

1867

ΠΒΦ

lifelong  
COMMITMENT

Sincere  
friendship

Pi  
Beta  
Phi

servant  
LEADERSHIP

philanthropic  
service  
to others

# Vice President Recruitment

JANUARY 24-26, 2025

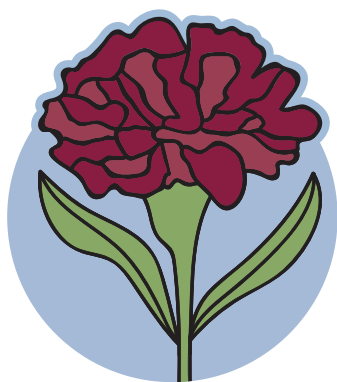


COLLEGE  
WEEKEND

## WELCOME TO COLLEGE WEEKEND!

This weekend is all about **you**, and we're so excited to help you kick off the year ahead!

On behalf of the entire Fraternity, our volunteer officers and staff, thank you for making the decision to join us in St. Louis for College Weekend! This weekend's programs are designed to prepare you for leadership in Pi Beta Phi and lay the groundwork for success in your new role. Throughout the weekend, you'll have opportunities to meet sisters from chapters across North America. Take advantage of this time to learn, grow and connect with Pi Phi leaders who share your dedication and passion for our sisterhood. We hope you'll be inspired by your fellow leaders to set the stage for the year ahead. The tools, knowledge and skills you gain this weekend will serve as the building blocks of your leadership journey within Pi Beta Phi.



# Send Pi Phi Love

Send a wine carnation to share Pi Phi Love with the special sisters in your life! Honor a friend, chapter leader, Advisor or mentor with a \$5 gift to our Foundation. Wine carnation honorees attending College Weekend will receive wine carnation enamel pins onsite, and all honorees will receive a personal email filled with Pi Phi Love.

Stop by the Wine Carnation Garden in the Grand Foyer or scan the QR code to help our garden bloom.



*Gifts to our Foundation support you and every Pi Phi sister—and make leadership development events like College Weekend possible. Learn more at [pibetaphi.org/foundation](https://pibetaphi.org/foundation).*



# PI BETA PHI COLLEGE WEEKEND AGENDA



## FRIDAY, JANUARY 24, 2025

11 a.m.-9 p.m.	<b>Registration</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
11 a.m.-6 p.m.	<b>BetaBase Learning Lab</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Digital Pix</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Pi Beta Phi Foundation Wine Carnation Garden</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Shop Pi Phi</b>	GRAND C, 4 <sup>TH</sup> FLOOR
1-3 p.m.	<b>Headquarters Tour</b> <i>(pre-registration required)</i>	LOBBY, 4 <sup>TH</sup> STREET ENTRANCE
3-5 p.m.	<b>Headquarters Tour</b> <i>(pre-registration required)</i>	LOBBY, 4 <sup>TH</sup> STREET ENTRANCE
3-6 p.m.	<b>Leadership and Nominating Committee (LNC) Meetings with Alumnae Advisory Committee (AAC) Members</b>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR
	<i>Sign up required; visit the app for available times.</i>	
6-7:45 p.m.	<b>Opening Dinner and Keynote</b>	GRAND DEFGH, 4 <sup>TH</sup> FLOOR
	<p>Tina Rae VanSteenbergen will kick off College Weekend with her keynote, <i>Creating Confidence</i>, where she'll share how confidence has long been an expectation of women. Tina will explore confidence as a journey, a long and at times treacherous hike—one with hills, valleys, twists, turns and no map.</p>	
8-9 p.m.	<b>Educational Colleges</b>	
	<b>Alumnae Advisory Committee College</b>	REGENCY AB, 2 <sup>ND</sup> FLOOR
	<b>Chapter President College</b>	REGENCY C, 2 <sup>ND</sup> FLOOR
	<b>Community Relations College</b>	REGENCY F, 2 <sup>ND</sup> FLOOR
	<b>Finance/Housing College</b>	REGENCY E, 2 <sup>ND</sup> FLOOR
	<b>Inclusion College</b>	GATEWAY WEST, 18 <sup>TH</sup> FLOOR
	<b>Member Experience College</b>	REGENCY D, 2 <sup>ND</sup> FLOOR
	<b>Operations College</b>	GRAND AB, 4 <sup>TH</sup> FLOOR
	<b>Recruitment College</b>	GATEWAY EAST, 18 <sup>TH</sup> FLOOR
<b>Risk Management College</b>	PARK VIEW, 4 <sup>TH</sup> FLOOR	
9-10 p.m.	<b>LNC Meetings with AAC Members</b>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR
	<i>Sign up required; visit the app for available times.</i>	





## SATURDAY, JANUARY 25, 2025

7:30-8:30 a.m.	<b>LNC Meetings with AAC Members</b> <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR
8 a.m.-7 p.m.	<b>Registration</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>BetaBase Learning Lab</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Digital Pix</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Pi Beta Phi Foundation Wine Carnation Garden</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
8 a.m.-10 p.m.	<b>Shop Pi Phi</b>	GRAND C, 4 <sup>TH</sup> FLOOR
8-8:45 a.m.	<b>Breakfast</b> A breakfast buffet is available for all registrants.	GRAND DEFGH, 4 <sup>TH</sup> FLOOR
	<b>LGBTQIA+ Affinity Group Meet-up</b> LGBTQIA+ Affinity Group members are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join, visit <a href="http://pibetaphi.org/lgbtqia">pibetaphi.org/lgbtqia</a> .	STERLING STUDIO 5, 2 <sup>ND</sup> FLOOR
	<b>Members of Color Affinity Group Meet-up</b> Members of Color Affinity Group members are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join, visit <a href="http://pibetaphi.org/membersofcolor">pibetaphi.org/membersofcolor</a> .	STERLING STUDIO 4, 2 <sup>ND</sup> FLOOR
	<b>Pi Phi Pages Group Meet-up</b> Pi Phi Pages participants are invited to grab breakfast from the buffet and join fellow sisters for casual conversations. Feel free to come and go as you please and explore other meet-ups happening at the same time. To learn more or to join the Facebook group, visit <a href="http://pibetaphi.org/piphipages">pibetaphi.org/piphipages</a> .	STERLING STUDIO 9, 2 <sup>ND</sup> FLOOR
9-11:45 a.m.	<b>Educational Colleges</b>	
11:45 a.m.-12:45 p.m.	<b>LNC Meetings with AAC Members</b> <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR
12-1 p.m.	<b>Lunch</b> Enjoy a lunch buffet as you share what you've learned with your sisters, connect with Pi Phis from other chapters and exchange ideas. No programming is scheduled during lunch.	GRAND DEFGH, 4 <sup>TH</sup> FLOOR
1:15-3 p.m.	<b>Educational Colleges</b>	
3-4 p.m.	<b>Mental Health Break</b> Grab your sisters, get outside or decompress during our mental health break. A snack will be provided in the Grand Foyer.	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>LNC Meetings with AAC Members</b> <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR



4:15–6:15 p.m.	<b>Educational Colleges</b>	
7–10 p.m.	<b>Pink Party Dinner</b> Change into your Pink Party T-shirt and join your sisters for a buffet dinner alongside a silent disco and a Pi Beta Phi Cookie Shine.	GRAND DEFGH, 4 <sup>TH</sup> FLOOR
8:30–10 p.m.	<b>Alumnae Reception</b> Network with Pi Phi alumnae and swap sisterhood stories over desserts.	RED PRIVATE DINING ROOM, 1 <sup>ST</sup> FLOOR
	<b>LNC Meetings with AAC Members</b> <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR

**SUNDAY, JANUARY 26, 2025**

7:30–8: a.m.	<b>LNC Meetings with AAC Members</b> <i>Sign up required; visit the app for available times.</i>	STERLING STUDIO 2, 2 <sup>ND</sup> FLOOR
8 a.m.–12 p.m.	<b>Registration</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
	<b>Pi Beta Phi Foundation Wine Carnation Garden</b>	GRAND FOYER, 4 <sup>TH</sup> FLOOR
8–8:45 a.m.	<b>Breakfast</b> A breakfast buffet is available for all registrants. No programming is scheduled during breakfast.	GRAND DEFGH, 4 <sup>TH</sup> FLOOR
9–9:45 a.m. and 10–10:45 a.m.	<b>Workshop Sessions 1 &amp; 2</b>	
	<b>Balancing Act</b>	Regency D
	<b>Building Bridges</b>	Regency B
	<b>Career Confidence</b>	Regency E
	<b>Conquering Conflict</b>	Regency C
	<b>Crafting Your Chapter Brand</b>	Regency F
	<b>Delegation Decoded</b>	Gateway West
	<b>Facilitation Foundations</b>	Regency A
	<b>Home Sweet Home</b>	Grand AB
	<b>Keys to Success*</b>	Sterling Studio 6
	<b>Retention by Design</b>	Gateway East
	<b>Safe Sisterhood</b>	Sterling Studio 9
	<b>The Power of YOU</b>	Parkview
11–11:30 a.m.	<b>Closing General Session</b> We’ll end our time together by reflecting on the biggest highlights and key takeaways from the weekend. You’ll leave energized and ready to drive positive change within your chapters and beyond.	GRAND DEFGH, 4 <sup>TH</sup> FLOOR



\*Keys to Success is only being offered during Session 1



## KEYNOTE SPEAKER

### TINA RAE VANSTEENBERGEN

Tina Rae VanSteenbergen is on a mission to change the narrative for women. Her work is rooted in a powerful belief: women need women—to succeed in the workplace, to feel understood, to believe in themselves and to feel less alone. Through her authentic, heartfelt speaking style, Tina empowers women to tear down the walls between them, foster genuine connections and build strong communities filled with empathy, kindness and empowerment.

With a blend of storytelling, humor and honesty, Tina has inspired hundreds of thousands of women across North America to take up space in their personal and professional lives. She helps women embrace their confidence—not as a simple expectation, but as a shared journey of growth, resilience and self-discovery.

Tina's keynote promises to leave you inspired, connected and ready to embrace your authentic confidence as you navigate the twists and turns of life.

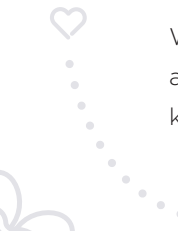


## COLLEGE WEEKEND ANNOUNCEMENTS

### MISSING SOMETHING? WE CAN HELP!

Stop by the registration desk in the 4<sup>th</sup> Floor Grand Foyer to pick up your lost items or drop off something you've found. The lost and found will be open Friday 11 a.m.-9 p.m., Saturday 8 a.m.-7 p.m. and Sunday 8 a.m.-12 p.m.

### DOWNLOAD THE PI PHI EVENTS APP AND STAY UP TO DATE



When you download the Pi Beta Phi events app, you'll have instant access to all things College Weekend. From the agenda and hotel map to important announcements and an attendee directory, the Pi Phi app will keep you in the know. Follow the steps below to download.

1. Search for the Pi Beta Phi Events app in the App Store on iOS devices and the Play store on Android.
2. Download and install the app.
3. Open the app and select Pi Beta Phi College Weekend 2025.
4. Follow the instructions listed and log in using the email you used during registration.
5. Enter the four-digit verification code from your email into your device when prompted.

### LET'S GET SOCIAL

College Weekend is an experience like none other. Share your favorite moments on social media using #PiPhiLeaders and #PiPhiCollegeWeekend and you may see your photos on the big screen!

## LEVEL UP AT THE BETABASE LEARNING LAB

Want to take your BetaBase skills to the next level? The BetaBase Learning Lab offers a hands-on opportunity to explore our new member portal. Work alongside fellow officers and Advisors as you explore tools for managing your chapter, practice running reports and work through real-world scenarios with staff and volunteers!

## SHARE YOUR STORY

Our sisterhood is made up of thousands of members with unique identities, backgrounds and experiences. While we have common values and a shared love for Pi Phi, every member brings something special to our sisterhood; every member has a story to share—from how Pi Phi empowered you to lead and your favorite memories living in the chapter house to how you celebrate holidays throughout the year and the incredible work you're doing in your community.

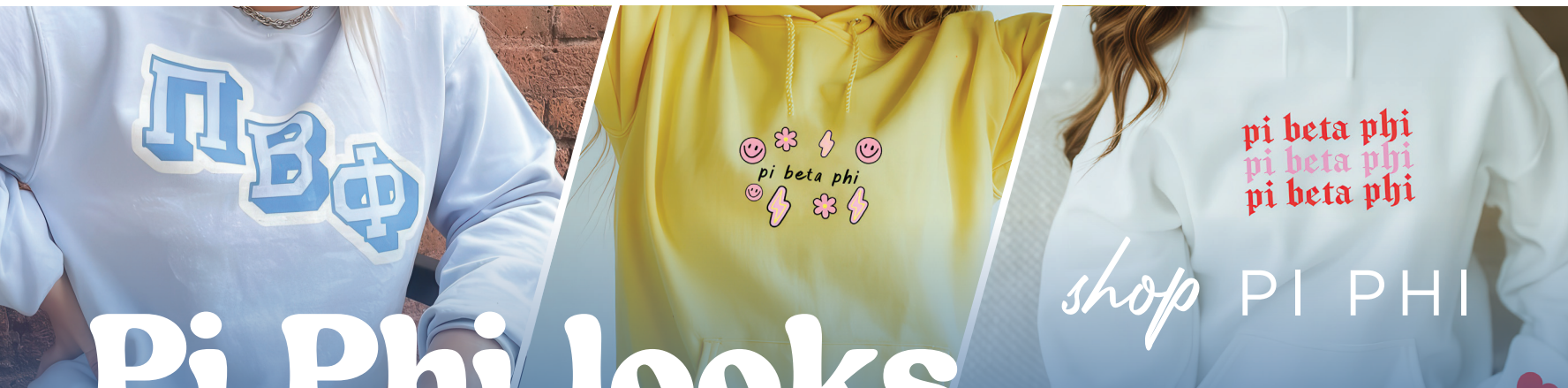
Scan the QR code and complete the form to share your story!



## SHOP PI PHI

Ready to add to your Pi Phi collection? Stop by Grand C on the 4<sup>th</sup> Floor to shop our most popular styles and find a few new favorites. From sweatshirts to stickers—there's something for everyone!

When you Shop Pi Phi, you support Pi Phi! A portion of every purchase comes back to the Fraternity.



# Pi Phi looks good on you!

Shop the largest collection of Pi Phi merchandise all year long at [shoppiphi.com](https://shoppiphi.com).

When you Shop Pi Phi, you support Pi Phi! A portion of every purchase comes back to the Fraternity.







**“IT WAS NOT JUST THE FINANCIAL SUPPORT THAT MEANT SO MUCH TO ME, BUT THE RECOGNITION FROM AN ORGANIZATION THAT I HAVE BEEN A PART OF FOR YEARS.”**

**— WHITNEY STANTON, COLORADO ALPHA**

Whitney is one of 106 Pi Phis who received a Foundation scholarship or fellowship during the 2024-2025 academic year.

Our Foundation provided \$317,846 in scholarship awards for the 2024-2025 academic year to Pi Phi collegians and alumnae pursuing their academic goals—and many scholarships give preference to members from specific chapters.

Scan the QR code to learn more and complete your application by February 15!



## LODGING AND MEALS

### LODGING

Lodging for Friday and Saturday night is included in the registration package for registered attendees. All participants should be checked out of their rooms no later than noon on Sunday. Programming will conclude by 11:30 a.m. to allow participants time to take care of any remaining business. Each attendee will be responsible for incidental expenses (telephone calls, additional meals, snacks, etc.) they incur.

### MEALS

Friday dinner, Saturday breakfast, lunch and dinner, and Sunday breakfast are included in the registration fee. College Weekend events are alcohol-free. Please do not bring alcoholic beverages into any College Weekend functions, including meals.

### SPECIAL ACCOMMODATIONS

When registering for College Weekend, you were prompted to note any special accommodations. If your needs have changed, please stop by registration to let us know so we can best support you throughout the event.

### DIETARY RESTRICTIONS

When registering for College Weekend, you were prompted to note any dietary restrictions. All allergens will be clearly marked on buffets. A dietary restriction card for Friday night's plated meal has been included inside your registration packet. Once seated, please place your dietary restriction card at your place setting to denote your dietary restriction to the banquet server. The banquet staff will then bring you the appropriate meal. In order for all attendees to enjoy the meal, it's important you take the correct meal if you have special dietary restrictions. If you have any additional concerns regarding dietary restrictions at buffet meals, please ask someone from the hotel banquet staff.



# EMERGENCY PROCEDURES

In the event of an emergency while at College Weekend, please follow the hotel procedure first and then Pi Phi procedures as outlined below.

## HOTEL PROCEDURE

In case of emergency, the hotel emergency number is 55.

## PI BETA PHI PROCEDURE

After following the hotel's emergency procedure, contact the Pi Beta Phi Emergency Hotline. The hotline will be staffed 24/7, and the individual answering will know the proper procedures to be followed based on the situation. **The Pi Beta Phi Emergency Hotline number is (636) 236-9463.**

No one goes to the doctor or hospital alone. Always use a "travel buddy" if a visit to a doctor or hospital is necessary. A member of the Alumnae Advisory Committee or a Fraternity Officer should accompany a collegian. Report status after medical treatment to the Pi Beta Phi Emergency Hotline.

A. Graduation Stole, #STOLE

B. Graduation Cord, #CORD

C. Crown Pearl Badge with Diamond Point, #0203

D. Crest Guard, #0910

E. VP Recruitment, #0027

F. VP Inclusion, #0184

G. VP Community Relations, #045B

H. VP Operations, #0003

I. VP Finance/Housing, #0004

J. Chapter President, #001A

K. VP Risk Management, #0067

L. AAC, #0021

M. VP Member Experience, #0006

Use code **PIPHIWEEKEND25** to get FREE\* shipping!  
(Valid January 23-February 9, 2025.)



# We Are Pi Phi

Pi Phi is made stronger by the diversity of our members, each contributing their own story to our shared history. #WeArePiPhi celebrates the unique identities and experiences of every Pi Phi sister, and your story is an important part of our collective legacy.

Ready to share your story? Scan the QR code and complete the form to let us know!



## NEARBY HOSPITAL AND PHARMACY

### Barnes-Jewish Hospital

1 Barnes Jewish Hospital Plaza, St. Louis, MO 63110  
(314) 747-3000 | barnesjewish.org

Distance from hotel: 4.8 miles

Approximate travel time: 15-minute drive

### CVS Pharmacy (inside Culinaria, A Schnucks Market)

315 North 9<sup>th</sup> Street, St. Louis, MO 63101  
(314) 436-7491 | nourish.schnucks.com

Distance from hotel: 0.5 miles

Approximate travel time: 10-minute walk

## FIRE AND EVACUATION PROCEDURES

In the event of a fire, the fire alarm will sound on the floor of the emergency, as well as the floors immediately above and below followed by an audible message. Listen to the public address system for directions and proceed to the lobby to await further directions from hotel staff or the Fire Department.

## ACTIVE SHOOTER PROCEDURES

In the case of an active shooter, take these actions:

1. **Run:** If there is an escape path, attempt to evacuate. Take your phone with you but leave all other belongings behind. Help others escape if possible. Prevent others from entering the area. Call 911 when you are safe.
2. **Hide:** When evacuation is not possible, find a place to hide. Lock and/or blockade the door. Silence your phone. Remain quiet.
3. **Fight:** As a last resort, and only if your life is in danger should you attempt to incapacitate the shooter.

## REPORTING SAFETY IN CASE OF EMERGENCY

Collegians and AAC members should report they are safe to the Chapter President of the chapter they are representing. The Chapter President will report to the Collegiate Regional Director. International volunteers should report they are safe to their volunteer supervisor. Headquarters staff should report they are safe to their supervisor.



ΠΒΦ'S 75<sup>TH</sup> BIENNIAL CONVENTION  
**A CELEBRATION**  
*of* **SISTERHOOD**

**JUNE 19-21, 2025**

**THE GALT HOUSE HOTEL  
LOUISVILLE, KENTUCKY**

Pi Beta Phi's 75<sup>th</sup> Biennial Convention: A Celebration of Sisterhood honors our 158-year history and the values at the heart of Pi Beta Phi. Join your Pi Phi sisters in commemorating our shared heritage, celebrating our collective achievements, reaffirming our commitment to our values and envisioning a promising future together.

Registration will open soon at [pibetaphi.org/convention](https://pibetaphi.org/convention).





# HOTEL MAP – 2<sup>ND</sup> FLOOR

**Alumnae Advisory Committee College**  
Regency Ballroom A-B

**Pi Phi Pages Meet-up**

**Building Bridges Workshop**  
Regency Ballroom B

**Balancing Act Workshop**

**Community Relations College**

**LGBTQIA+ Affinity Group Meet-up**

**Safe Sisterhood Workshop**

**Facilitation Foundations Workshop**  
Regency Ballroom A

**Member Experience College**

**Crafting Your Chapter Brand Workshop**

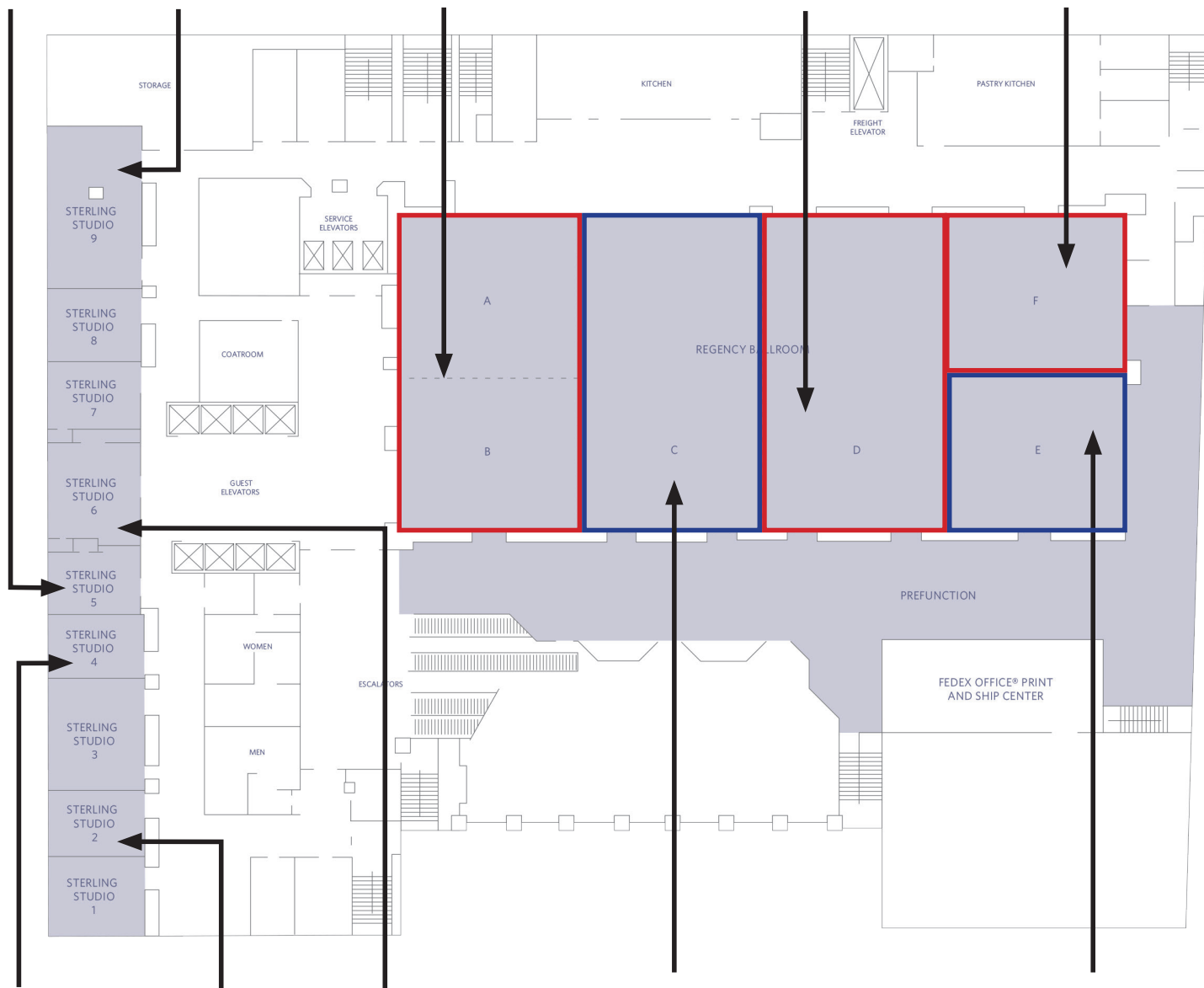
Sterling Studio 5

Sterling Studio 9

Regency Ballroom A

Regency Ballroom D

Regency Ballroom F



**Members of Color Affinity Group Meet-up**

Sterling Studio 4

**LNC Meetings**

Sterling Studio 2

**Keys to Success Workshop**

Sterling Studio 6

**Chapter President College**

**Conquering Conflict Workshop**

Regency Ballroom C

**Finance/Housing College**

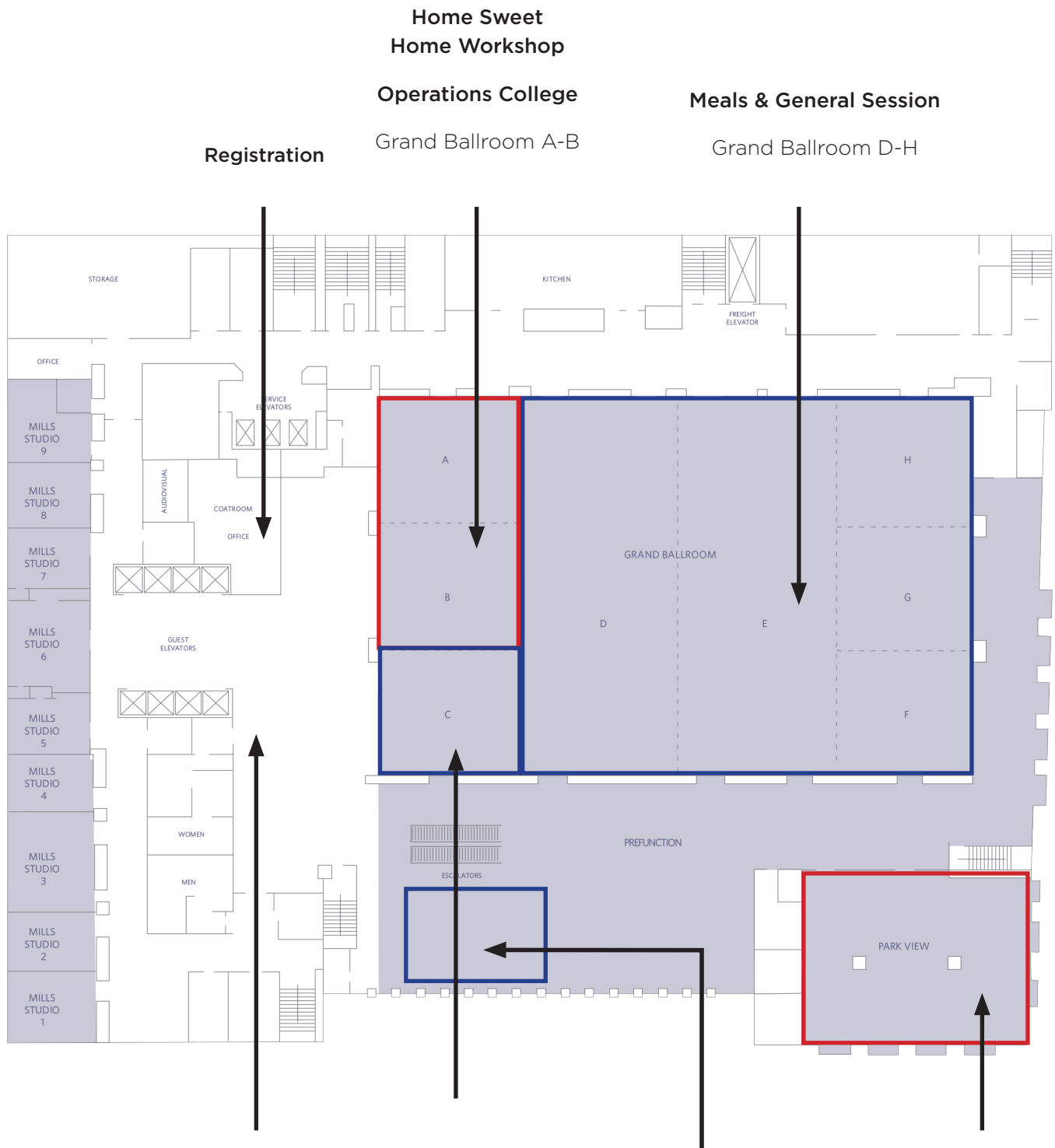
**Career Confidence Workshop**

Regency Ballroom E





# HOTEL MAP – 4<sup>TH</sup> FLOOR



Home Sweet Home Workshop

Operations College

Meals & General Session

Registration

Grand Ballroom A-B

Grand Ballroom D-H

BetaBase Learning Lab

Shop Pi Phi  
Grand Ballroom C

Pi Beta Phi Foundation Wine Carnation Garden

The Power of YOU Workshop

Digital Pix Booth

Risk Management College

Park View

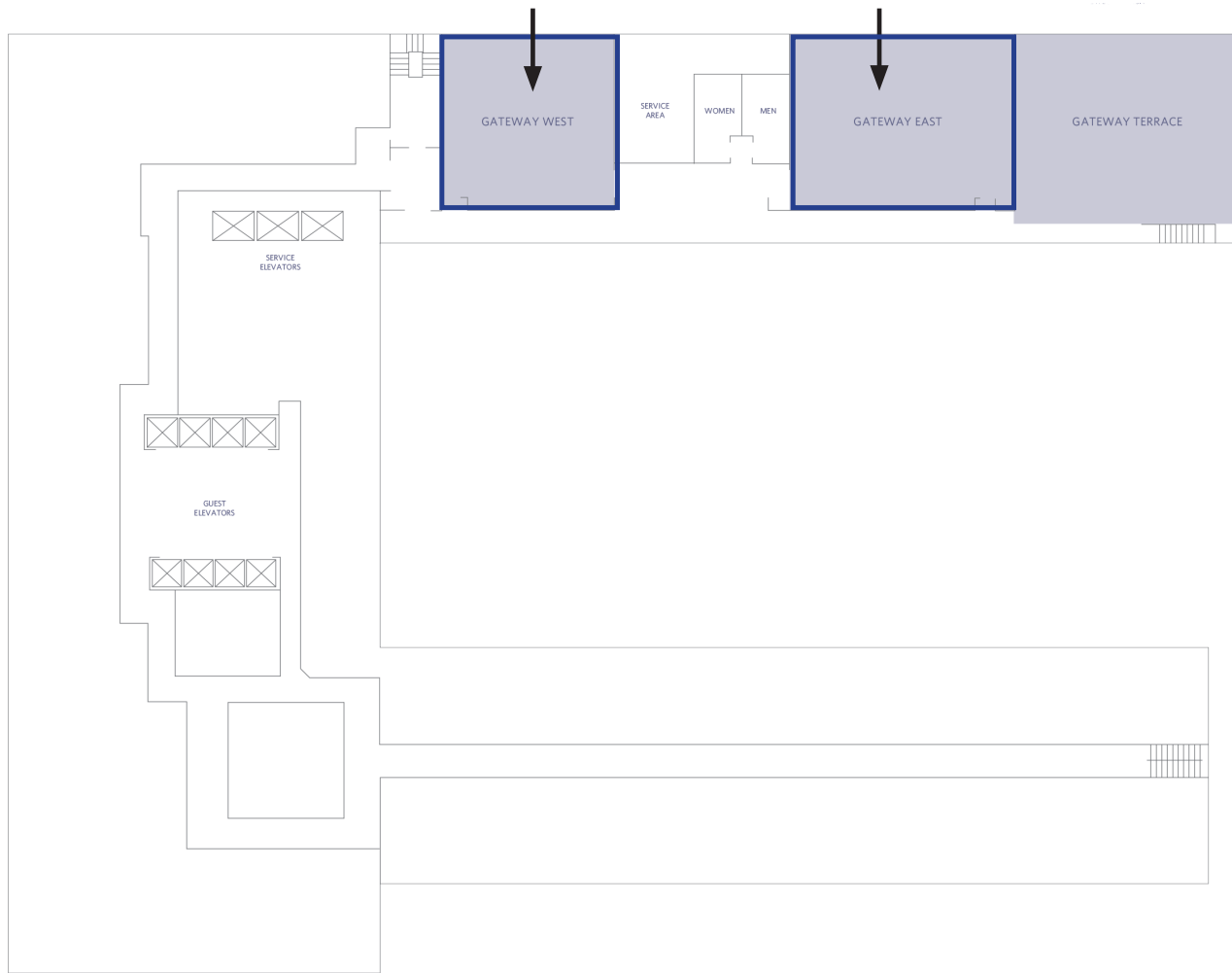




# HOTEL MAP — 18<sup>TH</sup> FLOOR

**Delegation**  
**Decoded Workshop**  
**Inclusion College**  
Gateway West

**Recruitment College**  
**Retention by Design**  
Gateway East



*Pi Phi  
giving  
day*

3.14.25

# Join our Pi Phi Giving Day ambassador team!

Do you have a passion for Pi Phi and want to make a difference? As an ambassador, you can win exclusive Pi Phi prizes while helping to promote this special day of giving.

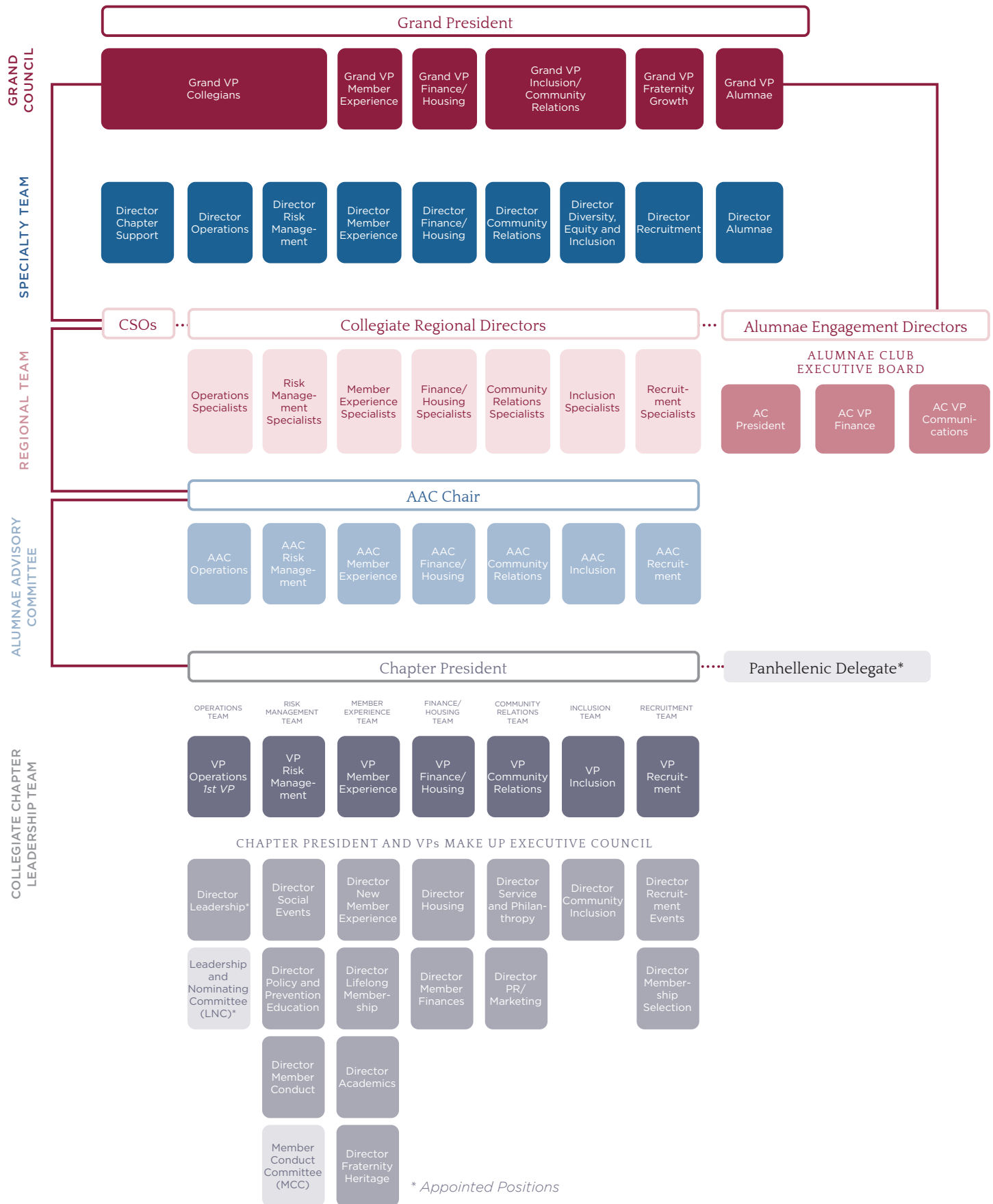


Scan the QR code to sign up, then stop by the Wine Carnation Garden in the 4<sup>th</sup> Floor Grand Foyer to pick up your Pi Phi Giving Day ambassador button!





# PI BETA PHI ORGANIZATIONAL STRUCTURE







# PI BETA PHI REGIONAL MAP



## Smile Big

Capture your favorite 2025 College Weekend moments with Digital Pix, our official event photographer!

Stop by their booth in the 4<sup>th</sup> Floor Grand Foyer for a chance to win a FREE chapter composite!



# VOLUNTEERS AND STAFF

## GRAND COUNCIL



**Lisa Gamel Scott**  
COLORADO ALPHA  
Grand President  
gp1@pibetaphi.org



**Melissa Malone Colvin**  
VIRGINIA THETA  
Grand Vice President  
Collegians  
gvpc@pibetaphi.org



**Ana Mancebo Miller**  
TEXAS BETA  
Grand Vice President Alumnae  
gvpa@pibetaphi.org



**Emory McGinnis Eison**  
MISSISSIPPI BETA  
Grand Vice President  
Finance/Housing  
gvph@pibetaphi.org



**Jenn Plagman-Galvin**  
IOWA GAMMA  
Grand Vice President  
Fraternity Growth  
gvpg@pibetaphi.org



**Amy Lorenzen  
Southerland**  
SOUTH DAKOTA ALPHA  
Grand Vice President  
Inclusion/Community  
Relations  
gvpicr@pibetaphi.org



**Greer Horne**  
VIRGINIA ZETA  
Grand Vice President  
Member Experience  
gvpme@pibetaphi.org

## GRAND COUNCIL EMERITAE



**Sarah (Sis) Ruth Mullis**  
SOUTH CAROLINA ALPHA  
Grand President Emerita  
sarahrmullis@cs.com



**Carol Inge Warren**  
NORTH CAROLINA BETA  
Grand Vice President Emerita  
rjwarren@aol.com



# SPECIALTY DIRECTORS



**Marie Metke Westom**  
OREGON GAMMA  
Director Operations  
do@pibetaphi.org



**Jennifer Mandeville**  
VIRGINIA THETA  
Director Risk Management  
drm@pibetaphi.org



**Stephanie Shadwick**  
MISSOURI GAMMA  
Director Member Experience  
dme@pibetaphi.org



**Amanda Reid Austin**  
MICHIGAN ALPHA  
Director Finance/Housing  
dfh@pibetaphi.org



**Beth Torres**  
ILLINOIS ZETA  
Director Community Relations  
dcr@pibetaphi.org



**Monica Diaz-Greco**  
ONTARIO ALPHA  
Director Recruitment  
dr@pibetaphi.org



**Michelle Drouse Woodhouse**  
CALIFORNIA ETA  
Director Alumnae  
da@pibetaphi.org



**Daphney Rose Bitanga**  
CALIFORNIA ETA  
Director Diversity, Equity and Inclusion  
ddei@pibetaphi.org



**Tina Rivard**  
PENNSYLVANIA THETA  
Director Chapter Support  
dcs@pibetaphi.org





# REGIONAL TEAMS

## REGION ONE



**Laura Clough Redmond**  
OHIO ETA  
Alumnae Engagement Director  
aed1@pibetaphi.org



**Alison Pilgrim**  
SOUTH DAKOTA ALPHA  
Collegiate Regional Director  
crd1@pibetaphi.org



**Katie Bills Gerrity**  
INDIANA ZETA  
Operations Specialist  
operations1@pibetaphi.org



**Jennifer Green Hall**  
PENNSYLVANIA THETA  
Risk Management Specialist  
riskmanagement1@pibetaphi.org



**Deanne Trent**  
PENNSYLVANIA ZETA  
Member Experience Specialist  
memberexperience1@pibetaphi.org



**Debbie Wang**  
NEW YORK ZETA  
Finance/Housing Specialist  
financehousing1@pibetaphi.org



**Katie Francis Moore**  
WEST VIRGINIA ALPHA  
Recruitment Specialist  
recruitment1@pibetaphi.org



**Veronica Milliken Boggs**  
WEST VIRGINIA ALPHA  
Community Relations Specialist  
communityrelations1@pibetaphi.org



**Semrin Aleckson Gillespie**  
VIRGINIA IOTA  
Inclusion Specialist  
inclusion1@pibetaphi.org







**REGION TWO**



**Dana Reilly**  
FLORIDA ZETA  
Alumnae Engagement Director  
aed2@pibetaphi.org



**Julia Furtaw**  
MICHIGAN GAMMA  
Collegiate Regional Director  
crd2@pibetaphi.org



**Alexis Baker Pickrell**  
OHIO EPSILON  
Operations Specialist  
operations2@pibetaphi.org



**Jessica Kowalkowski**  
MICHIGAN GAMMA  
Risk Management Specialist  
riskmanagement2@pibetaphi.org



**Cindy Corday Pajak**  
FLORIDA EPSILON  
Member Experience Specialist  
membereperience2@pibetaphi.org



**Lynda Breyer Miller**  
MICHIGAN ALPHA  
Finance/Housing Specialist  
financehousing2@pibetaphi.org



**Elizabeth Rountree Zaebst**  
MICHIGAN BETA  
Recruitment Specialist  
recruitment2@pibetaphi.org



**Bianka Bargmann**  
ONTARIO ALPHA  
Community Relations Specialist  
communityrelations2@pibetaphi.org



**Tessa Betz Ripka**  
MICHIGAN ALPHA  
Inclusion Specialist  
inclusion2@pibetaphi.org



REGION THREE



**Kimberly Sisk Crowe**  
KENTUCKY BETA  
Alumnae Engagement Director  
aed3@pibetaphi.org



**Emily Beck Wood**  
PENNSYLVANIA THETA  
Collegiate Regional Director  
crd3@pibetaphi.org



**Lacey Morrison Avioli**  
MISSISSIPPI GAMMA  
Operations Specialist  
operations3@pibetaphi.org



**Katie Todd**  
NEW YORK EPSILON  
Risk Management Specialist  
riskmanagement3@pibetaphi.org



**Krista Searle**  
ALBERTA ALPHA  
Member Experience Specialist  
memberexperience3@pibetaphi.org



**Jessi Bevan Nill**  
INDIANA GAMMA  
Finance/Housing Specialist  
financehousing3@pibetaphi.org



**Kay Gray Forbes**  
WEST VIRGINIA ALPHA  
Recruitment Specialist  
recruitment3@pibetaphi.org



**Kelly Zudycki Perry**  
ILLINOIS ZETA  
Community Relations Specialist  
communityrelations3@pibetaphi.org



**Amber Maiberger**  
ILLINOIS ETA  
Inclusion Specialist  
inclusion3@pibetaphi.org



**REGION FOUR**



**Lori Poveromo Haight**  
VIRGINIA ETA  
Alumnae Engagement Director  
aed4@pibetaphi.org



**Rachael Tully**  
VIRGINIA ZETA  
Collegiate Regional Director  
crd4@pibetaphi.org



**Kara Rex**  
IOWA GAMMA  
Operations Specialist  
operations4@pibetaphi.org



**Jenn Waggoner Strickland**  
WEST VIRGINIA ALPHA  
Risk Management Specialist  
riskmanagement4@pibetaphi.org



**Cara Stombeck**  
VIRGINIA ZETA  
Member Experience Specialist  
memberexperience4@pibetaphi.org



**Sande Schweier**  
OREGON GAMMA  
Finance/Housing Specialist  
financehousing4@pibetaphi.org



**Jennifer Bailey**  
MICHIGAN EPSILON  
Recruitment Specialist  
recruitment4@pibetaphi.org



**Erin Davis**  
MICHIGAN EPSILON  
Community Relations Specialist  
communityrelations4@pibetaphi.org



**Rachael Holman**  
MISSISSIPPI ALPHA  
Inclusion Specialist  
inclusion4@pibetaphi.org







**REGION FIVE**



**Suzanne Gill Kriz**  
ILLINOIS ETA  
Alumnae Engagement Director  
aed5@pibetaphi.org



**Brooke Avila**  
IOWA BETA  
Collegiate Regional Director  
crd5@pibetaphi.org



**Ann Wear Wiley**  
IOWA GAMMA  
Operations Specialist  
operations5@pibetaphi.org



**Emily Carney Harriott**  
ARIZONA BETA  
Risk Management Specialist  
riskmanagement5@pibetaphi.org



**Staci Moss Wekenborg**  
OKLAHOMA BETA  
Member Experience Specialist  
memberexperience5@pibetaphi.org



**Andrea Hefty Lindquist**  
IOWA GAMMA  
Finance/Housing Specialist  
financehousing5@pibetaphi.org



**Katie Knoll Mott**  
IOWA GAMMA  
Recruitment Specialist  
recruitment5@pibetaphi.org



**Catherine O'Dea Pallardy**  
ILLINOIS ETA  
Community Relations Specialist  
communityrelations5@pibetaphi.org



**Tessa Kohler**  
WISCONSIN DELTA  
Inclusion Specialist  
inclusion5@pibetaphi.org



**REGION SIX**



**Alicia Middleton Stephens**  
NORTH CAROLINA ALPHA  
Alumnae Engagement Director  
aed6@pibetaphi.org



**Molly Harris-Stevens**  
MISSISSIPPI BETA  
Collegiate Regional Director  
crd6@pibetaphi.org



**Tracy Gilbreath Fenter**  
TEXAS GAMMA  
Operations Specialist  
operations6@pibetaphi.org



**Carmen Felder**  
OKLAHOMA ALPHA  
Risk Management Specialist  
riskmanagement6@pibetaphi.org



**Dorothy Ruoff**  
MONTANA ALPHA  
Member Experience Specialist  
memberexperience6@pibetaphi.org



**Callie Rutherford**  
MISSISSIPPI BETA  
Finance/Housing Specialist  
financehousing6@pibetaphi.org



**Phoenix Pope Johnston**  
MISSISSIPPI ALPHA  
Recruitment Specialist  
recruitment6@pibetaphi.org



**Brittany White**  
MISSISSIPPI GAMMA  
Community Relations Specialist  
communityrelations6@pibetaphi.org



**Lise Byars-George**  
MISSOURI BETA  
Inclusion Specialist  
inclusion6@pibetaphi.org







**REGION SEVEN**



**Carolyn Much Reil**  
OREGON GAMMA  
Alumnae Engagement Director  
aed7@pibetaphi.org



**Marisa Strauss Stribling**  
OREGON ALPHA  
Collegiate Regional Director  
crd7@pibetaphi.org



**Lidia Salvaggio**  
MICHIGAN EPSILON  
Operations Specialist  
operations7@pibetaphi.org



**Elisabeth Mayer Garcia**  
NEVADA ALPHA  
Risk Management Specialist  
riskmanagement7@pibetaphi.org



**Kyra Flatow**  
MONTANA ALPHA  
Member Experience Specialist  
memberexperience7@pibetaphi.org



**Jean Nees Tulin**  
ILLINOIS ETA  
Finance/Housing Specialist  
financehousing7@pibetaphi.org



**Haley Burns-Hodges**  
UTAH ALPHA  
Recruitment Specialist  
recruitment7@pibetaphi.org



**Terre McFillen Hall**  
OHIO ALPHA  
Community Relations Specialist  
communityrelations7@pibetaphi.org



**Aubri Tuero**  
UTAH ALPHA  
Inclusion Specialist  
inclusion7@pibetaphi.org





## REGION EIGHT



**Marnie Lee**  
ALBERTA ALPHA  
Alumnae Engagement Director  
aed8@pibetaphi.org



**Marie Baldazo Andraesen**  
CALIFORNIA ETA  
Collegiate Regional Director  
crd8@pibetaphi.org



**Heather Wilson Miller**  
NEW MEXICO BETA  
Operations Specialist  
operations8@pibetaphi.org



**Lindsay Thomson**  
ALBERTA ALPHA  
Risk Management Specialist  
riskmanagement8@pibetaphi.org



**Vacant Position**  
Member Experience Specialist  
membereperience8@pibetaphi.org



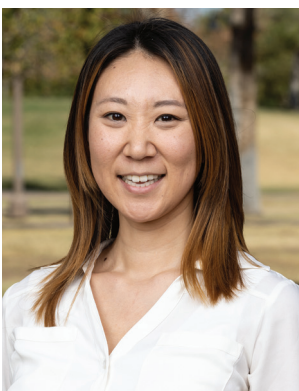
**Tiffany Flint Caron**  
COLORADO EPSILON  
Finance/Housing Specialist  
financehousing8@pibetaphi.org



**Steph Uchino-Beach**  
CALIFORNIA ETA  
Recruitment Specialist  
recruitment8@pibetaphi.org



**Melissa Clark Stevenson**  
OREGON GAMMA  
Community Relations Specialist  
communityrelations8@pibetaphi.org



**Stacey Akahoshi**  
CALIFORNIA LAMBDA  
Inclusion Specialist  
inclusion8@pibetaphi.org







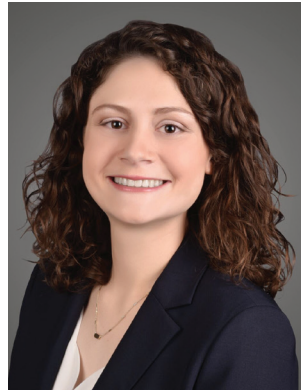
**REGION NINE**



**Jody Morse Al-Saigh**  
NEW YORK ALPHA  
Alumnae Engagement Director  
aed9@pibetaphi.org



**Kris Semenza Murphy**  
MONTANA ALPHA  
Collegiate Regional Director  
crd9@pibetaphi.org



**Megan Marie Israelitt**  
OHIO KAPPA  
Operations Specialist  
operations9@pibetaphi.org



**Tara Abbott Davis**  
ARIZONA ALPHA  
Risk Management Specialist  
riskmanagement9@pibetaphi.org



**Shannon Fredericks**  
DELAWARE ALPHA  
Member Experience Specialist  
memberexperience9@pibetaphi.org



**Ashley Boarts**  
OHIO THETA  
Finance/Housing Specialist  
financehousing9@pibetaphi.org



**Karli Pep Hansen**  
COLORADO GAMMA  
Recruitment Specialist  
recruitment9@pibetaphi.org



**Kristin Zemke**  
NEW YORK ETA  
Community Relations Specialist  
communityrelations9@pibetaphi.org



**Monica Watt Elms**  
MICHIGAN GAMMA  
Inclusion Specialist  
inclusion9@pibetaphi.org





## FRATERNITY STAFF



**Shawn Eagleburger**  
Executive Director  
seagleburger@pibetaphi.org



**Caroline Majers Backer**  
INDIANA EPSILON  
Assistant Executive Director  
cbacker@pibetaphi.org



**Ashley Hallowell Karth**  
ILLINOIS ETA  
Associate Executive Director  
akarh@pibetaphi.org

## ALUMNAE ENGAGEMENT AND EVENTS



**Libby Gilkison Cannon**  
MISSOURI ALPHA  
Senior Director of Engagement  
lcannon@pibetaphi.org



**Allison Kimball**  
Alumnae Services Director  
akimball@pibetaphi.org



**Jules Jordan**  
Alumnae Club  
Services Coordinator  
jjordan@pibetaphi.org



**Annika Meyer**  
Events Coordinator  
ameyer@pibetaphi.org







## CHAPTER SERVICES



**Mackenzie Gatti**  
Senior Director of  
Chapter Services  
mgatti@pibetaphi.org



**Samantha Eldridge**  
LOUISIANA BETA  
Chapter Services Director  
seldridge@pibetaphi.org



**Emilia DeMarco**  
Assistant Director of  
Chapter Services  
edemarco@pibetaphi.org



**Angela Ging**  
Assistant Director of  
Chapter Services  
aging@pibetaphi.org



**Hannah Meador**  
IOWA GAMMA  
Assistant Director of  
Chapter Services  
hmeador@pibetaphi.org



**Bailey Fairfax**  
Chapter Services Coordinator  
bfairfax@pibetaphi.org

## EDUCATION AND INCLUSION



**Teresa Williams**  
Education and Inclusion Director  
twilliams@pibetaphi.org



**Olivia Kennedy**  
MICHIGAN GAMMA  
Assistant Director of Education  
and Programs  
okennedy@pibetaphi.org



**Adam Bantz**  
Assistant Director of Literacy  
and Programs  
abantz@pibetaphi.org







# FINANCE



**Micah Richardson**  
Senior Director of Finance  
mrichardson@pibetaphi.org



**Dawn Sonntag**  
KANSAS ALPHA  
Finance Director  
dsonntag@pibetaphi.org



**Jessica Seitz**  
Controller  
jseitz@pibetaphi.org



**Brandon Drum**  
Senior Analyst  
bdrum@pibetaphi.org



**Hannah Stanfield**  
Account Payable Manager  
hstanfield@pibetaphi.org



**Albert Weiss**  
Staff Accountant  
aweiss@pibetaphi.org



**Tionne Wurtz**  
Staff Accountant  
twurtz@pibetaphi.org



**Breon Jones**  
Staff Accountant  
bjones@pibetaphi.org



**Ruth Argent**  
MISSOURI ALPHA  
Accounts Payable Specialist  
rargent@pibetaphi.org





## HUMAN RESOURCES AND OPERATIONS



**Melissa Nagus**  
MISSOURI ALPHA  
Senior Director of Human Resources  
mnagus@pibetaphi.org



**Alex Gaskin**  
NEW MEXICO ALPHA  
Talent Management Director  
agaskin@pibetaphi.org



**Megan Paule**  
Human Resources Generalist  
mpaule@pibetaphi.org



**BreAnna Menendez-Phillips**  
Operations Support Manager  
bphillips@pibetaphi.org



**Linda Aiken**  
Administrative Support Specialist  
laiken@pibetaphi.org

## INFORMATION TECHNOLOGY



**Frank Goldsmith**  
IT Director  
fgoldsmith@pibetaphi.org



**Mel Hower**  
IOWA BETA  
IT Specialist  
mhower@pibetaphi.org





# MARKETING AND COMMUNICATIONS



**TG Livak**  
ARIZONA ALPHA  
Senior Director of Marketing  
and Communications  
tlivak@pibetaphi.org



**Cassidy Nieves**  
MICHIGAN GAMMA  
Marketing Director  
cnieves@pibetaphi.org



**Annie Bradshaw**  
OKLAHOMA ALPHA  
Growth Marketing Strategist  
abradshaw@pibetaphi.org



**Chloe Price**  
TENNESSEE DELTA  
Digital Marketing Specialist  
cprice@pibetaphi.org



**Heather Allen**  
Communications Director  
hallen@pibetaphi.org



**Kim Gooch**  
Communications Strategist  
kgooch@pibetaphi.org



**Abby McCord**  
Content Writer  
amccord@pibetaphi.org



**Grace Wood**  
CALIFORNIA MU  
Content Writer  
gwood@pibetaphi.org



**Maddie Mitchell**  
Graphic Designer  
mmitchell@pibetaphi.org





## STRATEGY



**Julie Jackson Molitor**  
MISSOURI ALPHA  
Senior Director of Strategy

## FRATERNITY HOUSING CORPORATION STAFF



**Shawn Eagleburger**  
Executive Director  
seagleburger@pibetaphi.org



**Caroline Majers Backer**  
INDIANA EPSILON  
Assistant Executive Director  
cbacker@pibetaphi.org



**Megan Fahrmeier Kelley**  
MISSISSIPPI BETA  
Projects Director  
mkelley@pibetaphi.org



**Kayle Gavin**  
Housing Director  
kgavin@pibetaphi.org



**Liza Hallsten**  
Assistant Director of Housing  
lhallsten@pibetaphi.org



**Arianna Rodriguez**  
Assistant Director of Housing  
arodriguez@pibetaphi.org



**Denise Pierce Turnbull**  
ILLINOIS ALPHA  
Holt House Curator  
holthouse@pibetaphi.org





# FOUNDATION STAFF



**Jill Mackey Carrel**  
INDIANA GAMMA  
Pi Beta Phi Foundation  
Executive Director  
jcarrel@pibetaphi.org



**Vacant Position**  
Director of Development  
and Engagement



**Emily Karcher**  
MARYLAND GAMMA  
Assistant Director of  
Development, Annual Giving  
ekarcher@pibetaphi.org



**Nicole Bustamante**  
Assistant Director of  
Foundation Operations  
nbustamante@pibetaphi.org



**Megan Schwedtmann**  
Donor Experience and  
Events Manager  
mschedtmann@pibetaphi.org



**Lindsey Martie  
Scheetz**  
MISSISSIPPI GAMMA  
Donor and Volunteer  
Engagement Manager  
lscheetz@pibetaphi.org



**Betsy West McCune**  
MISSOURI ALPHA  
Program Manager  
bmccune@pibetaphi.org



**Kim Sherman**  
Director of Finance  
ksherman@pibetaphi.org



**Tyronnica Johnson**  
Finance Coordinator  
tjohnson@pibetaphi.org





# WELCOME TO THE RECRUITMENT COLLEGE!

From building morale during Spirit Week to discovering the real-life application of recruitment skills, The Recruitment College will think beyond themes and decorations to provide the tools needed to help a chapter prepare for primary recruitment. Through brainstorming and roundtables, participants will learn how to make recruitment fun and meaningful for their members while defining and promoting their chapter brand.

By participating in the Recruitment College, attendees will be able to:

- Recognize recruitment as a year-round process and identify strategies to promote Pi Beta Phi outside of primary recruitment with a growth mindset.
- Explore and develop best practices for facilitating strong recruitment preparation that guides the chapter to recruit Potential New Members who share Pi Beta Phi's values and contribute to our sisterhood.
- Gain confidence with the Preference round of recruitment.
- Identify and develop recruitment practices that effectively contribute to an inclusive member experience.
- Discover and enhance their leadership potential to better support the entire Recruitment Team through planning and execution of their responsibilities.

## RECRUITMENT COLLEGE FACILITATORS



**Monica  
Diaz-Greco**  
ONTARIO ALPHA  
Director Recruitment  
dr@pibetaphi.org



**Angela Ging**  
Assistant Director of  
Chapter Services  
aging@pibetaphi.org



**Marie Baldazo  
Andrasen**  
CALIFORNIA ETA  
Region Eight Collegiate  
Regional Director  
crd8@pibetaphi.org

## TRACK AGENDA

### **PART I | FRIDAY 8 - 9 P.M.**

10 minutes	Welcome and Overview of Agenda
25 minutes	Sisterhood Activity/Game
20 minutes	Roles and Responsibilities
5 minutes	Wrap-Up

### **PART II | SATURDAY 9 - 11:45 A.M.**

10 minutes	Morning Energizer
20 minutes	Evaluating Current Recruitment Practices
60 minutes	Talking about Traditions
45 minutes	Preparing for Recruitment
30 minutes	Model Recruitment Workshop: Ideal Pi Phi

### **PART III | SATURDAY 1:15 - 3 P.M.**

55 minutes	Recruitment 365
40 minutes	Recruitment Events (Preference)
10 minutes	Membership Selection

### **PART IV | SATURDAY 4:15 - 6:15 P.M.**

60 minutes	Let's Get Social!
20 minutes	Authentic Recruitment
30 minutes	3-2-1 Activity
10 minutes	Reflection, Wrap-Up and Q&A

# VICE PRESIDENT RECRUITMENT POSITION DESCRIPTION

## OVERVIEW

The Vice President Recruitment (VPR) is responsible for all aspects of primary recruitment and Continuous Open Bidding (COB) efforts and the selection of New Members. The VPR prepares the chapter through recruitment conversation and recruitment presentation workshops to present themselves in a manner that reflects positively on Pi Beta Phi during primary recruitment and COB. The VPR also educates members on recruitment policies.

## RESPONSIBILITIES

- Plans and executes primary recruitment and COB efforts to reach quota/total.
- Prepares the chapter for recruitment efforts through the planning and execution of recruitment workshops.
- Serves as the chair of the Chapter Membership Selection Committee (CMSC).
- Collects sponsorship for Potential New Members (PNMs) via Recruitment Information Forms (RIFs) or the CMSC.
- Prepares for membership selection in accordance with the Fraternity's process and assists the Chapter President in the facilitation of membership selection.
- Provides education on recruitment policies including the Alumnae and Parent Involvement in the Collegiate Recruitment Process Policy and Position Statement.
- Sets and communicates member expectations before, during and after recruitment.
- Submits the Primary Recruitment Evaluation in BetaBase within two weeks of primary recruitment.
- Develops a recruitment evaluation for initiated members. Analyzes recruitment events and evaluations to recommend future improvements.

## KEY DATES AND DEADLINES

<b>FEBRUARY</b>	<p><b>SPRING PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit Primary Recruitment Evaluation in BetaBase within two weeks of primary recruitment</p> <p>Conduct a recruitment evaluation with initiated members</p>
<b>MARCH</b>	<p><b>FALL PRIMARY RECRUITING CHAPTERS</b></p> <p>Conduct off-semester recruitment preparation workshops</p>
<b>JULY</b>	<p><b>FALL PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit recruitment videos to AAC Recruitment Advisor and regional Community Relations Specialist to approve in collaboration with regional Recruitment Specialist</p>



## KEY DATES AND DEADLINES (CONTINUED)

<b>SEPTEMBER</b>	<p><b>FALL PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit Primary Recruitment Evaluation in BetaBase within two weeks of primary recruitment</p> <p>Conduct a recruitment evaluation with initiated members</p>
<b>OCTOBER</b>	<p><b>SPRING PRIMARY RECRUITING CHAPTERS</b></p> <p>Conduct off-semester recruitment preparation workshops</p>
<b>NOVEMBER</b>	<p><b>SPRING PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit recruitment videos to AAC Recruitment Advisor and regional Community Relations Specialist to approve in collaboration with regional Recruitment Specialist</p>
<b>ONGOING</b>	<p>Conduct COB preparation and events as necessary</p> <p>Meet weekly with all Directors on Recruitment Team</p> <p>Complete the Monthly Chapter Evaluation on behalf of the Recruitment Team each month</p>

## MANUALS, GUIDES AND RESOURCES

- Chapter Officer Report Calendar
- COB Guide
- Constitution and Statutes
- Event Planning and Management Guide
- Executive Council Officer Manual
- Membership Selection 101
- Monthly Chapter Evaluation
- National Panhellenic Conference Manual of Information
- Policy and Position Statements
- Read > Lead > Achieve® PowerPoint Recruitment Template
- Recruitment Events Guide
- Recruitment Prep Guide
- Recruitment Process Guide
- Sample Dues and Fees for Recruitment or Panhellenic
- Vote to Rank Workbook



# DIRECTOR RECRUITMENT EVENTS

## POSITION DESCRIPTION

### OVERVIEW

The Director Recruitment Events (DRE) is responsible for planning and executing events during recruitment to represent Pi Beta Phi positively to Potential New Members.

### RESPONSIBILITIES

- Executes event planning aspects of primary recruitment and Continuous Open Bidding (COB) events pertaining to themes, decorations, refreshments, songs, presentations, ceremonies or visuals such as videos or slideshows.
- Partners with the Director PR/Marketing and Community Relations Team to plan and create any videos related to recruitment, including pre-recruitment promotional videos, pre-recruitment social media content and videos to be used during any recruitment round.
- Reviews and implements ideas from previous year's recruitment evaluations.
- Organizes the chapter into committees to execute recruitment events.
- Assigns and manages rotation groups during recruitment.
- Assists the Vice President Recruitment (VPR) in completing all recruitment-related reports.

### KEY DATES AND DEADLINES

<b>FEBRUARY</b>	<p><b>SPRING PRIMARY RECRUITING CHAPTERS</b></p> <p>Collaborate with the Vice President Recruitment to contribute to the Primary Recruitment Evaluation within two weeks of primary recruitment</p>
<b>JULY</b>	<p><b>FALL PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit recruitment videos to the AAC Recruitment Advisor and regional Community Relations Specialist to approve in collaboration with regional Recruitment Specialist</p>
<b>SEPTEMBER</b>	<p><b>FALL PRIMARY RECRUITING CHAPTERS</b></p> <p>Collaborate with the Vice President Recruitment to contribute to the Primary Recruitment Evaluation within two weeks of primary recruitment</p>
<b>NOVEMBER</b>	<p><b>SPRING PRIMARY RECRUITING CHAPTERS</b></p> <p>Submit recruitment videos to the AAC Recruitment Advisor and regional Community Relations Specialist to approve in collaboration with regional Recruitment Specialist</p>
<b>ONGOING</b>	<p>Meet weekly with the Vice President Recruitment</p>



## **MANUALS, GUIDES AND RESOURCES**

- Chapter Officer Report Calendar
- Constitution and Statutes
- COB Guide
- Event Planning and Management Guide
- Monthly Chapter Evaluation
- Policy and Position Statements
- Read > Lead > Achieve® PowerPoint Recruitment Template
- Recruitment Events Guide
- Recruitment Process Guide
- Sample Dues and Fees for Recruitment or Panhellenic





# DIRECTOR MEMBERSHIP SELECTION POSITION DESCRIPTION

## OVERVIEW

The Director Membership Selection (DMS) is responsible for leading the recruitment process efforts to ensure membership selection aligns with the Fraternity's core values and policies and to help the chapter meet recruitment goals.

## RESPONSIBILITIES

- Collects all information on Potential New Members (PNMs) and uses the Fraternity's prescreening process.
- Manages the chapter's OmegaRecruit account and supports the chapter's use of the program during recruitment.
- Files, records and acknowledges the receipt of Recruitment Information Forms (RIFs) received by mail and electronically.
- Coordinates with the Vice President Recruitment to ensure every PNM invited to Preference round has sponsorship through the Fraternity's defined process.
- Supports the Chapter President and Vice President Recruitment in executing membership selection in accordance with the Fraternity's process.
- Assists the Vice President Recruitment in completing all recruitment-related reports.

## KEY DATES AND DEADLINES

<b>FEBRUARY</b>	<b>SPRING PRIMARY RECRUITING CHAPTERS</b> Collaborate with the Vice President Recruitment to contribute to the Primary Recruitment Evaluation within two weeks of primary recruitment
<b>SEPTEMBER</b>	<b>FALL PRIMARY RECRUITING CHAPTERS</b> Collaborate with the Vice President Recruitment to contribute to the Primary Recruitment Evaluation within two weeks of primary recruitment
<b>ONGOING</b>	File and record RIFs received electronically and by mail Send RIF acknowledgments for those received by mail Meet weekly with the Vice President Recruitment

## MANUALS, GUIDES AND RESOURCES

- Chapter Officer Report Calendar
- Constitution and Statutes
- Membership Selection 101
- Monthly Chapter Evaluation
- OmegaRecruit Website
- Policy and Position Statements
- Recruitment Process Guide

# MONTHLY CHAPTER EVALUATION FOR VICE PRESIDENT RECRUITMENT AND RECRUITMENT TEAM

## MEETING EXPECTATIONS STANDARDS

- Matches to quota during primary recruitment or extends snap bids or continuous open bidding (COB) bids to meet quota
- Consciously works toward membership growth goals whenever below campus total, with chapter size at 90% of total or greater
- Adheres to all membership selection policies and procedures, including complying with invitation policies of the College Panhellenic for both primary and secondary pool, unless variance is approved by Recruitment Specialist
- Chapter holds a total of six recruitment prep workshops with the entire chapter per calendar year (recommended one per month outside of Spirit Week)

## EXCEEDING EXPECTATIONS STANDARDS

- Matches to quota during primary recruitment due to outstanding primary recruitment preparation and execution
- Chapter is at campus total
- Chapter's recruitment prep workshops focus on the intentional development of members' recruitment skills beyond reviewing songs, logistics, membership selection processes, etc.



# 10 THINGS

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_
9. \_\_\_\_\_  
\_\_\_\_\_
10. \_\_\_\_\_  
\_\_\_\_\_









# EVALUATING CURRENT RECRUITMENT PRACTICES

## SPIRIT WEEK/RECRUITMENT PREP

TOPIC	CURRENT PRACTICE	NEW IDEA
SPIRIT WEEK SCHEDULE/TIMING		
SPIRIT WEEK AGENDA ITEMS		
SISTERHOOD ACTIVITIES		
WORKSHOPS		
THEMES		
FACILITATORS		
CHAPTER TRADITIONS		



**PHILANTHROPY ROUND**



<b>TOPIC</b>	<b>CURRENT PRACTICE</b>	<b>NEW IDEA</b>
<b>PARTY FLOW/TIMING</b>		
<b>ATTIRE</b>		
<b>PRESENTATION/ACTIVITY</b>		
<b>THEME/DECORATIONS</b>		
<b>CONVERSATION TOPICS</b>		







**SISTERHOOD ROUND**

<b>TOPIC</b>	<b>CURRENT PRACTICE</b>	<b>NEW IDEA</b>
<b>PARTY FLOW/TIMING</b>		
<b>ATTIRE</b>		
<b>PRESENTATION/ACTIVITY</b>		
<b>THEME/DECORATIONS</b>		
<b>CONVERSATION TOPICS</b>		





## PREFERENCE ROUND

TOPIC	CURRENT PRACTICE	NEW IDEA
PARTY FLOW/TIMING		
ATTIRE		
PRESENTATION/ACTIVITY		
THEME/DECORATIONS		
CONVERSATION TOPICS		





## CONTINUOUS OPEN BIDDING (COB)

TOPIC	CURRENT PRACTICE	NEW IDEA
EVENTS		
MARKETING/PROMOTIONAL OPPORTUNITIES		
PNM REFERRALS AND OUTREACH		









# RECRUITMENT TRADITIONS

## OUR CHAPTER TRADITIONS

**CHAPTER-CENTERED**

**MORE IMPACTFUL**

**SIMPLE TO IMPLEMENT**

**DIFFICULT TO IMPLEMENT**






## COMMUNICATING A SENSE OF BELONGING

WHAT DOES A PNM SEE AROUND THEM AT A RECRUITMENT EVENT THAT INDICATES THEY WILL BELONG AT PI PHI?

WHAT DOES A PNM HEAR AT A RECRUITMENT EVENT THAT INDICATES THEY WILL BELONG AT PI PHI?

WHAT FEELINGS DOES A PNM LEAVE A PI PHI RECRUITMENT EVENT WITH THAT INDICATES THEY WILL BELONG AT PI PHI?





## OFF-SEMESTER RECRUITMENT PREP

**WHAT ARE SOME THINGS YOU COULD COVER IN 20 MINUTES DURING A CHAPTER MEETING?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**ADDITIONAL NOTES:**

---

---

---

---

---

**WHAT ARE SOME THINGS YOU COULD COVER IN A TWO-HOUR WORKSHOP?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**ADDITIONAL NOTES:**

---

---

---

---

---

---

---

---









## SPIRIT WEEK

### TOPICS COVERED DURING A SUCCESSFUL SPIRIT WEEK INCLUDE:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### ADDITIONAL NOTES:

---

---

---

---

---

---

---

---

---

---





# MOCK RECRUITMENT PREP WORKSHOP

## IDEAL PI PHI (30 MIN)

**PURPOSE:** Establish a clear understanding of whom the chapter is looking for during recruitment

### INSTRUCTIONS:

- Have chapter members break into their rotation groups. Each group should identify the cast of a favorite TV show or movie. Then, the group should discuss the characters and identify which characters they would give a bid. The group should evaluate what qualities about each character makes them suitable or not suitable for membership in Pi Beta Phi.
- Ask each group to share one or two characters they would give a bid to, along with the qualities those characters possess. While groups are sharing, the VPR should write down these qualities on a white board. Follow the same process for those characters they would not give a bid to.
- Once complete, the VPR should review both lists in their entirety with the chapter. These qualities can be the basis for your PRO and CON adjective lists, which will be used during membership selection. All words must be Pi Phi appropriate and approved by AAC. Compare your final list to the sample from the Recruitment Process Guide (below) and discuss how your chapter’s priorities compare.

### PRO AND CON ADJECTIVES

Accomplished	Classy	Aggressive	Uninterested
Humble	Interesting	Spoiled	Friendly
Spirited	Thoughtful	Energetic	Personable
Immature	Pretentious	Loyal	Conceited
Adventurous	Dependable	Angry	Genuine
Imaginative	Inventive	Tactless	Respectful
Studious	Witty	Enthusiastic	Cranky
Impatient	Self-Centered	Memorable	Hilarious
Bright	Dynamic	Awkward	Sincere
Independent	Involved	Vulgar	Cynical
Talented	Spiteful	Faithful	Honest
Inappropriate	Eloquent	Passionate	Smart
	Lively	Boring	Dramatic

### ADDITIONAL NOTES:

---



---



---



---



---











## DEFINING YOUR CHAPTER'S BRAND

THE FOUR COMPONENTS THAT MAKE UP A BRAND ARE:

<b>BRAND IDENTITY</b>	<b>BRAND IMAGE</b>
<b>BRAND CULTURE</b>	<b>BRAND PERSONALITY</b>

ADDITIONAL NOTES:

---

---

---

---

---





## PERCEPTIONS IN YOUR CAMPUS COMMUNITY

**CAMPUS FACULTY, STAFF AND ADMINISTRATION**

**STUDENTS NOT AFFILIATED WITH A FRATERNITY/SORORITY**

**PANHELLENIC COUNCIL AND MEMBERS**

**OTHER FRATERNITY/SORORITY LIFE COUNCILS AND MEMBERS  
(IFC, NPHC, MGC, ETC.)**

**PARENTS**

**OTHER**





# RECRUITMENT VIDEOS

## FIVE TIPS TO CREATING AN AUTHENTIC RECRUITMENT VIDEO:

1. Participants: \_\_\_\_\_  
\_\_\_\_\_
2. Activities: \_\_\_\_\_  
\_\_\_\_\_
3. Remember Your Audience: \_\_\_\_\_  
\_\_\_\_\_
4. Accessibility: \_\_\_\_\_  
\_\_\_\_\_
5. Must Be Approved: \_\_\_\_\_  
\_\_\_\_\_

## IF YOU'RE CREATING A VIDEO FOR A VIDEO-ONLY ROUND, ASK YOURSELF:

- Why should a PNM prioritize Pi Phi after viewing this video?
- What about our video uniquely sets us apart from the other groups on campus?
- Does this video promote what a PNM is looking for in a sorority?

## ADDITIONAL NOTES:

---

---

---

---

---

---

---

---

---

---









## TARGET POTENTIAL NEW MEMBERS

THINK ABOUT THE POTENTIAL NEW MEMBERS YOU WANT TO TARGET TO JOIN YOUR CHAPTER.

- WHERE ARE THEY?

- HOW CAN WE REACH THEM?

- WHAT IS OUR MESSAGE?







## MOCK PREFERENCE CONVERSATION

**PI PHI** PNM, I am so happy that you are here today.

**PNM** Thanks.

**PI PHI** I'm happy to be here too.

**PI PHI** I had such a great time talking to you during the philanthropy round and I was hoping that I would have another opportunity. So, how are you feeling tonight?

**PNM** Pretty nervous to be honest.

**PI PHI** Try not to be nervous and remember that we're just as nervous as you are.

**PNM** How?

**PI PHI** How has your recruitment experience been?

**PNM** It's been wild. I've met so many people, and in the beginning, all the chapters just blurred in my mind. I couldn't keep them straight. But as the week went on, it got a little bit easier to figure and sort things out. But I don't know how I'll choose.

**PI PHI** Why did you choose Pi Phi?

**PI PHI** I'll be honest and say I had a hard time deciding too. I had friends in another chapter that I went to on preference night, so I knew that I'd be happy there. At Pi Phi, I really didn't know anyone, but I really connected with the members I met during recruitment. I felt like I had a lot in common with them, and they put me at ease. And I found that as I looked around the room, watching people talk to each other and interact with each other, that the Pi Phis all seemed genuine and fun.

**PI PHI** There were so many different kinds of members in the chapter. Everyone I met was unique, but they all seemed to genuinely love each other. I felt like they wanted me for who I was. And in the end, Pi Phi just seemed like the right fit for me. I knew I would always have those other friends no matter what, but Pi Phi just had everything I was looking for.

**PNM** Wow. Did you stay friends with the girls from the other house after you joined Pi Phi?

**PI PHI** I did, and I have friends in a lot of other chapters too. I'm glad I made the decision I did. Otherwise, I would have missed out on this chapter, and that just seems so weird to me now. I cannot imagine not being a Pi Phi.

**PI PHI** Are you having a hard time deciding?

**PNM** I am. I am really, really torn.

**PI PHI** Well, first, I really want you to know that I think you would be a great fit here. That's why you were invited tonight. Just from the conversations we've had, I can tell you that you have a lot of things in common with the girls in the chapter. But are there any questions that you have about Pi Phi that I can answer for you? Is there anything you're worried about or not sure about?

**PNM** No matter what house I join, I'm worried about the time commitment. I just don't know if I have the time to dedicate to a sorority when I know my parents are really worried about my academics.

**PI PHI** I get it. I totally know how you feel. I felt the same way. I think the time commitment is probably different for everyone, but for me, Pi Phi actually helped me with my grades. I found it was an excellent way to have people to study with me and hold me accountable.











## CONVERSATION COMPONENTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**ADDITIONAL NOTES:**

---

---

---

---

---





## STORYTELLING

### HOW IS YOUR RECRUITMENT EXPERIENCE GOING SO FAR?

While I was going through the recruitment process, I felt:

Every time I came to Pi Beta Phi, I felt:

### WHAT ARE YOU LOOKING FOR IN A SISTERHOOD?

When I was a PNM, I didn't realize I would gain:

### WHO IS SOMEONE YOU VALUE YOUR RELATIONSHIP WITH OR LOOK UP TO?

There are so many Pi Phis I have met who I cannot imagine my life without, like my friend:

In Pi Phi, I found an incredible mentor in my big and other older members of the chapter. They have given me:

### WHAT IS SOMETHING YOU ARE LOOKING FORWARD TO THIS YEAR?

Pi Beta Phi has given me so many unforgettable memories and I'm looking forward to creating more opportunities like:





# INCLUSIVITY IN CONVERSATIONS

- *Example:* What's your favorite show to watch on Netflix?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_

- Where is your favorite place to travel?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_

- Do you know anybody in a fraternity or sorority?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_

- I love your earrings! Where did you get them?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_

- Tell me about your family. Do you have any siblings or pets?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_

- Are you living on campus this year?

New Proposed Question: \_\_\_\_\_  
\_\_\_\_\_





# AUTHENTICITY AND CONFIDENCE

## WHY DO MEMBERS LEAVE THEIR SORORITIES?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WHAT DO WE DO THAT IS NOT AUTHENTIC TO WHO WE ARE AS AN ORGANIZATION AND AS MEMBERS?

---

---

---

---

---

---

---

---

## WHAT DO PEOPLE SEE DURING RECRUITMENT THAT THEY MIGHT NOT SEE ONCE IT IS OVER?

---

---

---

---

---

---

---

---

## WHAT ABOUT OUR RECRUITMENT VIDEOS? WHAT DO THEY SEE THERE THAT IS NOT AUTHENTIC?

---

---

---

---

---

---

---

---







## 3-2-1 ACTIVITY

### IDEAS

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### THREE RESOURCES TO UTILIZE

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### TWO WAYS TO OVERCOME CHALLENGES/CONCERNS

1. \_\_\_\_\_
2. \_\_\_\_\_

### ONE ADDITIONAL SUGGESTION

1. \_\_\_\_\_





## REFLECTION

**HOW CAN I SHARE THE INFORMATION I LEARNED THIS WEEKEND WITH MY CHAPTER?**

---

---

---

---

---

**WHAT DO I NEED TO SHARE WITH MY AAC ADVISOR ABOUT WHAT I'VE LEARNED THIS WEEKEND?**

---

---

---

---

---

**WHO DO I NEED TO CONNECT WITH WHO MIGHT BENEFIT FROM THIS INFORMATION?**

---

---

---

---

---

**HOW DO I ANTICIPATE THIS INFORMATION WILL HELP ME IN MY CURRENT OR FUTURE ROLE AS A LEADER WITHIN PI PHI?**

---

---

---

---

---





## REFLECTION

**WHAT FEELINGS DO I HAVE ABOUT SERVING IN THIS ROLE FOR THE NEXT YEAR?**

---

---

---

---

---

---

---

---

**WHAT WAS AN “AHA” MOMENT FOR ME WHEN SOMETHING REALLY CLICKED?**

---

---

---

---

---

---

---

---

**WHAT IS MY BIGGEST TAKEAWAY?**

---

---

---

---

---

---

---

---





















1867

ΠΒΦ

HONOR  
and  
RESPECT

lifelong  
COMMITMENT

INTEGRIT

Sincere  
friendship

Pi  
Beta  
Phi

PERSONAL AND  
INTELLECTUAL  
growth

LEADERS

ΠΒΦ

THANKS TO THE GENEROSITY OF DONORS, THIS PROGRAM IS SUPPORTED BY



FOUNDATION