Coppel Alumnae Panhellenic Association:
 - Register with your campus Panhellenic for recruitment
 - Review your contacts



If gaps: refer to CAPA local alumnae resource representatives

- Follow deadlines
 - Ask questions & practice
- CAPA Scholarship Info



CAPA Scholarship Information

- Leslie Cameron, CAPA, Scholarship Chair
- Rebecca Carroll, active from University of Arkansas, 2020 recipient of CAPA's Jeanne Heath Memorial Scholarship





CAPA- Join Today

- Mom of any 26 NPC sororities can join!
- Fun, friendship, support local HS scholarships, & give back to Coppell community!
- Membership Information at coppellsororities.com
- Only \$20!



Questions?