

W&M Panhellenic Council Code of Ethics and Recruitment Guidelines Recruitment 2022

We, the members of The College of William & Mary's Panhellenic Council, stand behind the goals of recruitment for promoting opportunities for the development of undergraduates through membership in women's fraternities. We support the goals of recruitment as being the following: to give each potential member maximum opportunity to pledge, to create an equitable experience for every potential member during the formal recruitment process, provide fraternity experience to as many as possible and to maintain adequate strength in the individual chapters. We uphold and honor the recruitment guidelines of W&M Panhellenic Council and NPC Unanimous Agreements through our thoughts, words, and actions. We believe that the highest level of trust should exist between chapter members and the chapters in Panhellenic in order to ensure a spirit of cooperation and harmony.

We, the women of the Panhellenic of The College of William & Mary agree to:

- Promote mutual respect and trust between all members of the Panhellenic system.
- Uphold and encourage a positive and inclusive Panhellenic attitude in thought, word, and act.
- Strive to promote the growth and development of Fraternity & Sorority Life at the College now and in the future.
- Promote, through the actions and conduct of all Panhellenic women, behavior that will reflect positively on Fraternity & Sorority Life and The College. Exemplify Panhellenic courtesy and respect at all times while avoiding the perpetuation of negative stereotypes and manipulative conduct. Make and uphold decisions during recruitment, which are in the best interest of the prospective member and reflect our community's commitment to providing an equitable environment that recognizes and supports the variety of identities our members and potential members hold.
- Respect and defend the names of every sorority in the belief that all sororities define Panhellenic life.
- Lastly, realize that mutual respect between and positive appreciation of our organizations and amongst the prospective members is necessary to accomplish these goals.

The following guidelines will serve to support us as we work to uphold our Code of Ethics:

Contact Guidelines

Unless otherwise specified, the following guidelines apply from the start of the Fall Semester until Bid Day. All women under contact guidelines are encouraged to promote Fraternity & Sorority life and/or Panhellenic recruitment in general. All conversations with prospective members must be centered on the value of membership in ANY Panhellenic organization, not just the organization of the individual.

Guidelines for All Panhellenic Members and Potential New Members (PNMs):

1. Positive Panhellenic Contact will be used at all times. That is to say, interaction and conversation is permitted between PNMs and Panhellenic women about sorority life and/or Panhellenic recruitment in general. Conversations about specific sororities are not permitted. All interaction between PNMs and sorority women should be Panhellenic.
2. Contact in private residential areas (on-campus rooms and off-campus houses) between PNMs and sorority affiliated members shall be prohibited between the PNM Information Session and Bid Day. (This applies to all PNMs except those women who share private residential areas with sorority-affiliated women).
 - a. No PNMs should enter sorority houses from move-in until Bid Day unless for Recruitment Rounds. The only exception is for move-in helpers and relatives of active members.
3. Panhellenic chapter accounts may not “friend” and/or follow any PNM on social media starting May 1st until Recruitment Counselor bid delivery.
4. All social media (personal or chapter) surrounding recruitment should promote our community in a positive, uplifting manner. It should also only be promoting the Panhellenic experience, and not encouraging joining a specific chapter.
 - a. For reference, instead of posts or comments saying “Go XYZ Chapter” phrases such as “Go Panhellenic” or “Sign up for Recruitment” should be used instead.
5. There will be no assurance or promising of invitations or bids either directly or indirectly by a sorority member, affiliate, or alumnae.
6. Potential new members and active members must pay their own expenses (meals, transportation, etc.) if in contact with each other outside of rounds.
7. Panhellenic women should not invite PNMs to social events (one-on-one or group) in the hopes of actively recruiting them to a specific chapter.
8. Positive Panhellenic contact should be the focus of any conversation with PNMs outside of recruitment. PNMs should only learn information about a specific chapter from that chapter’s official recruitment activities.

A. Guidelines for RC’s:

1. **Level 1:** From the start of the fall semester until midnight the night before the PNM Information session, Recruitment Counselors may not disclose their

affiliation or wear/display any sorority affiliated paraphernalia. However, they may interact with other sorority affiliated women provided that the activity is not chapter related. In addition, any activity/interaction that (to the average observer) links a woman to a specific chapter (whether or not it is her affiliated chapter) should be avoided in favor of more neutral/Panhellenic interactions.

2. **Level 2:** After midnight, the night before the PNM Information Session until all recruitment business is completed with their group or until Bid Day celebrations begin -whichever is later, Recruitment Counselors will follow full contact restrictions.
 - a. Full Contact Restriction shall be defined as: brief positive Panhellenic contact between sorority affiliated members and those women on Full Contact Restriction status. Conversations/interactions shall be limited to approximately 5 minutes and permitted in public places only. Those individuals to whom Full Contact Restriction status applies are Freshman RA's, Freshman HR's, Panhellenic Recruitment Team Members, and Recruitment Counselors.
3. **Level 3 - Strict Silence Period:** Strict silence shall exist between all members of the Panhellenic community and PNMs for the specific hours following the final round of Formal Recruitment until the presentation of invitations to membership.
4. Recruitment Counselors who are living in their sorority house may remain in the facility throughout Formal Recruitment, but must be discreet in their interactions with the chapter during the formal recruitment process, always displaying behavior that is in the best interest of the prospective members and that promotes mutual respect and trust between all members of the women's Panhellenic community.
5. Those serving as Recruitment Counselors shall adjust any privacy settings on social media that could reveal their chapter affiliation to the strictest level prior to the beginning of the fall semester and the accounts will remain at the strictest level until after Fall recruitment.
6. Recruitment Counselors may participate in informal recruitment in the fall or spring semesters. They may NOT attend any events serving the purpose of promoting membership opportunities for the Fall Formal Recruitment period (Spring Open Houses).
7. Recruitment Counselor and Recruitment group interactions shall be limited to alcohol-free activities. Recruitment Counselors should focus on facilitating group bonding and promoting sorority life through meals and sober events (i.e. movie nights, bowling). All Recruitment group PNMs shall be invited to participate in these events.

8. At no time shall Recruitment Counselors promote or facilitate drinking or other activities that break Virginia State Law or the Code of Conduct, as outlined in the William and Mary Handbook.
9. Recruitment Counselors may not be referenced or pictured in any recruitment events or promotional content. This includes in any slide shows, composites, or any other pictures displayed during Formal Recruitment or on social media.

B. Guidelines for Members in Roles that have direct contact with PNM during the start of the semester (OA's, OADs, RAs, RARs, HRs):

1. These students will promote the welfare of the prospective member at all times. Their role in these positions is to introduce new students to all aspects of campus life, including, but not limited to, Fraternity & Sorority Life (FSL). The prospective student deserves an introduction to FSL that allows them to make decisions that are in their best interest without the distractions of falsehoods, promissory comments or actions, or pressure for joining or not joining a particular organization.
2. Throughout the orientation period, these individuals are encouraged to promote FSL and/or Panhellenic recruitment in general. They may disclose their own affiliation, but must do this responsibly. All conversations with prospective members must be centered on the value of membership in ANY fraternal organization, not just the organization of the individual.
3. Once formal recruitment starts, these individuals are permitted to participate with their chapter in the formal recruitment process. They must limit their interactions with their hall and/or group to reduce confusion for the PNMs so they do not take on the role of a surrogate Recruitment Counselor.
4. These individuals will adhere to all social media contact guidelines.

C. Exceptions

1. Special exceptions to any of the contact policies must be obtained in writing, 24 hours in advance, by the V.P. Conduct. Failure to do so may result in an infraction filed against the chapter.

Guidelines for Formal Recruitment

A. General Recruitment:

1. No men will be allowed to participate in Formal Recruitment. Men are not allowed in the sorority court area 1/2 hour before recruitment parties begin, until 1/2 hour after the conclusion of the formal recruitment events.

2. Personalized preference letters, cards, or notes to the potential new member are prohibited during any round of Formal Recruitment. There are to be no cards, gifts, or favors taken out of any house by any potential new member. The exception is financial information concerning dues, payments, etc. which are approved by Panhellenic in advance.
3. Refreshments: Each chapter will contribute an assessed food fee to Panhellenic who will provide water/snacks for prospective members in Sorority Court. In case of emergency or medical necessity, Panhellenic-provided food and beverages will be stored in chapter houses.
4. Release Figures: Panhellenic Council will work with an NPC provided Release Figures Specialist to support the NPC Release Figure Methodology. This includes:
 - a. Establishment of a quota range instead of a set quota.
 - b. The use of quota additions to maximize bid matching as per NPC recommendation.
 - c. A secondary quota to maximize bid matching for all eligible PNMs participating in Formal Recruitment. Eligible PNMs shall include: social class standing juniors and seniors; enrollees in the St. Andrew's joint degree program, and undergraduate students enrolled at William and Mary for one year or less (international, etc.)
5. All bids and lists must be turned into Panhellenic at the designated times. Two chapter representatives (preferably the Panhellenic Delegates) must double check all lists and remain during processing. The Chapter then accepts responsibility for any omissions or errors. Chapters who are late to turn in invitation/bid lists after the designated time will be fined \$50 after the first five minutes and \$2 for each additional minute. After an hour, the fine per minute will increase for \$4 for every additional minute late.
6. No photographs of potential new members may be taken during Formal Recruitment.
7. Conversations/interactions with PNMs during recruitment events (within the formal recruitment schedule) will be restricted to the public areas of the chapter house. Using a non- public area (such as a bedroom, hallway, or kitchen, etc.) to target or isolate a PNM for private conversation during a recruitment event will be prohibited.
8. There are to be no outside decorations on houses during Formal Recruitment. All outside decorations must be removed by midnight the night before Formal Recruitment begins (including "welcome back" banners). Permanent door fixtures and flowers are acceptable, but no banners should be displayed outside or on porches during the duration of Formal Recruitment. There is to be no

entertainment outside of your chapter house. This includes singing, clapping, etc. General conversation is acceptable.

9. Each sorority is expected to respect the cap on recruitment expenses set by Panhellenic. (\$1100 recruitment cap on recruitment related expenses, however this excludes all clerical expenses. All clerical expenses are still to be itemized and turned into Panhellenic. Additionally, each chapter recruitment budget may be expanded by a maximum of \$1000 t-shirt allowance for the collective chapter purchasing of one PR/Recruitment T-shirt. A proposed budget is to be sent to Panhellenic in the Spring Semester (date determined by Panhellenic). A budget of actual monies spent by the chapter, alumni parents, or required of any member during Recruitment is due to Panhellenic Council following Fall Recruitment Roundtable and is to be signed by a Recruitment or Panhellenic Advisor.
10. Chapters may not sponsor non-member and/or campus-wide programming or PR initiatives from the start of the semester through the conclusion of Bid Day.
11. The W&M Panhellenic shall automatically reset total each academic term. During the term in which formal recruitment occurs, total will be set within 72 hours after the completion of the primary recruitment period. During the term in which formal recruitment does not occur, total will be set within seven days following the first day of classes. Total will be determined by the average chapter size rounded down to the nearest whole number; this number to be confirmed by the Panhellenic President.
14. Wearing any apparel for a men's fraternal organization during any round of Formal Recruitment is prohibited, including shirts that have both the sorority and fraternity's letters on them.
15. Per Positive Panhellenic Contact Guidelines, during rounds, a sorority member should never discuss any specific chapter other than their own. Additionally, no certain organized event with other chapters may be emphasized (i.e., XYZ fraternity formal, social with XYZ).
16. If all chapters have over 6 applicants, Panhellenic will ensure that each chapter has 4-6 Recruitment Counselors. If any of the 10 chapters fail to have more than 6 applicants, then the Panhellenic Council will select the best applicants, as they see fit.
17. Chapters are allowed to show up to two videos throughout recruitment. These videos may only be shown during Philanthropy, Sisterhood, or Preference Round.
18. Chapter Philanthropy, Sisterhood, or Preference videos, slideshows, scripts (excluding ritual), and all other presentation materials must be submitted to the Vice President of Conduct by noon, three days before the round begins. There will be a fine assessed of \$25 every twelve hours the video is not received.

Open House Rounds:

1. Conversations should be focused on benefits of the sorority experience – conversations should not focus on chapter specifics, but rather promote the idea of joining a Panhellenic organization.
2. No decorations other than a reasonable number of decorative flowers provided by alumnae and friends.
3. No “singing in” to the recruitment event. You may sing them “out”.

Philanthropy Day – 1st invitational round:

1. The 1st invitational round will be the designated “Philanthropy Round” where chapters will emphasize the philanthropic/service side of their chapters. The goal for these events is to give the PNMs a better understanding of the chapter’s local and national philanthropic efforts and partnerships.
2. Prospective members are encouraged to dress casually.
3. Decorations are limited to accents (such as stars hanging from the ceiling, or small pictures on the wall), smaller props (such as t-shirts or small inflatables), and one small table (may contain a brag board). One whole wall decoration (sheet hanging, etc.) **allowed at ONLY ONE of your rounds to be determined by you** (*Refer to Appendix A – Values Based Recruitment Policy.*)
4. Chapters may present a 4-6 minute presentation (video, slideshow, etc.) describing anything related to the chapters’ philanthropy and service initiatives.

Sisterhood Day – 2nd invitational round:

1. The 2nd invitational round will be the designated "Sisterhood Round" where chapters will emphasize sisterhood and values of their chapters. The goal of this event is to give PNM's more specific information about the chapters they are visiting.
2. Prospective members are encouraged to dress casually.
3. Sisters are encouraged to wear general chapter PR Shirts.
4. Decorations are limited to accents (such as small pictures on the wall), smaller props (such as t-shirts or small inflatables), and one small table (may contain a brag board). One whole wall decoration (sheet hanging, etc.) **allowed at ONLY ONE of your rounds to be determined by you** (*Refer to Appendix A- Values Based Recruitment Policy*).
5. Chapters may present a 4-6 minute presentation (video, slideshow, etc.) describing anything related to the chapters’ sisterhood. There may not be any part of the video that could be interpreted as a skit.
6. In addition to the 4-6 minute sisterhood presentation, each chapter will take up to 5 minutes to present their dues structure and go over the financial transparency

document. Each chapter is required to give out the financial transparency document to every PNM in each round. PNMs should take this document with them upon leaving the round.

Preference Night:

1. Preference Night events will highlight special ceremonies and traditions of the chapter that highlight bonds of sisterhood.
2. Decoration is limited to accents and smaller props. One whole wall decoration (sheet hanging, etc.) is **allowed at ONLY ONE of your rounds to be determined by you** (*Refer to Appendix A- Values Based Recruitment Policy*).
3. No open flames, i.e. candles, are allowed in any residence hall (this means any sorority house...) and are strictly prohibited by College policy.
4. Bid Lists **MUST** include all preference night *invitations* (anyone INVITED to preference MUST be on your chapter's bid list).
5. At the conclusion of Preference night events a designated chapter member (either President, Recruitment Chair, or Panhellenic Rep) must go "on-call" for the remainder of the night.
6. Bid Cards and Name Tags: By the designated time, each chapter is required to submit "bid cards" and blank name tags for new members. Please submit 10 over quota for any additional bids extended or name misspellings.
7. Chapters are to uphold the Preference night resolutions of 2006 & 2009 (See Appendix B).

Bid Day:

1. An automatic late fee of \$200 will be assigned to any chapter that is not present at the designated location at the start time for Bid Day celebrations.
2. Following the 1991 NPC Rush Resolution, there are to be no men and/or alcohol in a chapter's Bid Day celebrations or celebrations sponsored by individual members of the organization. Bid Day celebrations will be considered any chapter/sister activity that begins between the extending of bids and 8am and the morning following Bid Day.
3. Chapters' Bid Day pictures shall have all members and PNMs fully clothed. These pictures are an important reflection of Panhellenic life to both the College and the Williamsburg communities.

All rounds:

1. Each individual chapter is responsible for ensuring that all Recruitment Guidelines are observed by all chapter members.

2. The chapter is responsible for ensuring that all prospective members enter and leave your chapter house on time during events.
3. The chapter will establish some system to collect calling cards from the prospective members as they enter the chapter house.
4. Following the Panhellenic toast chapters are prohibited from slamming doors and excessive yelling inside chapter houses.
5. **TWO** chapter representatives are responsible for bringing invitation lists to the W&M Panhellenic office at the specified times. Hard copy invitation lists will be double-checked for accuracy by **TWO** chapter representatives. **Signing off on the list represents taking full responsibility for the content of the chapter invitation list. NO CHANGES ARE MADE TO INVITATIONS LISTS AFTER THEY HAVE BEEN SIGNED OFF ON.**
6. Any slideshows/videos being presented during formal recruitment to PNM's will be subject to the pre-approval by the Panhellenic Recruitment Team (at a time designated by the VP Conduct.)
7. All Recruitment related T-Shirts (Fraternity/Sorority Meet & Greet, General PR, and Bid Day), and sisterhood day themes must be submitted to Panhellenic by the designated due date.
8. The round that you choose to display your whole wall decoration (either Philanthropy, Sisterhood, **OR** Preference round) must be submitted to Panhellenic by the date set by the VP Conduct.

Requirements of Potential New Members:

1. Any potential new members withdrawing from recruitment must fill out a withdrawal form. The commitment fee will not be refunded once payment has been made.
2. A potential new member must be a regularly matriculated full time undergraduate student at the College to be eligible to participate in recruitment.
3. A potential new member must attend the maximum number of events to which they have been invited each day.
4. On preference night, all PNM's shall sign a Membership Recruitment Acceptance Agreement.

Mediation and Judicial Procedures:

1. The W&M Panhellenic Council shall follow NPC judicial policies and procedures outlined in the NPC Manual of Information. Organizations shall be encouraged to resolve any alleged infractions through informal discussion or mediation.
2. Alleged violations shall be reported using the College Panhellenic Violation Report Form that is to be presented to the President of W&M Panhellenic Council

in a timely manner, but not more than 30 calendar days from the date of the alleged infraction.

Continuous Open Recruitment:

1. Any fully matriculated William and Mary student is eligible for Continuous Open Recruitment.
2. Sororities may extend bids until either total and/or quota is reached.
3. Panhellenic Council must be notified before any bids are offered. This is to ensure that another chapter has not already extended a bid to the woman.
4. No more than two women may bring the bid to the woman, and one must be the Panhellenic Delegate, Recruitment Chair, or President of the chapter.
5. A woman has 24 hours to accept or decline a bid. During that time, limited contact guidelines apply for the entire sorority. Casual, friendly, public contact with members of the chapter is permissible.
6. Limited contact guidelines do not apply to the Panhellenic Delegates, the chapter President, or Recruitment Chair who may speak with the potential new member.
7. When a bid is extended, the recipient must be informed in writing that:
 - a. They may refuse the bid.
 - b. They must notify the President, Recruitment Chair, or Panhellenic Delegate of their decision (their phone numbers must be included).
 - c. They have 24 hours to respond
8. An accepted bid is a binding agreement. The recipient must fill out a Membership Recruitment Acceptance Agreement and file it with Panhellenic within 24 hours after bid acceptance.
9. This process runs from the end of Fall Recruitment until the end of the school year.
 - a. No men or alcohol are allowed at informal recruitment functions.
 - b. No informal promise of a bid can be made. No reference to the possibility of a woman receiving a bid from your chapter may be made to that individual. Therefore, you may not “test the waters” to see if a woman will accept a bid before it is offered.
10. Any Panhellenic Council chapters with membership numbers anticipated to be at least 12 spaces below Total following the conclusion of Formal Recruitment will be offered the option of hosting no more than ONE Open House (informal recruitment) event that could take place during the time period of formal recruitment. Invitations and participation in this informal open house would ONLY be available to women who are NOT (nor have ever been) registered for the current Formal Recruitment.

Minimally Structured Informal Recruitment

1. The W&M Panhellenic Council shall take responsibility for managing a minimally structured recruitment process in the spring semester if one or both of the following conditions are occurring in the sorority community:
 - a. Four or more NPC chapters anticipate taking members through informal recruitment/COB in the spring semester.
 - b. The anticipated spaces to total (amongst the chapters eligible for informal recruitment) allow for at least 30 potential new members to be invited to join the community.
2. The Panhellenic Council will vote to set dates for a minimally structured informal recruitment no later than December 1st in the preceding semester, so that if the above conditions are met, dates will have already been established; these dates will include when events may start and also when bids will be given out. Eligibility will be determined at the point at which total is automatically reset, within 7 days of the first day of classes.
3. Spring Informal Recruitment parties should be pre-publicized, Panhellenic Council promoted and have a time limit.
4. COB guidelines apply for the offering of any bids.
5. If more than one sorority is giving out bids, it will be coordinated by the Panhellenic who will deliver duplicate bids.
6. Sororities not extending membership opportunities in the spring semester will defer their Spring Open Houses until after bids have been given out. These houses will be limited to one spring Open House event.

Appendix

A. VALUES BASED RECRUITMENT POLICY

Intent: The Values Based Recruitment Policy is intended to promote fairness and equality throughout recruitment by limiting the amount of time and money spent decorating houses for specific rounds. Excessive decorations detract from the overall experience of formal recruitment, by creating an environment focused on image. Decorations are meant to express chapter personality, not their decorating abilities and the amount of money they are willing to spend.

Values Based Recruitment Committee: The Values Based Recruitment Committee consists of the W&M Panhellenic Council VP Conduct (Chair), W&M Panhellenic Council VP Recruitment (Vice-Chair), and one chapter representative (on a volunteer basis) from at least one-half of the chapters on campus. (Note: the affiliations of the VP Conduct and the VP Recruitment are closed and cannot be considered representative of a specific chapter.) Depending on expressed interest, the committee may consist of between 5 and 10 representatives in addition to VP Conduct and VP Recruitment. This is to ensure that the Committee and their decisions will be representative of the Panhellenic community.

Guidelines:

1. Only **one** wall may be entirely covered with decorations (this is not divisible between walls).
 - a. Remaining walls may be decorated with smaller accents (i.e. posters, pictures, streamers), covering roughly 1/5 of the wall space available. (Note: the Values Based Recruitment Committee may use their discretion in determining what is and is not appropriate.)
2. The chapter may use props necessary for sisterhood presentations. However, these props must be reasonable and not outlandish; reasonable being defined as in line with the intent of the Values Based Recruitment Policy.
3. Items hung from the ceiling are permitted; however, the Values Based Recruitment Committee reserves the right to use discretion on a case-by-case basis (concerning amount, size, etc.).
4. Costumes are not permitted as attire. This is using the definition of costumes as apparel that would not be worn in everyday circumstances and/or cannot be coordinated around a theme.

Procedure:

1. A walk-through will occur at least two hours before the first event of philanthropy day and the first event of sisterhood day. At this time, all decorations should be finalized. The VP Conduct accompanied by the Values Based Recruitment Committee will inspect the houses and inform chapters of changes that must be made before the start of the first party. Changes will be required only if the guidelines have not been met.

B. Resolution on Preference Night Celebrations -Passed Spring Semester 2006, amended Spring 2009

After two busy weeks of formal recruitment, the sorority community is understandably excited to be done with the recruitment process and to welcome new members the following day. However, this excitement has expressed itself in the form of Preference Night partying in a way that reflects negatively on sorority women.

Chapter t-shirts have become increasingly inappropriate and behavior has become such an issue that even fraternity members have complained. Not only does this reflect poorly on sorority women within the Panhellenic community, but it also frightens potential new members. There is a popular myth that new members are not allowed to attend social events on Preference Night. However, this is NOT a rule and many Potential New Members can and do attend events. Preference Night behavior is not the best representation of what our sorority community stands for and it can be very off-putting for women who have yet to find out what sorority life is really like.

In addition, Preference Night reflects badly on the entire Panhellenic community. Unaffiliated men and women see this behavior, promoting negative stereotypes of the fraternity & sorority system.

In order to address this issue, as a sorority community, we resolve to abide by the following standards of conduct:

- In February 2009, Panhellenic passed the following guideline regarding preference night t-shirts: Chapters are prohibited from purchasing, creating, or ordering of t-shirts worn by members on preference night.
- Chapters will abide by existing William and Mary policies regarding alcohol:
- No person who is less than 21 years of age may purchase, possess, or consume any type of alcoholic beverage.
- No person may be in a public area in an intoxicated condition.
- **No person may possess an open container of alcohol in a public area, including, but not limited to, hallways, stairwells, and other common areas of residential facilities.**
- No person may provide alcohol to any person who is less than 21 years of age.

- No person may bring any type of alcoholic beverage into an Alcoholic Beverage Control licensed facility or area, and no person may take alcoholic beverages out of an Alcoholic Beverage Control licensed facility or area.
- No person who appears to be intoxicated or is intoxicated may be sold or served alcoholic beverages.
- No person may drive a vehicle under the influence of alcohol or with a blood alcohol level (as shown by a lawfully administered blood or breath test) in excess of that permitted for drivers by Virginia law.